

# LOUD AND CLEAR



## THE VOICE OF THE South Dakota Auctioneers Association

DECEMBER 2021

[www.sdaa.net](http://www.sdaa.net)



*Merry Christmas*  
& HAPPY NEW YEAR

### A letter from the SDAA President

Greetings fellow auctioneers,

I hope this newsletter finds all of you enjoying the holiday seasons after a successful fall auction run. Remember to take some time to enjoy the seasons with family and friends.

Congratulations to Travis Holck from Lake Crystal, MN on winning the 2021 SDAA Bid Calling Contest at the State Fair in Huron. We had a great contest with a tent full of bidders and spectators. Our next contest is at the 2022 Black Hills Stock Show on Sunday, January 30. Make sure and get entered early by letting Dawn know. Hope to see you there.

The 2022 convention will be held in Brandon, SD at the Holiday Inn Express June 9, 10, and 11. Make sure and call early for reservations. If you know of any auctioneers near you that aren't active in the association,

encourage them to attend an event or the convention and enjoy the networking that we have. We are planning on having our winter board meeting early next year, if you have anything you'd like to add to the agenda, please let Dawn or myself know.

Good luck on all your upcoming auctions. Wishing you and yours a Merry Christmas and a Happy, Prosperous New Year.

Sincerely,  
Scott Moore  
2021-2022 SDAA President



SCOTT MOORE, CENTERVILLE, SD  
2021-2022 SDAA PRESIDENT

#### *UPCOMING EVENTS:*

**SOUTH DAKOTA AUCTIONEERS ASSOCIATION  
BLACK HILLS STOCK SHOW BID CALLING CONTEST**  
January 30, 2022 at 2 p.m.  
Civic Center

If you want to be a contest or judge please call/text Dawn Luckett at 605-350-3020 to get signed up. You can also email the association [luck@venturecomm.net](mailto:luck@venturecomm.net).  
Call now as the slots fill up fast.

#### *Welcome these new members:*

Justin Uhrig of New Underwood, SD  
Denton Good of Long Valley, SD  
Tristan Hunter of Ardmore, SD  
Rowdy Moore of Winner, SD  
Daren Anderson of Hartford, SD

# LOUD and CLEAR

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## Welcome to the SDAA Family



SDAA members Val and Dawn Luckett are proud grandparents of this new baby boy. Daxton Allen Luckett born 12-14-2021 7lbs. 11oz, 19.5" long. Parents Mace and Taryn and big sister Tenlee welcome him.

# 2022

## HAPPY NEW YEAR



## Hello fellow SDAA members!

### Big Shoes to Fill!

I am so excited to be a part of this great group! While a few of you have spoken with me or corresponded via email, I'm just getting started and looking forward to knowing each and every one of you! My name is Rita Adams and while I am new to the position at All Auction Sales, I am not new to building lasting relationships and helping people grow their business. I've been in business development and marketing for 30 years. My passion is helping people! I grew up in Iowa and have been in South Dakota for 35 years. Iowa will always have a special place in my heart, but South Dakota is home, and I couldn't be happier about that!

I have some big shoes to fill, Teresa Jackson is a tough act to follow! She is a dear friend of mine and is who brought me into this amazing business! We are a lot alike in the way that we both have a true calling to want to help people and diligently do whatever it takes. Enough about me!



### A Look at Online Buying Habits:

I want to share with you some information regarding online buying habits that came from the most recent "QUARTERLY RETAIL E-COMMERCE SALES" from the US Census Bureau: Online retail sales in the U.S. increased by an astounding 39.1% over the past year, a trend that will increasingly include large purchases like cars. According to one study, up to 33% of new car purchases, from browsing to buying, will be conducted online in the U.S. by 2035. The total estimate of U.S. retail e-commerce sales for the second quarter of 2021, adjusted for seasonal variation, but not for price changes, was \$222.5 billion, an increase of 3.3 percent ( $\pm 0.7\%$ ) from the first quarter of 2021.

This year, given the Covid Pandemic, online auctions increased substantially. This means, it's now more important than ever to have online advertising working for you. We truly appreciate the Association and are thankful for all who have given us the opportunity to be your trusted online advertising partner.

We look forward to helping your business grow!

**Rita Adams**

605-206-9997

[rita@allauctionsales.com](mailto:rita@allauctionsales.com)



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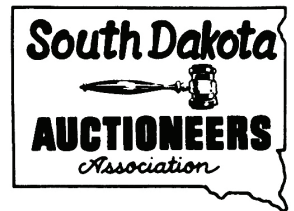
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# 2021 South Dakota Auctioneers South Dakota Youth Foundation Fundraiser



The South Dakota Auctioneers Association and South Dakota Youth Foundation fundraiser was a big hit this year. We had a full tent of buyers and supporters, gave out 125 numbers and the total raised for SD Youth Foundation was \$4952.50. The South Dakota Auctioneers Association raised \$1675 and for the Arvon Taylor Memorial Fund was \$610. Not the biggest but it was a great day. Our contestant numbers were down but it's a busy time of the year.

We had 10 contestants and had a few no shows but a really close competition and great auctioneers.

Denton Good of Long Valley, SD was awarded \$500 from the Arvon Taylor Memorial Scholarship Fund to help pay for his auctioneering school. Congratulations to Denton. Thanks to Arvon's daughter Michelle Mehlberg for starting this. If anyone wants to add to this you can send to SDAA, or send donated items to be auctioned off at the bid calling contest.

We had a lot of very nice items donated to the South Dakota Youth Foundation, which helps us out also. We use some of their items for the finals. I would like to thank all the volunteers that help all year long and the day. Thank you Valorie Curtis for taking pictures for me this year, Morgann Leis for helping clerk and all the bid takers from the association



2021 SDAA Bid Calling champion Travis Holck of Lake Crystal, MN; 1st runner up Sam McCloud of Hoven SD; 2nd runner up Clayton Keck of St. Lawrence, SD.

and to all the contestants and the judges. Our contestants this year were Travis Holck of Lake Crystal, MN; Clayton Keck of St. Lawrence, SD; Sam McCloud of Hoven, SD; Denton Good of Long Valley, SD; Jayke Glanzer of Bridgewater, SD; Tristan Hunter of Ardmore, SD; Tyler Stetson of Corisca, SD; Don Curtis of Mitchell, SD; Rowdy Moore of Winner, SD; Jordan Mehlhoff of Eureka, SD.

Hope to see you all next year in Huron, SD.

Our next contest is at the Blackhills Stock Show in Rapid City, SD on January 30, 2022 at 2 p.m.



Carol Birgen with the South Dakota Youth Foundation giving her welcoming speech.



# South Dakota Youth Foundation Fundraiser

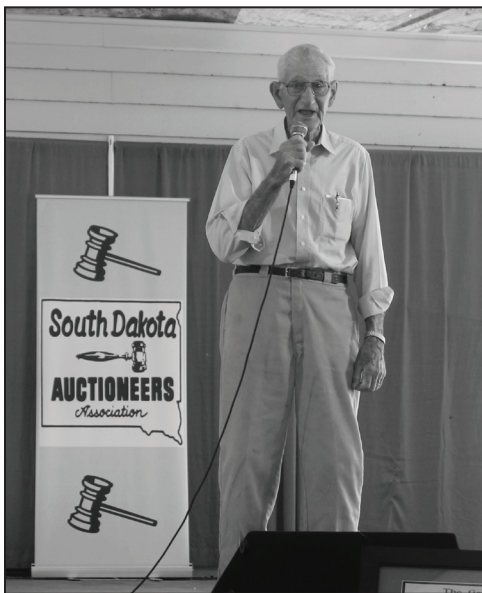
## Bid Calling Contest 2021



2020 Champion Terry Moe of Watford City, ND and 2021 Champion Travis Holck of Lake Crystal, MN



Denton Good of Long Valley, SD and Michelle Mehlberg, Arvon Taylor's daughter, started the Arvon Taylor Memorial Scholarship Fund to help an auctioneer go to school.



Hall of Fame member Don Sweeter helping out with the auctioneering of the SD Youth Foundation items.



A great packed crowd to support the South Dakota Auctioneers Association and South Dakota Youth Foundation.

South Dakota Auctioneers Association is a proud partner of the South Dakota Youth Foundation, whose mission is:

*Giving every child an opportunity to develop CHARACTER and live a healthy lifestyle in the schools and communities where they grow up.*





# South Dakota Youth Foundation Fundraiser

## Bid Calling Contest 2021



Denton Good of Long Valley with Michelle Mehlberg receiving the Arvon Taylor Memorial Scholarship Award.



SDAA member Tylor Stetson of Corisca, SD; SDAA member Don Curtis of Mitchell, SD and SDAA member Travis Holck of Lake Crystal, MN with donated water by Dakota Auction Pages, Justin and Lori Dean of Artesian, SD.



### *Good things come to those who wait...*

Waiting their turn for the stage L To R: Travis Holck of Lake Crystal, MN; Jordan Mehlhoff of Eureka SD; Clayton Keck of St. Lawrence SD and Tristan Hunter of Ardmore, SD.



Emcee and 2020 SDAA Bid Calling Champion Terry Moe of Watford City, ND.



Clayton Keck of St. Lawrence, SD.



Don Curtis of Mitchell, SD.





## *South Dakota Youth Foundation Fundraiser Bid Calling Contest 2021*

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Jayke Glanzer of Bridgewater, SD.



Denton Good of Long Valley, SD.



Tristan Hunter of Ardmore, SD.



Jordan Mehlhoff of Eureka, SD.



Rowdy Moore of Winner, SD.



Sam McCloud of Hoven, SD.



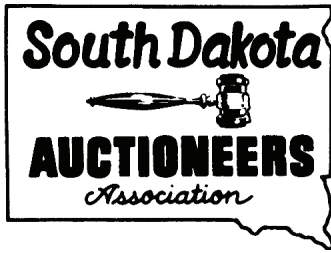
Travis Holck of Lake Crystal, MN.



Taylor Stetson of Corsica, SD.







## *South Dakota Youth Foundation Fundraiser Bid Calling Contest 2021*



2020 Champion Terry Moe of Watford City, ND And 1st Runner Up Sam McCloud of Hoven, SD



2020-2021 SDAA President Scott Moore of Centerville, SD. Scott's host hotel will be Holiday Express in Brandon, SD — Book your rooms now.



2020 Champion Terry Moe of Watford City, ND And 1st Runner Up Sam McCloud of Hoven, SD



Clerk table, L to R: Dawn Luckett of Wessington Springs, SD; Tom Souvignier of Canton, SD; Morgann Leis of St. Lawrence, SD.



Top three contestants L to R: Sam Cloud of Hoven, SD; Clayton Keck of St. Lawrence, SD and Travis Holck of Lake Crystal, MN.

### *Remember...*

- Our next contest is at the 2022 Black Hills Stock Show on Sunday, January 30. Hope to see you there.
- The 2022 convention will be held in Brandon, SD at the Holiday Inn Express June 9, 10, and 11. Make sure and call early for reservations.



## Obituaries

### Jean Fox



Jean LaVonne Fox, 91, of Iroquois and De Smet area, passed away on Tuesday evening, December 7, 2021, at the Huron Regional Medical Center, surrounded by her three daughters.

A funeral service was held at the Methodist Church in Iroquois on Monday, December 13 at 11 a.m. Visitation was held at the church in Iroquois on Sunday evening from 5-7 p.m. A private burial was held on Monday prior to the service. Crawford - Osthus Funeral home was in charge of the arrangements with the family. The family invited attendees to a reception that was held at the De Smet Event Center in De Smet following the funeral services in Iroquois.

Jean LaVonne Fox, the daughter of George and Alice (Johnson) Bressler, was born on April 25, 1930, on the family farm near Lake Benton, Minnesota. Jean grew up on this family farm and attended country school district number four, and then graduated from Lake Benton High School in 1948. She then attended Canby Teacher College in Minnesota, and taught two years in a country school. Jean began dating John W. Fox during this time and they were united in marriage October 21, 1950 in Lake Benton. They lived near Bancroft, then in 1953 John and Jean built their first home near Iroquois, SD, where they raised their family and farmed until retiring and moving to De Smet, SD.

Jean devoted her life to John and her family. She worked side-by-side with her husband on the farm each day. John and his brother, Darwin, started an auction business along with their lovely wives, who clerked each sale and did all the

behind-the-scenes work for the business. Attending activities of grandchildren and great-grandchildren, was always a highlight for her. Jean and John, danced, played countless games of cards, golfed, and traveled. She was a member of the Iroquois United Methodist Church, where she served many years as Sunday School Superintendent, Sunday School and Bible School teacher, and UMW president.

Jean is survived by her children: Cherrlyn (Darrell) Fast of Huron, Kim (Kyle) Gross of Iroquois, and Tammy (Jeff) Albrecht of De Smet; 11 grandchildren and 24 great-grandchildren; her brothers: George (Shirley) Bressler, Dick (Cathy) Bressler; sister-in-law, Marion Bressler; brother-in-law, Darwin (Clara Mae) Fox, and many nieces and nephews.

Jean was preceded in death by her parents; husband, John; son, Monte; brothers: Glenford, Lee, and Carroll.

### Beverly Owen



Beverly Mae Owen, age 89, of Watertown, SD, passed away on Saturday, November 6, 2021 at the local care center. Funeral services were at 10:30 a.m. on Wednesday,

November 10, 2021, at Lutheran Church of Our Redeemer in Watertown. Rev. Kent Stillson officiated. Music was provided by A.J. Sherrill as organist with Robbyn Givens as soloist.

Burial was at Webster City Cemetery in Webster, SD. Honorary pallbearers were Bobbie Kuskie, Lana Schott, Dan Schott, Virginia Schaff, Patty Spiry, Bill Spiry, Bill Smart, Mike Bergh, Barb Bergh and Loren Berg. Active pallbearers were Ryan Patterson, Tawna Patterson, Randy Damgaard, Diane Madsen, Mike Madsen, Grant Titze, Deb Titze, Kay Friebel, Doug Fellbaum, Cheryl Hewitt and Tom Aljoe.

Beverly Mae Hagen was born on August 22, 1932, in Webster, SD, to Rueben Johansson Hagen and Agnes Helene Hagen. She was baptized and confirmed in the Lutheran faith. Beverly graduated from Webster High School in 1950. She attended Northern State Teachers College from 1950-1951 and received her teaching certificate. Beverly taught in a one room rural schoolhouse.

On April 1, 1952, Beverly married

John Owen. Three children were born to this union: Kathryn, Karen, and Randy. The family moved to Britton, SD, in 1956, where they lived for 50 years before moving to Watertown, SD. Beverly Owen's life was centered around the things she loved most; family, faith, and music.

She always said that God gave her talent and she needed to share it with all — and she did. Music was always a part of her life. She sang her first solo, "I Am So Glad Each Christmas Eve", at the age of 4. Beverly surrounded herself with musically talented friends all her life, and enjoyed singing in choirs and other music ensembles. She sang at over 2,000 occasions: weddings, funerals, and community celebrations. In Britton, she was known as the funeral and wedding singer. Beverly even sang to her husband, John Owen, as she walked down the aisle.

Beverly's love was always teaching children to sing, which she did for many years, and she was happiest when they could sing louder than her. Together with friends from First Lutheran Church, Beverly started choir school for grade school members. She never used a microphone and would encourage others to sing saying, "let's raise the rafters". It was one of her greatest joys to watch her son, Randy, develop from a soprano as a boy, into a tenor as an adult. Together they sang many duets at family functions, weddings and funerals. Beverly loved to sing to her grandchildren, who often told her, "Grandma, you have a song for everything".

Beverly was very active in the Britton community for 50 years. She and John operated the Ben Franklin Store, Britton Realty, and the Get Together. She was bookkeeper for Owen Livestock in Britton, and also worked at South Dakota Livestock in Watertown. She was an active member of many organizations: First Lutheran Church, American Legion, Study Club, PEO, Prayer Rock Museum, Britton Chamber, and Lutheran Church of Our Redeemer in Watertown.

Beverly loved to have parties and entertain. Decorating for holidays was her specialty, and her favorite was Christmas. She hosted many Christmas dinners, community fund raisers, Christmas tour of homes, and Sing for your Supper. It was written that Bev has a superlative reputation as the doyen of beautiful table settings.

Beverly is survived by her family: Kathryn (Paul) Macek of Plymouth, MN, Randy (Chris) Owen of Watertown, SD, and Karen (Ertugrul) Tuzcu of Minneapolis, MN; her grandchildren: John Paul Macek (Anne Catherine Jackson) of Minneapolis, MN, Steven (Jenny) Macek of Rochester, MN, and Zeynep Tuzcu, of Minneapolis, MN; and her special great-grandchild that brought a smile to her heart, Archer Owen Macek.

Memorials may be directed to: Lutheran Church of Our Redeemer, 2001 2nd St, Watertown, SD, 57201, First Lutheran Church, PO Box 150, Britton, SD, 57430, or Norway House, 913 E Franklin Ave. Minneapolis, MN, 55404.

## *Hey there Auctioneers...*

### Know of someone wanting to go to Auctioneer School?

Let them know they can apply for the Arvon Taylor Memorial Fund.

For the application, contact the SDAA at [luck@venturecomm.net](mailto:luck@venturecomm.net) or by calling or texting 605-350-3020 or for more details.



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605-539-9281/email: [luck@venturecomm.net](mailto:luck@venturecomm.net)



#### Applicant Information

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_  
*Last First M.I.*

Address: \_\_\_\_\_  
*Street Address Apartment/Unit #*

\_\_\_\_\_  
*City State ZIP Code*

Phone: \_\_\_\_\_ Email \_\_\_\_\_

When and where are you going to Auctioneers

School: \_\_\_\_\_  
\_\_\_\_\_

Tell us a little about yourself and why you decided to go to auctioneers school:

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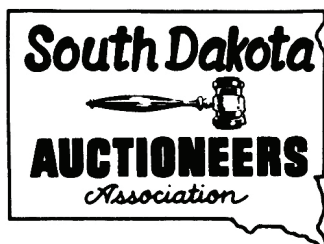
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After your schooling is complete you must submit a copy of your completion certificate or copy of diploma to receive  
your money



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*SAVE THE DATE!*

**SDAA Black Hills Stock  
Show Bid Calling Contest**

January 30, 2022 at 2 p.m.  
Civic Center

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