

# EAGA Business Builder

Volume 10

Issue 1

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## Today's speaker was Jeff Bentley—Bentley's Auctions

Jeff grew up as part of a farm and ranch family near Amarillo, TX. His father began the auction business as a way to bypass the middle man when selling the family's sheep every year. Jeff worked the ranch as a youngster, then took on higher education. He graduated from Texas Tech in 1998 and began following in his father's foot steps, or actually, his vocal chords. Jeff says that he and his staff can sell anything from Grandma's quilt to an entire factory. He gets the most money possible for the consignor by using research, product knowledge and an amazing ability to discern and then exploit the bidder's emotions. Bentley's Auction company is licensed in Texas and not New Mexico. A couple of good reasons for that. Texas' licensing is honored by 38 states, via reciprocity arrangement; New Mexico does not have any license requirements, oversight, or regulatory controls at all pertinent to auctioneering. From Jeff's presentation, I learned a few things. The definition of 'auction' is: "a public sale in which goods or property are sold to the highest bidder". Yeah, I already knew that, but I didn't know that using the auction method to sell things is so common. In Japan, tuna is sold via auctions every morning; Tobacco is baled and sold by auction. Starbuck coffee cups, and related parts, are auctioned off every — well once in a lifetime at an EAGA breakfast. If you missed the meeting, you missed a heck of a presentation. Jeff's auctioneering displays a ton of energy and passion. Congrats to Stan on winning a \$25 gift card.

If you think that Jeff's auction skills could be of benefit to your activities, give him a call. His phone number is 505-gimme a 3. How-about-4. I-need-a-4. Yup. Gimme-eighteen. No? How-bout-12. You are right. That was pretty dumb. I apologize to Jeff. His number 505-344-1812.

- ◆ Welcome Karl Kirsch, our President for the next 6 months. So far, so good, Karl.
- ◆ Thank you again to Past President Damian Lusch. Damian looks much more relaxed when he is sitting on our side of the podium, doesn't he?
- ◆ Congratulations to our newest member:  
Dr. Jason Ross — Ross Family Dental      General Dentistry category
- ◆ There is a plan in the works for an EAGA group cruise on Celebrity Cruise lines. Trip would be from Seattle to Alaska; May 30<sup>th</sup> through June 8<sup>th</sup>. If 8 members sign up, we will get a free room that can be auctioned off. If you are interested in securing one of the reservations, contact Jack Zipper or Karl Kirsch.
- ◆ Mario has opened the Speaker Schedule and the Greeter Schedule for February. Contact him ASAP to get the week that you prefer.
- ◆ Board Members: There will be a Board Meeting right after the January 14th meeting (this coming Tuesday).
- ◆ Sit up straight; Eat your vegetables; Don't run with scissors; Be early to Tuesday's breakfast so that you get a good seat (you don't want to be the one wandering around the room looking for that last available chair while everyone else is trying to pay attention to Karl).

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## Business Leads:

Hampton Inn @ 2231 Yale SE will "name change" to AmericInn  
VIP Nails & Spa opening @ 5850 Eubank NE (next door to Mykonos)  
First Mortgage Co. opening a new office @ 6300 Riverside Lane (Riverside Plaza)  
The Tile Shop opening @ 5000 Pan American Freeway NE  
— Lionel Specter—Zeon Signs

## Reciprocity:

Thank you to:

Jerry Becker — Steamatic from Klint Hall  
Leon Marler — Marler Manor from Mario Hernandez  
Paul Hanna — Hanna Plumbing and Heating from Troy Otero  
Chez Steel — Century Bank from Michael Dennis

## Puzzle 5

Five children from five different families living in five different counties of England have asked for a different gift each. From the clues, figure out the children's full name, where each child lives and what present each has asked for.

1. Neither Cliff, nor Jennifer Feather (who does not live in Yorkshire), lives in Kent.
2. Young Crawford, who is neither Sarah nor Cliff, asked for the pony.
3. Young Rowlands is neither the child who lives in Yorkshire nor the child who has asked for a bicycle.
4. The gift due for delivery to Cornwall, which is not for the child surnamed Rowlands, is a computer.
5. Liz, who has asked for the painting set, is not from Kent. Her surname is not Jamison.
6. The child who lives in Essex has asked for a guitar. Alan lives in Cumbria.

Children's first names: Alan, Cliff, Jennifer, Liz, Sarah

Children's last names: Crawford, Feather, Jamison, Northey, Rowlands

Counties: Cornwall, Cumbria, Essex, Kent, Yorkshire

Presents: Bicycle, Computer, Guitar, Painting Set, Pony

## Badge Board Greeter

Jan 14th Michael Dennis — Free Market Insurance  
Jan 21st Patrick Garr — Expense Reductions Analysts  
Jan 28th Scott Peck — MP Group, Inc

## Upcoming Speakers

Jan 14th Round Table Discussion of 3 biggest challenges facing your business.  
Jan 21st Guest speaker from Keep It Querque  
Jan 28th David Rodriguez — Computer Solutions Group  
Feb 18th Guest Speaker from Popejoy Hall