



## Press Release

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### **John Nicholls Receives NAAA Auctioneer of the Year Award** *National Auto Auction Association honors second generation champion auctioneer*



ORLANDO, Fla.— John Nicholls, president of the Nicholls Auction Marketing Group, has received the National Auto Auction Association (NAAA) Bernie Hart Memorial Auctioneer Award for 2015. The association, which represents more than 300 auto auction members in North America, presented the award at its 67th annual convention this month in Orlando, Fla.

Named in honor of Bernie Hart, who served as NAAA’s executive director for more than 30 years before retiring in 1988, the annual award recognizes the industry’s most visible person.

Nicholls’ company conducts more than 300 auctions per year for Fortune 500 companies and he can be seen personally wielding the gavel at many of the sales for vehicles, real estate, equipment and thoroughbred horses — including five auto auctions each week for Manheim and CarMax, all four of the prestigious Barrett-Jackson

Collector Car Auction events, the Branson Collector Car Auctions and numerous charity fundraisers.

As a second-generation championship auctioneer, Nicholls is a chip off the old auction block, attaining the same honor NAAA awarded to his father Charles in 2004.

“John is an excellent auctioneer who exemplifies the best of his profession and is an asset to our industry,” noted outgoing NAAA President Ellie Johnson, daughter of veteran auctioneer and auto auction owner Kenny Aycock, who was the first recipient of the Hart memorial award in 2000. “Having myself just graduated from auctioneering school this year, I appreciate his skill, admire his clear, rapid-fire calling and envy his smooth control of the audience. If I could ever be only half as good as John, I’d consider it a great achievement.”

She recalled that her dad schooled John’s in the auctioneer’s art at the former’s small auction academy. The two men became close and continued to work together at many sales. “Both Charles and John are so talented, it’s a heartwarming honor to be president in the year the son follows the father in receiving this most deserved award.”

The elder Nicholls went on to graduate from the Reisch Auctioneering School —now the World Wide College of Auctioneering in Mason City, Iowa — and then founded his Fredericksburg, Va., auction with wife Jean in 1968. John, after earning bachelor’s and master’s degrees, acquired his auctioneer education at the school in 1990 and is one of its featured instructors.

Over the next 25 years, Nicholls worked in the family business, becoming licensed in 11 states and the District of Columbia. He amassed a number of professional achievements, which include being named 1994 Virginia State Champion Auctioneer; 2003 Virginia Auctioneer of the Year and 2003 World

Automobile Auctioneer Champion; and the 2006-07 National Auctioneers Association Men's Division Champion of the International Auctioneer's Championship.

Today as president, Nicholls oversees all day-to-day operations of the full-service auction firm. Under his leadership, Nicholls Auction Marketing Group recently earned recognition as Business of the Year by the Fredericksburg Regional Chamber of Commerce.

Nicholls also takes a leadership role in professional organizations. He currently serves as the vice president of the National Auctioneers Association (NAA) and on the board of the World Automobile Auctioneers Professional Association. He is a past president and chairman of the board of the Virginia Auctioneer Association and a past member of the NAA board of directors.

He travels around the country as a featured speaker at many other state auctioneer associations and has represented the profession on NBC's TODAY Show, at the National Association of Realtors Convention and St. Judes Children's Research Hospital, in multiple news publications and on a real estate auction consulting trip to South Africa.

Residing in the Fredericksburg area with his family, Nicholls is involved in his community. He is an active member of the Spotswood Baptist Church and serves on the boards of the Virginia Community Bank and the Joe Gibbs Youth for Tomorrow Foundation. Nicholls applies his championship bid calling talents at charity auctions to benefit a variety of organizations, such as schools, colleges, and hospitals, as well as Rappahannock Goodwill, Ducks Unlimited, Trout Unlimited, and the National Wild Turkey Federation.

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