

WISCONSIN DEPARTMENT OF REGULATION & LICENSING



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**STATE OF WISCONSIN
BEFORE THE AUCTIONEER BOARD**

IN THE MATTER OF THE DISCIPLINARY :
PROCEEDINGS AGAINST :
: **FINAL DECISION AND ORDER**
:
DEAN K. GEORGE. :
RESPONDENT. : **LS0707242AUC**
:

[Division of Enforcement Case File #: **05 AUC 021**]

The parties to this action for the purposes of Wis. Stat. § 227.53 are:

Dean K. George
11211 N. Union Road
Evansville, WI 53536

Auctioneer Board
P.O. Box 8935
Madison, WI 53708 8935

Department of Regulation and Licensing
Division of Enforcement
P.O. Box 8935
Madison, WI 53708 8935

PROCEDEURAL HISTORY

The parties in these matters agree to the terms and conditions of the attached Stipulation as the final decision of the matter(s), subject to the approval of the Auctioneer Board (Board). The Board has reviewed the Stipulation agreement annexed to this Final Decision and Order, and considers it acceptable. Accordingly, the Board adopts the attached Stipulation and makes the following:

FINDINGS OF FACT

1. Dean K. George is registered as an Auctioneer in the State of Wisconsin having license number #052-0486. This license was first granted on 03/01/95.
2. Mr. George's most recent business address on file with the Department of Regulation and Licensing ("Department") is: 11211 N. Union Road, Evansville, Wisconsin 53536.
3. Mr. George is the owner of Dean George Auction Service, also located at 11211 N. Union Road, Evansville, Wisconsin 53536.
4. As a registered auctioneer in the State of Wisconsin, Mr. George was and is at all times relevant to this action responsible for compliance under Wisconsin Statutes, chapter 480 and the Wisconsin Administrative Code for Auctioneers and Auction Companies, Chapter 123.
5. On or about October 5, 2005, the Department received a copy of an auction advertisement of Mr. George's. copy of the advertisement failed to include the following components:

The statement "Registered Wisconsin Auctioneer";

A license number of the auctioneer responsible for the auction;

A statement of the terms and conditions under which a registrant will accept payment by buyers at the auction; and

The statement of whether or not a buyer's fee would be charged.

6. A copy of the advertisement is attached as **Exhibit 1** and is incorporated herein by reference.

7. In resolution of this matter, the Respondent, Dean K. George consents to the entry of the following Conclusions of Law and Order.

CONCLUSIONS OF LAW

1. The Auctioneer Board has jurisdiction to act in these matters pursuant to Wis. Stat. § 480.24.

2. The Auctioneer Board has authority to enter into this stipulated resolution of this matter pursuant to Wis. Stat. § 227.44(5).

3. Respondent Dean K. George has violated:

Wis. Stat. § 480.24 (2)(b) and Wis. Admin. Code § RL 123.03 (1-4), by failing to include the required contents in an October 2005 auction ad.

4. The license of Dean K. George is subject to discipline per Wis. Stat. § 480.24.

ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED, that the attached Stipulation is hereby accepted.

IT IS FURTHER ORDERED that Respondent Dean K. George (#052-0486) is hereby **REPRIMANDED** for the conduct set out above.

IT IS FURTHER ORDERED, that Respondent Dean K. George shall pay **COSTS** in this matter in the amount of **(\$250.00)**.

IT IS FURTHER ORDERED, that a down payment of **TWO HUNDRED FIFTY DOLLARS (\$250.00)** shall be submitted within thirty (30) days from the date of this order. Payments shall be made by **certified check or money order**, payable to the Wisconsin Department of Regulation and Licensing and sent to:

**Department Monitor
Division of Enforcement
Department of Regulation and Licensing
P.O. Box 8935
Madison, WI 53708-8935
Telephone (608) 261-7904
Fax (608) 266-2264**

IT IS FURTHER ORDERED, that in the event that Dean K. George fails to timely submit payment of the costs as set forth above, Dean K. George's auctioneer license # 052-0486 **SHALL BE SUSPENDED**, without further hearing and without further Order of the Board, and said suspension shall continue until the full amount of said costs has been paid to the Department of Regulation and Licensing and their failure to pay the costs shall be considered a violation of this Order by the Board.

IT IS FURTHER ORDERED, that file 05 AUC 021 be, and hereby is, closed as to Dean K. George.

Dated at Madison, Wisconsin this 24th day of July, 2007.

AUCTIONEER BOARD

Patrick McNamara

Member of the Auctioneer Board