



## **News Releases**

**May 28, 2004**

# **Canadian Auctioneer Wins World Title**

Billings, Montana – A Canadian auctioneer has beaten the odds to become only the second Canadian to ever capture the Livestock Marketing Association's World Livestock Auctioneer Championship (WLAC) held in Billings, Montana June 16th to 19th.

Dan Skeels of Rimbey, Alberta won the title of 41st World Livestock Auctioneer, as well as International Auctioneer Champion and Canadian Champion, making him a Triple Crown Champion.

Skeels, a 32-year old auctioneer for Vold, Jones and Vold Auction Company of Ponoka, Alberta, says he "never guessed this day would come." Skeels has been a top 10 finalist six out of the eight times he has qualified for the WLAC. Until this year, his highest finish has been reserve champion in 1999.

Two other Canadian auctioneers – Chance Martin and Don Oberg – also sponsored by Vold, Jones and Vold Auction Company, made it to the 2004 semi-final round. Skeels was the only Canadian to advance to the top ten and compete in the final round.

The Livestock Marketing Association (LMA) sponsors and conducts the event annually in order to spotlight the livestock auctioneer's continuing vital role in competitive livestock marketing. To qualify for the event, each contestant must be a livestock auctioneer, at least 18 years old, and employed by a LMA member market.

Judging is based on voice quality and clarity, bid catching ability and expedition of sale. Semi-finals are also interviewed to measure their abilities as an industry spokesperson and a public relations representative. All of these criteria play a vital role in determining a World Champion.

Congratulations to Dan Skeels for being an all around Champion in his auctioneering abilities, and his representation of both Canada, and the beef cattle industry!

The 42nd Annual World Competition will be held next June in Tulsa Stockyards, Tulsa, Oklahoma.

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Livestock Marketing Association