

LOUD AND CLEAR



THE VOICE OF THE SOUTH DAKOTA AUCTIONEERS ASSOCIATION

NOVEMBER 2014

www.sdaa.net



A letter from the SDAA President

Greetings SDAA Members,

As I write this column I'm reminded of how fast it seems the summer goes. In our house we have a saying... "When (SD) State Fair is over, so is summer."

With each State Fair that passes many champions are crowned, and the SDAA is no different. Congratulations to Jon Millar, Sturgis, SD on being named the 2014-15 SDAA Bid Calling Champion.

For those who did not attend the contest, you missed a good one! Scoring was so close in the preliminary round that there was a tie for third-which meant four contestants for the final round! Scores in the finals were very close which made for a terrific championship round!

Again, congratulations to all the contestants. I appreciate the assistance of many SDAA members showing up to help clerk, cashier and work ring as well as the past champions and Hall of Fame members for auctioneering the items for the SD 4-H Foundation while

scores were tabulated.

Thanks to Dan Koupal, Dante, SD, last year's champion, for doing a great job emceeding the contest and keeping things moving.

Lastly, I would like to thank the SD 4H Foundation for being a great partner with the SDAA for this joint event. Many SDAA members secured donations on behalf of the Foundation to which your support and effort is greatly appreciated!

Those who attended SDAA convention in June will remember that membership was challenged to raise \$5000 to contribute to the capital fundraising campaign for the new Clover Hall on the SD State Fairgrounds. I'm pleased to report that \$5175 has been contributed and will be presented at some point in the near future. The donation will be given from "Members of the SD Auctioneer's Association." I'm proud of our group's ability to step to the plate to support this worthwhile cause for the youth of

our state. Thank you to all that contributed.

"What's it worth?" How many times have you been asked this question?

Auctioneers are expected to know the value of everything but in current times it's hard to know what certain items are worth. Just as an example... how many livestock auctioneers ever thought they would be selling 900 lb. steers and have the first number be a "2"?

I've spoken to many other auctioneers recently about the "What's it worth" question and many of them had the same response... "If you are serious about selling, let's have an auction and find out."

Obviously it's not that simple but it does plant a seed in the prospective seller's mind. There is no better tool in the marketplace to determine true market value than auction.

Auctioneers are busy! Pick up any newspaper or hop on your favorite auction calendar website and you will be amazed at the number of auctions going on.



2014-2015 President Chisum Peterson Chamberlain SD

The selling public sees the value in creating competitive bidding through the auction method in turn creating a true market value. It's our job to research, market and promote our seller's items so the public keeps faith in the auction process. Until next time... Remember-Only at Auction!

Kind regards,
Chisum Peterson

UPCOMING EVENTS

Black Hills Bid Calling Contest

February 1, 2015 - 1:00 PM

Rushmore Civic Center (Rushmore Room)

2015 South Dakota Auctioneers State Convention

June 11-13 2015 Cedar Shore Resort Oacoma,
SD President Chisum & Cindy Peterson-Hosting

2015 National Auctioneers Convention

66th International Auctioneers Conference & Show
July 14-18, 2015 - Dallas Texas

Turner County Fair

August 10, 2015 - 6:30 PM
Parker SD

South Dakota Auctioneers State Bid Calling Contest

South Dakota State Fair September 6, 2015
@ 2:00 PM Dakotaland Stage Huron, SD



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NAA AUXILIARY SCHOLARSHIP

NEWS FLASH ~ SCHOLARSHIP ~ NEWS FLASH ~ SCHOLARSHIP

Once again the National Auctioneers Association Auxiliary has exciting news concerning the awarding of scholarships in the year 2015. Up to three scholarships of \$2,000.00 each will be awarded at the International Conference and Show in Dallas, TX. in July 2015.

The Auxiliary Scholarship Program benefits members by assisting their children and/or grandchildren as they pursue higher education. The NAA Auxiliary is in its twenty-third year of providing this prestigious award.

Eligibility requirements are as follows:

- A child /step child or a grandchild/ step grandchild of an Auxiliary Member with continuous membership since January 1, 2010.
- Candidates applying must be graduating from an accredited high school and have been accepted into a qualified college or university undergraduate study program or a school of technology or candidates must have completed the past year at a qualified college or a university or a school of technology. (Undergraduate).
- Candidates can apply for this program more than once, but can only be awarded the Auxiliary Scholarship one time.
- Auxiliary Scholarship Applications will be distributed by "Request Only" from November 1, 2014 through January 15, 2015.
- Return completed packet with a return postmarked by February 15, 2015.
- To qualify for Scholarship packet, please email Debra Brock at djbrock2@cox.net or via mail at 14501 Sundance St., Wichita, Kansas, 67230. Call with any questions at 316-641-0748

I would like to personally encourage you to consider this program for a qualifying family member.

Thank you!

Debra Brock

NAA Auxiliary Scholarship Chair

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Turner County Fair Auctioneer Bid Calling Contest

The 2014 Turner County Fair was held August 11, 2014 in Parker SD.

We had 12 contestants in the professional group. Contestants from South Dakota, Minnesota, Nebraska & Iowa competed for the Buckle.

Our numbers were up from last year but a very close race with all contestants.

A big thank you to our judges: Josh Lockett Wessington Springs, SD, Sue

Faulhaber, Plankinton, SD, Theresa Souvignier, Canton, SD, Don Sweeter, Worthing, SD and Ted Souvignier, Canton, SD.

Each Auctioneer is required to bring 2 items to sell and the proceeds go to the Turner County Fair to help with their variety of programs to make this event happen.

This is probably the only free gate fair around.

This year the auctioneers raised \$1343.00

for the Fair. The winners coming back sold donated baskets from various clubs and families to raise money for the new 4-H building being built in Huron SD on the State Fair grounds. They sold 19 baskets totaling \$1602.50.

Congratulations to all the winners on a job well done! Great crowd.. Thanks all for coming and supporting this event



ABOVE: Second runner up SDAA member Ryan Livermont Pipestone, MN; Champion SDAA member Mike Girard, Wakonda, SD; and 1st Runner up SDAA member Mike Wieman, Marion, SD

RIGHT: Our Champion, Mike Girard, taking his victory lap on the Merry-go-round later at the carnival.

BELOW: The Contestants: L To R Kevin Wieman, Marion, SD; Mike Wieman, Marion, SD; Ryan Livermont, Pipestone, MN; Glenn Trautman II, Sabin, MN; Curt Littau, Carter, SD; Josh Goeman, Lennox, SD; Mike Girard, Wakonda, SD; Kam Hartstack, Clarndar, Iowa; Brett Heath, Colome, SD; Jonathan Larsen, Sioux Falls, SD; Weston Frank, Alcester, SD; Rick Carr, Springview, Neb.





We had the opportunity to Pheasant hunt with the 2014-15 North Carolina Auctioneers Association President Don Horton (far right) Don also helped SDAA member Val Luckett do the Annual Ducks Unlimited Banquet in Wessington Springs, SD. Pictured left to right: guide Josh Luckett, Wessington Springs, SD, Sam Horton, North Carolina, (shot his first pheasant and nephew to Don) Quinn Everson, Lane, SD, Drake Tobin, Wessington Springs, SD, Jim Bundy, Virginia, (cousin to Don Horton) and Ron Horton, North Carolina, (twin brother to Don) They plan on making this an annual hunt. Couldn't help to be a great group since there was an auctioneer in the group.



SDAA member Don Curtis, Mitchell, SD

South Dakota Auctioneers State Bid Calling Contest

This year the South Dakota Auctioneers Association, in conjunction with the South Dakota 4-H Foundation, held their state bid calling contest at the South Dakota State Fair on August 31, 2014.

We had 12 contestants from South Dakota, Minnesota and North Dakota. All contestants being members of the South Dakota Auctioneers Association.

The scores were really close again this year as we had a tie so this year we took in four contestants for the final round.

The 4-H foundation raised \$7,842.50 from the items we sell for them. The SDAA raised \$1,490.00 to be put toward their yearly expenses.

The final four contestants were third runner up Sam McCloud, Hoven, SD, second runner up Lewis Reuer, Bowdle, SD, first runner up Brent Ulmer, Ashley, North Dakota, and champion Jon Millar, Sturgis, SD.

Jon Millar along with his wife, Breezy, and daughter, Kobi, ranch 20 miles east of Sturgis along the Belle Fourche River where they run a registered Black Angus herd.

Jon has had a love for the auctioneer industry since he was a young boy where he loved hanging around the sale barns and attending farm sales.

He graduated from the World Wide College of Auctioneering. Jon Credits Bertolotto Real Estate and Auction of Sturgis for helping him get started in the business. While Jon continues to work for Bertolotto Real Estate and Auction he also now helps several other local auction companies in the Western South Dakota area.



SDAA member Lewis Reuer, Bowdle, SD

Sympathies

Jeff and Pam Storm in their loss of Jeff's mom and Pam's father.
 Bonnie Jark in the loss of her husband Ken Jark.
 Val & Nancy Jark in the loss of their fathers.

Keep them in your thoughts and prayers



SDAA Member Ted Souvignier, Canton, SD



SDAA Member Mike Girard Wakonda, SD



SDAA Member & 2014 SDAA Bid Calling Champion Jon Millar, Sturgis, SD



There was a tie so took the top 4, left to right: Sam McCloud, Hoven, SD, Brent Ulmer, Ashley, ND, Lewis Reuer, Bowdle, SD and Jon Millar, Sturgis, SD.



SDAA member Bill Eckert, Okaton, SD



SDAA member Glen Trautman II, Sabin, MN



SDAA Member Curt Littau, Carter, SD



Some of the crowd as they enjoyed the SDAA bid calling contest at the 2014 South Dakota State Fair in Huron.



Champion 2015 SDAA President Chisum Peterson, Chamberlain, presenting 2014 SDAA bid calling champion Jon Millar, Sturgis, SD, his plaque and buckle and a check for \$500.00

SDAA Member Brent Ulmer, Ashley, ND



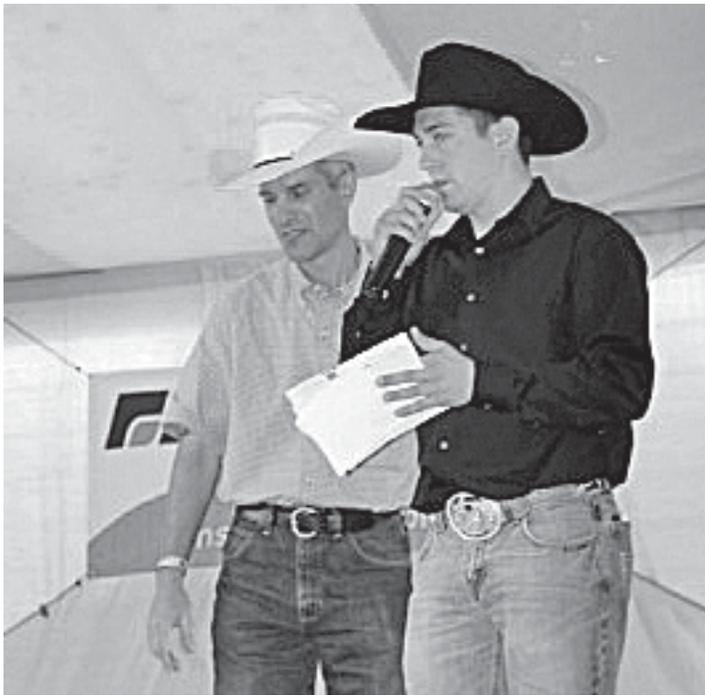
SDAA1 3rd Runner up Sam McCloud, 2nd Runner up Lewis Reuer, 1st Runner up Brent Ulmer, and 2014 SDAA Champion Jon Millar



SDAA Member Brett Heath, Colome, SD



SDAA Member Sam McCloud, Hoven, SD



Left 2015 President Chisum Peterson, Chamberlain, SD and MC 2013 SDAA Bid Calling Champ Dan Koupal, Dante, SD



SDAA Member Tim Reindl, Custer, SD

STATE or SOUTH DAKOTA

DENNIS DAUGAARD, GOVERNOR

October 10, 2014

South Dakota Auctioneers Association

Congratulations! You requested and have been selected to decorate a tree for the 2014 Christmas at the Capitol. This year's theme is "125 Years of Christmas in South Dakota". We ask that you decorate your tree using this theme to better showcase the display. The purpose of the display is to provide an enjoyable experience for all who come to view the trees.

Things to remember: you may not use your decorations to promote a business or an organization and the decorations cannot be offensive and is subject to Committee

approval. The Committee has discretion in making determinations prior to set-up and as the trees are being decorated., We ask that you share this letter with everyone that will be helping with your tree. You may decorate your tree on Saturday, November 22nd or Sunday, November 23rd.

We will supply the tree which will be 7 — 10 feet high as well as a tree stand and ladders for your use. You will need to supply the lights (no motion or musical), a power strip, decorations, tree skirt, and volunteers for decorating your tree. A good

rule of thumb is to plan to use around 100 lights and 20 — 25 decorations per foot on the tree.

Also, keep in mind, no more than three strings of lights should be connected together. The trees need to be watered daily so please make sure the bottom of your tree is easily accessible.

You are invited to the lighting ceremony that has been scheduled for Tuesday, November 25th at 6:30 p.m. Cookies and punch will be served following the lighting of the trees.

South Dakota Auctioneers Association
37859 234th Street
Wessington Springs, SD 57382
Dear Sir or Madam, _

I am delighted that you have made a commitment to support the South Dakota State Fair Foundation's "Building a Showcase for 4-H, Youth, and Community" Capital Campaign for a new exhibit hall. Thank you.

Your important role in this campaign will help replace Clover Hall, a significant and necessary large building which will house 4-H youth projects and activities during the week of the State Fair. The new building will also host a number of events and gatherings for the Huron community, boosting

convention and tourism opportunities for the city. This exhibit hall will both preserve the State Fair and enhance the Huron community for generations to come.

Pledge Details

Total Pledge: \$5176

Unless other directions are provided your gift will be recognized as coming from "South Dakota Auctioneers Association". If you believe these terms to be in error, wish to set up a new payment schedule, or would like to change an existing one, please contact Garret with the State Fair Foundation at 605-461-1555.

On behalf of the South Dakota State Fair Foundation, the State Fair Commissioners, and all who will share in experiencing this

new venue, thank you for your intended contribution.

Sincerely,

Jerome Hertel

— South Dakota State Fair Foundation

All gifts to the South Dakota State Fair Foundation's "Building a Showcase for 4-H, Youth, and Community" Capital

Campaign are tax deductible in accordance with Federal and South Dakota state laws. This statement certifies that no goods or services have been provided in exchange this gift.

South Dakota State Fair Foundation -
890 Third Street SW - Huron, SD 57350
- Phone: 605-353- 7340

Obituary

Kenneth Reed Jark, son of William Nickolas and Bernice Bell (Jarrett) Jark, was born on January 31, 1931 in Aberdeen. He was raised on a near Stratford, SD and graduated from Stratford High School with the class of 1949. Ken went on to serve in the United States Army during the Korean War.

Ken was united in marriage to Bonnie Maryee Kemnitz on September 11, 1953 in Columbia, SD.

The couple made their home in Tacoma, WA while Ken was stationed at Ft. Lewis. Following his honorable discharge they returned home and began farming with Ken's father near Stratford.

While farming, Ken also worked part-time at Hub City Livestock. He taught himself the auction chant while driving his John Deere tractor. Ken started Jark Auction Service and had his first auction sale on July 23, 1965 at the Stratford Bin Site.

He was owner of Jark Auction Service

and later partnered with his son Val Jark and Merlin Worlie in the auction business until his retirement.

He was inducted into the South Dakota Auctioneer's Hall of Fame in 2005.

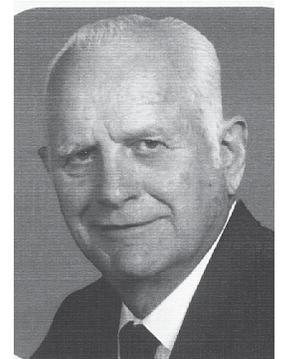
Ken loved sports, especially baseball which he played and coached for many years. He loved to hunt, fish, play cards, play sudoku and tell stories.

Most of all, Ken loved his family and supported his children and grandchildren at many of their activities and functions.

Music was a big part of Ken's life. He played piano with his father's band, The Melodeuns, while still in high school. He loved jam sessions and playing at dances throughout the years. Ken was also inducted into the Dakota Musicians Association Hall of Fame in 1991.

Ken was a member of the Stratford American Legion Post 207, the Masonic Temple and the Yelduz Shriners. He was a past member of the South Dakota Auctioneer's Association where he held the office of president and also a past member of the

National Auctioneer's Association. Ken and Bonnie were members of the Stratford Presbyterian Church until its closing and current members of the First United Methodist Church in Aberdeen.



Card of thanks:

Thank you for honoring Kenny with the magnificent plant. You are a tremendous organization - one he felt honored to be a part of. It means a lot to know you were thinking of us at this time.

--Kenny Jark Family

EDUCATIONAL FEATURE

Using Your Vehicle for Advertising?



By Rich Haas,
President Continental
Auctioneer Schools
Mankato, MN
www.auctioneerschool.com

Is advertising your auction business on your vehicle a business-savvy move or bad decision? Lots of auctioneers say “It’s a great tool as long as you do it right”. It provides instant and constant exposure. Rarely a day goes by when someone doesn’t say, I saw you on the road yesterday. You are a mobile billboard at a reasonable cost, but you must make sure your advertising works.

“The first problem sometimes is the vehicle the advertising is on.” If you’re driving a dented, rusted out 87 Hyundai that looks like you are moving a junkyard through town, don’t waste your money. Your vehicle billboard will back-fire! Your vehicle does not have to be new, but it must be kept clean at all times. Of equal importance: the quality of the vehicle billboard itself. As in the auctioneer business, let the professionals do their job. Let graphic designers design and wrap your vehicle. Do it right or don’t do it at all.

There are downsides to car or truck auctioneer signage. You have to drive nice all the time. If you drive and cut people off, drive through stop signs and red lights, speed, make unfriendly gestures, park in front of a bar or beer joint or do anything else that might be considered in a negative light, do not advertise on your vehicle. You are on duty and display every single time you get in that machine.

Car or truck signage is a relatively inexpensive direct marketing option. It can be a one time expense that keeps you in the public’s eye. Wherever you

travel, your vehicle is toting your name and contact information. But it does come with disadvantages; your vehicle may have a negative effect on you and your image and your auction business. Anyone who drives the vehicle, including your spouse or impatient teenager can impact your reputation.

If you decide to advertise on your vehicle, there are numerous options. Wrapping your entire vehicle is, some argue, the most professional looking option. Vehicle magnets are ideal for auctioneers who want to be able to easily remove the signage from their vehicle.

The downside is that magnets are often stolen, fall off and do not stick to fiberglass vehicles. Other options include bumper stickers, license plate holders, a roof-top sign and window signage instead of a fullbody wrap.

Think of it as a mobile business card. Even when it is parked in the Walmart lot your vehicle is working for you. “It is not just about the business your vehicle signage generates or doesn’t generate. It’s about branding. Your car, your clothes, your auction company, your logo, and your signs should all be a direct reflection of what you are trying to project to the public.”

It is a proven fact that vehicle signage works. Even if you only get one client a year, the signage pays for itself many times over. As an auctioneer, its shameless self promotion, and you want to let everyone know what you do. I hope it helps you and your auction business!

WELCOME TO THE SDAA New Members

Brent Ulmer-Ashley ND
Shane McCloud-Doland, SD
Carla Togstad - Casper Wyoming
Gary Togstad - Casper Wyoming
Welcome to a great Group!!!

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