

# TOPS AT SELLING



Daniel Mitchell, Cumberland, Ohio, was named champion at the 2019 World Livestock Auctioneer Championship (WLAC) Eastern Regional Qualifying Event.

June, not only for the contest but for my day-to-day use as well. I'm a spokesman for my customers and this industry."

Mitchell says at each WLAC event he has learned something new from the other auctioneers to take back to his business.

A second-generation auctioneer, he grew up attending farm sales and other auction events with his father, who is also an auctioneer. After graduating from auction school he entered the livestock auction business.

The Mitchell family owns Parkersburg Livestock Exchange and Jackson County Regional Livestock Market, both in the state of West Virginia.

Other contest winners include Reserve Champion Jay Romine, Mount Washington, Ky.; Runner-up Champion Philip Gilstrap, Pendleton, S.C.; Christopher Pinard, Swainsboro, Ga.; Wade Leist, Boyne City, Mich.; Tim Yoder, Montezuma, Ga.; Darren Carter, Ninety Six, S.C.; Jeremy Miller, Fairland, Okla.; Jacob Massey, Petersburg, Tenn.; and Jim Settle, Arroyo Grande, Calif.

Russell Hergenreter, Salem, Ore., was named top rookie.

## The championship

The Livestock Marketing Association (LMA) hosted the first WLAC at the Cosmopolitan Hotel in Denver, Colo., in June 1963 to spotlight North America's top livestock auctioneers and to salute their role in the competitive livestock marketing process. That year, 23 auctioneers from the United States and Canada sold the same 20 head of cattle over and over again.

The contest was hosted at hotels until 1967, when it traveled to its first LMA member market. Since then the WLAC has been hosted at member markets around the United States and Canada.

On average each year, nearly 100

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## Ohio auctioneer wins World Livestock Auctioneer Championship qualifier in Athens, Ga.

**D**aniel Mitchell, Cumberland, Ohio, was named champion at the 2019 World Livestock Auctioneer Championship (WLAC) Eastern Regional Qualifying Event. Northeast Georgia Livestock of Athens, Ga., hosted the final of three WLAC qualifying events on Dec. 12. A total of 24 contestants from 14 states/provinces competed for a top-10 placing, granting them a spot in the 2019 WLAC at Tulare Sales Yard, Tulare, Calif.

Contestants were judged on the clarity and quality of their auction chant, auctioneer presentation, ability to catch bids and conduct the sale, and how likely the judge would be to hire the auctioneer.

Judges for each qualifying event

are livestock market owners and managers, as well as allied industry members.

Mitchell has qualified for the WLAC eight times since his first competition in 2012. He will advance to the WLAC semifinals,

where the competition is composed of two parts: an interview and live auction selling.

"The most challenging part of the WLAC event is the interview portion," Mitchell said. "This is what I plan to work on prior to



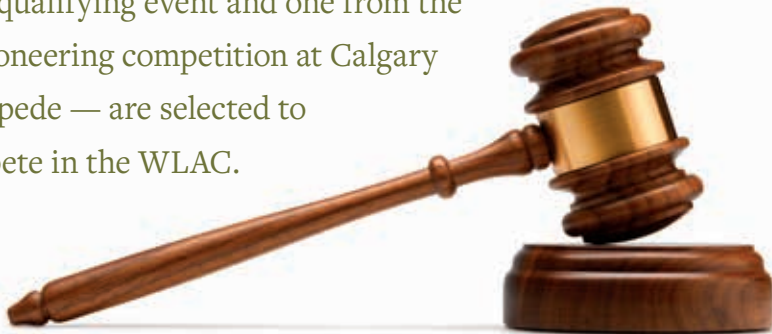
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auctioneers enter the qualifying events. Only 31 — 10 from each qualifying event and one from the auctioneering competition at Calgary Stampede — are selected to compete in the WLAC. The championship consists of three stages: the regional qualifying events, followed by the semi-finals and the finals that are hosted each June in conjunction with the LMA Annual Convention. Contestants competing for the world champion

title must be 18 years old or older, employed as a livestock auctioneer and sponsored by a local auction market that shares in the favorable publicity generated by the winners. |

Editor's note: This article was provided by the LMA, headquartered in Kansas City, Mo. LMA is North America's largest membership organization dedicated to supporting, representing and communicating with and for the entire livestock marketing sector.

On average each year, nearly 100 auctioneers enter the qualifying events. Only 31 — 10 from each qualifying event and one from the auctioneering competition at Calgary Stampede — are selected to compete in the WLAC.



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