



5320 Spectrum Drive, Suite D
Frederick, Maryland 21703
301.696.0400 • Fax 301.631.1359

FOR IMMEDIATE RELEASE:
October 3, 2019

Contact:
Tricia Heon, NAAA Chief Operating Officer

NAAA Honors Jeff Barber as an Industry Pioneer

Recognized for combining business innovation with a friendly family owned environment



Jeff Barber

INDIANAPOLIS—The National Auto Auction Association has named State Line Auto Auction’s Jeffrey Barber a pioneer of the industry for successfully integrating innovative business developments and modern safety measures with a welcoming workplace environment and traditional family owned operation.

Barber, president and owner of the largest independent auto auction in New York State, received the honor at NAAA’s 2019 Annual Convention this month.

The Industry Pioneer Award, given to those who have worked in the wholesale motor vehicle industry, recognizes individuals who have innovated or enhanced methods of improving services to remarketers through NAAA member auctions; have championed NAAA member auctions as providing services for motor vehicle remarketers unavailable from any other source; and have consistently followed the standards of the NAAA Code of Ethics.

A native of Waverly, NY, Barber graduated from Wake Forest University in 1972, then worked in North Carolina as the director of sales and marketing for Champion Industries, a warewashing equipment manufacturer, prior to his career in the auto auction industry.

Founded in 1981 by his parents Harry and Zora, Barber joined State Line as general manager in 1983. After the death of his mother that same year and his father in 1984, Barber became president in partnership with his brother and sister, then sole owner in 1994. He used his past experience in commercial sales and marketing to expand the family business by aggressively pursuing leasing and commercial accounts.

Today, the business has grown from its small original site in Waverly, NY, to facilities on 200 acres running an average of 1,200 vehicles through its eight lanes every Friday. In addition to dealer consignment, the auction sells for many commercial accounts, including national banks, credit unions, subprime lenders, manufacturers, and captive finance companies.

Over the decades Barber has implemented a number of innovations, both large and small, with the goal of providing quality customer service, employee satisfaction and a safe place for all to work and conduct business.

For example, in October 1995 State Line was the birthplace of simulcast with 400 vehicles offered both live and electronically at a General Motors closed auction, where 125 buyers on the floor and 15 bidding remotely bought the entire consignment. To keep thousands of cars clear during New York winters, his crew attached an industrial-strength turbine to an excavator’s arm to efficiently

red, eight-foot bollards sunk half deep into the ground around the lane bay doors to guide drives and protect people from potential mishaps.

Inside the auction, Barber has created a warm, inviting workspace that has contributed to maintaining a long-tenured staff. A dazzling display of large colorful vintage car, gas and oil company signs hangs from the ceiling and walls, while an antique gas station pump, auto memorabilia and toy pedal cars adorn the lobby.

Among that collection sits State Line's own custom-built Jump Truck entry in the 2014 NAAA convention's pedal car charity auction for the association's Warren Young, Sr., Scholastic Foundation, which Barber bought back for a \$102,000 donation. There is also the restored 1936 pedal car signed by former Ford Motor Company President and CEO Alan Mulally Barber won with a \$35,000 bid at the 2018 convention's auction to benefit NAAA's Disaster Relief Fund.

In addition to his generous support of NAAA, Barber is active as a founding member of the ServNet Auction Group and a board member of the New York Independent Automobile Dealers Association. His other industry recognitions include being awarded a Warren Young Fellow by NAAA in 2011 and named the 2014 Bobit Business Remarketer of the Year.

The independent auction remains a family affair as the third generation has become partners in the business. Daughters Beth and Emily, along with son Paul, are active in all facets of the daily operations while another daughter Kate is an attorney in Washington, D.C. but who is also licensed to practice in New York.

Barber resides in his native hometown with his wife of 41 years Jean, who is also involved in the business. His hobbies include antiques, old cars, and reading and studying history.

###