Episode 107 – To The Highest Bidder

1. What is the location for this segment of America’s Heartland, _____________________________.
   (city or town)
   ____________________________________________________________.
   (state)

2. Why do America’s farmers and ranchers rely on auctioneers to sell their products? ______________
   ___________________________________________________________________

3. What do the auctioneers in this story sell? ________________________________________________

4. How did these brothers enter the auctioneering business? ________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

5. Each year they auction more than __________________________ head of cattle from
   ____________________________________________________________ western and midwestern states.

6. Both brothers are winners of __________________________________________________________.

7. What qualities does a top auctioneer need? ______________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

8. Describe a quick-paced cattle auction: _________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

9. What are the biggest challenges a cattle auctioneer must face? ____________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________