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## **ServNet Auctions Lauded at NAAA Conference**

Several ServNet auctions were singled out as the nation's best during the NAAA Conference in Orlando, as remarketers and the nation's independent dealers recognized top performers for the year. The National Independent Automobile Dealers Association (NIADA), Ford Motor Company, and Wheels all cited ServNet auctions for excellence. The recognized auctions were also all members of the Brasher family of auctions.

Announced as the NIADA's choice for 2012 Auto Auction of the year was Brasher's Northwest Auto Auction of Eugene, Oregon. Steve Jordan, NIADA chief operating officer, presented the award to Mark Melton, the auction's general sales manager, who accepted the award on behalf of the Brasher's team.

"This year's Auto Auction of the Year has a proven record of business excellence, industry involvement, and community service, and has shown a real heart for taking care of their own employees and families, which truly sets this year's winner apart from the crowd," said Jordan.



**NAAA President Charlotte Pyle and NIADA COO Steve Jordan congratulate Mark Melton of Brasher's Northwest Auto Auction on the auction's recognition as NIADA's Auto Auction of the Year.**

In making the award announcement, Jordan noted that ownership and management team at Brasher's Northwest Auto Auction has deep experience with NAAA, NIADA, ServNet, the Independent Auction Group, the International Automotive Remarketers Alliance and the Oregon Independent Automobile Dealers Association. In 2011, the auction received the Regional Auction of the Year Award from ARI, an award it has won seven times since 1999. Also in 2011, the auction was named the Specialty Auction of the Year for US Bank for the second year in a row. Brasher's Northwest Auto Auction is also a repeat winner of Bank of America's Specialty Auction of the Year Award as well as Capital One's Auction of the Year award for the Northwest Region.

NIADA also noted that Brasher's financially supports the American Cancer Society, the National Multiple Sclerosis Society, St. Jude's Children's Hospital and several local food banks. Since 2007,

Brasher's Northwest Auto Auction has also sponsored an annual golf challenge to benefit spina bifida patient Natasha Melton, Mark Melton's 12-year-old daughter. The annual golf challenge has raised more than \$110,000 to help the Melton family defray medical expenses.

Honored by Ford's Vehicle Remarketing Department at the NAAA Conference for exceptional performance as Ford's Automotive Remarketing Services (ARS) partners were Brasher's Sacramento Auto Auction and Brasher's Salt Lake Auto Auction. Brasher's Sacramento Auto Auction was singled out as the top-selling Ford ARS auction in the Western Region. Brasher's Salt Lake Auto Auction received Ford's award for reaching the Highest Percentage of Objective. Ford remarketing officials said that, "Understanding that the ARS Program could not have achieved the tremendous success it has enjoyed without the full participation of its auction partners, Ford recognized those who went 'above and beyond' in making 2012 the largest volume year in ARS history."



Brasher's Salt Lake Auto Auction was also recognized by Wheels, Inc during the remarketer's Auction Performance Awards ceremony held during the NAAA conference in Orlando. Brasher's Salt Lake Auto Auction was cited for having the most improved performance in the Western Region.