

# 2008 KENTUCKY CONTINUING EDUCATION

Learn about auction marketing in the 21st century by identifying the five forces of competition in the auction industry. Find ways to streamline your strategy and incorporate new technologies while satisfying your CE requirements.

## KENTUCKY BOARD OF AUCTIONEERS

As an agency of the Commonwealth of Kentucky, the primary purpose of the Kentucky Board of Auctioneers is to protect the public.

This is accomplished through examination, licensure, and regulation of Auctioneers, apprentice Auctioneers, limited livestock Auctioneers, limited tobacco Auctioneers, and auction house operators.

Any questions regarding licensing in the state of Kentucky, please contact the Kentucky Board at, (502) 429-7145 [auctioneers@ky.gov](mailto:auctioneers@ky.gov).

## REGISTRATION INSTRUCTIONS

Please type or carefully print the information requested exactly as it should appear on all continuing education materials.

**Send completed form and fees payable in US Funds to National Auctioneers Association, 8880 Ballentine, Overland Park, KS 66214.**

Payment must be received one week prior to class to qualify for the early registration fee. After one week prior to class please add \$10 to registration fee. Fees do not include accommodations.

Early registration is strongly encouraged as classes are filled on a first come/first serve basis. No refunds will be available.

If you have any questions, please contact Sandra A. Bunten at 913-541-8084, Ext. 39.

## FAXING REGISTRATION

Faxed registrations will be accepted with credit card payment only and must be received one week prior to call to obtain the early registration price. A faxed registration is considered an obligation to attend.

FAX: 913-894-5281

## SCHEDULE OF EVENTS

(SUBJECT TO CHANGE)

- Registration starts at 8:00 a.m.
- All classes run from 9:00 a.m. – 4:00 p.m. unless otherwise noted.
- Fees: \$25.00 if registered one week prior to class. \$35.00 on-site registration.
- Early registration strongly encouraged to receive the discounted rate.
- Class size may be restricted so classes will be filled on a first come/first served basis until full.

**APRIL 14, 2008**

**Morehead Conference Center**  
111 E. First Street  
Morehead, KY 40351  
P: 606-780-9694

**MAY 14, 2008**

**Holiday Inn Hurstbourne/I-64 East**  
1325 S. Hurstbourne  
Louisville, KY 40222  
P: 502-426-2600

**MAY 15, 2008**

**Center for Rural Development**  
2299 S. Hwy 27  
Somerset, KY 42501  
P: 606-677-6000

## CONTACT INFORMATION

Name \_\_\_\_\_

Company Name \_\_\_\_\_

KY Lic. # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### PLEASE CHOOSE ONE CLASS:

- April 14 - Morehead     May 14 - Louisville     May 15 - Somerset

## METHOD OF PAYMENT

### PAYMENT TYPE

- Credit     Debit  
 Check

### CREDIT/DEBIT CARD TYPE

- AMEX     VISA  
 MC     DISCOVER

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Card Holder Name (Print) \_\_\_\_\_

Card Billing Address \_\_\_\_\_

Billing address is same as Registration address.

**PRE-REGISTRATION PAYMENT MUST BE RECEIVED ONE WEEK PRIOR TO DATE OF COURSE**



## National Auctioneers Association

8880 Ballentine  
Overland Park, KS 66214



### FEATURED SPEAKER DARRON MEARES, GPPA-M

**National Auctioneers Association Director**  
Meares Auction Group (Pelzer, South Carolina)

Darron Meares, GPPA-M, of Pelzer, South Carolina is a member of the National Auctioneers Association Board of Directors. He is currently serving a three-year term and is presently the vice-chairman of the Technology Committee.

Meares is a second-generation auctioneer and has been around the auction industry since the late 1970s attending and working his first auction around the age of five years old. He is co-owner, auctioneer and lead asset appraiser for the Meares Auction Group, which averages over 125 auctions per year. Meares serves on the South Carolina Auctioneer Association Board of Directors and is the chairman of the Education committee; in addition, he is an auction school instructor with the Southeastern School of Auctioneering and teaches Continuing Education seminars across SC, NC and GA.

In addition to the NAA Board and the South Carolina Board, Meares is a founding member of the PULSE Pacesetters young leadership group offered through the Greenville, SC Chamber of Commerce and is active in events throughout the upstate of South Carolina. He also spends his time raising money for the March of Dimes, St Jude Children's Hospital and various other philanthropic areas of the community.

Away from the office, Meares enjoys spending time with his son, Jackson, running half marathons and is an avid reader. He and his wife Hope attend Washington Baptist Church where Darron teaches financial education courses and has served on various committees.

As a proponent of education in the auction industry and in society in general, Meares has completed his Bachelor of Science in Business Administration degree as well as his Master of Business Administration (MBA) degree.

### SCHEDULED COURSES

#### THE FIVE FORCES OF COMPETITION IN THE AUCTION INDUSTRY

Michael Porter of Harvard University developed the Five Forces Model to help companies understand the competitive nature of their business.

In this seminar we will use the Five Forces Model to assess the competitive nature of the auction industry.

This model will show you the areas of YOUR business that may need to be adjusted to give you a greater advantage over competitors and rivals.

#### THE 24/7 AGE OF AUCTION MARKETING IN THE 21<sup>ST</sup> CENTURY

From the ATM to the World Wide Web, the world has gotten smaller over the past 15 years. This seminar provides historical insight into the 24/7 age and how to use it to your advantage when advertising and marketing your auctions and your auction business.

#### THE AUCTIONEER'S BIBLE - SECTION 2-328 OF THE UNIFORM COMMERCIAL CODE

Overview of the Uniform Commercial Code and Kentucky law review (Louisville).