

TheresaTaylor.com Wins Award

November, 2003

Theresa Taylor picked up an award at the recent Auctioneers Association of Canada convention. The annual convention, which includes the World Championship for Auctioneers, took place October 22-25 in Barrie, Ontario.

Theresa's website, which can be found at www.TheresaTaylor.com, was awarded third place in the Advertising and Photography contest. The entrants were judged on the effectiveness of the layout and design. Two larger auctioneer firms, Hodgins Auctioneers Inc. from Saskatchewan, and Hall Auction Service Ltd. from Alberta, took first and second place respectively.

"I was very pleased to see that our website was recognized as an effective example of how this medium can be used," said Theresa Taylor. "We have spent a lot of time and effort developing the site to meet our customer's needs, and activity continues to grow each month."

The site picked up the award despite unfortunate timing. "The judging just happened to take place in-between auction dates," explained Theresa, "The site was only listing a handful of items up for bid, when typically we showcase over 200 hundred items for sale. It would have been nice for the judges to see the diversity and quality of the merchandise at our auctions."

The Convention was well attended. Members were in attendance from Newfoundland across to British Columbia. American members attended at well, with representatives from Virginia, Texas, New York and Minnesota.