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**NAAA Awards Distinguished Service Medal to Frank Deltoro**  
National Auto Auction Association honors Southern Auto Auction's Director of Security for his life-saving action at an on-site accident



**Frank Deltoro**

SCOTTSDALE, AZ.—The National Auto Auction Association has selected Frank Deltoro, security director for Southern Auto Auction, as the 2018 recipient of the organization's highest honor, the NAAA Distinguished Service Medal. The award was presented during NAAA's 70th annual convention this month.

Created in 2017, the medal is to be “bestowed upon a person employed by a member of the National Auto Auction Association for a conspicuous act of heroism in circumstances of extreme danger, without regard of risk to oneself, to save the lives of others.”

The NAAA Board of Directors determined that Deltoro met the criteria for the prestigious award by his quick thinking and life-saving action as the first responder to a multiple injury accident at his workplace.

Wednesday, August 1, 2018, began as a typical sale day for the auto auction in East Windsor, Connecticut, when suddenly the driver of a Buick sedan suffered a massive heart attack, causing the vehicle to accelerate across the lanes. The out-of-control car crashed into two customers, careened off a safety barrier, struck a vehicle exiting another auction lane and finally came to rest in a tree line at the rear edge of the parking lot.

Deltoro raced to the chaotic scene, arriving at the car just 10 seconds after it came to a stop. Finding the male driver unconscious, not breathing and without a pulse, Deltoro pulled him out of the vehicle and began administering CPR. He turned over that task to a local police officer hired to work the auction, who had joined him less than a minute later, and ran to get the auction's automated external defibrillator (AED). Deltoro used the portable electronic device to deliver three shocks to the man's chest, preventing cardiac arrest until the ambulance arrived. A LifeStar helicopter had been called for the patient but upon examination, the paramedics cancelled the request. Due to Deltoro's actions, the driver is expected to make a full recovery.

The 49-year-old security director, who started at Southern Auto Auction as a security guard in 1988, learned the medical emergency techniques through the auction's onsite training programs.

He has put his first aid skills to good use on a variety of injuries and has saved three lives during his 30-year career at the auction.

“Frank is a highly valued manager at our auction,” stated Larry Tribble, president and owner of Southern Auto Auction. “He’s an excellent multi-tasker and leader in operations as well as obviously an outstanding first responder and proficient AED operator who can coolly handle difficult situations. We’re all very proud to have Frank on our team.”

Tribble added that following Deltoro’s example, the auction staff flawlessly executed the emergency plan, working seamlessly with all law enforcement, medical and fire department personnel to ensure that the others injured in the accident received immediate treatment that resulted in no loss of life.

“Frank Deltoro’s unhesitating, rapid response and cool-headed emergency care in the midst of an appalling event truly merits recognition, and it is our privilege to do so by awarding him our highest honor,” said NAAA President Warren Clauss as he presented the beribboned medal. “He was instrumental in ensuring a positive outcome from this terrible accident and serves as an exceptional example of the humanitarian spirit this decoration was created to encourage.”

In addition to the award, the association provided Deltoro with complimentary travel and accommodations to its convention at the Westin Kierland Resort as its special guest.

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