



# CAA NEWSLETTER

**NOVEMBER**

**20  
25**

More Information : [www.coauctioneers.com](http://www.coauctioneers.com)



## A LETTER FROM OUR PRESIDENT

Greetings fellow CAA members,

By the time you'll be reading this, fall has established itself and the weather is cooling off. Cattle are being shipped, and we are all busy trying to beat Old Man Winter. All kinds of preparations are taking place to make sure the cold weather doesn't sneak up on us. Most auctioneers are trying to finish up their outdoor fall season, and those of us that need something to do in the winter are lining up online clients for future sales.

That being said, the CAA has got quite a schedule lined up for the winter months that will keep us quite busy. First off, the Colorado Auctioneers Foundation has their yearly Educational Summit scheduled for November 16th and 17th at the Monarch Casino in Blackhawk. This is a free event for all CAA members, and the topic this year is an AI Workshop for Business Professionals. As most of you all know, most auctions have changed over the last few years, and AI is just another tool that we will be using to help us in our industry. This timely workshop will help us in more ways than you can imagine. The room rate at the Monarch is only \$109 a night. If you haven't made it yet to one of the CAF's educational summits, this is one you shouldn't miss. Needless to say, the facility is outstanding, the food is great, and the fellowship amongst us is always worthwhile.

Also, on November 19th, the CAA will once again be conducting the Colorado FFA Auctioneering CDE at the National Western Complex in Denver. This is a great opportunity to watch some of the young and upcoming talent that will be involved in our industry. It was well attended last year, and the CAA members that put it together did a wonderful job. For more information, refer to Jess Nighswonger's article in this newsletter.

And let's not forget about the 2026 Steffes Group Mile High Auctioneer Championship, which will be held the final weekend of the National Western Stock Show in Denver. The Colorado Auctioneers Foundation has put on this event for seven years and it gets better each year. This year, we expect to have the best auctioneers from all over the Nation competing for \$20,000 in prize money. If you have yet to attend one of the Mile High open contests, you need to put it on your calendar and be sure to come to this one!

And lastly, don't forget about the 2026 CAA Convention which will be held January 29th through February 1st. Once again we will be located at the historic Antlers Hotel in downtown Colorado Springs. John Shaffner is our convention chair, and I know he's got a great lineup of speakers and information for all of us to share. We will also be having our state Auctioneers and Ringmans competitions. We hope to see each and every one of you there.

So, in closing, here's hoping that each and every one of you have had a great year, and we'll be looking forward to seeing all of you this winter.

Mike Heitmann  
CAA President

More Information : [www.coauctioneers.com](http://www.coauctioneers.com)

# 2025 BOARD OF DIRECTORS



Mike Heitmann



John Schaffner



Halie Behr



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Jess Nighswonger



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Trent Holzworth



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Todd Natale



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# MARK YOUR CALENDAR

## 2026 CONVENTION UPDATE

Consider this to be your personal, early invitation to the 2026 CAA Convention. I look forward to seeing each one of you in Colorado Springs the last week of January. Many of you have heard me say that our annual convention is like a family reunion to me. I always enjoy seeing my auctioneer family at our CAA conferences. Even if there were no educational sessions or contests, I would consider my time well spent because of the camaraderie and networking opportunities. I encourage each one of you, whether you are a seasoned auctioneer or new to the game, to set your calendars now for January 29th to February 1st of 2026. That is Thursday evening through Sunday morning. We will be back at the historic Antlers Hotel in downtown Colorado. I'll see you all there for a rip-roaring good time.

Sincerely,  
John Schaffner

[CLICK HERE TO REGISTER](#)

[CLICK HERE TO BOOK YOUR HOTEL](#)

*Colorado Springs, Colorado*

**SAVE THE DATE**

Jan 29 - Feb 1, 2026  
Winter Convention & Contests





[CLICK HERE TO BOOK YOUR HOTEL](#)

[CLICK HERE TO REGISTER](#)

# Meet Our Convention Speakers

## Scott Shuman

*Real Estate Partner & Auctioneer  
at Hall and Hall Auctions*



Scott is a real estate partner and auctioneer for Hall and Hall Auctions. He has more than 42 years of auction experience. He attended Missouri Auction School in 1986 and opened an auction firm shortly thereafter. Scott was awarded the 1997, 2002, 2014, and 2022 Auction of the Year awards from the NAA, as well as the prestigious Rose Award presented at the Certified Auctioneers Institute. Scott has served as an instructor for CAI and Trustee for the NAA Education Institute. He served as the 69th President of the NAA and holds auction and real estate licenses in 27 states. He is the author of *A Million Acres and Counting*. Scott and his wife, Krista, reside in Eaton, Colorado. They have three children and one grandson & one granddaughter!



## Shane McCarrell

*Director of Auction Operations  
at Blackwell Auction*

Shane McCarrell is a nationally recognized auctioneer known for his dynamic stage presence and powerful command of the microphone—qualities that have earned him the title of 2024 International Auctioneer Champion. With a reputation for igniting energy in every bid call, Shane brings over a decade of experience and a track record of excellence to the auction industry. Shane is the Director of Auction Operations at Blackwell Auction and co-owner of Nashville Auction School, where he mentors the next generation of professionals. His leadership extends nationally through his service as a trustee on the Education Institute for the National Auction Association. Shane's impact on the auction industry is further amplified by his tireless commitment to youth development and industry education. He often says his life goal is simple: "Leave this industry better than I found it, to ensure others have the same opportunity that I did."

[CLICK HERE TO BOOK YOUR HOTEL](#)

[CLICK HERE TO REGISTER](#)

# Meet Our Convention Speakers

## Wade Leist

*2024 World Livestock  
Auctioneer Champion*



Wade Leist is a second generation auctioneer graduating from the World Wide College of Auctioneering in 2004. He was awarded the title of 2024 World Livestock Auctioneer Champion, winning the title at the Oklahoma National Stockyard. The world title allowed him to join a small fraternity of auctioneers who have captured the Triple Crown livestock auctioneer championships, winning the Greater Midwest Livestock Auctioneering Championship (2020) and International Livestock Auctioneer Championship (2022). Wade specializes in livestock auctions and charity auctions. He travels throughout the United States and Canada conducting both. He and his wife Sarah reside in Boyne City, MI with their four girls.



## Michael Grimm *AMM*

Michael Grimm is a creative strategic marketing professional and licensed auctioneer with expertise in data-driven strategies, market research, and audience insights. He holds the AMM designation and is in his final year of CAI. He has successfully scaled businesses, launched products, and pioneered community platforms across various industries. As a thought leader in business growth and development, Michael has been educating auctioneers on effectively integrating AI to drive growth and efficiency for the last two years. He additionally has shared his insights on business development and growth marketing on both local and national stages over the last 15 years. Michael lives in Virginia and is married to the President of the Virginia Auction Association, Wendy Grimm.

2026

# CONVENTION REGISTRATION



Name:

Phone Number:

Additional Ticket Name(s):

Email:

## Convention Tickets

Ticket Type	Quantity	Unit Price
Early Bird Registration (Ends Dec 31)		\$275.00
Regular Registration (Jan 1 - Onsite)		\$295.00
Friday Only		\$150.00
Saturday Only		\$200.00
Friday Dinner Ticket		\$75.00
Saturday Dinner Ticket		\$75.00
Ringman Contest		\$75.00
CO State Champion Auctioneer		\$100.00
Novice Champion Auctioneer		\$50.00
Active Membership Dues		\$100.00
Associate Membership Dues		\$35.00
<b>Total:</b>		

If you would like to process online, but can't remember your password, we can help with that! Just send an email to [cali@auctionamt.com](mailto:cali@auctionamt.com) and we will get your account set up to pay by card or check.

# Convention & Contests SCHEDULE

[CLICK HERE TO REGISTER](#)

[CLICK HERE TO BOOK YOUR HOTEL](#)

## THURSDAY, JANUARY 29TH

7:00pm Meet and Greet in Hotel Lobby - Dinner on Own

## FRIDAY, JANUARY 30TH

7:30-9:00 First Timers Breakfast (hotel restaurant)

8:00-9:00 FFA Item Check In

9:00 FFA Roll Call

9:00-10:00 Member Registration

10:00 FFA Contest Begins

12:00-1:30 Lunch (on your own)

1:30-2:20 Shane McCarrell & Wade Leist - Bid Calling Seminar

2:30-3:20 Scott Shuman - From Marketing to the Mic:  
Building Successful Auction Events

3:30-4:20 Wade Leist - From Sale Barn to Success:  
Elevating Your Role as a Livestock Auctioneer

4:30-5:00 Contestant's Meeting

5:30-11:00 Dinner, Hall of Fame, Kids Auction, Contests—Colorado State Ringman  
Championship, Colorado Jr Bid Calling Championship, CAA Fun Auction

## SATURDAY, JANUARY 31ST

8:00-9:00 Registration

9:00-10:15 Shane McCarrell - Battlefield to Boardroom

10:30-11:45 Shane McCarrell - Battlefield to Boardroom continued..

12:00-1:30 Lunch with NAA Presentation, Business Meeting & Election

1:30 Hall of Fame Meeting

1:30-2:00 Vendor Relations

2:00-2:50 Michael Grimm - AI Based Workflow Automation

3:00-3:50 Michael Grimm - Growth Marketing

4:30 Contestant's Meeting

6:30-9:30 Dinner, Colorado State Auctioneers Championship Prelims, Novice Bid  
Calling Championship, Colorado State Auctioneer Championship Finals & Awards

## SUNDAY, FEBRUARY 1ST

9:00-10:00 Non-Denominational Worship Service

10:00-12:00 Newly Elected CAA Board Meeting



# BACK & BETTER

## ANNUAL FFA AUCTIONEERING CDE RETURNS

Dear CAA Members,

I am pleased to announce that Colorado FFA has officially approved the FFA Auctioneering CDE to be an official state contest. In addition to some minor requests from their end, we are proceeding with full enthusiasm. Our first agenda item will be the Camp & Contest, which will be held again this year in conjunction with the Colorado FFA Foundation Meat & Greet on November 19th at the National Western Stock Show in the Jr. Livestock Sale Arena on the Hill. We are delighted to provide students of CO FFA with the opportunity to learn from industry leaders and experts. The camp will be held from 9:00 AM to 2:00 PM, allowing students to rotate between instructors to gain diverse learning experiences. Immediately following the camp at 3:00 PM, we will host the contest portion in the sale ring, where each student will have the opportunity to sell two items for real money to attendees. I encourage you to join us at 3:00 PM to support the next generation of our industry and contribute to fundraising efforts.

Following the Camp & Contest, we will proceed to the Preliminary State Qualifying Event, which will be held by the CAA at our convention in January. Please refer to the schedule provided in this newsletter for precise dates and times. The finalists from this event will advance to the State Championship contest, which will be held in June at the CO FFA State Convention in Pueblo, Colorado.

**CAMP & CONTEST**

**NATIONAL WESTERN STOCK SHOW ARENA • CO**

**NOVEMBER 19**

**CAMP: 9:00AM - 2:00PM**    **CONTEST: 3:00PM**  
(LIVE AUCTION FORMAT)

- BEGINNER & ADVANCED DIVISIONS
- NO EXPERIENCE REQUIRED
- COST: **\$75**

**WHAT TO EXPECT**

✓ HANDS-ON TRAINING WITH PROFESSIONAL AUCTIONEERS

We are honored to provide this opportunity to FFA Members in our state and will continue to rely on our membership for their unwavering support. We are currently working on updating the sponsorship levels to offer enhanced benefits to sponsors who contribute at the highest levels. This information will be shared once finalized, and as always, we appreciate your continued support.

Sincerely,

Jess Nighswonger

# YOUNG PROFESSIONALS

## FFA STUDENTS TAKE THE INDUSTRY BY STORM

### FRANKLIN LOBELLO

#### BENEFIT AUCTIONS



Franklin Lobello's involvement in the National FFA Organization has been a cornerstone of his high school experience and personal development. Since joining in the spring of his freshman year, he has dedicated three years to active membership, progressing from a member to leadership positions at both the chapter and district levels. He currently serves as Reporter for the Douglas County FFA Chapter and as Sentinel for District X of the Colorado FFA Association. These dual leadership roles have allowed Franklin to develop his communication skills, organizational abilities, and commitment to agricultural advocacy while representing his peers across multiple levels of the organization. Through FFA, he has engaged in diverse Supervised Agriculture Experience projects that have broadened his practical agricultural knowledge and work ethic, from training horses to traveling to Iowa to assist with planting and harvesting operations.

In the fall of 2024, Franklin expanded his skill set by attending the Colorado Auctioneer Association's Auctioneer Camp at the National Western Stock Show facilities. This camp introduced him to the auction industry, where he learned the fundamentals of auctioneering, including chant development and bid-calling. Building on this foundation, he attended the Colorado Auctioneer Association Convention in Colorado Springs the following spring, further immersing himself in the professional auctioneer community. These experiences provided Franklin with valuable exposure to an industry that plays a crucial role in agriculture and commerce, while also strengthening his public speaking skills and confidence in high-pressure situations. Working with Halie Behr and Behr Benefits has been both a blessing and a privilege for Franklin. In his role as an auctioneer assistant, he has gained more than professional experience—he has found a group of friends willing to support him and a family united by a shared mission. He finds something truly special about stepping onto the auction floor and putting his full effort into fundraising for the nonprofits they serve. Each event reinforces for Franklin the meaningful impact that auctions can have on communities and causes in need, and he remains deeply grateful to be part of a team dedicated to making a difference through the auction industry.



# YOUNG PROFESSIONALS

## FFA STUDENTS TAKE THE INDUSTRY BY STORM

### BEN WALKER

#### AUTO AUCTIONS



Ben Walker began his FFA career as a freshman in the fall of 2022. A fourth-generation rancher, Ben comes from a long line of agriculturalists—his parents and grandfathers were also proud FFA members. These family traditions inspired his deep passion for agriculture and the FFA, ultimately guiding him toward his career goal of becoming an auctioneer. Participating in the auctioneering CDE hosted by the CAA was a life-changing experience for Ben. In November of the previous year, he had never attempted an auction chant, yet less than a year later he was confidently selling items at major events. One memorable highlight was serving as the auctioneer for a golf tournament calcutta before attending his homecoming dance. That experience sparked his love for auctioneering, and since then, he hasn't looked back.

Now a senior in high school, Ben works and sells at several auctions each month. Since January 2025, he has served as a ringman every Friday at the Loveland Auto Auction, assists in selling sheep and goats at the Sterling Livestock Commission's monthly sales, and participates in various consignment auctions. The auction industry has welcomed him with open arms, and he is eager to continue learning and growing within it. After graduating next May, Ben plans to expand his auctioneering career in both auto and livestock sectors, with hopes of building a long and rewarding future in the field. Ben credits his success to the many mentors who have guided him along the way. His uncle, Kenny Holzworth, and cousin, Trenton Holzworth, trained him in the craft of auctioneering, while John Clatworthy taught him the inner workings of the business. He is also grateful to Jason Santamoso and Josh White for providing valuable opportunities in livestock auctions, and to Jess Nighswonger and Halie Behr for creating the FFA auctioneering competition that set his journey in motion. Ben is deeply appreciative of every person who has supported him and looks forward to continuing his career in auctioneering, determined to make his mentors and family proud.



# AI WORKSHOP FOR AUCTIONEERS

## NOVEMBER 16-17

### MONARCH CASINO RESORT SPA



## Colorado Auctioneers Foundation Summit

Artificial Intelligence is changing the way every business operates—and the auction industry is no exception. From writing and marketing to data analysis and customer communication, AI can now do in minutes what used to take hours. To help Colorado auctioneers and staff get ahead of the curve, the Colorado Auctioneers Foundation is hosting a two-day AI Workshop for Auctioneers and Business Professionals at the Monarch Casino Resort Spa in Black Hawk. This workshop will be held on Sunday, November 16 from 1:00–5:00 PM and Monday, November 17 from 9:00 AM–4:00 PM. The goal is simple: to show working auctioneers and business professionals how to use AI tools to save time, cut costs, and make more money. I have spent a great deal of time finding the right instructor and building a program that delivers real, practical value. We are fortunate to have Dr. David Thomas, Senior Director of Marketing for the College of Professional Studies at the University of Denver, leading this class. Dr. Thomas manages a large-scale digital marketing operation that integrates AI throughout the business—from advertising and content creation to data analysis and reporting. Before joining DU, Dr. Thomas spent 20 years at the University of Colorado Denver | Anschutz Medical Campus, where he led academic technology and data systems and taught as an assistant professor in the Department of Architecture. His academic research focuses on how play and creativity foster innovation. He is also the author of *The Professors at Play AI PlayBook*, one of the first published guides on using AI in higher education. Whether you want to sharpen your marketing, streamline your cataloging, or find new ways to grow your business, this workshop will give you the tools to compete and succeed in today's changing market. I encourage every auctioneer—and their staff—to attend.

By David P. Whitley, Chairman, Seminar Committee, Colorado Auctioneers Foundation

## AI WORKSHOP FOR AUCTIONEERS

LEARN HOW  
TO USE AI  
TO INCREASE  
YOUR PROFITS



[CLICK HERE TO REGISTER](#)

[CLICK HERE TO BOOK YOUR ROOM](#)

**SAVE THE DATE**

### AI WORKSHOP FOR AUCTIONEERS AND BUSINESS PROFESSIONALS

- November 16-17
- Monarch Casino Resort Spa
  - 488 Main St
  - Black Hawk, CO 80422
- More Information: Contact Cissy Tabor, Foundation Secretary at [coloradoauctioneersfoundation@gmail.com](mailto:coloradoauctioneersfoundation@gmail.com) or (970) 985-8228.

<https://www.coauctioneers.com>



## COLORADO AUCTIONEERS FOUNDATION PRESENTS:

**2026 Steffes Group  
Mile High Auctioneer  
Championship®  
on January 24, 2026,  
held at the National  
Western Stock Show  
with \$20,000 Prize  
Money To Be Awarded!**

**» REGISTER  
NOW!**



### About this Event

The Steffes Group Mile High Auctioneer Championship® is an open, auctioneer competition that will be held on Saturday, January 24, 2026 @ 3 PM during the National Western Stock Show in Denver, Colorado. Limited to the first 25 Contestant Registrations.

### How to Participate

- [Click Here to Register](#)
- [Click Here for More Information](#)
- [Click Here for National Western Tickets - Promo Code AUCTION](#)



**Saturday,  
January 24, 2026**

**\$20,000 TOTAL Cash Prize Awarded**

REGISTRATION ONLINE: [www.milehighopen.com/registration](http://www.milehighopen.com/registration)

Held At The **NATIONAL WESTERN** Stock Show

### EVENT DETAILS

**JANUARY 24, 2026**



### NATIONAL WESTERN STOCK SHOW

**Any Questions, Please Contact:**

**OJ Pratt**, Foundation President, at  
[ojpratt@pacificauction.com](mailto:ojpratt@pacificauction.com)  
or (303) 598-8585

**Cissy Tabor**, Foundation Secretary at  
[coloradoauctioneersfoundation@gmail.com](mailto:coloradoauctioneersfoundation@gmail.com)  
or (970) 985-8228.



# THE COWBOY & THE CREATOR

BY JOHN SCHAFFNER

I'd like to cowboy 'til the day I die,  
Then just drift to that big bunkhouse up in the sky.

Yes, I love the kind of work I do,  
And I'll gladly do it 'til my life down here is through.

Every day I'm reminded of our Great Creator,  
For the open ranges are God's own magnificent theater.

Of course, for cowboyin' to continue there's gotta be some new calves comin' on.  
Or soon the old cows and the old cowboys would all be gone.

There's no greater miracle right here on Earth,  
Than to watch a mother cow as she is givin' birth.

To watch that calf blink his eyes, shake his head, and take a breath of air,  
Says to me, there's gotta be a God of love standin' there.

When that cow gets to her feet and licks her baby clean,  
'Y, that's the most precious sight this old cowboy has ever seen.

Soon that little calf is standin' wobble legged on tiny feet,  
And nobody has to tell him when or where to eat.

One of the wonders of this Great Creation,  
Is how a cow and her newborn calf have such perfect communication.

That mother will lovingly protect her baby from every harm,  
And that calf will obediently drop and hide when mother sounds the alarm.

That calf will lay flat on the ground and hardly blink an eye,  
'Til mother says trouble has passed and there is no danger nigh.

I've seen just how much intelligence God has given those bovine mothers.  
'Y, lots of times one old cow will babysit for a dozen others.

Something you can count on and take your money to the bank,  
She'll watch those calves like her very own while their mother's go off to the water tank.

One of the joys of bein' a cowboy on a sunny springtime day,  
Is to watch dozens of newborn calves as they run and kick and play.

Yes, when my cowboyin' days down here are through,  
I want a ranch up in Heaven where there's some calvin' chores to do.