



Madison auction professional earns industry's top designation

Jean Kirchner recently completed the National Auctioneers Association's prestigious three-year CAI program

For Immediate Release

Huntsville, AL – June 13, 2019 – Madison resident Jean Kirchner, of C King Benefit Auctions, recently completed her training at the prestigious Certified Auctioneers Institute (CAI). Developed by the National Auctioneers Association (NAA), the CAI program is the industry's premier training program for auction professionals.

Mrs. Kirchner joins an exclusive group as there were approximately 860 current CAI designation holders in the world as of March 2019.

The three-year designation is an intensive, executive development program offering professionals in the auction industry instruction and coursework in business management, ethics, communication, finance, strategic planning and marketing.

The NAA conducts CAI every year in March at Indiana University in Bloomington, IN. CAI candidates join auction professionals from across the world to learn from some of the nation's most distinguished and respected industry leaders.

C King Benefit Auctions, located in Gadsden, Alabama, was founded in 2007 by Christie King. Inspired by her love of the auction industry and a passion for nonprofits to combine to two, CKBA realizes her dream of helping organizations reach and exceed their fundraising event revenue objectives.

In addition to the CAI designation, which both Jean Kirchner and Christie King hold, the two have also attained the NAA's Benefit Auctioneer Specialist (BAS) and Auction Marketing Management (AMM) designations.

To learn more about C King Benefit Auctions, please call 256-467-6414, email info@ckingbenefits.com or visit www.ckingbenefits.com.

For more information on CAI, contact the NAA at (913) 541-8084 or visit auctioneers.org.

About C King Benefit Auctions

C King Benefit Auctions helps nonprofit organizations make a difference. They combine the best of auctions and event planning to create high-end, high-energy events and an environment that leaves donors excited to support their clients fundraising efforts year after year.

About the National Auctioneers Association

Founded in 1949, the National Auctioneers Association provides critical resources to thousands of auction professionals used in the marketplace. The NAA's headquarters are in Overland Park, KS. To learn more about the auction method of marketing or to find an NAA auction professional in your area, please visit auctioneers.org.