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Hawkeye Auctioneer

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Midwest's Top Twenty Auctioneers Heading to the 2019 Iowa State Fair

The 2019 top twenty Iowa auctioneers were announced during the annual convention in West Des Moines. All finalists have a contestant profile online with photos and bios. Read up and come join us August 13, 2019!

The Iowa Auctioneers Association (IAA) held their preliminary auctioneer contest at the annual convention on Saturday, February 2, 2019, in West Des Moines. Twenty finalists made it through to the Iowa State Champion Auctioneer contest finals.

Auctioneers from all over the Midwest participated in the preliminary auctioneer contest in February. The Iowa State Fair finalists' will show off their skills and talents on the Anne & Bill Riley Stage at 9:00 AM on August 13, 2019.

During the finals, each contestant will auction off three items each. The contest is held under actual auction conditions and the public is invited to watch and bid on items. Contestants are judged on speed, bid calling ability, salesmanship, and professional appearance.

The top five finalists receive a ribbon and trophy. Cash prizes are awarded to the champion, reserve champion, first runner up, second runner up, and third runner up. The Iowa State Champion Auctioneer will take home $1,000 grand prize presented by the association. **SAVE THE DATE: AUG 13, 2019!**

OUR 2019 STATE FAIR FINALISTS:

Joseph Bair, Elkhart
Chad Bals, Ames
Robert A. Barker, Keosauqua
Justin Brant, Glidden
Heath Downing, Creston
Quest Flesner, Taylor, Missouri
Trent Forest, North English
Kam Hartstack, Clarinda
Dan Hershberger, Lime Springs
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Leon Martin, Ionia
Rodney Perry, Moravia
Chris Richard, Mt. Pleasant
Chad Shepard, Cedar Falls
Riley Sieren, Washington
Justin Steward, Wyoming
Cole Stetzel, Guthrie Center
Dylan Webb, Osceola
Daniel Wilson, Redfield
J.J. Wise, Klemme

READ EVENT DETAILS ONLINE! IOWAAUCTIONEERS.ORG

Growing & Changing

KEEPING OUR FORWARD MOMENTUM IN A POSITIVE DIRECTION

David Whitaker

2019 IAA President
Whitaker Marketing Group
Washington, IA

Looking to the future of our association, as your new president, I wanted to make you all are aware of some changes and challenges I see coming to our association.

ENGAGING OUR MEMBERSHIP

Currently, we have roughly 270 members and 90 attendees at the 2019 conference. Over the years, I've seen that same 90 or so attendees at the annual convention. I sit and wonder, "What can we do better to engage the other 180 members?" Is it communication? Different programing? I looked at our membership list and there are some members I have never met.

I look forward to serving you this year and all the challenges we may face together.

For the past 3 years there has been a subtle decline in membership, convention registration, and participation in the auctioneer's contest. Nationally associations are also seeing a decline in membership and participation numbers.

As IAA President, I would like to see all members to come together as a group of professionals to strengthen the Iowa auction industry everywhere in the U.S.

CHANGING WITH THE TRENDS

The auction industry is trending away from the traditional bid calling auction format. We are gaining professionals that sell assets in these non-traditional auctions. This is something that was talked about during the 2019 IAA Convention. Traditional auction companies are moving their business models to sell assets in this non-traditional way.

Other trends include the increase of women and minorities in the industry and are becoming the number one "new auctioneer demographic." This brings confidence in the growth of our industry, because it means we are moving in the right direction. Our business and industry is ever changing and we need to grow with it.

A "PROFESSIONAL" AUCTIONEER

There are a little more than 60% of auctioneers in Iowa that have their real estate license in conjunction with their auction business. We, as a board, have been getting requests from other auctioneers to work with the Iowa Association of Realtors to make it law requiring you to have a real estate license to sell real estate at auction. This may call for some changes in the years to come to keep with our mission as being the preferred "professional".

THE FUTURE IAA CONVENTION

The IAA board has previously talked about proposing changes, in years to come, to our annual convention to stay fiscally responsible. In hopes to best serve our members and our sponsor companies. I see our convention needing significant changes to accomplish this.

VOLUNTEER BOARD SEATS

Lastly, I would like to encourage our members to reach our and ask to serve as board member. It does require a certain level of interest and time availability. Because of those restraints, it may call for some changes to allow more members to the chance participate on the board.

As I stated earlier, our industry is growing and ever changing. In order to keep our forward momentum, I feel we need to make some adjustments and changes.

I know there are many of our members that share the same passion for this industry as I do. I hope we can all work together to make the necessary changes needed in order to keep our association strong!

I look forward to serving you this year and all the challenges we may face together.

TJ DeMoss

President-Elect
DeMoss Auction Co.
Albia, IA

Starting the Year Off Right!

THANK YOU ALL FOR ATTENDING

Hello, and welcome to the beginning of 2019 for the Iowa Auctioneers Association!

I want to start off thanking everyone for joining us this year at the convention. David did a great job with the speakers, vendors, and the overall convention. If you weren't there you missed out on a great event.

As President-Elect, I am excited for this year! We, as an association, have many resources at our disposal to make us better and grow. We always invite and encourage our members to participate in developing ideas and helping in their implementation.

Please feel free to reach out to any of the board members or myself. No matter is too small to discuss because this is truly OUR association. I have had several conversations with members with ideas, thoughts, concerns involving licensure, benefits of membership, convention ideas, and our auctioneer's contest.

I am here to say the board does listen, and will work to make the Iowa Auctioneers Association the best it can be!

OTHER 2019 CONVENTION WINNERS

PRINTED MATERIAL

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Contract Auctioneering

STAYING HUMBLE

JJ WISE

2-Year Director
Wise Auction Service
Klemme, IA

Many times in the auction business it can be hard for a new auctioneer to build a company from the ground up. If you are new to the auction industry, or are just searching for another avenue of income, looking into contract auctioneering may give you the experience you need in the auction business.

I grew up in a family auction business, doing household consignment auctions, so I was fortunate to get mic time. I have always had a love for cars. Even as young boy my passion was selling automobiles. I started right after college working the floor as a ring man at Northstar Auto Auction in Shakopee, MN. Well, through meeting other auctioneers, and gaining different connections, I now work five automobile sales a week.

Let your talent create your career and never burn a bridge.

The hardest part as a contract auctioneer is getting your foot in the door. The best way to do that is get a connection within the market you want to break in to. Whether it's a buyer that buys the cattle or a car dealer buying the cars. Go to the sale with them, have them introduce you to the management that hires the auction staff.

Once you get to the management that does the hiring, be willing to start on the first floor! Many times, a career in certain markets is passed up because we all want to grab the mic....well it's not that easy.

The turn over of auctioneers doesn't always happen that quickly. You need to be willing to be a ring man or a clerk to start out. Once you gain that exposure in the market, and show interest in getting behind the mic you may have a shot one day!

My first sale I started working as a ring man and it took me over 15 years to get a full time slot behind the mic. Yes, I got to relieve the full time guy or fill in for those on vacation, but it was experience! Along the way I picked up other jobs where I walked in as an auctioneer, but it was because of my experience and connections that got me there!

Lastly, stay humble - don't start out trying take someone's job, because it will get you out the door and back to searching again.

Let your talent create your career and never burn a bridge. Good luck, and if you ever need advice, I'm here to help!

VIEW MORE CONVENTION PHOTOS ON FACEBOOK @IOWAAUCTIONEERSASSOCIATION

Del Beyer

2-Year Director
Sioux Center, IA

Give It Up For 2019

KEEPING ENGAGED AND INFORMED

First of all, a huge THANK YOU to all of you who attended the 2019 IAA convention in West Des Moines in February this year.

If you have not yet attended an IAA convention, please mark your calendar's for the next 2020 IAA Convention!

After the convention, I heard several positive comments from various people that the value they gained from this year's speakers and the various breakout sessions. We had time to communicate and collaborate with our peers in the industry, that experience was great

Serving you as an IAA board member, please feel free to reach out to me with any suggestions or comments on how `we can bring more value to YOU, our members.

Please make sure to follow IAA on Twitter and Facebook. Keeping in touch with the association through social media will help you stay in the know about issues, events, and other learning opportunities.

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Justin Steward

2-Year Director
Steward Auction Service
Wyoming, IA

Member Recognitions

2019 IAA PERSON OF THE YEAR

During the 2019 IAA Convention, the IAA board of directors recognized two long-time members as "Person of the Year." This new recognition was established by IAA leadership and is intended to honor persons that have made an impact on the auction industry through their actions and achievements.

Emily Kroul (Wears) | Cheyenne, WY

The Wears family's brightest star, Emily, has created a name for herself in a huge way. Emily is a long-time IAA member, the 2009 Iowa State Champion Auctioneer and the 2018 NAA International Auctioneer Champion. Emily has been a recurring auctioneer on A&E's *Storage Wars* and at 29 she is recognized as one of the most successful female auctioneers. She received her BA from the University of Wyoming and in 2017 Emily married Cody Kroul.

Jared Miller | Leon, IA

Long-time member Jared Miller is a third-generation auctioneer from Leon, Iowa. Miller had served for three years on the IAA board of directors from 2014 to 2016. He is the 2012 IAA State Champion Auctioneer and named the 2018 World Livestock Auctioneer Champion in June.

Please help us in congratulating Emily and Jared on their achievements!

Dear Friends,

I wanted to reach out to each of you to extend my sincere thanks for awarding me Person of the Year and Conference this year. It was an honor that I could never have anticipated receiving, and that makes it even more special to me.

I am sorry that I was unable to be at conference to accept this award and tell you in person how thankful I am. My intentions had been to attend but after being asked to speak in New York that weekend as well, I had a tough choice to make.

Being born and raised in Iowa, I will always call the Hawkeye State home even though now I live full time in Idaho. My career began there, my first experience with auctions was there, my first conferences attended as a child were in Iowa and my first championship – the one I remember the most and will always have a special place in my heart – was from Iowa.

I have always felt like the Iowa Auctioneers are my 'people' – the original supporters and teachers. People I grew up getting to know and many I've been able to work with personally. Being chosen to receive such an award as this, by those very people I've always looked up to and respected couldn't be more humbling. Winning championships is exciting and very rewarding, but an award like this is different; it's more.

I hope you know that I am forever grateful for all the things I've learned from my Iowa Auctioneers Association Family and the life-long friendships I've made. I may not have an Iowa address anymore, but I'll always be an Iowa girl at heart.

Thank you again for the honor and I hope to continue to make you all proud,

Emily Kroul (Wears)

Crow Inducted into IAA Hall of Fame

Larry Crow of Guthrie Center was inducted into the 2019 IAA Hall of Fame at the annual convention in West Des Moines. This annual honor is given to an individual whom has impacted the auction industry over their career in a positive and inspiring way.

Crow grew up on a farm and at a young age started attending auctions with his father. A short time later his father started having him stay at one livestock auction so he could attend another. When he was about 16 years-old, the auction house let him start working in the ring.

Crow became a self-taught auctioneer by listening to the auctioneers' chant. One day when the lead auctioneer was sick the barn manager put him in the block. He has now been an auctioneer for the last 60 plus years.

Crow is always ready to help a fellow auctioneer - even when they put diesel in his gas pickup - and has made a difference in the community he serves.

He has sold livestock and horse auctions, benefits, car auctions in Des Moines and Davenport plus numerous other auctions.

He is a past President of Guthrie County Cattleman's, 2012 Past IAA President, and has been a member of the IAA since the 90's.

Larry Crow (left) pictured here attending the 2017 IAA convention with other long-time members Merv (center) and LaRue Hilpipre (right).

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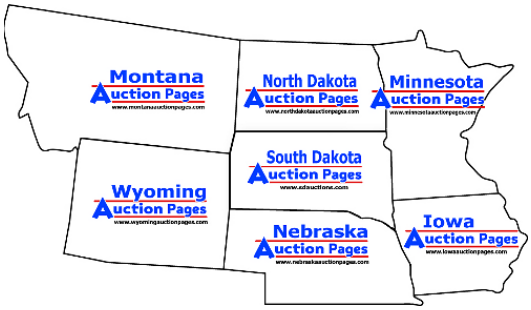

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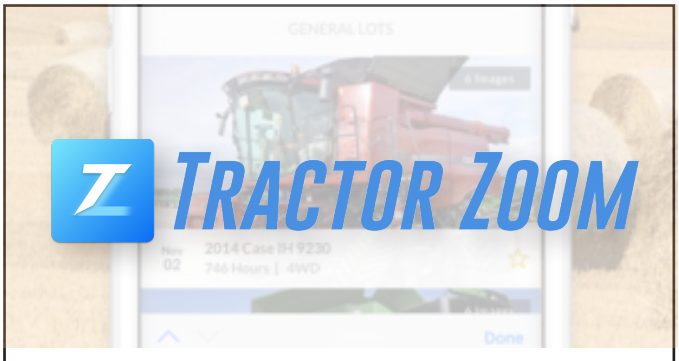

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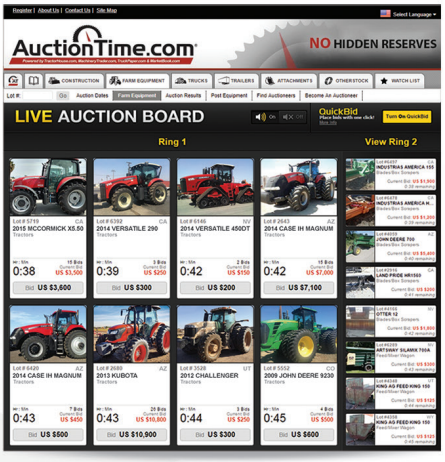

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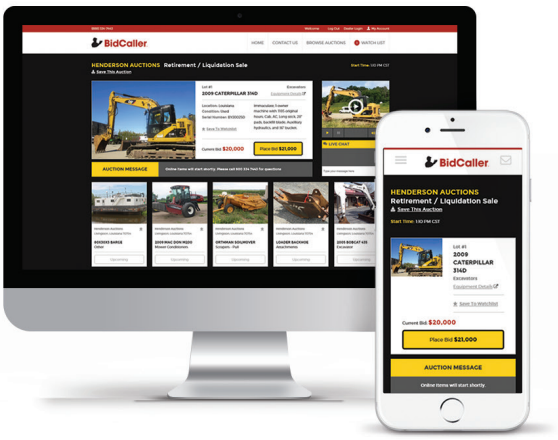

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