

World Livestock Auctioneer Champ got started practicing on a tractor

TEMPLETON, Cal — When you've wanted to be something all your life, it's still "unbelievable" that you're finally the best, according to Dean W. Schow, Paxton, Nebraska, who walked away from here recently with the 1980 World Livestock Auctioneer Champion title.

"Auctioneering was something that fascinated me from the time I was a little kid. When my dad went to the sale I always wanted to go," he revealed.

Schow was one of 65 contestants vying for the title at the Templeton Livestock Market on June 21. Each contestant had a chance to merchandise livestock and were judged by a panel of livestock market owners based on criteria they would use in employing an auctioneer for their own marketing business.

The 35-year-old Schow grew up in Paxton, where he has lived since he was five.

He sells for Ogallala, Nebraska Livestock Market and has a farm of his own in Paxton where he farms wheat, corn and also raises cattle and hogs.

As Schow said, "We've got a little of everything, but not too much of anything very big."

When most children play games like fireman, Schow remembers practicing to be an auctioneer.

"My father bought an old two-cylinder tractor when I was nine years old. They'd putt-putt-putt and I'd try to sell to the rhythm of that," he said.

Schow's first try at the World Championship came in 1973, in Norfolk, Nebraska. He didn't place in that competition, but in 1978 he was the Central Region runner-up. And last year in Brush, Colorado, he won the number two title, the reserve world champion.

After attending an Iowa

auctioneering school, Schow started working the ring for the Ogallala market in 1967 and slowly worked up to auctioneering regularly. He and his wife, who he says is "the best partner I've got", run both the farm and his auctioneering business.

"It's not my business; it's our business. She thinks as much of the auction business as I do," he said.

Schow said he sometimes gets a bit "weary" when the days get long and sales and farming run back-to-back. "But if you really love what you're doing it's not really work. I've got to admit, I just love the auction."

"I hate to think when my father died three years ago I almost gave it up." He decided to continue both farming and auctioneering thanks to encouragement from friends.

"I just love to get off the tractor and head to the sale because I like the people and I like to be around them. If you don't get up and go to the Wednesday sale, the week just isn't right."

You can't imitate any other auctioneer, according to Schow. "It just has to come to you — find your own chant and use it," he said.

He admits that he probably picked up "bits and pieces" from auctioneers he's worked with. "When an auctioneer said something that was helpful in merchandising something, I tried to remember it," he said.

On a winning trip for two to Spain as World Champion Auctioneer, he said, "We can't believe it."

"When I was a teenager, I thought that being World Champion would be one of

the greatest honors that anybody could ever have. I never intended to make a living at it. It was just a dream, but I tried to work at it a little and I guess my dream just kept growing."

The annual Championship is sponsored by Livestock Marketing Association, Kansas City, Missouri, and conducted by an allied company, Livestock Market Digest, Inc.

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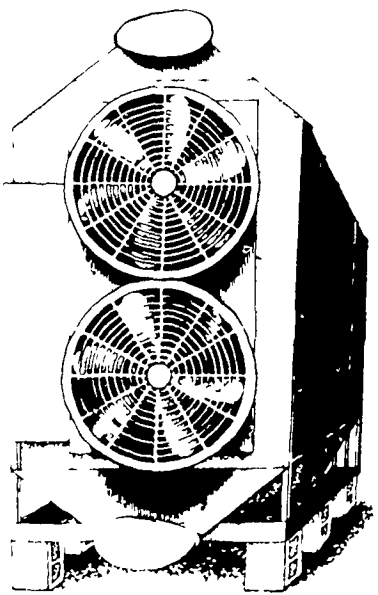
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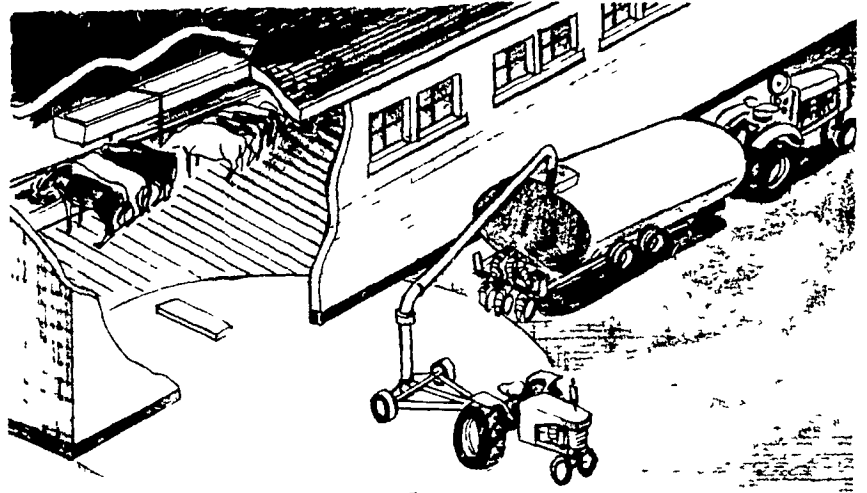
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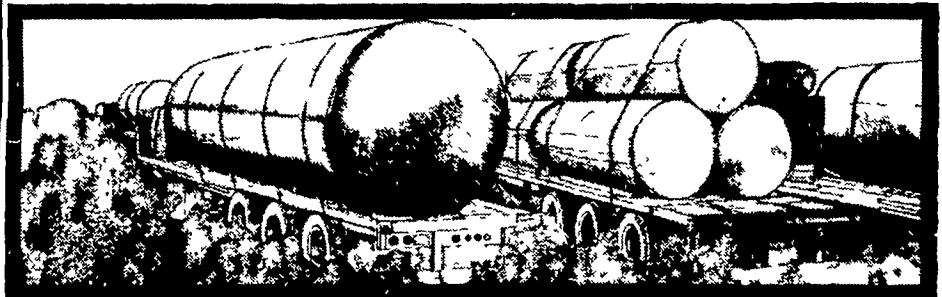
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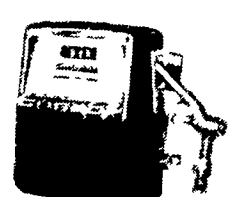
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