

MAY 2022 NEWSLETTER

AUCTIONEERS ASSOCIATION OF ALBERTA

MESSAGE FROM THE PRESIDENT

Hello members of the Auctioneers Assoc. of Alberta. There has been quite a change over the last year both in our industry and the world we live in. I think very few people could have predicted the outcome when we first heard of the worldwide pandemic. My hope is this is something that we will never forget and use as an opportunity to learn and make some changes to our businesses and as an industry that will make us better and more resilient. Many auctions in response to these changes have moved toward some sort of online concept. I believe this will make us more competitive in the market and ensure our industry remains viable and relevant. The lifting of regulations has brought much positivity back into the minds of our communities. It is great to be able to have live auctions with full attendance of neighbors, friends, family, bidders, and buyers. The emotional and physical benefit of live auction is clear and what I believe has been missing in this industry for the last 2 years, I cannot stress enough the benefit of being able to have live auction. While I believe in and am grateful for the opportunity to explore the online world and its benefits and possibilities, I don't think any of us would disagree that live auction gives so much more and is still by far the more superior method.

The board has been working hard with many additional meetings this year. We have had to make some difficult cuts and have had to step up to continue to bring more value to the association. I would like to thank those board members who have stepped up and taken on additional roles to make this possible. Many transitions have taken place and I believe we are moving in a positive direction.

A new concept the association is exploring is allowing online auction companies to join our association. Our hope is by doing this we can have some sort of control over this growing business and ensure they are following association rules and regulations. In turn they will also add to our membership and bring additional revenue into our association.

I am excited to see everyone in Red Deer in June. It will be great to see our membership and discuss how everyone pushed through the last few years. I know this is something that many members have missed, and I hope you will all take the opportunity to join us and discuss issues that are pertinent to the continuation of our association. Without member participation this association will not be able to serve its members fully. Hope to see you all there!!!

Joe Perlich, President, **AUCTIONEERS ASSOC. of ALBERTA**

ANNUAL AGM & BANQUET

After two years of not knowing if you were up or down when it comes to going places, doing things, or conducting business the Auctioneer's Association of Alberta is holding a simple single day AGM and convention. It is designed to be both informative, and entertaining. Other than the AGM and speaker it is designed to just get the auctioneers back together again for a time of fellowship.

Below you will find the schedule of events. You need to get registered as soon as possible to allow us to finalize the planning. Our space is limited for the banquet & entertainment – another reason to register early. Please make your attendance a priority and join us for the whole day.

AUCTIONEERS ASSOCIATION OF ALBERTA

2022 AGM & BANQUET

JUNE 11, 2022

LOCATION: HOLIDAY INN – SOUTH, RED DEER, ALBERTA

Please plan to attend, reconnect & enjoy an action-packed afternoon & evening.

12 NOON – 1 PM

1:00 - 2:15 PM

2:15 - 2:30 PM

2:30 - 4:30 PM

5:30 - 6:00 PM

6:00 - 7:30 PM

7:30 - 8:00 PM

8:00 - 9:30 PM

Registration – Meet & Greet

Professional Social Media Brand Strategy

By Joe Whitbread, Emcee, Host Announcer, Public Speaker

Coffee Break

AGM

Cocktails – Cash Bar

President's Ball – Full Prime Rib Buffet

Fun Auction

Concert & Show

By Ben Crane – Singer, Song Writer, Recording Studio & Cartoonist & Leaning Tree Artist

AUCTIONEERS ASSOCIATION OF ALBERTA

Please Register Right Away as We Only Have Room For 125 People at the Banquet. \$150 Couple or \$100 Per Individual (Everything Included Except Alcoholic Beverages.)

Note: The AGM Is Free & Everyone Is Encouraged to Attend. If You Plan to Come for the Presidents Banquet & Entertainment You MUST Register by May 20/2022

There is also a block of Guest Rooms reserved for you if you wish to book one. These rooms are time sensitive. Book early and call the Holiday Inn South-Red Deer, Ab. @1-877-929-9099

To Register or for Inquiries call Don Montgomery at 403-350-0523

or Email don@montgomeryauctions.com

Mail Your Cheque Made Out to **Auctioneer's Assoc. of Alberta** with the Registration Form to Box 939, Blackfalds, Alberta T0M 0J0 or Email It Back with Your Credit Card Number, Expiry Date, CVP

NAME(S): _____

MAILING ADDRESS: _____

EMAIL: _____

PHONE NUMBER (_____) _____ NUMBER OF PEOPLE ATTENDING: _____

CREDIT CARD# _____ EXP. _____ CVP# _____



Co-founder and President of Jo(e) Social Media – Lacombe, Alberta

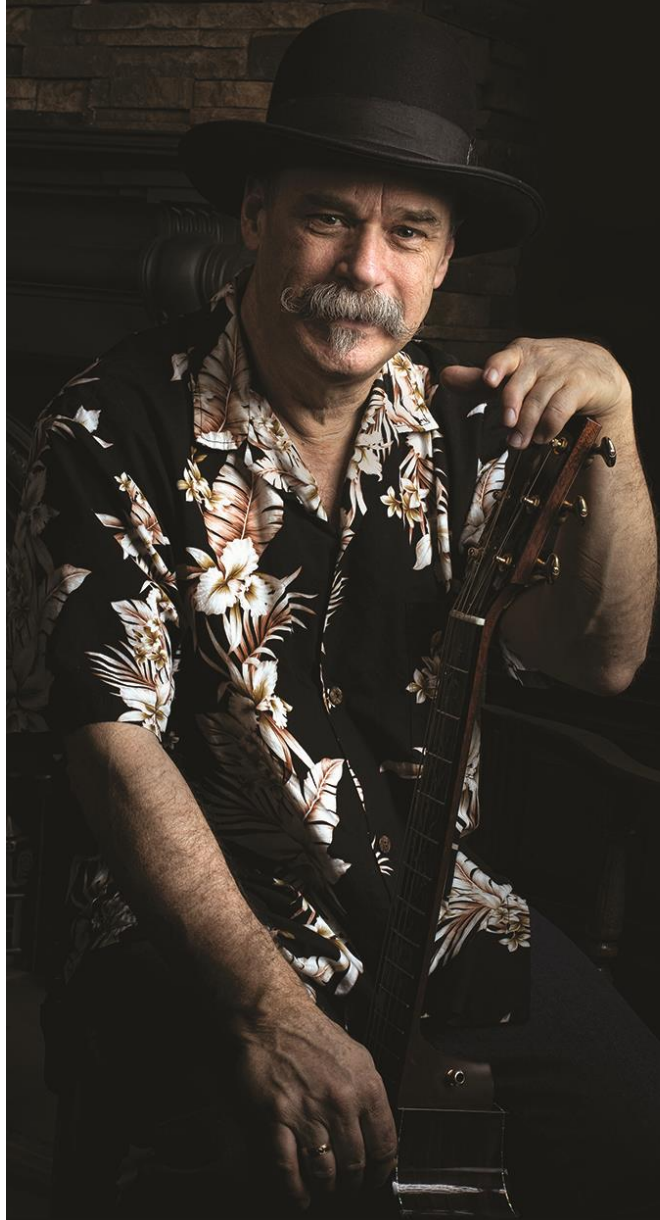
Joe started his career in broadcast journalism and spent many years as an on-air personality in both radio, TV and online. Joe moved through the radio industry in on air and marketing capacity, before transitioning to social media when it became apparent this was where businesses and professionals would have to be. As a professional emcee, PA announcer, and voiceover artist, Joe has hosted thousands of events in his 30+ year career in the public. He's a Dad, artist, Flames fan, and can most often be found on summer days swinging a club on the golf course or announcing ball games in Sylvan Lake. "Do what you love, love what you do."

Personal and Professional Social Media Brand Strategy - 90min.

Public figures, skilled trades, and professionals from every industry must carefully balance public and professional appearance, presence, and opinion on their social media channels. Managing your personal brand has never been more important...and precarious. In this social media presentation, well respected social media expert Joe Whitbread helps you develop a strategic social media presence and personal brand strategy, designed with clear online motivation for the channels you've chosen to broadcast your public voice. We'll discuss personal marketing, brand presence, online appearance, and how to leverage valuable relationships, affiliations, and connections, for career and community advantage.

BEN CRANE

Singer - Songwriter , *Leanin' Tree* artist



Ben has been intriguing audiences across western Canada and the US for over 30 years. With his slightly twisted brand of humour balanced out by his love of family and our traditional western way of life, his concerts deliver something for everyone. His style is traditional country with influences of bluegrass, folk, blues, Americana and gospel.

Ben has headlined nearly every western festival in Canada, as well as playing performing arts venues, ag society functions, 4H fundraisers and churches. He has 8 studio albums to his credit, and has won several awards including the Academy of Western Artists' Will Rogers Award for Cartoonist Of The Year, Canadas Cowboy Festival's Bully Award, and the Shell Silver Buckle Award for his musical and artistic contributions to the western way of life.

He is also a record producer, husband, father, grandfather, and illustrator best known for his work with western greeting card giant *Leanin' Tree*. In his spare time you'll find him chilling out in Alberta's west country. He lives with his wife on the family's 6-generation century farm west of Eckville, high on a ridge with a 150-mile view of our famous blue Canadian Rockies.

REQUEST FOR NOMINATIONS TO THE “AAA BOARD OF DIRECTORS”

The AAA Board needs you if you are willing to let your name stand for nomination. There are three positions that are up for re-election. If you or someone you know would be a positive asset to the operation of the AAA, please let us know right away. These are one-to-three-year positions. Please contact Darrell Domes @1-403-816-1661. He is looking forward to hearing from you.

MEMBERSHIP FEES & BONDS

If you have not yet paid your membership fees, please remit them immediately. For those of you who are bonded through the association make sure that they are paid up as well. Your attention to this matter is important.

If you have not received a notice either via mail or email, please let us know immediately. Help us make sure that we have your current addresses, phone numbers and emails.

If you have anything we should be aware of or if you need assistance with a matter, please let us know so that we can assist you. Your auctioneer’s association depends on you to stay strong and healthy.

FOR DISCUSSION AND ACCEPTANCE AT AGM

A new concept the association is exploring is allowing online auction companies to join our association. Our hope is by doing this we can have some sort of control over this growing business and ensure they are following association rules and regulations. In turn they will also add to our membership and bring additional revenue into our association.

ATTENTION: BOARD MEMBERS

Make Sure That Your Annual Report Is Emailed to Joe Perlich or Don Montgomery by May 15th in Writing.

LOOKING FORWARD TO
SEEING YOU ALL IN RED
DEER ON JUNE 11, 2022