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The Possible Dreams Auction, run by Martha's Vineyard Community Services (MVCS), has hired Sherry Truhlar as its new auctioneer for 2017. Ms. Truhlar is a professional auctioneer and the founder of Red Apple Auctions, a business dedicated to helping a variety of nonprofits and schools raise money through auctions.

Ms. Truhlar has had an extensive career, working for major companies such as Koch Industries, GE, and various television networks. As she became more involved and dedicated to auctioneering, she founded Red Apple Auctions, where she not only runs the auction, but assists the auction committees with management and development. Her techniques and strategies include onsite services, webinars, and DIY training, as well as a program known as "My Profitable Auction Blueprint," which supports and guides auction chairs throughout the auction process.

The Possible Dreams Auction will be held on Sunday, July 30, at the Winnetu Oceanside Resort. Items in the past have included an exclusive taping of "Late Night" as well as a personal meet and greet with Seth Meyers, a walk across the Brooklyn Bridge with David McCullough, and a tour of the set of "Ghostbusters" with Dan Aykroyd. "If you've been to this before, you'll see a few familiar favorites, but I promise you, we have some surprises in store as well," Ms. Truhlar said in a promotional video for the event. "It's going to be a fun event, and we're going to raise a ton of money."

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