



For Immediate Release

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Alexandria Auctioneer Trains with the Best at Certified Auctioneers Institute

Sherry Truhlar, CMP, BAS is enrolled in profession's premiere education program

Alexandria, VA (April 15, 2010) – Alexandria auctioneer Sherry Truhlar, President of Red Apple Auctions LLC, recently completed her second year of courses at the prestigious Certified Auctioneers Institute (CAI). The CAI program is the industry's premier training program developed by the National Auctioneers Association (NAA) for auction professionals.

A three-year program, the CAI designation is the industry's most respected professional designation an auctioneer can acquire. CAI is an intensive, executive development program offering professional auctioneers with instruction and coursework in business management, ethics, finance and marketing. Conducted every year in March at the University of Indiana, CAI candidates join auctioneers from across the world to be taught by the nation's most distinguished and respected leaders in the auction industry.

In 2005, Sherry Truhlar launched Red Apple Auctions to help auction chairpersons around the country plan successful fundraisers. Several of the area's most celebrated events are her repeat clients and have been featured in *BizBash*. In addition to being featured in a business-success article in *Washington Post Magazine*, Sherry has twice been selected to appear on national cable programs on E! Style and TLC channels. She has achieved the Certified Meeting Professional (CMP) and Benefit Auction Specialist (BAS) credentials, which less than 1% of auctioneers have obtained.

Sherry resides in Alexandria. To learn more about Red Apple Auctions, please call 1-888-474-0838 or visit www.RedAppleAuctions.com.

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About Red Apple Auctions LLC

Red Apple Auctions is a niche auction firm working with volunteer auction chairpersons and event managers managing benefit auctions. The company offers training and services are designed to boost charity auctions to new levels of financial success. The firm's complementary "Auction Item Guide" is popular with auction chairpersons seeking fresh ideas for auction procurement. Download your copy at www.RedAppleAuctions.com.

About the NAA

Headquartered in Overland Park, Kansas, the National Auctioneers Association (NAA) represents the interests of thousands of auctioneers in the United States, Canada and across the world. Founded in 1949, the mission of the NAA is to promote the auction method of marketing and enhance the professionalism of its members through education and technology. To learn more visit auctioneers.org.