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Women in Remarketing Honors Leaders from Two ServNet Auctions

ServNet is proud to note that two of its own have been named to this year's class of **Women in Remarketing**: Ashley Dietze of San Antonio Auto Auction, and Linda Paton of Greater Rockford Auto Auction. Sponsored by *Auto Remarketing*, **Women in Remarketing** is an annual tradition that recognizes the leading women in the remarketing and used car business.

"ServNet auctions continue to garner accolades for auction performance as well as for individual leadership and contribution to the business of vehicle remarketing," says Kevin Brown, ServNet's president. "Every acknowledgment confirms ServNet's position as a network of the best auctions in the country. I join with the ServNet auction owners in saluting both Ashley Dietze and Linda Paton for the standards they have set at their auction operations and for the roles they continue to play in raising the bar for excellence in the industry."



Ashley Dietze
San Antonio Auto Auction

Ashley Dietze serves as Fleet/Lease Manager at San Antonio Auto Auction. Daughter of Walker Auction Group founder Wade Walker, she began learning all about the family business she was young, working during the summers at the Corpus Christi Auto Auction answering phones, stuffing envelopes and washing cars. She made her mark, however, when the Walker Auction Group opened a greenfield operation in San Antonio in 2010, which, thanks to her tireless energy and contribution, has experienced unrelenting growth since the day it opened its doors.

Ashley attributes her success in the car business to the collaboration with family, auction employees and colleagues within in the industry. “I'm privileged to work with my parents, husband and siblings along with countless employees that I consider family as well. I also have the honor of participating on ServNet’s Board of Directors, where I learn so much from other auction owners with far more experience than I have,” says Dietze. “I’m fond of saying that there’s no ‘I’ in team, and I know I wouldn’t be where I am today without all the people I work with day in and day out. Because we work together to address challenges and find solutions for our customers, we have built a great business together.”



*Linda Paton
Greater Rockford Auto Auction*

Linda Paton, office manager at Greater Rockford Auto Auction, began her journey in the industry in 1963, when she accepted a job as the title clerk at a car dealership owed by her uncle, D.M. “Swede” Clark. IN 1987, she was named office manager at the dealership’s sister business: Greater Rockford Auto Auction, where she fell in love with the excitement of the Wednesday sale. Thirty years later she continues to enjoy that thrill, anchored by the great relationships that she has formed over the years with countless auto dealers.

Paton models her approach to her work on the example set by her late uncle Swede, whom she considers one of the most forward-thinking operators in the business. “Uncle Swede treated every dealer as his closest friend,” says Paton. “He made everyone who came through the door feel special, and that’s something I try to emulate in the midst of the controlled chaos that is the auction business. The key to our success is simple: smile, never let them see you sweat and provide the best customer service in the business. My team and I share that conviction, and we’re proud to see our dealer base return to our auction week after week.”

Previous ***Women in Remarketing*** honorees from the ServNet auction group include Cindy Mitchell (Bel Air Auto Auction – 2011), Patty Stanley (Carolina Auto Auction, Indiana Auto Auction – 2013), and Michelle Nichols-Neff (BSC America – 2015).