

## Schachtele Small Animal Auction Selected as Chamber Business

Tony and Becky Schachtele of Keytesville MO are the owners of Schachtele Small Animal Auction, this month's recognized business by the Keytesville Chamber of Commerce.

Tony graduated from Salisbury High School in 1993 and attended auctioneering School in Kansas City in 1994. His wife Becky is a graduate of Bucklin High School with the class of 1994. She then attended Moberly Area Junior College in the business department. She is employed by Rustemeyer Plumbing and Heating in Salisbury.

What started as just an idea, has become a full-time business for the Schachtele family. On every 2<sup>nd</sup> and last Saturday of the month, except November, approximately over 200 buyers and sellers are parked at the auction house. The auction house auctions/sells chickens, rabbits, ducks, guineas, sheep and goats. Schachtele estimates that over 20,000 chickens are sold yearly. Also rabbits of all sizes and breeds bring many buyers. Occasionally calves and horses are bought and sold. They do not deal with dogs and cats because of strict state regulations.

On sale day anywhere between 10-12 employees work the sale. This includes Tony and Becky's sons, Levi and Garrett. Levi is a freshman at Keytesville R-3 School and Garrett is in the Fifth Grade. Both boys enjoy basketball and extra-curricular activities the school offers. Levi is excited and anxious to begin his SAE project in FFA and wants some day to "maybe work as an advertising specialist". Garrett likes "recess" the best.

When asked how important advertising was to his business, Tony and Becky both agreed it was invaluable and extensive. They advertise the sale in all directions. Tony said, "Many people have not heard of Keytesville until they hear about the sale. I received a call from a man in Tennessee who had heard about the auction and wanted details." Levi added many people think that we only work two days a month, sale days, but that is not true. His parents agreed that to have a successful sale/business "you never stop working on it." They agreed this is why their business has grown.

Schachtele believes that any type of business that can make a success in this area is a good thing for Keytesville. Small towns are struggling but small businesses can grow and prosper in this area if they are really ready to work.

The Chamber of Commerce congratulates Schachtele's Small Animal Auction on their business success and being a part of the Keytesville community.