

# World champ auctioneer shares success

RUSHVILLE, Neb. — When a person from a small community succeeds, the townspeople share in that success, says Doug Jagers, the 1981 World Livestock Auctioneer Champion.

And Doug ought to know. Since bringing the title back home this June, "it's been real nice" in Rushville for him. The city's

Chamber of Commerce held a supper in his honor, there's been local newspaper coverage, and lots of friends and neighbors called or stopped by to offer him their congratulations.

Jagers, the co-owner of the Sheridan Livestock Commission Company, also was interviewed by the area radio and television

stations, but this has brought out one of the less pleasant aspects of his new-found fame, he said.

"They wanted me to auctioneer over the phone or in the living room," he said. He refused to do it. "I asked the T.V. man if he'd want to do the weather without his weather map," Jagers said,

"then he understood a little better."

Auctioneering outside a livestock auction market just doesn't ring true to Jagers — it makes it too much like a sideshow. "To me, it's a big downgrading maybe. It takes away from what it's supposed to be," he said.

"My mother-in-law's never heard me auction 'cause she's never been here when we were having a sale," he said. "I wouldn't even do it for her."

But at the 18th annual auctioneer championship, which was held June 12 at the Saint Paul Union Stockyards in So. St. Paul, Minn., he did it well enough to stand out among the record 101 contestants. Of course, there he had a few drafts of cattle to work with.

Reserve champion auctioneer was Bud Knight, manager of Sturgis Livestock Exchange, Inc., Sturgis, S.D. As it turns out, in 1972 he and Jagers roomed together

when they attended the Western College of Auctioneering in Montana.

When Jagers was asked if he thought they had picked up their winning auctioneering styles at the college, he pointed out a closer influence. "We were both around an old-time auctioneer, Jack Churchill. He passed away a couple years back, but he used to sell at our auction," Jagers said. "We both had heard him and liked him and possibly we picked up some things from him."

Even though his father, Bob, with whom he now has a partnership, has owned Sheridan Livestock Commission Company for nearly 27 years, Jagers never expected to become part of the business. Up until 1971 his father had another partner, and Jagers never envisioned there would be room for him.

So after graduating from high school and marrying his wife, Kathy, he took business classes at nearby Chadron State College.

Then, one day during his second year of college, his father called. "He said, 'I bought the other guy out' and asked if I'd be interested in giving it a try," Jagers said. Soon afterward Jagers and family moved back to Rushville.

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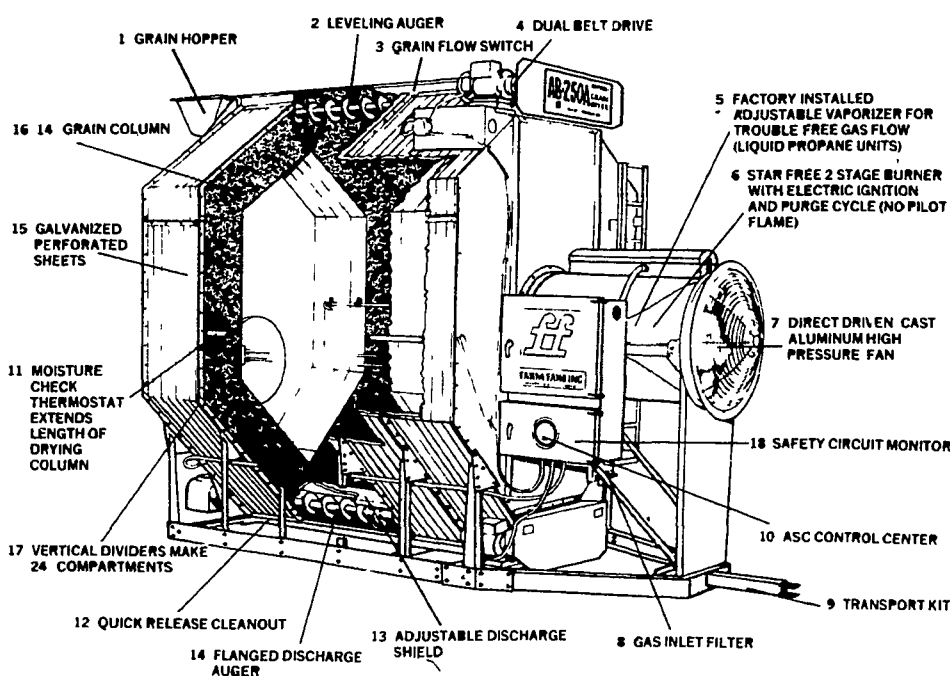
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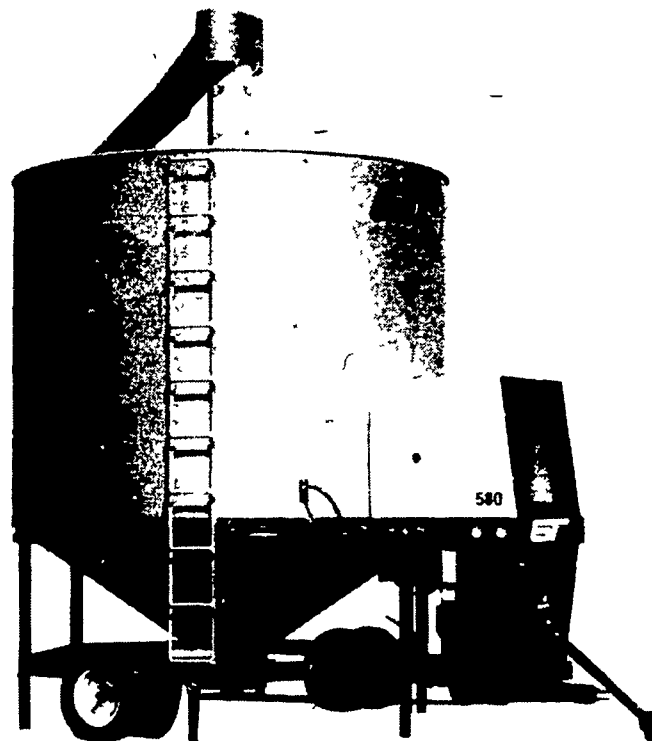


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