Red Apple
AUCTIONS

For Immediate Release

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Alexandria Auctioneer Takes First Runner-Up at Virginia Auctioneers Championship

Sherry Truhlar, CMP, BAS, CAI advances into finals in two chant competitions in two weeks.

Alexandria, VA (August 8, 2012) – Alexandria business owner Sherry Truhlar, President of Red Apple Auctions Co., finished 1st runner-up in the 35th annual Virginia Auctioneers Association (VAA) State Champion Auctioneer's contest held on Saturday, August 4, 2012 at Dixons Auctions in Powhatan. VA.

Twelve men and two females vied for the trophy and $500 prize, which was won by Brian Damewood of Bill Tillett & Craig Damewood Auctioneers in Leesburg, VA.

This was her second competitive finish in as many weeks. On July 20, Truhlar competed in Spokane, WA for the International Auctioneer's Championship sponsored by the National Auctioneers Association. In that contest, she was among the top seven finalists but did not place.

"To a degree, the state competition is harder," Truhlar said, "The international competition separates the men from the women whereas Virginia has both sexes compete. Virginia is known for having some excellent bid callers so it forces me to step up my game."

Truhlar's company serves nonprofits holding annual fundraising auctions. Some local clients include Carpenter's Shelter, The Scholarship Fund of Alexandria, and Alexandria Country Day School.

"For benefit auctioneers like myself, these contests are tricky. The chant I use at galas isn't as quick. These competitions tend to favor the faster pace one might associate with a livestock or auto auction. That's not my normal speed, sound or increments. I have to adapt."

In addition to Truhlar and Damewood, those placing were 3rd place to James Anderson of Bristol, VA, 4th place to Ben Yoder of Stuarts Draft, VA, 5th place to Josh Puffenbarger of Stuarts Drafts, VA, and 6th place to H.L. Wenger of Harrisonburg, VA. Contestants were judged on chant, rhythm, presence, and auction ability.

Truhlar resides in Alexandria. To learn more about Red Apple Auctions, visit www.RedAppleAuctions.com.

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About Red Apple Auctions Co.
Red Apple Auctions works with volunteers and professional planners seeking to improve their fundraising returns at annual gala auctions. Over 5,500 planners tap into the firm's expertise through online classes, workshops, online "do-it-yourself" products, and auctioneers. Visit **www.RedAppleAuctions.com** for more.

About the VAA
The Virginia Auctioneers Association (VAA) represents the interests of auctioneers living in the Commonwealth of Virginia. Founded in 1958, the mission of the VAA is to promote the professionalism of auctioneers and auctions through education and technology. Learn more at **www.VAA.org**