

MEMBER TESTIMONIALS

"Until this year, I had only attended the TAA Convention as a spouse or guest. When I recognized that auctioneering was something I wanted to seriously pursue, there was no doubt in my mind that I wanted all TAA had to offer. I was utterly impressed with the TAA Convention. TAA comes through on their promises. If they promote it, they provide it! As a "first timer", I was never treated as a "beginner", only a professional. I made new friendships that offer camaraderie and mentorship.

The continuing education was interesting and presenters were very qualified. As a first time attendee, I was able to soak it in like a sponge! But what I noticed was, that even seasoned auctioneers (my husband included) were impressed with the seminars that were offered for CE. Our industry is facing great challenges with regard to online technology. One of the favorite seminars was put on by Aaron Traffas of the National Auctioneers Association. Aaron presented in detail how we can feel confident to embrace technology and bring more buyers and sellers to the auction industry. He gave practical tips that all of us could put into place in our business. That seminar was also a great example of how TAA and NAA work together to educate auctioneers.

Another highlight for me was participating in my first Texas Rookie Auctioneer Contest. The 2010 contest will forever be a milestone for me. I was pleasantly surprised to find so much support and encouragement from seasoned auctioneers who wanted to see new auctioneers succeed in the business. I have received the gift of new friends and mentors from attending the 2010 convention and for that I am forever grateful. Don't miss being there in 2011! Make it a priority and put it on your calendar now. I look forward to seeing you there!"

-Wendy Lambert
Coppell, Texas

Just a short line on the convention. I want to thank the vets of the auction business on how friendly, open to assist, for spending time visiting with me during the convention. It's refreshing to be a member of the TAA. Many of you stopped me and took time to say hello and introduce me to your friends. Everyone made me feel wanted to be a part of the TAA and to get involved.

Not one auctioneer was unfriendly or didn't say contact me if you need help on anything I needed to improve in my business. I graduated from Texas Auction Academy in February 2009. What a great bunch of people at the convention. Thank you for caring for me and my future. Any auctioneer not a part of TAA is losing out on a great thing. This note is not solicited by anyone.

Dan Gill

"As a first-timer, the 2010 TAA convention in Arlington was great. The contacts I made and the support and encouragement from everyone is truly priceless."

Boyd Earp
Plano, Tx.

I have been a member of the Texas Auctioneer Association Since 2004, but have never attended any of the annual TAA conventions. Fortunately for me I have had a registered cattle sale every year on the date of the convention. This year's schedule provided me the opportunity to attend the 2010 convention as a "First Timer", and my goal was to be involved in as much of the schedule as possible. Having never attended any of the conventions before I was not sure what to expect, but I am pleased to announce that I was certainly not disappointed. From the networking opportunities to the scheduled seminars, I felt I was receiving the benefit of well planned event.

I entered as many of the events as possible including the State Champion Auctioneering, website, and brochure judging and went to as many of the seminars to complete my requirements for the "continuing education" portion to renew my license for next year. All this and more was completed in just a few days. What I really enjoyed was the making of new friends.

While many auctioneers posture themselves in the competitiveness of the business we are in, the atmosphere at the TAA convention was that of a "Welcome and glad you're here" attitude. From the staff and directors down to each of the volunteer committee members proved to me that the TAA is here to benefit auctioneers and the auction industry. I certainly will attend next year's convention and look forward to renewing friendships as well the opportunity to meet new people involved in the auction business.

Joel Lemley

I wanted to tell you how much I enjoyed my first TAA Convention. As a "first timer" I was quite surprised with the reception I received coming into the convention not really knowing anyone.

Member after member noticed my first timer ribbon on my name badge and approached me to introduce themselves to me. Over and over people I didn't know were offering their help to me, if I needed it. I came home with several business cards and even more new friendships.

I found the continuing education seminars quite informative. Although I recently graduated from the Texas Auction Academy in March, I found that I learned volumes of good, useful information.

The President's mixer and banquet were very nice. The "fun" atmosphere of both activities was refreshing, yet quite professional. The contest and the fun auction were one of the highlights for my wife and I, who was attending the Texas Auction Academy during the convention. I'm glad the TAA included the students in their convention activities.

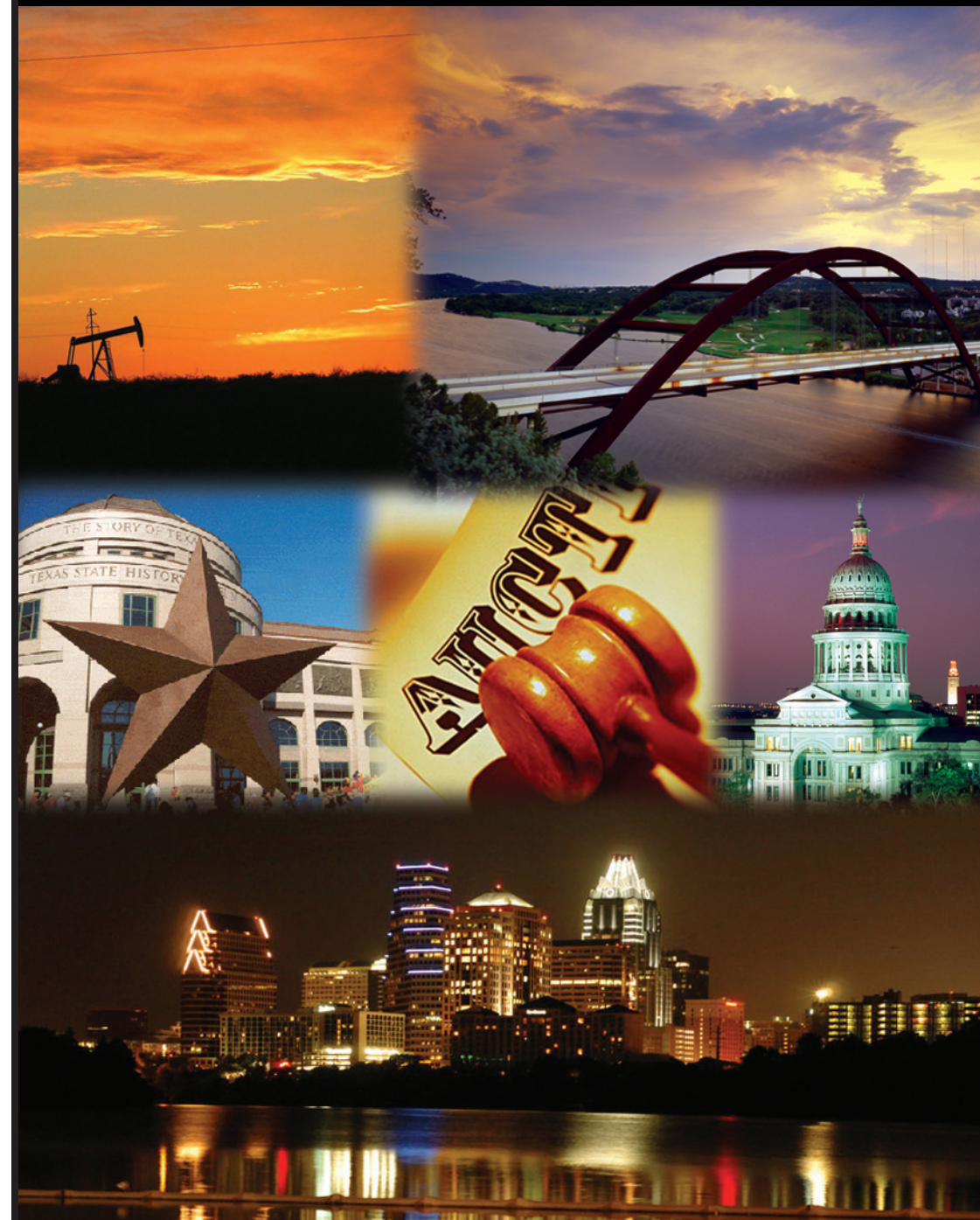
Thank you again for putting on a top-notch convention. I look forward to seeing everyone at next year's convention.

Respectfully yours,
Tom Lester II



TEXAS AUCTIONEERS ASSOCIATION

MEMBERSHIP BENEFITS



Advantages of Texas Auctioneers Association Membership:

- ★ Networking
- ★ Local Support
- ★ Local Conferences
- ★ Conference Exhibits
- ★ Social Events
- ★ State Championships
- ★ Member Benefit Programs Geared to the Local Auctioneer
- ★ Easy Access to Education
- ★ Professional Staff
- ★ Affordable
- ★ Cooperative Marketing: Auction & Auctioneer Promotion in Your State
- ★ Legislative Support
- ★ Access to Local Suppliers of Auction Services
- ★ Access to Auction Support Staff Through Networking
- ★ Knowledge About Your Local Market / Economy
- ★ Input on Decisions That Impact Your Livelihood
- ★ Auction Community!

For More Information, Visit Our Website at www.texasauctioneers.org

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WHAT TAA CAN DO FOR YOU . . .

AUCTION CALENDAR

Free posting of your action calendar on the TAA Auction Calendar on TAA's Web site www.texasauctioneers.org.

FREE WEB SITE AND HOSTING

Free internet web page presence on the TAA's web site. Members can include information about themselves, their company and their areas of expertise as well as post all of their auctions.

CONTINUING EDUCATION (CE)

Discounted registration fess for CE seminars and online CE Courses. Knowledgeable professionals on a variety of topics conduct the CE seminars and online CE is convenient and available on your schedule.

CONSUMER REQUESTS FOR PROPOSALS

Members have access to emails from consumers requesting auction services to assist with liquidation of personal property, surplus items and real estate. The TAA staff receives numerous phone and e-mail requests from the public looking for an Auctioneer and looking for an auction.

QUARTERLY NEWSLETTER, AND MEMBERSHIP RECOGNITION MATERIALS

New members receive a welcome packet that includes a professional membership card and certificate, decals, and membership lapel pin. Members also have access to a membership roster located on the members only section of the web site.

Quarterly newsletter mailing which is also available on the members only section of the TAA's web site.

GOVERNMENTAL AFFAIRS

A personal, and organized voice to state and federal regulatory agencies and legislative bodies, that monitors industry regulation and legislation that impacts the auction industry. Receive access to commentary on auctioneer laws and regulations not available to non-members.

PROFESSIONAL ACHIEVEMENT RECOGNITION AND MARKETING COMPETITION

Professional Achievement Awards and special awards program to recognize the creative efforts of its members. The contests includes awards in the following: Photography, Web site, Brochure, and Promotional Materials.

STATE CHAMPION AUCTIONEER

TAA hosts an annual bid-calling championship each June during the Annual Convention; this contest awards a \$1,000 prize, champion belt buckle and trophy.

STATE CHAMPION RINGMAN

TAA hosts an annual ring person championship each June during the Annual Convention; this contest awards a \$500 prize, champion belt buckle and trophy.

TEXAS SCOTTISH RITE HOSPITAL FOR CHILDREN (TSRHC)

TAA members have raised almost \$50,000 to help Texas children with special needs. Members have the opportunity to participate by selling TSRHC ties and caps. Contact TSRHC to receive items to sell at your auctions.

HEADQUARTERS STAFF

Members have access via telephone and email to knowledgeable staff members to answers questions regarding regulation, continuing education and other industry and membership related issues.



MEMBER TESTIMONIALS

I have attended the TAA Convention for several years as the faithful and supportive wife of a Texas licensed auctioneer and TAA member. I still love that role and will continue in it. But, this year, I was able to attend the 2010 convention as an official Texas licensed auctioneer and full fledged member of the TAA.

I can't say enough about the support and encouragement the people within this organization have given. The convention is a great opportunity to get to know these people and become a part of that support for other new members. The TAA is full of professional and qualified auctioneers with years of wisdom and experience. As a first-timer, I had an opportunity to soak in some of this at the first-timers' luncheon. This is just one way the organization shows its support for new members. Their desire is to see you succeed in this industry.

The TAA Convention is a great way to receive your continuing education. Great thought is put into providing exceptional learning opportunities. The instructors brought in for this convention were excellent. I came away packed full of new insights and ideas as well as increased knowledge of the industry. The information

I am writing to express my gratitude for the benefits I received from attending the TAA convention. I had no idea what I was missing!

As a new Auctioneer, licensed only a year and a half, I never dreamed the opportunities that existed at the convention. I had been told I should join, which I did; but I only fully grasped the importance of membership after attending the convention. I joined at first so that I could receive the newsletters and use the association logo on my company's marketing materials, believing I would gather knowledge and networking opportunities in the community I am in.

I did my first year of continuing education online. It was easier and more convenient for me last year. Thank you for that option. I really appreciated it since the expense of travel and being away was just not a good choice at the time. This year the convention was closer to me; so, I went.

I enjoyed the CE sessions. The speakers were all so very knowledgeable and invited any questions we had. The ability to interact with the people in the know was very important.

Usually when people speak of networking possibilities at a convention, I remember conventions I have been to for another career. The atmosphere was so competitive and so protective, the networking was limited to the close friends you already had that happened to be in attendance also. The sharing of ideas and thoughts was to see if your competition was faring better than you were.

At the TAA convention, the networking opportunities in the hall were priceless. I was able to meet the Auctioneers I have heard of or seen in the newsletters and on the Internet that have impressed me with their hard work and success. They were so genuine. They were offering me advice, what to do, what not to do, what works, what doesn't, saying things like, "If you need any help, just call me." "If you need help figuring out how to start up X, Y, Z, I'll tell you how we did it." It was amazing! So many people were friendly and approachable, willing to offer a new Auctioneer their wisdom and expertise. They all seemed to be "paying it forward" for someone that had helped them in the past that they were grateful for.

I saw classmates from auction school and renewed friendships. It was so wonderful to see their career dreams coming true to hold charity auctions, estate auctions,

alone is worth the effort to attend.

The annual business meeting also gives you a chance to become involved and exercise your voice in the governing aspect. When you become involved yourself, then this becomes your TAA.

All that's left to be said about the 2010 TAA Convention in Arlington is, "It was a blast!" From the dinner on Thursday evening with comedian Murray Conque (he's a hoot) to Saturday evening's banquet with the Hall of Fame inductions and the contest finals and everything in between, this convention was ranked tops in my book.

I look forward to attending many more conventions and becoming an active member of the TAA. Hopefully, I too can gain experience and obtain wisdom and be able to offer support and encouragement to first-timers in the future.

Tracie Davis

own a gallery; and they were doing well. It was reaffirming to see others putting their best out there and working hard to grow their companies just as I am. They also were willing to share their experiences, compare markets, and spending moods of the public. We also exchanged advertising and Web site ideas that worked for each of us.

I appreciate the fact that TAA is not ashamed of God. I was so impressed and proud to see that there wasn't an event started or a meal eaten, that prayer was not offered and that God was not thanked for the opportunity to be there and thanks given for what was received and blessings and protection asked for our Service men and women in all parts of the world. Thank you for that.

I also happened to enter the Rookie Auctioneer Contest. I entered just for the experience, to gain confidence in front of new crowds, to conquer the fear, and because a dear friend wouldn't let me off the hook once he said I should enter and I said that I might. As the veteran Auctioneers I met learned of my intent to compete, they offered encouraging words and advice. It could have been much more intimidating to call bids in front of a room packed with my peers, some very experienced, many champions themselves. By the time Friday night rolled around, I had met so many encouraging, genuinely sincere people, that although I was still nervous, I knew if I messed up or failed miserably, no one would be laughing at me. I'd brush it off and move on, embarrassed, but no worse for wear. As a result of entering, lots of people approached me wishing me luck – people that had no idea who I was the day before.

Also as a result of being there and watching the Championship Auctioneer competition, I heard fillers I had not heard, learned new techniques observing the ringmen competition, enjoyed each individual's unique talent and style, and had a wonderful time doing so.

As, I've said, I have attended other conventions for another career, and I have not enjoyed one of them as much as I enjoyed the TAA Convention. I would encourage every Auctioneer and those associated with auctions to join TAA. Thank you so much! Make room again for one more next year, I'll see you there!!

Valerie Grimm
TX #16230