

THE FOUR KEYS OF SUCCESS

COOKIE LOCKHART, CAI, GPPA; CES

25 would you give 30 would you give 35, would you give 40! Now, that I have your attention.....

Ladies and Gentlemen, IT IS MY PLEASURE to share a little bit of my story with you today in hopes of inspiring you as you start on your own path on your life's journey. I am telling you this story to give meaning and value to the words I am sharing with you.

In 1963, I graduated from the World Wide College of Auctioneering in a class of 126 men and me. I was young and pretty and they put a guard on my door. I'm not sure if that was to keep me in or the men out. I was terrified, (not of the men but the school thing). I did it anyway and it has shaped my life. Now, 50 years later, I am the first women to ever be inducted into the National Auctioneers Association's Hall of Fame, my proudest accomplishment to-date. Can you imagine a 50 year career? I must really love what I do, and come to think of it, I do!

I'm here to remind you, as you start out in this world, that we all have a purpose, an individual purpose, our own special talent to develop. Pay attention as you never know where your inspiration will come from. My daddy was an auctioneer but it was my mother who suggested I go to auction school. Yes, my mother 50 years ago when women were barely in the work force. I said, "What? Isn't that for boys"?

Every individual has their own passion. The key to finding purpose in life is believing in your potential and finding your passion. **Here is the beauty of life: The answer is different for everyone.** There is a key to every lock: Your awareness, tenacity, passion and desire are the keys that turn your every lock. If you don't know who you are or your purpose, then go on a treasure hunt and find out. And, I am going to give you some keys that helped me to unlock my purpose to live an inspired life. No one but you can find the key to unlock your special talent. Here are the keys:

K is for: KNOW, Know your purpose. Keep it in mind. Stay focused & don't get discouraged. Know yourself.

- There is so much to live for. So much to be thankful for. Some people think life is over before it even gets started because they haven't found their purpose or they have lost their purpose.
- Be clear what your values, beliefs and ethics are. This is your guidance system and will keep you from detours and getting sidetracked. Alcohol and drugs will get you sidetracked every time. Street smarts doesn't mean living in an alley.
- People who have an authentic purpose in life share these two traits: They are 100% trustworthy and 100% accountable. Make promises you can keep. Do what you say you are going to do. Create those qualities to always say what you will do and do what you say!
- If we do 3 things a week in working toward our goals, over a year we will have 156 accomplishments and be closer to our success. Once you find your special talent then you can leverage that power to fulfill your dreams and it will explode like an atomic bomb!

E is for: EDUCATION MIXED WITH EXPERIENCES

- I put My daddy's favorite saying on his tombstone – "You can't buy experience, you gotta' earn it." Technology is a great tool, but don't ever lose the human factor, be a great listener and use common sense in your judgments.
- Listen and learn from the experienced as they have wisdom. Socrates said, "The only true knowledge lies in knowing that you know nothing."
- Investigate and inquire. My daddy said, "You can't stay home and find out what's going on downtown"
- Quitting high school in the 10th grade was not the brightest thing I ever did. I was 40 years old when I first stepped foot on a campus at Indiana University to attain the Certified Auctioneers Institute (CAI) designation, then going back there for 3 years. Now talk about scared looking at the likes of you folks, being the country gal I am, that was scary. I now I have five degrees in my profession and I want to tell you I admire you so much for having a great head start. I've always been a lifelong learner. I can't know everything but I do make the effort to surround myself with like-minded people who are involved in my profession and who value education. I like different experiences and I make it a point to be open to learning something new each day, now holding numerous designations in my own professional field. Dad also said, "If a guy doesn't know what he is doing, there is a lot of ways to screw it up."

When I grew up in Steamboat Springs we rented saddle horses to tourists. So, I had a lot of experience just growing up like I did. As a kid, even before I was in the first grade I taught people to ride in those mountains. The first story ever written in a newspaper about me says I was going to start to school that year so I was 5 years old. They titled it "Everybody knows Cookie" It said you would be driving down main street when a pint size rider would dodge out between cars, you would grab your brakes and kill your engine, that would be Cookie on the horse. Two tourist ladies stopped me and ask how long I had been riding, taking that as questioning the equestrian, I replied "About 30 years..."

I also got many psychology lessons and learned a lot about people by studying our saddle horses. They all had a different personality and my job was to keep tabs on them. Trixie was gentle and kind, so you could put any dude safely on her. Boots was so lazy if he was human, he would have been on welfare. Then there was Trigger who would run off and then there was Buck who liked to come back to the barn. There was Paint who I would tell the tourists I would make buck for a quarter and I would rare him up high and take off. Then there was show offs like old Jeep, he would squat down while tourists were around, lift his tail high in the air and let out a fart so loud you could hear him down town while he embarrassed my mother to no end. There was Thunder and Lightning who thought they were athletes and Beauty who took right after her name, not happy until she was well groomed. There were hundreds more but you get my point, I found out early on to learn from those around me and humans as horses all have different personalities.

Y is for: YOU, YOU, WONDERFUL YOU! Be yourself. Be who YOU are:

- Know yourself, know your passions. Only YOU know what inspires you. Don't worry about what other people think or approve of. Approve of and believe in yourself.
- Everyone has road blocks in life, there will always be critics. Keep a support system in your circle, ask for help, surround yourself with trustworthy people to remind you of your true potential when you get down on yourself. Don't ask the guy on the street with a tin cup selling pencils for advice, if you know what I mean.
- You are one of a kind. You have your own style, as do I. For crying out loud, you don't dress or act like I do. Let's face it, no one dresses like I do, except maybe on Halloween, but I'm comfortable with a hat and glitzy glasses and that is how people remember me. Make

yourself memorable. What will people remember most about you? Make it something good, something inspiring.

- If you don't toot your own horn, it might go "untooted". What is your "extra something" that makes you unique, that sets you apart? Don't let someone else determine who YOU are. Do the best you can do, be the best that you can be. Nelson Mandela said, "Never settle for less than living the life you are capable of living."

Be it a beauty, an athlete or a show off, do it with pride and be more dignified than the horse Jeep. It took a long time for me to figure out who I am. I once heard I was an odd ball Odd Ball? Well, I guess I am a bit different. Actually I am just a normal person who has had some very unusual experiences and opportunities. I tried not to miss one of them. A few years ago I had a guest ranch auction between Vail and Steamboat whereby the owners of the ranch had been killed in a plane crash after dropping drugs off at the place. Two days prior to the auction, the Denver Post headlines said "Ranch dubbed as drug hub of the ski areas." This was all new to me and I panicked thinking I would have to cancel the auction or for sure I would have a lot of trouble. I wanted to duck and run. Heck, I hadn't done anything wrong. After the shock wore off, I come to realize you can't buy that kind of publicity. I had 12 people working all day in blizzard conditions. The radio was warning not to drive. Thousands of people showed up from everywhere with trucks and pulling trailers.

Such a mess! The forest service had to direct traffic. And guess what? Everything, real estate, a 100 head of horses, oil paintings, and ski & restaurant equipment, everything I sold that day brought more than double it would have without that publicity. You just don't always get what you bargain for. I made the best of the opportunity! I quickly settled in cash with the heirs and let the DEA worry about legalities.

S—(the last letter in the KEYS) is for: SMILE ON YOUR WAY TO SUCCESS

- Some people walk around looking like they smelled something nasty. If you want to attract success you have to plant good seeds as you will get what you sow. If you want beautiful flowers don't plant weeds, if you know what I mean. Be positive, smile no matter what happens because you have a choice about what your attitude is going to be. You can't cry and smile at the same time.
- Make other people smile. Humor is the WD-40 on the friction of life. Show an interest in people and start a conversation by smiling. The more you know about people the more you will find that we have far more similarities than differences
- I love to lighten others load. I had breast cancer and went to the Cancer Treatment Center in Oklahoma. Some of those folks taking chemo' knew they didn't have much to look forward to. I set a goal every day to make those folks in there smile. It made me feel so much better and by doing so I got better faster. And, guess what, they ask me to sell their benefit auction the next two years so I made some money and gave a service in the process. As they say on Duck Dynasty "Happy! Happy! Happy!"
- As opportunities arise, say "Yes!" and arrive excited with a smile, well groomed and a positive attitude, anxious to learn something new. Just think "Yes, lucky me!" Know who you are and be damn proud of it. My Daddy had a lot of pride. He quit school in the 8th grade to work on the family farm. He worked hard all his life with pride and purpose, becoming a well-respected auctioneer. He was known to be an honest horse trader, which is almost an oxymoron. I never saw him unshaved or go out without a clean shirt and tie on.

Ladies & Gentlemen, as I conclude my time with you today, I ask that you think about the powerful KEYS to success that I presented:

K - is for KNOW - know your purpose, KNOW what you want, KNOW WHERE YOU WANT TO GO, KNOW WHO YOU ARE: stay focused and don't get discouraged.

E – is for EDUCATION, mixed with experience: Listen, investigate & inquire your way to success.

Y – is for YOU, you, wonderful YOU! YOU have to be yourself - to truly be who YOU are.

S – is for SMILE on your way to your success - Let people know that you are loving life and let that smile help keep you in a positive state of mind.

This speech is about the KEYS of life but it is much more than that. It is about the idea that:

- You already hold the keys to life. And you have a head start with the diploma you have worked so hard to get.
- Remember, you determine your path, and your success. It is not determined by where you came from. It is determined by where you are going. Focus your attention and leave a legacy to be proud of inspiring others as you go.
- Your keys in life are determined by your attitude about life, how you decide to stay inspired, and how you choose to unlock your potential



Cookie Lockhart, CAI

Cookie has received many accolades and people are drawn to her big personality, sparkly demeanor and humble character. Cookie Lockhart is the first woman inducted into the Colorado Auctioneers' Hall Of Fame (2002) and the first woman inducted into The National Auctioneers' Hall of Fame (2007), her proudest accomplishment to-date. She maintains her reputation by retaining her various certifications, accreditations, and real estate license. Cookie travels the United States auctioneering, inspiring auctioneer graduates at commencement, and helping with fund raising events, 4-H clubs, and rodeos. Cookie has been described as “A Rock Star in the Auction World”. She can be contacted at Cookie@LockhartAuction.com or by phone or text at 303-710-9999.