HEY NEIGHBOR
By Frank J. Buchman

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Auction Firm Earns National Awards For Radio Advertising Campaigns

Advertising campaigns on 580 WIBW have again proven to be the best in the world.

Verification came during the recent 69th International Auctioneers Conference and Show at Jacksonville, Florida. Dave Webb of Webb & Associates Auctioneers & Appraisers of Stilwell received two awards for campaigns aired on 580 WIBW.

In the organization's 2018 marketing competition, Webb received crystal trophies as the Awards of Excellence in Auction Marketing and Advertising.

It is the second year in a row Webb has received recognition for advertising campaigns on 580 WIBW.

Dave Webb of Webb & Associates Auctioneers & Appraisers at Stilwell, center, has received two Awards of Excellence in Auction Marketing and Advertising for advertising campaigns on 580 WIBW.

One of the special awards was in the digital and social media radio promotions division. Webb accepted it for the commercials aired about the auction firm's sponsorship of the 580 WIBW Farm Profit Seminars at Melvern and Ottawa.

The second award was in the division for photography of a farm auction. Webb and his wife Wendy produced a video of the auction offering and featured it on the website: dlwebb.com.

An extensive advertising campaign for that auction aired on 580 WIBW as well.

Tim Mast, president of the National Auctioneers Association, and Toussiant Hutchinson of USA Today, program sponsor, made the presentations to Webb.

Especially significant, Webb's grandchildren attended the farm auction, and enjoyed getting in the tractor that was selling.

"They were more interested in that than the auction itself, but my granddaughter did buy a box of hammers that day. It was her first auction purchase," Webb said.

An opportunity to get in the cab of a big John Deere tractor was especially exciting for auctioneer Dave Webb's grandchildren when they attended the Gretencord farm auction conducted by Webb & Associates Auctioneers & Appraisers.

Commercial for the auction earning the radio company promotion award:

Good Day: When you consider selling your farm or property, it is a once in a lifetime decision. You need to consider what you look for in an auctioneer. Who is a professional in their business? Who is professional in appearance, attitude, demeanor, capability? Dave Webb at Webb & Associates is the professional to assist in your auction sale. Listen to 580 WIBW for upcoming Webb & Associates Auctions, or go to the website D L Webb dot com. Webb and Associates sponsoring the Farm Profit Conference March 21 at Ottawa.

The award winning photography farm auction commercial:

Good Day: Farm equipment auction Saturday morning, March 17, 10:30, 20 12 Douglas Road, Princeton, Kansas, for Mr. and Mrs. Marvin Gretencord, Webb & Associates Auctioneers & Appraisals. Live and online bidding. D L Webb dot com. Lean, clean John Deere tractors, combine, equipment, collectible tractors, machinery, grain trucks. J D 83 20 847 hours. 61 70 R 248 hours. S 6 60 combine four wheel drive low hours. March 17 farm auction Princeton. D L Webb dot com.

Attractions Set for Platte County Steam Engine Show Next Week

"Turn back the pages of time to farming the way of our forefathers a century ago."

That's the welcome from Larry Novotny to the Platte County Steam Engine Show, Friday, Saturday and Sunday, August 10-11-12, at Tracy Missouri.

"There'll be plenty more than steam engines to see and do at this year's show," according to Novotny, official of Platte County Steam Engine Show Incorporated, event sponsor.

The show has been advertised extensively on 580 WIBW and promoted on WibwNewsNow and the Kansas Ag Network.

Festivities are to kick off with a 40-mile tractor cruise on Thursday morning, Aug. 9. Open air booths will include a flea market, plus arts and crafts sale and display items Thursday through Sunday.

All three main days will feature demonstrations to revisit agricultural history, Novotny said. That'll include hay baling, corn shelling, wood sawing, rock crushing, threshing and more.

There'll be displays of antique tractors, gasoline and steam engines, and scale models of equipment, too. A car display is to be presented by the Weston Moonshiners Car Club.

"This year we're hosting the State International Harvester Show and will also feature military vehicles and McCormick engines," Novotny said.

Special attractions are planned Friday Saturday and Sunday, but every day will highlight a parade of equipment at 1 o'clock.

On Friday, a fish fry kicks off the evening at 5 o'clock, with a tractor pull at 6:30, to also include pickups and hot stock entries.

There's a kids pedal pull Saturday morning, Aug. 11, at 9:30, along with bingo, train rides and a barrel ride.

A kids tractor drive is Saturday at 2 o'clock in the horse arena, with the antique and classic tractor pull at 4 o'clock. There'll be an early supper for all at 5 o'clock.

Church services with special music are Sunday morning at 9 o'clock. A horse show and stock garden tractor pull are also planned Sunday morning, with another kids tractor drive in the afternoon.

Breakfast, dinner and supper are to be available on the grounds each day.

Additional information can be found at www.plattecountysteamandgasshow.com.

Padre Says:

"God help us if we ever take the theater out of the auction business or anything else. It would be an awfully boring world."

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