

2017 IAA Marketing Award Winners

Category 1 – Postcards

- Personal Property / General Household
- Business Liquidation
- Commercial/Industrial: Machinery/Equip.
- Machinery/Equipment: Auto/Trucks
- Residential Real Estate
- Recreational Real Estate
- Development Land Real Estate

Kerry Lenhart, Lenhart Auction & Realty

Kerry Lenhart, Lenhart Auction & Realty (**category winner**)
Seth Seaton, Key Auctioneers
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Robert Mishler, Schrader Real Estate & Auction Company
Seth Seaton, Key Auctioneers
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Jerry Ehle, Schrader Real Estate & Auction Company

Category 2 – Brochures & Catalogs

- Personal Property / General Household
- Business Liquidation
- Commercial/Industrial: Machinery/Equip.
- Farm & Acreage Real Estate
- Machinery/Equipment: Auto/Trucks
- Residential Real Estate
- Recreational Real Estate
- Development Land Real Estate
- Commercial/Industrial/Multi-Par Real Estate

Jeff Polk, Polk Auction Company

Richard (TJ) Freije, Freije Auctions & Marketing
Gary Boggs, Schrader Real Estate & Auction Company
Jerry Ehle, Schrader Real Estate & Auction Company
Matthew Moss, Moss Auction Team
Jeff Polk, Polk Auction Company (**category winner**)
Arden Schrader, Schrader Real Estate & Auction Company
Gary Bailey, Schrader Real Estate & Auction Company
Rex D. Schrader II, Schrader Real Estate & Auction Company
Robert Mishler, Schrader Real Estate & Auction Company

Category 3 – Newspaper/Magazine Print Advertising

- One/Two Color
- Full Color

Toni Benysh, Halderman Real Estate

Jeff Polk, Polk Auction Company

Toni Benysh, Halderman Real Estate (**category winner**)

Category 4 – Company/Auction Promotion

- Auction Promotion (Non-Traditional, Give Away Signage, Brochures, etc)
- Company Promotion (Non-Traditional, Give Away Signage, Brochures, etc)

Seth Seaton, Key Auctioneers

Toni Benysh, Halderman Real Estate

Seth Seaton, Key Auctioneers (**category winner**)

Category 5 – Digital & Social Media

- Audio Visual – Auction Promotion
- Digital Campaign - Facebook

Andrew Wilson, William Wilson Auction & Realty

Chad Metzger, Metzger Property Services
Andrew Wilson, William Wilson Auction & Realty
(**category winner**)

Category 6 – Photography

- Auction Team
- Auction Crowd
- Auctioneer In Action
- Benefit Auctions
- Buyer Excited About Purchase
- Personal Property- Farm, Real Estate
- Creative Photography

Seth Seaton, Key Auctioneers

Seth Seaton, Key Auctioneers
Chad Metzger, Metzger Property Services
Seth Seaton, Key Auctioneers (**category winner**)
Jonathan Baker, Baker Auction & Realty
Brenda Rose, Metzger Property Services
Chad Metzger, Metzger Property Services
Rex D. Schrader II, Schrader Real Estate & Auction Co.

Auction Marketing Campaign of the Year

Seth Seaton, Key Auctioneers

Wild Card

Jeff Polk, Polk Auction Company

(Brochures: Machinery/Equipment)