

Robert Burns

From: Rev. Freddie Lee Phillips <freddie@auctioneer-la.org>
Sent: Friday, January 27, 2017 5:55 PM
To: Matthew Block; Sandy Edmonds; Jeff Henderson; Freddie Phillips; Darleen Jacobs; Jacob2 Brown; Larry Bankston; Jenna Linn; Jacob Brown; Jacob Warren; Ellen Palmintier; Terrence Lockett; Emalie Boyce; Shannon Dirmann; James Sims; Tom Aswell; Dale Brown; Robert Burns
Subject: For Next LALB Meeting: Approval of Freddie Lee Phillips School of Auctioneering
Attachments: FLP_School_of_Auctioneering_Outline.pdf

Ms. Edmonds:

Please find attached the course outline for the Freddie Lee Phillips School of Auctioneering which I desire to be presented at the next LALB meeting for approval.

The two instructors for the school will be myself and LAPA Vice President Robert Burns. Both of us have extensive experience in the auction industry, and Mr. Burns has served an instructor at Bob Brooks School of Real Estate and Insurance both for pre-licensing coursework for real estate agents and continuing education for existing licensees. Mr. Burns is also a CPA (inactive) with impeccable credentials to include extensive banking experience and federal regulatory stints entailing banking. Further, he received the University Medal from LSU for maintaining a 4.000 GPA throughout his college career, with his major concentration being Finance.

Although the LALB members should be quite familiar with me, here is a direct link to my own qualifications by way of my LAPA Membership Page: http://www.auctioneer-la.org/freddie_phillips.htm. That link also enables LALB Members to observe me calling auction items for Trafficking Hope here in Baton Rouge.

The venue in which my school will conduct these classes will be a combination of my church sanctuary, which has the latest top-notch video recording and audio capability **AND** we intend to offer mobile classes wherein we come to the students' location to maximize the convenience to them, and at the EBRP public library.

As noted on the course outline, we will also be conducting auctions in elementary school classrooms as part of school classroom instruction utilizing monopoly money wherein each student is awarded a certain amount of money which they can use to bid on various donations and gift cards from various local merchants and restaurants. By conducting these types of simulated auctions (but wherein once a student is out of money, he or she can no longer bid), young minds are intrigued about the auction industry, and they learn to make decisions on whether to bid aggressively and obtain an item they covet but diminish the ability to bid on a subsequent item. Some such young minds may even be intrigued enough that they eventually decide it's a vocation which they may wish to pursue later in life. Given the median age of Louisiana auctioneers, a "youth movement" may be a very welcome development.

As you probably know, Tenet # 5 of LAPA's membership (http://www.auctioneer-la.org/LAPAOath_freddie_phillips.pdf) is an aggressive push for increased minority participating in the auction industry in Louisiana. To that end, I will be aggressively pursuing prospective auction students for my school from Southern University and for area high school graduates to consider upon graduation.

Mr. Burns will focus his instruction on all the legal considerations of the auction industry as outlined in the course content material. He will also provide an overview of some of the key elements toward conducting real estate auctions, of which Mr. Burns has conducted numerous such auctions prior to his retirement from the industry effective 12/31/12. With the understanding that the material and auction school test questions will not be retained at the Board Meeting (because the course material is proprietary and Mr. Burns intends to closely safeguard all test questions for the school) he will also present to the board at its next meeting for its inspection samples of the course content which he and I have assembled over the last several years.

Just as with LAPA, I initiated the formation of an auction school several years ago, largely in response to the LALB effectively abandoning the apprentice program. Our preparations are now complete, and we are ready to begin accepting students.

My responsibilities during classes will largely include the actual techniques of effective bid calling because it is what I do well. Mr. Burns will assist me in that regard (particularly on driving home effective counting techniques and bid increments, including attempts by audience members to “break the bid increment” and the differing techniques for handling those on-the-spot challenges); however, by Mr. Burns’ own admission numerous times to audiences to which he and I have addressed in preparation for auctions, he readily admits that I am a better bid caller than him. Hence, fine-tuning the auction chant of students and enhancements thereof will largely be my responsibility for the school’s instruction.

I do not anticipate any difficulty in being approved for my new school. I do not believe any board member will have valid grounds for challenging my abilities and certainly not those of Mr. Burns nor his educational qualifications. In that regard, I would like to emphasize that Gov. Edwards never said I was not qualified to serve on the LALB but merely that he was opting to rescind my appointment only because he’d made a prior commitment.

I have read our statutes entailing obtaining a school license and renewal thereof, and it appears the LALB charges no fee for either. Hence, this email and the attached course outline constitute my documentation for applying for a school license.

Thank you for your consideration of this material, and I look forward to the March 6, 2017 LALB meeting at which time myself and Mr. Burns will make any formal presentation the board may desire and entertain any questions thereof. As a consideration for me and the fact I have school transportation obligations, I respectfully request that I be placed at the top of the board’s agenda. I appreciate Mr. Warren’s consideration in that regard at the January 23, 2017 LALB meeting, and I am confident that he will extend to me the same courtesy for the upcoming meeting.

Sincerely,

Rev. Freddie Lee Phillips, President
LA Association of Professional Auctioneers (LAPA)
8055 Hanks Drive
Baton Rouge, LA 70812-4122
(225) 229-3341

www.auctioneer-la.org