



**WCA APPOINTS GREG FORKE
AS NATIONAL ACCOUNTS DIRECTOR**

New Position to Oversee Company's Rapidly Growing Owner Sales and Remarketing Business

FALLBROOK, CA (March 8, 2010) – WCA, a leading industrial auctioneer, announced today the appointment of Greg Forké, a 30 year auction industry veteran, to national accounts director. Forké's addition is part of an overall expansion to accommodate the company's rapidly growing owner sales and remarketing business.

Forké managed operations for Forké Brothers Auctioneers for 19 years. As partner and vice president of this family-owned and operated business, Forké was in charge of all North American operations, totaling \$370 million in annual sales. After Forké Brothers was sold in 1999, Forké worked as head auctioneer with Signature Auctions LLC, managing director of U.S. construction equipment with Go Industries, national sales and auction director for Michael Fox International, and most recently served as a Business Development Executive for IronPlanet's online auctions.

Forké believes his experience growing a high-volume, family owned business gave him the expertise to manage all parts of the sales process without sacrificing personal client service. "As a 3rd generation auctioneer, I've had the chance to learn the auction business from all angles, from up front auctioneer to behind-the-scenes crew management and operations," says Forké. "We grew our company from the ground up with consistent commitment to delivering custom programs and high returns for each client."

WCA President Grant Cook says Forké's deep roots in the auction industry are key to his new role with the company. "Our clients repeatedly choose WCA because they depend upon our abilities to determine a company's complete asset management needs and get maximum results for parties on both sides of the auction block. Forké is one of the pioneers in this industry, and his ability to clearly define client needs fits precisely with the direction that WCA is going," says Cook.

About WCA

WCA is one of the leading industrial auctioneers in the western United States. WCA auctions include a wide variety of heavy equipment, trucks, trailers, and other equipment assets for the construction, transportation, agricultural, and other industries. The company provides complete equipment asset management to help buyers and sellers acquire, manage, and liquidate equipment assets.

For more information, visit www.wca-online.com or call 866.731.7760.