

ALL CHARITIES

Auctioneer David Goodman



by Sarah A.
Cart

All the activities of All Charities Weekend (February 6 and 7) conclude with Saturday night's Giving Hearts Ball, a black-tie dinner dance that includes the culminating fundraiser, the Live Auction. Once again this season, for the third year in a row, David Goodman will travel from Chicago to conduct that event.

"Who is David Goodman, anyway?" you ask, "and why does he keep coming back to the Reef?"

The quickest answer to the first part of that question comes from NBC Nightly News, which has hailed him as "Amazing – an auctioneer magician who is the Houdini of the Benefit Auction World!" Anyone who has had the pleasure of watching him work agrees that Goodman captures and entertains, ensuring a great time for all. (And he really IS a magician!)

As for the second part of the question above, as David himself notes, he has fond memories of his first visit to the Reef. His family rented a house here "during a Christmas holiday when I was in high school.... Now that I have the honor of working down here, I cherish my time on The Reef."

The reason for that is simple, he says. "Everyone has been so welcoming over the last couple years. When I am here, I instantly sense the 'Community of Ocean Reef' where everyone feels like family."

Finally, as a professional charity auctioneer and entertainer for over 25 years, David admits that, "Of course, the main reason I keep coming back is to be able to continue to help raise



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the needed funds for not only the on-Reef organizations such as the Medical Center, Cultural Center, Art League, Academy and Conservation Association, but also the critical funding that is so generously provided throughout the Florida Keys to support education, children, youth and families.... The members of Ocean Reef truly care, and are some of the most generous donors that I have ever encountered over my 27-year career."

All Charities is in good company: David's company, Auction Results, with its trademarked tag line "Raising Funds by Raising Hands," focuses solely on high-impact auction fundraising for charitable organizations, including the National Multiple Sclerosis Society, the American Heart Association, the Chicago Symphony Orchestra, St. Jude Children's Hospital, Ronald McDonald House Charities, Rainbow Babies and Children's Hospital, Boys & Girls Clubs, the International Game Fish Association among many other significant non-profits from coast to coast. In the process, he has helped raise well in excess of \$250 million dollars for charity.

As he explains, his company is "dedicated to raising money for charity – schools that need funds for programming and their playgrounds, organizations that work with developmentally disabled children, and groups that campaign on behalf of issues ranging from epilepsy to civil liberties. If I've done my job well, guests will

have a smile on their face at the end of the night and my clients will be able to achieve their mission-critical goals and perhaps change the world."

Anyone who has seen him knows David does his job very well.

How it all began: When David was growing up, his family was in the retail liquidation business; auctioning was always on the fringes and "I loved watching the auctions," he recalls. After graduating from the University of Michigan, he joined the family business, and soon decided to "learn how to auction so that we could do those in-house without hiring outside companies. Before I knew it, I was off to Missouri Auction School in Kansas City, which was considered 'the Harvard of Auction Schools.' Sounds funny to say!"

Soon he was approached to conduct a number of non-profit charity auctions and found them "to be quite rewarding as I was raising money to help people create a better world.... I realized that many of the events could raise even more money if they applied business sense and best case practices." Within a year, he had left the family business and Auction Results was born.

But before he was an auctioneer, David was a magician. As a three-year-old, he watched his grandfather make a coin disappear and as a result, "I caught the magic bug and never let go." By age six, he'd been hired to perform at another six-year-old's birthday party," and "From that point on, I loved being on the stage. Today I feel so fortunate as I am able to make my living by entertaining audiences, still performing a little bit of magic, while most importantly raising money for great causes like All Charities Weekend!"

What makes this year special: As he looks forward to the first weekend in February, David says "I am thrilled once again to be selling truly spectacular packages" like a week for 12 friends

to call Tuscany home; or a chance for two couples to experience a three-day wine-tasting in Napa that will result in 24 cases of bespoke Cabernet; or the opportunity for a family of four to take a private safari in Kenya with personal introductions and access that cannot be had elsewhere; as well as multiple other amazing offerings.

Come for the fun; stick around for the magic with which he concludes each appearance.

Other engaging events: In addition to the Live Auction, All Charities Weekend 2015 will include a **community wine tasting** Friday evening, Feb. 6, during which attendees can peruse the **Silent Auction Showcase** in Heron Hall; the continuation of the Silent Auction Showcase during the day Saturday, including a **rum tasting** from 11 a.m. to 1 p.m.; and a 1 p.m. **NetJets presentation**, also on Saturday. **Online bidding** for all the items that will be on display in Heron Hall throughout the weekend will also be an option beginning the week before, as it has been the past few years.

So that more winning bids can be garnered from throughout the community and not just from those attending Saturday night's Live Auction, many items will be available online exclusively; bidding for multiple Silent Auction items will close Friday night; and several others will close Saturday afternoon. Bidding on the remainder will conclude at the end of the Saturday night event. Be sure carefully to peruse the Auction catalog when it arrives with your *Ocean Reef Press* next week. The catalog will also be available on line and will list every item, clearly detailing how to bid on each.

For more information about All Charities, please contact the office at 305-367-5996 or AllCharities@oceanreef.com.

Stay tuned: Next time, how YOU can help make this the most successful All Charities Weekend EVER.