



# Auction Adventures

TIME: 60 Minutes

TARGET AUDIENCE: 5<sup>th</sup> Grade Classroom

## Objectives:

### Students will...

- Know five of the many different types of auctions.
- Gain familiarity with the game *Auction Adventures*.

## Get Ready:

### Before you go...

- Play *Auction Adventures* before visiting the classroom.
- Before the lesson, enlist the classroom teacher's help in dividing students into groups of 3-5, preferably of different reading abilities.

## Get Set:

### Materials you'll need...

- *Auction Adventures: Key Questions for Expert Groups* handout, one per student
- *Auction Adventures: Graphic Organizer* handout, one per student
- *Auctioneer Profiles*, one set for each group of five
- Individual computers or tablets with internet connection for every three students

### OR

- Computer, projector, and screen to play *Auction Adventures* game on [www.myamericanfarm.org](http://www.myamericanfarm.org)

## Let's Go!:

### Your time with students will look something like this...

1. Welcome students and introduce yourself. Tell them today we will be exploring what happens at an auction. Ask some introductory questions to connect to what students already know.
  - i. How many of you have ever been to an auction?
  - ii. What happens at an auction?
  - iii. What is sold at an auction?
2. Explain that auctioneers sell many kinds of items. You might be shocked by the types of things auctioneers have sold. Recently, a pair of running shoes were bought at an auction for \$411,000. The former owner of the shoes was the first athlete to run a 4-minute mile. If applicable, share an example from your own experience with auctions.

3. Tell students that a career in auctioneering can be an interesting, fast-paced, and profitable job. In a few moments, they will have the opportunity to learn about several auctioneers and some of their most fascinating auction experiences.
4. Create jigsaw groups for a reading comprehension activity.
  - i. Divide students into “home groups” of five students, preferably of different reading abilities. Each group will receive one set of *Auctioneer Profiles*. Assign a different profile to each member of the group.
  - ii. Instruct students to relocate to a new area with students that have the same auctioneer profile, forming “expert groups.” They will read their profile aloud and complete the key questions. “Expert groups” will meet for approximately 15 minutes.
  - iii. Experts return to their “home groups” to instruct the others about information in which they have become an expert. Each student has three minutes to teach what he or she has learned to the other “home group” members.
  - iv. “Home groups” synthesize their learning by completing individual graphic organizers.
5. While groups are meeting, the instructor will circulate to ensure that groups are on task and managing their work well. The instructor should also monitor comprehension among the group members by asking appropriate questions.
6. Review the graphic organizer with the whole class. Have groups share one example at a time, popcorn-style. Highlight the different types of auctions: real estate, personal property, charity, automobiles, and livestock.
7. Explain that the *Auction Adventures* game explores a few of the many different types of auctions while challenging students with real world math problems. Instruct students to play the game in groups of 2-3.
  - i. If students don’t have access to individual technology, play the game as one group. All students can work out their answers on scratch paper, while one student is chosen to select the best answer in the game.

## Break it Down:

### Ask students...

1. What were the five types of auctions we participated in while playing *Auction Adventures*? (Real estate, personal property, charity, automobiles, and livestock.)
2. What other types of auctions exist? (Virtually anything that is sold in retail can also be sold at auction. Examples of other types of auctions include coins and currency, computers and electronics, art, antiques, jewelry, construction equipment, farm machinery, collectibles, gemstones, and more. Online auctions are also a popular auction format.)
3. Why do people attend auctions? (Interesting items for sale, potential for a bargain, to socialize with others.)
4. How do auctioneers make money? (They receive commission based on a percentage of the winning bid for each item.)
5. What skills do auctioneers need to be successful? (Able to do the trademark auctioneer chant, marketing their services and sales, organizing the structure of the auction, familiarity with numbers and basic math, how to start and run a business, product knowledge, interacting with people, etc.)
6. Explain to students that there are an estimated 30,000 auctioneers in the United States. Auctioneering provides an interesting, fast-paced, and profitable job. Share your excitement for your career. Thank them for having you.



Name: \_\_\_\_\_ Date: \_\_\_\_\_ Class: \_\_\_\_\_

### Auction Adventures: Key Questions for Expert Groups

1. Who is this profile about?

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2. What does this auctioneer sell?

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3. Where does this auctioneer travel?

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4. How much was the highest bid this auctioneer ever received?

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5. Why does this auctioneer love their job?

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# Auction Adventures: Graphic Organizer

PROFILE #	AUCTIONEER'S NAME	TYPE OF AUCTION	WHERE THEY TRAVEL	INTERESTING AUCTION ITEM	HIGHEST BID EVER RECEIVED	WHAT THEY LOVE ABOUT THEIR JOB
1						
2						
3						
4						
5						

# Auction Adventures: Graphic Organizer Answer Key

PROFILE #	AUCTIONEER'S NAME	TYPE OF AUCTION	WHERE THEY TRAVEL	INTERESTING AUCTION ITEM	HIGHEST BID EVER RECEIVED	WHAT THEY LOVE ABOUT THEIR JOB
1	Dustin Rogers	Heavy equipment	All over the world	Amusement ride	\$625,000	Travel and the people
2	Sara Bytnar	Real Estate	Ohio Michigan	Haunted house	\$23,000,000	The people
3	Jeff Stokes	Charity	Entire U.S.	Trip to space	\$1.4 million	It's not boring
4	Terri Walker	Personal property	Entire U.S.	\$1000 bill	\$21,000	It's not boring
5	Andy White	Livestock	Entire U.S.	2,400 head of cattle	\$3 million	No two days are the same

# Auctioneer Profile #1

## Dustin Rogers, Equipment

Dustin Rogers is a third-generation auctioneer—his father and his grandfather are both in the auctioneering business. He grew up around the auctions, then pursued an auction career after completing college. Today, Rogers is an auctioneer for heavy equipment auction company, Ritchie Bros. Auctioneers.

“I do all types of auctions, but specialize in selling construction, agriculture, and transportation equipment,” he says. “Ritchie Bros. has 110 locations in 25 countries, it’s a giant company.” Rogers has conducted auctions in 20 states and 7 foreign countries. He travels to Australia, Mexico, and Europe several times per year in addition to domestic travel.



“Since I was a child, I have wanted to be an auctioneer. I love my job.” - **DUSTIN ROGERS**

It’s the communication skills that make a good auctioneer stand out from the crowd, Rogers says. In addition to interpersonal skills, math is also important. “Auctioneers use addition, subtraction, fractions, multiplication and division on a regular basis during and after the auction.”

Rogers has sold countless heavy machines over the past ten years, including a few unusual ones. “I once sold an excavator that had been converted into an amusement ride for children. It was painted like a zebra.”

Big equipment typically comes with a big price tag. It’s not unusual for items to sell for hundreds of thousands of dollars. When asked about the highest bid ever received, Rogers recalled selling a new bulldozer for \$675,000.

Life as an auctioneer can be exhilarating. “Since I was a child, I have wanted to be an auctioneer. I love my job. I have been able to travel all around the world and meet lots of amazing people,” says Rogers. “I have conducted auctions for race car drivers and team owners, country music singers, professional athletes—I have even been on TV as an auctioneer!”

## Auctioneer Profile #2

### Sara Bytnar, Real Estate

Sara Bytnar was born into an auction family. Her grandfather started her family's auction business, followed by her mother and her three aunts. More than a decade ago, Bytnar followed her mother's footsteps and became an auctioneer. Today, she specializes in real estate auctions for Beth Rose Real Estate and Auctions.

"I had time to listen and watch my family as they succeeded in the auction business," she says. "Once I was an adult, I was ready to jump in with both feet and find my own passion for the business." Not only is Bytnar an auctioneer, she also manages marketing and customer service for the company.



"I love that I always have the opportunity to work with new and exciting people."

- SARA BYTNAR

Bytnar travels to Ohio and Michigan from her home in Naples, Florida. Her family sells property in all three states. She has competed in auction competitions for many years alongside her mother. In 2016, her mother won the National Auctioneers Association International Auctioneers Championship. The following year, Bytnar won the championship.

Bytnar has auctioned countless properties, but the most notable was a bed and breakfast with an unusual reputation. "Selling a haunted bed and breakfast at auction was a great way to spark interest among buyers and media. It was the perfect story to get everyone's attention and make the auction a newsworthy event among the community," says Bytnar.

When asked about the most expensive property she has sold, Bytnar knew the answer. "I once auctioned an apartment building that sold for \$23 million. I was thrilled!"

Along with other responsibilities, auctioneers are tasked with finding qualified buyers for specific properties. Bytnar says an auctioneer must be able to think creatively. "It's our job to advertise the property to new buyers with creative and engaging advertising."

According to Bytnar, people skills are essential in the auction business. "I love that I always have the opportunity to work with new and exciting people. By selling real estate, we're always working with different personalities and it's fun to be able to help people sell the largest asset they own—their home.

## Auctioneer Profile #3

### Jeff Stokes, Charity Auctioneer

For Jeff Stokes, auctioneering school made all the difference. As a youth, Stokes tended to stutter while speaking, which made speaking in public uncomfortable. Attending auctioneer school at the age of fifteen gave him the confidence he needed to speak clearly. “My speech problem was more mental than physical,” he says. Stokes has been auctioneering charity auctions since the age of 20. Today, he also regularly teaches at the Western College of Auctioneering in Billings, Montana.



Stokes travels around the country auctioning unique experiences and items to raise money for charities. Perhaps his favorite annual event is Celebrity Fight Night that raises money to support those suffering from Parkinson’s Disease. “I’ve met some pretty incredible people. Reba McEntire is the host of the event. I’ve met Robin Williams, Mohammed Ali, Russell Wilson, and many other celebrities. We’ve raised more than \$115 million dollars since this charity event was started.”



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No two people are the same.  
No two items are the same.”

– JEFF STOKES

When asked about the highest bid he ever received, Stokes shared about a unique experience that was sold for \$1.4 million. “The buyer won a trip to Italy to have dinner with Italian singer-songwriter Andrea Bocelli. After meeting Bocelli, they attended one of his concerts for a real VIP experience.”

Stokes has sold countless once-in-a-lifetime experiences, but perhaps one of the most unique experiences was a trip to space. Stokes recalls, “This experience included space flight training, a space suit fitting, and an actual flight to the edge of space onboard a two-seat spacecraft. It was a pretty remarkable opportunity.”

Life as an auctioneer is anything but boring. “No two days are the same. No two people are the same. No two items are the same,” Stokes says. “We work between the buyer and seller to find the true value of an item. Auctions are about competitive buying, but charity auctions are about competitive giving. It’s an opportunity for people to give generously to make a real difference.”



## Auctioneer Profile #4

### Terri Walker, Personal Property

Terri Walker has been in the auctioneering business for 30 years. She originally joined her father, who is also an auctioneer, as an assistant to earn spending money during high school. After watching her father's success in the business, Walker considered auctioneering for her own career.

"What I love about auctioneering, is that it never gets boring," she says. "I've been in the business for 30 years now, and I can confidently say every day is different." Like her father, Walker has found success in auctioneering. In 2009, she was named the International Auctioneers Championship (IAC) champion.

Walker specializes in selling personal property. "The reason people choose auctions when selling personal property is because all the property is sold quickly for top dollar." In some cases, an entire estate is sold. Estate auctions are used when someone needs a way to sell items due to downsizing, moving, divorce, bankruptcy, or death. You might be surprised at the bids you receive, Walker says. "For personal property, the highest bid I've received was \$21,000 for a sterling silver tea service. It was beautiful, but probably hadn't been used for decades."



"I get to work with so many different people—wonderful people. That's one of the best things about being an auctioneer." - TERRI WALKER

Walker's business is based out of Memphis, Tennessee, however she has traveled all over the country as an auctioneer. In recent years, she has traveled to Indiana, Arkansas, Missouri, and Mississippi to auction personal property.

Despite the countless personal items Walker has auctioned, she has had a few rare finds. "While I was preparing an estate auction, I found a one-thousand-dollar bill." Printing of the \$1,000 bill (which portrays former president Grover Cleveland) was stopped in 1946. Walker sold the bill for \$1750.

When asked about essential skills for an auctioneer to possess, Walker listed communication skills as a top priority. "In this profession, you talk to people in all stages of life. You interact with wealthy people as often as you interact with people facing financial hardship," Walker says. "I get to work with so many different people—wonderful people. That's one of the best things about being an auctioneer."

## Auctioneer Profile #5

### Andy White, Livestock

Growing up on his family's hog and row crop operation in Ohio, Andy White always had a passion for agriculture. "As a young boy, I would attend livestock auctions with my father. I remember sitting in the front row of the audience, captivated by the auctioneer."

After initially pursuing a degree in agriculture at The Ohio State University, White turned his sights towards auctioneering. He attended auction school, where he learned auction basics like learning a chant and calling numbers. That was 16 years ago. Today, Andy captivates his own audiences as auctioneer and owner of RES Auction services.

White specializes in livestock auctions, but also sells real estate, equipment, and collector cars. That's what makes the job so interesting, says White. "I love that no two days are the same. One day I might be selling a farm, and the next day collector cars. In this profession, you get out what you put in. The rewards for hard work pay off."



"In this profession, you get out what you put in. The rewards for hard work pay off."

- ANDY WHITE

The most important skill for an auctioneer is the ability to read people, White says. Interpersonal skills are essential. "An auctioneer must be able to adjust their auction style to the asset they are selling and audience they are selling it to. An auctioneer should be energetic and personable."

White travels throughout the United States auctioning a variety of assets and competing in auctioneer competitions. He made auction history last year by achieving the coveted "Triple Crown of Auctioneering," winning the International Auctioneer Championship, the World Livestock Auctioneer Championship, and the World Automobile Auctioneer Championship.

When asked about memorable experiences, White says he once auctioned 2,400 head of steers in one lot, or auction group, which took less than three minutes and grossed nearly \$3 million. "That was both the highest bid I've received at a livestock auction, and one of the most unique experiences I've had at a livestock auction."