

# Introducing Regional Contests

LMA makes major changes in World Livestock Auctioneer Championship, the 'granddaddy' of auctioneer contests.

**T**he Livestock Marketing Association (LMA) is announcing a major change in the format of its annual World Livestock Auctioneer Championship (WLAC), aimed at bringing more contestants into the "granddaddy" of auctioneer contests.

Beginning this fall, there will be four regional auctioneer competitions. Three champions from each region will be named, and the top eight scorers in each region will advance to the semifinals of the 2007 WLAC.

The four regional competitions will be between October 2006 and February 2007, with dates to be announced. The host markets will be Wythe County Livestock Exchange, Wytheville, Va.; Ogallala

Livestock Auction Market, Ogallala, Neb.; Sulphur Springs Livestock and Dairy Auction, Sulphur Springs, Texas; and Central Oregon Livestock Auction, Madras, Ore.

The host markets are located, respectively, in LMA's Eastern, Midwestern, Southwestern and Western regions.

## **Expanding the WLAC**

"All over America, livestock markets are providing true price discovery every day for thousands of livestock producers," LMA President Jim Santomaso said. "We want to turn the spotlight on their vital role within the industry, and also on the continuing role livestock auctioneers play in that process.

"Bringing a regional auctioneer contest to these markets will help do just that," he said. "It will also showcase the outstanding cattle available all across America, and the important role markets play in their local economies."

Santomaso said there were other reasons LMA expanded the WLAC, which in 2007 will be in its 44th year.

"Over the years, we've heard from many talented auctioneers who've wanted to participate but, for one reason or another, couldn't under the old format. This new regional design has been built to encourage contestants to compete in their home

CONTINUED ON PAGE 342

## Regional Contests CONTINUED FROM PAGE 341

region, or, if need be, they can also compete in one of the other regionals.

“We think this will encourage more auctioneers to enter, and possibly move on to the premier annual livestock auctioneer contest — the WLAC,” he said.

### Contest changes

Regional champions will be given a cash award and a custom-made championship

belt buckle. The reserve and runner-up champions in each region will also receive custom belt buckles.

At each of the competitions, a panel of three judges will score each contestant on the criteria used in the June WLAC: vocal clarity and quality, bid-catching talent, ability to keep the sale moving, and answering the question, “Would I hire this auctioneer to work for me?”

Regional contestants will sell eight to 10 drafts of cattle, each in a single round of competition. Entry fee in the regional contests is \$100.

As has become a tradition at the WLAC, the reigning Canadian International Livestock Auctioneer Champion will be offered a “bye” into the WLAC semifinals.

The 2007 WLAC will be June 16 at the Springfield Livestock Marketing Center, Springfield, Mo.

Complete entry and contest rules will be available from LMA, and online at [www.lmaweb.com](http://www.lmaweb.com). For further information, call 1-800-821-2048.



**Editor's Note:** *This article was provided by John McBride, LMA director of information.*