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## **NAAA Honors Larry Brasher as Industry Pioneer**

*Former auction owner and past NAAA president recognized for contributions and commitment to the remarketing industry*

The National Auto Auction Association has named auto auction veteran Larry F. Brasher a pioneer of the industry for his achievements and contributions to the remarketing profession. The honor was presented to the former owner and chief executive officer of West Coast Auto Auctions during NAAA's 69th annual convention this month.



**Larry Brasher**

This Industry Pioneer Award, given to those who have worked in the wholesale motor vehicle industry and/or NAAA, recognizes an individual who has innovated or enhanced methods of improving services to remarketers through NAAA member auctions; has championed NAAA member auctions as providing services for motor vehicle remarketers unavailable from any other source; and has consistently followed the standards of the NAAA Code of Ethics. The NAAA represents more than 340 auction members and 100 associate members in North America.

During his more than a quarter century in the wholesale vehicle remarketing industry, Brasher oversaw such advancements as expanded video sales, developing the Auction Viewmaster System in 1995 that allowed all vehicles — regardless of size or location — to go on the block, including boats and RVs. The system displayed still video images of the vehicles and sale data on monitors throughout the facility.

Another innovation introduced a year later was a new double-block configuration in the auction arena to run two groups of cars in a single, allowing them to be seen by a larger number of buyers. The speed of the sale was regulated with traffic lights to maintain an optimum rate.

He's also one of the founders in 1987 of the ServNet Auction Group that created a network of independent auto auctions strategically located across the country working together to provide customers with the latest in services and technologies.

Brasher has the distinction of being the first son of a former NAAA president and Hall of Fame member to hold the same office and join that illustrious group. Elected president in 1989 and inducted into the Hall of Fame in 2005, Brasher followed in the footsteps of his father Frank, who served in the top executive post from 1973 to 1974 and entered the Hall of Fame in 1987.

The younger Brasher has served as NAAA secretary from 1994 to 1996 and is a former president of the Western Auto Auction Association.

Brasher grew up amidst the family business, Salt Lake City Auto Auction, his father founded in their hometown in 1949. He began working there while still in school, earning a business management degree from the University of Utah in 1972. Following graduation from the university's law school in 1975, he decided to join his father full time.

In 1978 they acquired the Sacramento Auto Auction, which had been in operation since 1956, and Brasher with his wife Anne relocated to California. He became sole owner of that auction in 1987. Subsequently the family bought auto auctions in Oregon, Nevada, Idaho and New Mexico, forming West Coast Auto Auctions. Brasher served as CEO of the parent organization until 2003 and then served on its board of directors. This April ADESA completed the acquisition of the eight auctions owned by the Brasher family.

In addition to his contributions to NAAA and the industry, Brasher gives his time to volunteer work, including as a missionary for his church. Beginning in the 4th grade and continuing throughout his school years, Brasher studied Russian, serving in the 142nd Military Intelligence Linguist Company of the Utah National Guard while in college. Brasher has put those language skills to good use when he and his wife performed missions together in Kiev, Ukraine, and Vladivostok, Russia, providing humanitarian aid and community service. They recently returned to their Lincoln, California, home after spending 18 months on a missionary trip to Finland.

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