

Auctioneer Jay Fiske



Jay Fiske is the founder of Northwest Benefit Auctions, Inc., and co-founder and president of MaestroSoft, Inc., creators of AuctionMaestro Pro and GolfMaestro Pro, specialty software for managing benefit auctions and golf tournaments. He is also co-host of a weekly radio show, "Tee it Up – Golf is Good Business!" which airs on Seattle, WA radio stations KTTH, 770 AM and KNWX 1210 AM. As a specialist in benefit auctions, Jay has provided auction consulting and auctioning services for organizations from A to Z (Arthritis Foundation to Zonta International.)

One of the premier benefit auction consultants in the country, Jay is regularly called upon to train both national organizations and local auction committees in the techniques which increase auction yields while maintaining the fun-filled environment required for a successful benefit auction.

Jay recognizes the importance of entertaining the audience. An audience that is having fun is more likely to yield a better result in the bidding process. That is why he works so hard at keeping his auctions fast moving, humorous, and spirited. His energy and wit, as well as his engaging style, keeps the audience involved throughout the auction. Frequently his audiences are surprised at how quickly the evening has gone by. Further, his unique style of bid delivery is easy to follow, something that the experienced auction attendee appreciates and that keeps the novice auction attendee "tuned in".

Jay has worked with a wide variety of organizations nationwide. His clients include Rotary, Lions and Kiwanis clubs, public elementary and high schools, athletic booster clubs, private schools, Chambers of Commerce, and service and social organizations. He has extensive experience with major benefit organizations such as The March of Dimes, American Cancer Society, Traveler's Aid, Assistance League, LifeNet Foundation, YMCA, Boys and Girls Clubs, Fred Hutchinson Cancer Research Center, Children's Hospital Foundations in Seattle, Phoenix, and San Diego, Association of Unity Churches, Juvenile Diabetes Foundation, Muscular Dystrophy Association, and Cystic Fibrosis Foundation. Jay also works nationally with several well-known organizations such as the American Heart Association, United Cerebral Palsy Association, National Association of Golf Tournament Directors, NFL Hall of Fame Foundation, and he has been a presenter at the National Society of Fund Raising Executives annual meeting. He conducts the auction at the largest American Cancer Society fundraiser in the western states, the Cattle Baron's Ball. His recent client list includes numerous celebrity golf tournaments and events including the Dr. Laura Schlessinger Foundation Gala, Frank Sinatra Celebrity Invitational, Don Drysdale Hall of Fame Golf Classic, the Parasol Foundation (Reno, NV) Celebrity Golf Classic and the Keyshawn Johnson Celebrity Golf Classic.



Recent successes include:

- Helping a private school in Seattle, WA increase its auction income, in one year, from \$200,000 to over \$1,000,000.
- A Boys and Girls Club in Palm Desert, CA increased its benefit revenue from \$250,000 to over \$650,000 over a three-year period;
- A school in San Diego, CA, raised its net income from less than \$200,000 to over \$400,000 in one year and maintained that level for the three years since;
- A hospital foundation grew proceeds from \$125,000 to over \$385,000 in one year, and...
- A golf tournament auction in Reno increased auction revenue from \$90,000 to over \$500,000 in two years.

These increases were all realized because of the Jay's consulting assistance and professional implementation of a winning strategy.



In addition to providing auctioning services, Jay spends a significant portion of his time working with auction committees as an auction consultant. By providing ideas on procurement, audience development, decorating, lighting, sound, stage layout, silent and live auction display, and cashiering, he is able to assure the success of the event for his clients. His clients routinely earn more money from their auctions than they had planned as a result of the added efficiency gained by implementing Jay's techniques. In demand as a guest speaker, Jay also has developed and delivers a full day [Auction Workshop](#) for groups around the country. He is the author of [The Benefit Auction Resource Book](#) which is sold through the Northwest Benefit Auctions website.