



AUGUST NEWSLETTER

End-of-Summer Sound-Off: News, Winners & What's Next

LETTER FROM THE PRESIDENT

Well, here we are once again in the dog days of summer. It's hard to believe this year is already half over. It seems like there is never enough time to enjoy ourselves the way we want to. But as auctioneers, we manage to do a lot of things in our business that are not necessarily profitable, but often very enjoyable.

As I've traveled around over the years, it always amazes me how much fun auctioneers have when it comes to Fair & Rodeo season. Helping the youngsters involved in agriculture get the top dollar for their animals at the 4H / FFA sales is truly a joy to watch. Along with that, I see CAA members participating in all kinds of events that may not necessarily be paying gigs, but they sure are fun. Conducting Calcutta's, Announcing Ranch Rodeos, and working at Pro Rodeos just to name a few. The late Art Parker was a 20+ year volunteer at the Greeley Stampede. The Nichols and Flack families just traveled up to Torrington, WY to help conduct a huge ranch rodeo. Todd Natale and Randy Lewis are at full speed announcing ranch rodeos. Todd Natale, Matthew Heitmann, and I just got done spending 10 days in July volunteering at the Pikes Peak or Bust Rodeo. And as I am writing this, John Schaffner is providing his wonderful chuckwagon meals for the Contestant Hospitality Tent at the Yuma, CO PRCA Rodeo. Oh, and I almost forgot, the wonderful job that was done by the CAA members that helped conduct the FFA Auctioneer Competition down in Pueblo this Spring. I know there are countless other CAA members volunteering at various events this summer. It seems everywhere I go there is a CAA presence.



Mike Heitmann, President

So, because of this busy schedule, we don't see as many auctions in the summer months around Colorado. But I know everybody fixing to get busy in the fall. I know my calendar is starting to fill up along with all my CAA colleagues. Also, it's time we start looking forward for other things that will be coming up. Of course, the CAF will be having their fall educational seminar later this year. We are less than six months away from the Mile High Open that will be held at the Denver Stock Show. We are already in high gear planning for our upcoming CAA Conference and Convention to be held in Colorado Springs at the end of January. I know the association has a great board of directors and officers. But remember, these events don't happen by themselves. We are always looking for people to serve on committees and volunteer to help make these events come together. Feel free to reach out to any of us on the board if you have a suggestion for a speaker or an idea for a topic that you feel we should cover.

So, in closing, here's hoping that each and every one of you are having a great summer. And here's hoping that we see each and every one of you at our upcoming events. This is what the CAA is all about. Serving our members and providing fellowship.

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Inaugural FFA Auctioneering CDE

State Finals Recap

Dear CAA Members and Supporters,

We are thrilled to share the success of our Inaugural FFA Auctioneering Career Development Event (CDE) State Finals, held on June 4, 2025. What began as a vision in January has quickly grown into a milestone achievement for our organization. This first-year event provided valuable insights and a strong foundation for future growth, and we are committed to refining and enhancing the competition in the years to come.



We were honored to welcome an exceptional panel of judges whose expertise and dedication made this event truly memorable: Amy and Spanky Assiter, Jason Santomaso, Shane McCarrell, and Emily Wears Kroul. Their professionalism ensured a fair and inspiring evaluation process for all competitors.

We are proud to recognize the outstanding achievements of our top five finalists. Earning the title of Champion was Aaron Rodriguez of Weld Central FFA, who received a \$500 cash prize, a plaque, belt buckle, engraved gavel, a \$1,000 Harold Unrein Memorial Auction School Scholarship, full tuition to Nashville Auction School, a Champion Ringman College Scholarship, and a scholarship to the Champions Chant Bid Calling Seminar. Our Reserve Champion, Ben Walker of New Raymer FFA, received a \$350 cash prize, plaque, engraved gavel, a \$1,000 Harold Unrein Memorial Auction School Scholarship, full tuition to Nashville Auction School, and a Champion Ringman College Scholarship. Third place was awarded to Garrett VanDyke of McClave FFA, who received a \$250 cash prize, plaque, engraved gavel, a \$1,000 Harold Unrein Memorial Auction School Scholarship, full tuition to Nashville Auction School, and a Champion Ringman College Scholarship. Placing fourth was Elizabeth Flinchum of St. Vrain Valley FFA, who earned a plaque, engraved gavel, full tuition to Nashville Auction School, and a Champion Ringman College Scholarship. Fifth place went to Natalie Hansen of Douglas County FFA, who also received a plaque, engraved gavel, full tuition to Nashville Auction School, and a Champion Ringman College Scholarship.

We extend our deepest gratitude to our members, supporters, and the Colorado FFA for helping bring this vision to life. As we continue collaborating with CO FFA to finalize future details, we encourage you to stay tuned for announcements about upcoming FFA Auctioneering Events. Your continued support is vital to the growth and success of this initiative. Thank you for being part of this exciting journey.



Jess Nighswonger, CAA Board Member

Annual Picnic

Summer Days with CAA



The summer picnic this year, though lacking in attendance, was just as fun as ever this year. It serves as an opportunity to see friends and discuss business with folks we aren't always able to see. I'd like to extend a thank you to Todd Natale, my fellow committee member, for doing most of the heavy lifting to make this event possible. Due to our small crowd size this year, we did not do our annual horseshoe tournament. The Black Forest Regional Park in Colorado Springs is a gorgeous venue that has served us well for this event these past two years, providing ample shade, the ability to grill, and gorgeous views if you decide to take a walk after you eat.

Now, I have mentioned so far that our attendance was low this year, and that was unfortunately to be expected. In my three years on the board, I have been on the summer picnic committee for all three years, and attendance has been trending down. It has been made known to me that this has been going on for a number of years now, and my question is; why? We had nine people in attendance this year including Todd and I. We are aware that there were a handful of people planning to attend who were unable to due to unavoidable circumstances, however the majority of our membership seemed to have no plans of showing up. What I'd like to know is why. Is it the day of the week we have picked? Is it the location being too far of a drive? Is it a lack of substance? These are all things I'd like to hear about. Todd and I have been discussing the possibility of orienting the picnic back towards an education centered event. What we'd like to know before we try to pin down a speaker for next year is if that would interest our membership. Would you have a higher likelihood of attending if you knew you would leave with some valuable information?



If you have thoughts, opinions, or suggestions, as well as any feedback from years past about things you have liked/disliked about this event, please feel free to send me an email at tcjohnston135@gmail.com.

MEMBER SPOTLIGHT

Buffy Fisher: Bidding on Knowledge

I've attended many events over the years benefiting nonprofits, and it's always been a joy to support some of the incredible organizations throughout the Denver Metro area! Currently, I work as the Development Director for a Denver-based nonprofit myself so I understand just how vital fundraising is to sustaining the important work we do.

Benefit auctioneers have always caught my attention at these events, inspiring me to pursue this exciting path! In 2021, I attended the World Wide College of Auctioneering, then a couple of years later, Champion Ringman College followed by the Professional Ringmen's Institute in 2024. I believe that education—and continuing education—in this field has been invaluable. I absolutely love the energy of a benefit auction—and even more so, being part of the team that helps raise critical funds for organizations making a difference!



I've had the opportunity to serve as auctioneer at several events, but I'm currently focusing on ringing. I really enjoy the communication and teamwork involved in working with both the auctioneer and fellow ringmen! I've had the privilege of working alongside some outstanding and well-respected auctioneers and ringmen here in Colorado.

One highlight this year was being a "Vanna" and assisting in ringing at the 2025 Mile High Auctioneer Championship—it was such a joy to be part of that event and to connect with fellow members of the Colorado Auctioneers Association. I'm excited to continue my journey as a "Vanna", ringman, and auctioneer! It's been such a rewarding experience, and I'm so grateful to be part of a community that's not only incredibly talented, but also warm, supportive, and always willing to lend a hand.

It's such an exciting field to be part of—filled with energy, purpose, and a strong sense of community. I'm truly looking forward to continuing this journey and supporting even more incredible causes along the way!

Get To Know Your Board

Alan Woolsey: Titan of the Trade



Alan Woolsey was born and raised in the heart of Cañon City, Colorado—a community he proudly serves to this day. His passion for auctioneering began early in life, leading him to attend Mason City College of Auctioneering in 1990. One year later, he joined the Colorado Auctioneers Association (CAA), actively participating from 1991 to 1994.

In 1999, Alan launched Woolsey Auction Company, which has since become one of Southern Colorado's most respected and experienced auction firms. The company specializes in estate liquidations, business and equipment sales, real estate, firearms, and more—earning a reputation for honesty, results, and professionalism.

After reconnecting with the CAA in 2023, Alan quickly made an impact—earning the title of 2024 Colorado State Auctioneer Champion and being elected to the CAA Board of Directors, where he continues to serve. Alan is also in Year 3 of the Certified Auctioneer Institute (CAI), the National Auctioneers Association's premier designation, representing the highest level of professional achievement in the auction industry.

A strong believer in legacy and leadership, Alan has mentored his son, Dalton Woolsey, and close family friend, Blake Repshire, for over 16 years—since they were just 12 years old. Though both initially pursued careers in corrections, working for the Colorado Department of Corrections and the Federal Bureau of Prisons, they remained deeply involved in the auction business, learning every aspect of the trade during their time off.

In 2019, Blake graduated from Missouri Auction School and has become an outstanding auctioneer. Dalton, focused on business operations and technology, recently joined Woolsey Auction Company full time, leaving federal service to help lead the company's growth. He now serves as the company's Online Auction Specialist and plans to attend auctioneer school in the fall.

Both Dalton and Blake are also in Year 2 of the CAI program, further advancing their knowledge and leadership within the profession. Recently, they both graduated from Champion Ringman College, sharpening their skills in bid spotting and live auction support.

From champion bid caller and CAI leader to mentor and innovator, Alan Woolsey continues to elevate the standard of auctioneering—building a multigenerational legacy rooted in trust, excellence, and professional growth.

Convention Preview

Shane McCarrell & Wade Leist: Success Sells

At this year's convention, industry leader and 2024 International Auctioneer Champion Shane McCarrell brings a powerful and practical session that challenges the way auction professionals make decisions. In "Facts Not Feelings," Shane dives into the pitfalls of tradition-based thinking and shows how relying on intuition alone can limit growth in today's competitive marketplace. Drawing from his experience as Director of Auction Operations at Blackwell Auction—where he leads a team responsible for \$30 million in annual sales—Shane will share how data, strategy, and systems can transform the way you market, operate, and grow your auction business.

This isn't theory—it's actionable insight from a decorated military veteran turned industry innovator who holds 14 state licenses and co-owns the Nashville Auction School. Whether you're a seasoned professional or just starting out, Shane's session will equip you with tools to shift from gut-based decisions to fact-based execution that delivers results. If you're ready to challenge outdated assumptions and elevate your business with proven tactics, this is a must-attend class.



At this year's convention, Wade will lead two dynamic sessions designed to sharpen your auction skills and grow your career. In "How to Get Hired and Stay Relevant," Wade focuses on building lasting client relationships rooted in trust, effective pre-event consultation, and delivering consistent results. This session offers proven strategies to help auctioneers secure repeat business and generate referrals, especially within the nonprofit charity auction space.

Wade's second session, "Building Your Value as a Livestock Auctioneer," draws from his experience as the 2024 World Champion Livestock Auctioneer to teach how to identify, build, and communicate your professional worth. Attendees will learn where their value comes from, who recognizes it, and how to position themselves as indispensable in the competitive livestock auction market. Both classes provide practical, actionable insights that will help auctioneers stand out and succeed in today's evolving industry.

SAVE THE DATE

Winter Convention & Contests

Colorado Springs, Colorado

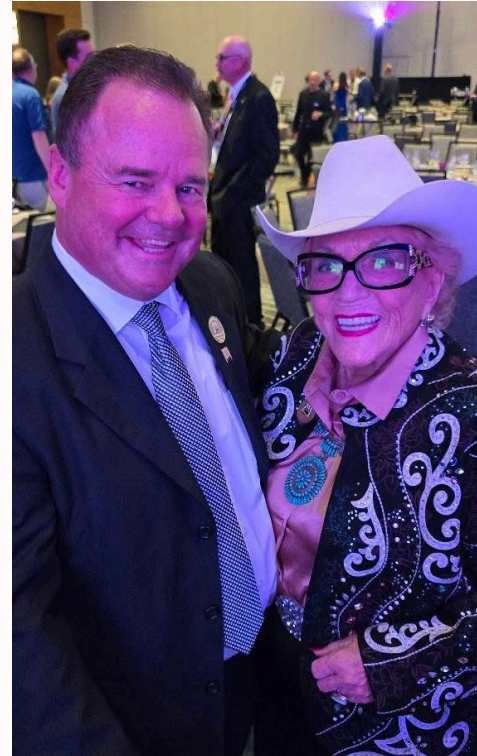
SAVE THE DATE

Jan 29 - Feb 1, 2026

Winter Convention & Contests



National Auction Association 2025 Conference & Show



Cowboy Poetry

Take Me Back by John Schaffner

O, take me back to the good old days.
Back when people had better ways.
When a handshake was as good as gold,
For makin' deals when things were bought and sold.
Back when a man's word was always good,
And ya knew he'd do just what he said he would.
When a man held the door for a lady 'cuz that was the thing to do.
Then he'd smile and tip his hat while she was passin' through.
Back when people did the neighborly thing,
Like gatherin' on Saturday night to pick and sing.
When people sat on the porch to visit and watch the sun go down,
And your neighbor was everybody else in town.
Back when kids respected their elders includin' mom and dad,
And family togetherness was the most important thing anybody had.
When you could leave yer windows and doors unlocked at night,
And sleep without worry 'cuz ya knew everything would be alright.
Back when a man's eye was only for his lovin' wife,
And when a couple got married they were married for life.
When a prayer could be said in a public school,
And everyone tried to live by the Golden Rule.
Back when the Bible was held in high regard,
And people loved God even when times were hard.
Yes, let's all go back to those better ways,
Where courtesy is common, and honesty always pays.