



Louisiana
Office of the Governor
Auctioneers Licensing Board

Bobby Jindal
Governor

September 29, 2015

Michael Guinn
PO Box 690
Jennings, LA 70546

RE: Advertising Requirements

Dear Mr. Guinn,

It has come to the attention of the Board that a recent advertisement (copy enclosed) does not indicate your Louisiana auctioneers license number. R.S. 37:3141 requires that advertisements shall indicate the name and license number of the auctioneer and/or auction business. The board has determined that this shall include television, radio, newspapers, websites, flyers, and brochures.

This letter serves as a warning notice. Any future advertising violations will be penalized according to the following regulation:

§1503. Fines for Advertising Violations

- A. Violations of Chapter 17 requiring that the licensee place his name and license number in all advertising will result in a money fine to be levied against him. The amount of the fine will be \$50 for the first offense and \$100 for the second offense. A third or subsequent offense may result in a fine or other disciplinary action within the discretion of the board.**

Please contact the Board office if you have any questions regarding this matter.

Sincerely,

Anna E. Dow, General Counsel

enclosure

sent via certified mail/ return receipt

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