



LOUISIANA AUCTIONEERS ASSOCIATION

2018 First Quarter Newsletter

March 1, 2018

LAA Convention 2018...The Next Generation of Auction Professionals

Louisiana Auctioneers Association 2018 Convention preparation is underway and you are invited to attend along with your family!

We encourage everyone to attend this yearly event and would ask that you try not to schedule auctions on this date if at all possible.

Guest Speaker Dustin Rogers a third-generation auctioneer from Mount Airy, NC, International Auctioneer Champion 2017 and lead auctioneer for CAT Auction Services, and Ritchie Bros Auctioneers will be speaking on the "The Next Generation" and/or "Inside the World of Equipment Auctions".

Several online auction firms will be on hand to discuss opportunities to expand your business in to the online auction world and/or answer any questions about online auctions.

Make sure to enter the Louisiana State Bid Calling Championship and our advertising competitions!

Our yearly convention will take place at the Chateau Saint Denis Hotel/Convention Center Located in the historic downtown district at 751 Second St. Natchitoches, Louisiana 71457 Please make your discounted hotel reservation by May 20th refer to the LAA Convention for a discounted rate of \$99 (318-951-4105) ChateauSaintDenis.com

LAA Convention Saturday, June 2nd

Friday, June 1st starting at 7pm we will have a casual meet and greet with dinner being served.

Saturday, June 2nd Registration begins at 8am and the convention will begin at 9am.

Lasyone's Restaurant will serve lunch at 12pm, your yearly \$60 LAA Membership fee includes convention entry, meal and association dues.



Natchitoches, Louisiana

LOUISIANA AUCTIONEERS ASSN., INC.



LOUISIANA AUCTIONEERS ASSOCIATION

2018 First Quarter Newsletter

March 1, 2018

LAA Convention 2018...The Next Generation of Auction Professionals

Natchitoches offers a wide variety of entertainment options including:

Discovering the Plantations and Historic Homes of Natchitoches, LA

Oakland Plantation - 4386 Hwy. 494 Natchez, LA 71456

Magnolia Plantation Complex - 5549 Hwy 119, Derry, LA 71416

Admission is free and open daily from 8am-4pm

Melrose Plantation - 3533 Hwy 119, Melrose, LA 71452

Open daily from 10am-5pm - Clementine Hunter Folk Art Museum



Natchitoches Louisiana Film Commission/Film Trail

Natchitoches Carriage Ride through downtown

Kaffie Frederick General Mercantile

Bayou Pierre Alligator Park

Louisiana Sports Hall of Fame Museum

Fort St. Jean Baptiste State Historic Site

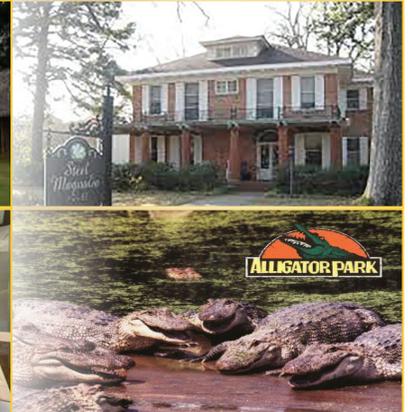
Briarwood: Nature Preserve

Kisatchie National Forest

National Fish Hatchery & Aquarium

Historic Bed & Breakfast Locations

Front Street Bars & Restaurants



It is about celebrating our industry.

Last fall, 12 NAA members and staff tuned into CSPAN to watch Congressman Jeff Duncan, NAA member and a U.S. congressman from South Carolina read a resolution on the floor of the House of Representatives naming the first Saturday of May as National Auctioneers Day and the week preceding that day as National Auctioneers Week. It was very exciting to hear this being read from NAA member on the floor of Congress.

In January, the NAA Promotions Committee was in the building to discuss what we could do to maximize the exposure for the auction industry. As we have said many times, we aren't a large organization with a lot of financial resources. However, we have a membership base that is located in all 50 states as well as a dozen countries. And we can use them and all of their friends and family to help us promote the great work that this industry accomplishes.

In the next few weeks, the March issue of Auctioneer will be out. If you are a member, please check out the suggested activities the Promotions Committee is planning. And if you are not a member, please work

with your own state association to accomplish some similar activities. We use the hashtags, #NAAPro and #AuctionsWork to help the public understand that this week is more than just celebrating one person's activities.

It is about celebrating our industry.

Why limit our work on social media? First, we don't. We have content that is provided on a monthly basis to USA Today, which in 2017 showed an average daily PAID circulation of 812,971. So each month those folks get a "dose" of what is happening within the auction industry and what auction professionals are doing.

Second we do spend time and financial resources on social media – particularly on Facebook. As of the 4th quarter of 2017, Facebook had 2.2 BILLION monthly active users. Active users are defined as logging in once a month. 2.2 BILLION – that's with a B! Those are crazy numbers. Now obviously we aren't reaching all 2.2 billion. But let me give you a quick illustration: let's say I currently have 500 friends. I post something and all 500 have the

opportunity to see what I post. Maybe half of them are people in the auction business – but I have lots of family on Facebook and I have worked at several other places – and people from those work experiences are my Facebook friends. So 250 people who are not in the auction industry can see my posts. Then some of them "share" that post to their friends and family. What happens? More and more people are understanding what is happening in the auction industry - #AuctionsWork gets spread. And to supplement all of that "free" publicity, NAA is paying for content that is directed to specific groups. So the word gets around.

We can't afford to pay for an ad that appears on national television. But we are spreading the word none the less!

And we will help you with National Auctioneers Week. If you are not a member of NAA and want to be involved. Send me an email: hcombest@auctioneers.org - we'll make sure you get what you need to participate!

Published by Hannes/NAA Newsletter



LOUISIANA AUCTIONEERS ASSN., INC.



iSeries: Turning Prospects into Sellers

April 5th www.auctioneers.org

Auction Marketing Management(AMM)

July 9-11 www.auctioneers.org

Benefit Auctioneer Specialist(BAS)

July 9-11 www.auctioneers.org

Certified Estate Specialist(CES)

July 9-11 www.auctioneers.org

Contract Auction Specialist(CAS)

July 10-11 www.auctioneers.org

NAA Conference

July 11-15 www.auctioneers.org

Upcoming Events & Education

www.louisianauctioneers.org