

Improve Your Auction, Raise More Money

Sherry Truhlar, Red Apple Auctions Co., one of America's foremost experts in auctions for nonprofits.



After her work as a benefit auctioneer landed her on TLC and E! Style cable shows within months of launching her company, Sherry Truhlar reconsidered her plans to return to her corporate event planning job in a cubicle at General Electric.

Now as an award-winning auctioneer, Sherry guides auction planners in how to properly orchestrate their fundraisers for better profitability for their school and non-profit. Her approach is used for both silent auctions and live auctions to confidently deliver high returns on donated merchandise.

Sherry Truhlar, CMP, BAS, CAI Despite the recession, 75% of her clients have had record-breaking auctions. She's even been quoted or featured in Town & Country magazine, The Washington Post Magazine, The Georgetown, and AUCTIONEER magazine. She and her auctioneers travel nationally to oversee auctions. In addition, thousands of auction planners have enrolled in her teleclass trainings and programs to improve their auctions. In her free time, Sherry reads, writes, gardens, and takes classes on darn near anything.

When: Tuesday, March 13th, 2012 7:45- 11:45 am

Where: Home of the Innocents- 1100 East Market St. Louisville, Kentucky 40206

Cost: \$50.00 if registered by Friday, February 3rd, 2012 (early-bird rate)

\$60.00 if registered between February 3rd and March 9th, 2012

\$75.00 for registration at the door

[Click here to register](#)

7:45 am - Registration and Continental Breakfast

8:00 Meet-and-Greet networking

8:15 Session I: Procurement- Getting what will sell at your auction

9:00 Break (Meet Sherry at her materials table)

9:15 Session II: Outrageously Profitable Auctions through Smart Marketing

10:00 Break (Meet Sherry at her materials table)

10:15 Session III: Call to Action/Appeal: Get your guests to give to your mission

11:00 Break (Meet Sherry at her materials table)

11:15 Open Q & A on any Auction-related subject

11:45 Adjourn (Meet Sherry at her materials table)

Questions? Contact: Jim Evans- jevans@cedarlake.org

Venue provided by:
Home of the Innocents

Workshop sponsored
by: FREML

Registration provided by:
Cedar Lake & abc Signup

