



# IOWA AUCTIONEER ASSOCIATION'S

# Hawkeye Auctioneer

## Marshall Named 2016 Iowa State Champion Auctioneer

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During the Iowa Auctioneers Association (IAA) Bid Calling Contest Finals on August 16, Adam Marshall of Elm Creek, Nebraska was named the 2016 Iowa State Champion Auctioneer. The finals contest was held at the Iowa State Fair in Des Moines, Iowa. Marshall is a 3rd generation auctioneer specializing in Ag Real Estate, Machinery, and Benefit Auctions. Adam has a true passion for the auction industry and has chosen it for his lifelong career.

To make it to the Iowa State Champion Auctioneer contest, IAA members are required to participate in the preliminary contest in February. The top 20 advance to the finals at the Iowa State Fair. Contestants are rated on speed, bid calling ability, salesmanship, and appearance.

As the Iowa State Champion Auctioneer, Marshall will serve as the emcee for the 2017 preliminary auctioneers contest at the IAA Annual Convention and at the 2017 Iowa State Champion Auctioneer finals.

2016 Reserve Champion is Jordan Cannon of Cedar Rapids, IA. Cannon has been a long time member of IAA. Also finishing in the top five spots are Blake Kuesel of Victor, IA - first runner up, Justin Steward of Wyoming, IA - second runner up, and Kam Hartstack of Clarinda, IA - third runner up.



### Also competing in the final round of competition at the Iowa State Fair were:

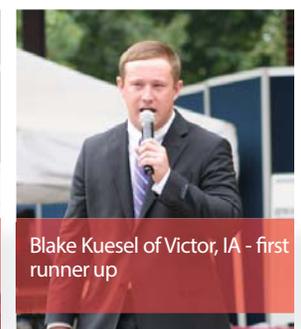
- Dorothy Bantz - Independence, IA
- Tracey Bantz - Independence, IA
- Trisha Brauer - Roeland Park, KS
- Jared Chambers - Corydon, IA
- Bryan Davenport - Boaz, AL
- Chantz Davidson - Orient, IA
- Scott Gillespie - Graceville, MN
- Raymond Helmuth - Cambridge, IA
- Terry Hoenic - Denmark, IA
- Russell Lamp - Letts, IA
- Leon Martin - Ionia, IA
- Chad Shepard - Cedar Falls, IA
- Daniel Wilson - Redfield, IA



Adam Marshall of Elm Creek, NE was named the 2016 Iowa State Champion Auctioneer on August 16, 2016 during the Iowa State Fair finals.



Jordan Cannon of Cedar Rapids, IA - reserve champion



Blake Kuesel of Victor, IA - first runner up

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# PRESIDENT'S MESSAGE

## Greetings!

At last year's annual meeting, the membership asked that the board offer more education for the members. With this in mind, the

board set out to offer just that.

On Monday, August 15, Steven Johnson, Iowa State Economist, spoke to members regarding the economic outlook for the farming economy in the coming year. The program qualified for 1.5 hours of real estate continuing education and covered the following topics: discussion of the latest USDA yield, planted acres, ending stocks & cash prices and included forecasts for the 2016 Crop. Steve also touched on highlights of how USDA forecasts crop yields, covered crop marketing strategies & tools and he gave five solutions for managing crop costs without cutting corners. He ended his program with highlights of 2017 cash rent issues & a case study discussion and he provided five ISU extension web sites to reference. I am happy to share his powerpoint with any members who wish to have a copy. Simply email me at [mcguireauction1@gmail.com](mailto:mcguireauction1@gmail.com).

We ended the evening with a motivational speech from auction legend Cookie Lockhart of Steamboat Springs, Colorado. Cookie touched on the theme of the best and worst auctions she has had to conduct and shared with members some of what she has learned from them. All and all the evening was a big success and quite enjoyable.

Coming in the next year, this board has been working on bringing even more educational opportunities to the membership. Please keep watching this newsletter for details as plans not only for the annual convention in Des Moines, but also for a National Auctioneers educational opportunity in Iowa that I believe most members will not want to miss.

Auction Marketing Management (AMM) is coming to Iowa from Jan. 31- Feb. 2, 2017. This is a professional designation awarded by the NAA Education Institute to help professional auctioneers understand today's marketing, both technology-based and traditional.

To attain the AMM designation, auctioneer-scholars are required to complete 24 classroom hours, complete a custom auction summary report based on knowledge from the designation course, and 24 hours of continuing education every three years. And it will be offered right here in Iowa.

Go to our site or the NAA site to register. I know I am planning on it and hope all of you will take advantage of this super opportunity right here close to home.

## Martha M. Boyle

2016 IAA President  
McGuire Auction Co., Inc.  
[mcguireauction1@gmail.com](mailto:mcguireauction1@gmail.com)



# 2017 Convention: This is Where You Need To Be



**by: Chris Richard**

If you haven't been to a recent IAA convention or have never attended one, I encourage you to mark the dates of February 3-5, 2017 on your calendars. The 2017 Convention will be held at the Holiday Inn Des Moines Airport/Conference Center, where they have recently added a new 12,000 sq. ft. convention hall.

A lot of you may wonder, "Why should I make the time commitment and spend the money to come to convention?" If you have never been or it has been several years since you have attended, it can be tough to paint the picture of what you are missing.

It is where you make personal contacts with other auction professionals. It is where you pick up information you can bring back to help at your next auction. It is where you can compete against other auctioneers to improve your chant. It is where you talk with vendors of the auction industry to find the latest tools of the trade. It is where you need to be if you want to continue to educate and improve yourself and your business.

We are still working on putting the pieces of the convention schedule together but, here are some of the speakers who have committed for the 2017 Convention: NAA Vice President Scott Shuman, NAA Board Member Jason Winter and 2012

IAA Champion Justin Ochs. There will be a number of classes offered throughout the weekend, covering many facets of the auction industry. Some of the classes will qualify for continuing education for auctioneers who hold an Iowa real estate license.



IAA board members pose for a photo during the 2016 Annual Convention in Ankeny, IA.

The Convention schedule will be similar, but something new for this year is the Children's Fun Auction, which will take place Sunday morning. This will be a time where kids will have the opportunity to take the mic to sell an item or be a ring person. It will be a fun time to not only have the kids take part in what we love to do, but to also help foster a love for our industry in the next generation. So bring your whole family to this first time event!

Stay tuned for the next newsletter that will explain in great detail the 2017 Convention. 2017 IAA Convention – It's Where You Need To Be!

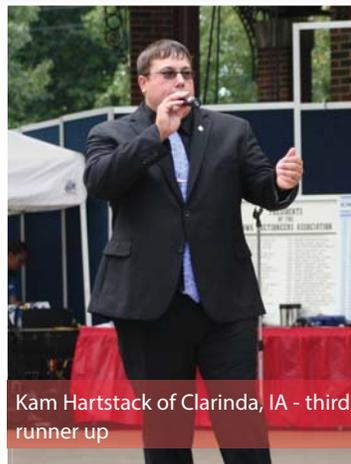
**Chris Richard**

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## Great Times at the Iowa State Fair Finals



Justin Steward of Wyoming, IA - second runner up



Kam Hartstack of Clarinda, IA - third runner up



Trisha Brauer of Roeland Park, KS - top 20 contestant



Bryan Davenport of Boaz, AL - top 20 contestant



Dorothy Bantz of Independence, IA - top 20 contestant



Judges score participants at the state champion finals during the 2016 Auctioneer Contest at the Iowa State Fairgrounds in August.



Tracey Bantz of Independence, IA competes with fellow auctioneers in the 2016 Iowa State Fair Finals August 16, 2016.

## Our Organization Can and Should Grow



**by: Brian Tompkins**

**Purpose:**

The reason for which something is done or created or for which something exists.

**Synonyms:**

Motivation, cause, point, justification

Hopefully, you wake each day with a purpose that drives you. Be it self, family, business or other, there are many reasons we do the things we do. What gets you out of bed every day?

Still I have to wonder does Iowa Auctioneers Association have a purpose? I hear comments about how IAA allows peers to network, new members to find a mentor, and of course it is a great group of people in the same business who like to talk, it's our job.

But is there a bigger calling? What is the mission, or vision? I checked the website and found "Helping to promote the auction method of marketing." It is certainly a statement, but I am not sure it is a mission, but let's assume for the moment that it is. Are we taking actions to fulfill this mission?

You all work hard at your jobs to promote the auction method of marketing, it is how you make a living. You advertise, you promote your success (SOLD) in papers, and better yet your events and successes are driving conversations in your community.

IAA takes center stage for 4 hours at the Iowa State Fair, and the fair advertises it for us free of charge, bringing in a good crowd, to see who we are, for a brief period of time. Contest prelims are open to the public but not advertised or promoted beyond Facebook posts and word of mouth. What activities does IAA do to promote the auction method of marketing?

How many people in Iowa know we exist and if so what we do or stand for?

I believe an organization with our membership size can and should do more. I am interested to see if others agree, and look forward to hearing from you.

**Brian Tompkins**

IAA Three Year Director  
Wears Auctioneering  
brian@wearsauctioneering.com



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## MEMBER NEWS:

IAA member, **Kam Hartstack** of Hartstack Trucking & Auctioneering in Clarinda, Iowa has successfully completed an extensive three year executive education program and has earned the National Auctioneers Association (NAA) Education Institute's honored Certified Auctioneers Institute (CAI) designation.

IAA member **David Whitaker**, Whitaker Marketing Group of Ames, Iowa has completed his first year of the CAI designation. The CAI designation is the absolute pinnacle of education in the auction profession and is the most respected education program in the country for Auctioneers.

**Bob Crittenden** of Afton, IA was recently inducted into the Iowa 4-H Hall of Fame at the 2016 Iowa State Fair on August 21, 2016. Bob was the 1991 Iowa State Champion Auctioneer and was a past president of IAA. He was inducted into the IAA Hall of Fame in 2006.

*Do you have news you would like to share? Please submit your news to IAA via email at [joano@agribiz.org](mailto:joano@agribiz.org)*

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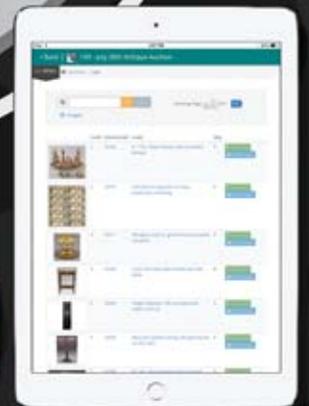
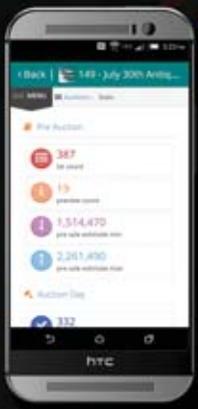
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## calendar of events

**November 14, 2016:** IAA Board Meeting  
Des Moines, IA

**February 3-5, 2017:** IAA Annual Convention  
Airport Holiday Inn,  
Des Moines, IA

Mark your Calendars for Upcoming Auctioneering Events!

The Hawkeye Auctioneer is the official publication of the Iowa Auctioneers Association. It is published four times a year - March, June, September and December. Readers are invited to submit articles. The IAA and The Hawkeye Auctioneer reserve the right to edit any article, and disclaims responsibility for statements made or opinions expressed in articles appearing herein unless otherwise stated. To advertise in The Hawkeye Auctioneer contact Secretary/Treasurer Joan O'Brien at 515-262-8323 or [joano@agribiz.org](mailto:joano@agribiz.org). Rates are \$40 for 1/8 page, \$60 for 1/4 page, \$85 for 1/2 page, and \$130 for full page. Please send all pictures by e-mail to [joano@agribiz.org](mailto:joano@agribiz.org).