



SPEAKERS BUREAU PROGRAM GUIDE



SEPTEMBER 2026 THROUGH JULY 2027



ABOUT

The NAA Speakers Bureau program hosts a select group of NAA-approved speakers, offering state auctioneer associations the opportunity to choose a subject expert for their annual meeting or conference.

REQUEST A SPEAKER

To get started, please complete the request form listed on our website at the following link:

<https://www.auctioneers.org/naa-speakers-bureau>

On that same page, you will find a list of state and association responsibilities, guidelines, and more.

NAA can help offset the cost of bringing a Speakers Bureau presenter to your event.

NAA provides up to \$600 in travel reimbursement for one eligible speaker per year, August through July. To qualify, the speaker request and scheduling must be coordinated through NAA staff.

To receive reimbursement, state associations must submit eligible travel receipts and a list of attendees through the **NAA reimbursement form** after the event. Additionally, states must allow the speaker time to share information about becoming an NAA member. Once these materials are processed, the reimbursement check will be mailed directly to the state association.

CONTACT

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Unite your state association with the National Auction Association (NAA) and St. Jude Children's Research Hospital to save lives through the power of the auction profession.

The Mission

Auctioneers Nationwide are joining forces to raise vital funds for pediatric cancer research. Every dollar raised helps ensure that **families never receive a bill** from St. Jude for treatment, travel, housing, or food.

How It Works at Your Next Event

- **Zero-Cost Item:** The NAA provides a special, curated St. Jude promotional item mailed directly to you at no cost.
- **100% Impact:** Exactly 100% of the final hammer price goes directly to St. Jude Children's Research Hospital.

Choose Your Chant

1. **NAA Speaker:** Let our designated visiting NAA speaker command the stage and call the item.
2. **State Champion:** Feature your own auctioneer—we highly recommend inviting a past or current state champion!



CARRIE HESSNEY-DORAN

CAI, AMM, CES

2026 Women's IAC Champion



HESSNEY AUCTION CO. LTD.



Geneva, NY

“

Carrie Hessney-Doran is the 2026 International Auctioneer Champion and a second-generation auctioneer. With 14 years in the auction industry, Carrie serves as Vice President of Hessney Auction Co., LTD., the family auction business founded by her father in 1981, where she specializes in large-scale sportsman and firearms auctions. Her comprehensive expertise spans the entire auction process, from asset cataloging to regulatory compliance, and she frequently shares these practical best practices at the NAA Conference & Show. Additionally, as the founder of Hessney Benefits, Carrie conducts over 40 charity auctions and paddle raises annually, combining strategic fundraising with authentic storytelling to maximize nonprofit results.

Competition has also played an important role in Carrie's career. After years of competing at the state and international level, she was named the 2026 International Auctioneer Champion, following a 2024 Reserve Champion finish and multiple appearances as an IAC finalist. She was also named the 2023 New York State Auctioneer of the Year and is a past New York State bid-calling champion.

Carrie is a graduate of the Missouri Auction School and holds the Certified Auctioneers Institute (CAI), Auction Marketing Management (AMM), and Certified Estate Specialist (CES) designations. She has also served the New York State Auctioneers Association as a board member, Secretary, and Treasurer.

Whether she is selling firearms, raising money for a mission, competing on the IAC stage, or teaching fellow auction professionals, Carrie brings the same philosophy to her work: know your craft, believe in your ability, and never stop raising the bar.

Speaker Topics

FIREARMS AT AUCTION

Whether you're selling 20 firearms or 2,000, the details matter. Learn proven systems for consignments, intake, cataloging, photography, marketing, compliance, bidder confidence, pickup procedures, and creating an efficient operation from start to finish. This seminar shares real-world practices from one of New York's largest sportsman auction companies. Attendees will learn: building an efficient intake process, photography that increases bidder confidence, writing descriptions that sell, marketing firearms to a national audience, compliance and documentation best practices, pickup day systems that create a great customer experience, and common mistakes and how to avoid them.

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CARRIE HESSNEY-DORAN



Speaker Topics Continued

BEYOND THE GAVEL: BREAKING INTO BENEFIT AUCTIONS

Many auctioneers never explore the world of benefit auctions, yet it can be one of the most rewarding and impactful areas of our profession. Learn how to transition into fundraising events, build relationships with nonprofits, and use your auctioneering skills to help organizations raise more money for their missions.

This session combines practical business strategies with fundraising techniques that can help you grow your career while making a meaningful difference.

You'll learn:

- How to get your first nonprofit client
- Creating proposals that win business
- Contracts and Value
- Event planning and timelines
- Live auction strategy
- Paddle Raise/Fund-a-Need techniques
- Working with committees and volunteers
- Event flow and stage presence
- Following up to build repeat clients

CONFIDENCE OF A CHAMPION: FINDING YOUR VOICE ON STAGE

Competition isn't just about winning; it's about becoming the best version of yourself. Whether you're entering your first novice contest or preparing for the International Auctioneer Championship, this seminar shares the lessons learned from years of competing, overcoming setbacks, and ultimately earning the title of 2026 International Auctioneer Champion.

You'll leave with practical tools to build confidence, manage nerves, prepare with purpose, and step onto any stage believing you belong there.

Topics include:

- Preparing beyond the chant
- Developing your authentic style
- Turning disappointment into growth
- Handling pressure on competition day
- Mental preparation and confidence
- Why your biggest competitor is yourself



CODY SHELLEY

2026 Men's IAC Champion



**SHELLEY AUCTION SERVICES | PLATINUM
AUCTION GROUP | PLATINUM HORSE SALES**

 Burleson, TX

“

Cody Shelley is a first-generation auctioneer with 18 years of experience and the founder of Shelley Auction Services, established a decade ago. As a contract auctioneer, he has traveled the nation serving clients across a wide range of industries including automobiles, purebred cattle, quarter horses, heavy equipment, and non-profit organizations.

Together with his wife Ashley, Cody owns and operates Platinum Horse Sales, a global marketplace for the world's finest equine athletes. In 2023, the couple expanded their portfolio with the launch of Platinum Auction Group LLC, an auction company specializing in farm & ranch, heavy equipment, and business liquidations. Cody's talent and dedication to his craft have earned him widespread recognition, including the titles of 2026 IAC, 2019 World Champion Automobile Auctioneer, 2019 Mile High Champion Auctioneer, 2020 Oklahoma and Texas State Champion Auctioneer, 2022 Texas Lone Star Open Bid Calling Champion and 2025 Battle of the Bluegrass Grand Champion. He is an active member of the NAA and currently serves as the President-Elect of the Texas Auctioneers Association.

While Cody's career has produced a thriving collection of enterprises, his greatest focus remains on building a strong foundation for the next generation. When he's not behind the mic, you'll find him at home in Burleson, Texas, with his greatest accomplishments — his wife Ashley and their two children.

Speaker Topics

THE CHANT CHANGES: ADAPTING YOUR CHANT FOR SPECIFIC ASSET CLASSES

Not every auction sounds the same and it shouldn't. Learn how to adapt your chant for the asset class you're selling, build buyer confidence, and read the room like a pro.

FROM BID CALLER TO BUSINESS OWNER

Most auctioneers train for the chant, not the business behind it. This class covers the transition from bid caller to owner: building a brand, pricing your services, landing consignors, managing staff, and the financial discipline that turns a side hustle into a real company.

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ERIK RASMUS

CAI, AMM

NAA Board Director



RASMUS AUCTIONS

📍 Alexandria, VA

“

Erik Rasmus has been immersed in the auction industry since childhood. Starting his journey selling refreshments and calling bids at live auctions, he has been fully committed to the business since 2009. As a leader in the field, Erik holds the prestigious Certified Auctioneers Institute (CAI) designation and the Auction Marketing Management (AMM) designation. He also serves on the National Auction Association (NAA) Board of Directors, where he actively contributes to advancing auction education for members nationwide. As COO of Rasmus Auctions, Erik runs the day to day inter workings of the company, specializing in logistics, customer service, and client relations. A dedicated advocate for innovation and education, Erik has co-chaired and chaired numerous digital marketing summits and has served as a trustee, vice chair, and chair of the NAA Education Institute. His expertise extends beyond leadership roles; he is a sought-after instructor, delivering impactful presentations and training sessions at state associations and national conferences. Known for his energetic and engaging speaking style, Erik is passionate about empowering auctioneers with the knowledge and tools they need to thrive in an evolving industry. Through his work, he continues to inspire and elevate professionals across the auction community.”

Speaker Topics

BECOME A FOLLOW UP ROCKSTAR: CAPTURE EVERYTHING. MISS NOTHING. CLOSE FASTER.

Focus Areas: Artificial intelligence fundamentals, prompting, ChatGPT, Claude and Gemini, image recognition, cataloging, marketing, buyer support, client communication, research, productivity, practical AI applications for auction businesses, and emerging technology shaping the future of the auction industry.

The problem is rarely having the conversation. The problem is remembering everything that was discussed, following through on every commitment, and making sure valuable information does not disappear after the meeting ends.

This session shows attendees how to use AI powered tools to capture conversations from meetings, phone calls, site visits, and virtual appointments, then turn those conversations into organized information and actionable follow up.

Using practical examples involving tools such as Fathom, Plaud, and large language models, attendees will see how conversations can become summaries, action items, follow up communications, institutional knowledge, and an ongoing body of information that can be referenced long after the original conversation.

Attendees will leave with a practical framework for remembering more, responding faster, staying organized, improving client follow up, and reducing the opportunities and commitments that fall through the cracks.

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ERIK RASMUS



Speaker Topics Continued

AI NOW AND WHAT IT MEANS FOR THE FUTURE OF AUCTIONS

Focus Areas: Artificial intelligence fundamentals, prompting, ChatGPT, Claude and Gemini, image recognition, cataloging, marketing, buyer support, client communication, research, productivity, practical AI applications for auction businesses, and emerging technology shaping the future of the auction industry.

Artificial intelligence is already changing how auction professionals work, market assets, communicate with buyers, create content, catalog inventory, analyze information, and operate their businesses.

This session takes attendees from understanding the fundamentals of AI to seeing practical ways it can be used in an auction business today. Attendees will explore tools such as ChatGPT, Claude, Gemini, image recognition, AI powered marketing tools, and chatbots, along with real world examples involving cataloging, marketing, buyer support, client communication, research, and everyday productivity.

The session also looks at where AI is heading and what emerging technology could mean for the auction industry. Attendees will explore how advances in AI may change the way auction professionals work, communicate with customers, present assets, and operate their businesses in the future.

The goal is not to turn auction professionals into AI experts. It is to help them understand what is happening, see what is already possible, and start thinking about where AI may fit into their own businesses.

BECOMING A MONSTER PRODUCER: BUILDING A BUSINESS THAT PRODUCES MORE OPPORTUNITIES

Becoming a top producer requires building a fast, communicative, and trusted business that continually generates new opportunities. This session explores the systems and strategies that help auction professionals separate themselves from the competition and consistently scale.

Key takeaways include:

- **Driving Conversion:** How immediacy, modern communication, and strong customer experiences build trust and future opportunities.
- **Empowering Teams:** Strategies to delegate responsibility, create accountability, and prevent yourself from becoming a growth bottleneck.
- **Building a Community Ecosystem:** Ways to turn one-time buyers into repeat customers, advocate referral sources, and future sellers.

Ultimately, you will learn how to move beyond chasing the next auction and begin building a brand and community that automatically supplies your next sale.

CLIENT MANAGED AUCTIONS: BUILDING SYSTEMS FOR SELLERS TO SUCCEED

Client-managed auctions allow companies to scale volume, expand inventory, and build recurring seller relationships without physically producing every sale. However, success requires far more than just providing software.

This session explores how to build a structured ecosystem where qualified sellers photograph, catalog, and manage their own inventory, while the auction company provides the platform, marketing, payment infrastructure, and standards.

Key takeaways include:

- **Program Foundations:** How to vet sellers, evaluate project economics, onboard partners, and establish quality control checkpoints.
- **Seller Progression:** Strategies to transition one-time sellers into repeat partners and high-volume "supersellers."
- **Collaborative Models:** Ways to share technology, buyers, and marketing through syndicated networks.

Ultimately, you will learn how to build a repeatable seller ecosystem that drives volume while protecting your brand and buyer experience.



JENNIFER MENSLE

CAI, ATS

NAA BOARD TREASURER



ABSOLUTE AUCTION & REALTY, INC.



Pleasant Valley, NY

“

Jennifer Mensler is a certified auctioneer and a licensed Real Estate Broker in NY, PA & CT. She started her auction career in 2004 and graduated Texas Auction Academy in Dallas/Fort Worth, TX, in 2008. She has an Associate Degree in Business Administration from Dutchess Community College and a Bachelor Degree in Business Management and Administration from Mount Saint Mary College. In 2012, she earned the Auction Technology Specialist (ATS) designation.

She graduated from the Certified Auctioneer Institute (CAI) in 2017 and was the recipient of the 2017 Pat Marsatt Leadership Award, voted on by her peers. Jenn is an active member of the NAA serving on committees and attending conferences and seminars since 2008. She is the current NAA Treasurer, was President of the National Auction Foundation in 2022, New York State Ambassador for the National Auction Association, 2019-2020 Certified Auctioneers Institute Recruiter, Advisor for the CAI Class of 2024, was named NYS Auctioneer of the Year in 2024, and currently serves as the NYS Chairman of the Board.

Speaker Topics

LOW BUDGET, BIG IMPACT MARKETING FOR PERSONAL PROPERTY AUCTION

Discover powerful marketing strategies that don't break the bank. This session covers free, cheap, and highly effective marketing tools anyone can use to attract more bidders and boost results—even when the budget is tight.

CREATING A STRONG FOUNDATION

Build the right support structure for growth and long-term success. This session helps you evaluate and strengthen your foundation—from staffing to scheduling and overall readiness—so you're prepared to expand with confidence.

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JOHN SCHULTZ

CAI, AMM

2026 NAA Board Chair



GRAFE AUCTION CO.

📍 Stewartville, MN

“

John is a 25-year auction industry veteran. He started his auction career with his family's auction business in rural central Minnesota. He is currently a Partner with Grafe Auction Company, a Minnesota-based nationwide commercial and industrial auction company. He serves on the executive team as the Chief Marketing and Technology Officer. John is a proud member of the National Auction Association (NAA) and the Minnesota State Auctioneers Association (MSAA) and is very active within both organizations. He is also a member of the American Marketing Association (AMA). John served the NAA as a Director on the Board of Directors from 2019-2022 and is currently one of the lead instructors of the Auction Marketing Management (AMM) designation, which focuses on modern, datadriven auction marketing. In 2022, he earned the prestigious President's Award of Distinction, presented to a member whose conduct has distinguished the auction profession or the NAA. John served as the MSAA's 60th President in 2009 and was the charter President of the Minnesota State Auctioneers Foundation. He was presented the 2009 Golden Gavel Award for outstanding service to the auction industry.

Speaker Topics

INTRODUCTION TO DIGITAL MARKETING FOR AUCTIONS

We all know traffic to an auction does not always mean a great auction. In this session, attendees will learn advanced strategies to create digital campaigns that are optimized to find actual bidders and buyers. This differs from the standard approach of optimizing for maximum traffic to a website.
(90 - 120 minutes)

FINDING SELLERS USING ORGANIC AND PAID SEARCH CAMPAIGNS

Attendees of this session will leave with an understanding of how to identify appropriate search terms sellers use, build organic content on their websites that attract sellers, and amplify that organic content using Google Ads.
(90-120 minutes)

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JOHN SCHULTZ



Speaker Topics Continued

AI FOR AUCTIONEERS: HARNESSING CUTTING-EDGE TECHNOLOGY TO REVOLUTIONIZE YOUR BUSINESS

Embark on an engaging seminar designed exclusively for auctioneers to explore how artificial intelligence (AI) is transforming the industry. This interactive session provides a comprehensive overview of AI's impact, from AI-powered property valuations to enhanced customer service and targeted marketing. Through dynamic discussions and hands-on exercises, gain critical insights into AI applications that can keep you ahead of the competition. Leave with a solid understanding of how to leverage AI to boost productivity, efficiency, and profits. Whether you're an industry novice or veteran, this seminar delivers key takeaways to help you harness the power of AI in your business.

(60-120 minutes)

USING AND PROTECTING DATA

Privacy regulations are increasing across the world and in particular the United States. Attendees will leave this session with an understanding of the various US privacy regulations, what data is protected and what data is not protected, who owns the data, and the importance of data ownership.

(120 minutes)

CREATING ORGANIC CONTENT FOR REAL ESTATE & AUCTIONS

Get your content on page 1 of Google! Around 53% of all website traffic is generated by organic searches. Learn how to ensure your properties show up on the first page of a web search. In this session, you'll discover strategies to create high-quality, organic real estate and auction-related content for your website.

(90-120 minutes)

MARKETING WORKSHOP

In this ask-me-anything format, attendees will be able to get answers to any of their marketing questions. This highly interactive session allows attendees to ask their marketing questions and receive answers in real time. From the simplest of marketing questions to the most advanced, nothing is off the table in this no-holds-barred session.

(Up to 4 hours)

CUSTOM SEMINAR

Have your attendees been asking for a specific seminar you haven't been able to provide? Now you can work with John to custom-build a session on the exact topic your audience wants. Tap into John's deep expertise in marketing, data management, website development, and tech innovation. This insights-driven seminar is backed by his 20+ years in the auction business, including a decade as a national Chief Marketing and Technology Officer. *(Up to 4 hours)*



JOHN JOHN GENOVESE III

CAI, AMM, BAS

NAA Board Director



MALAMA AUCTIONS & APPRAISALS, LLC

 Lihue, Hawaii

“

John John Genovese is an auction professional and founder of Malama Auctions in Hawaii. Since entering the auction profession, he has built his career around finding new ways to use the auction method to serve businesses, families, nonprofits, and communities throughout the islands.

John John currently serves on the NAA Board and has been actively involved in numerous committees and initiatives, including marketing, education, technology, and industry development. He holds the CAI, AMM, and BAS designations and is Hawaii's first Benefit Auction Specialist.

Based on Kaua'i, he conducts and manages auctions throughout the Hawaiian Islands and California ranging from estates and business liquidations to heavy equipment, real estate, and benefit auctions. He is particularly passionate about the future of the auction profession—embracing new technology, developing new auction professionals, and finding innovative ways to make auctions more accessible to both buyers and sellers.

He believes that while technology continues to change how auctions are conducted, the heart of the profession remains the same: earning trust, bringing people together, and creating opportunity through the competitive bidding process.

Speaker Topics

FROM AWARENESS TO LOYALTY

What makes someone notice your business, choose you over the competition, and eventually recommend you to someone else?

In this session, John John Genovese explores the relationship between branding, marketing, reputation, and word of mouth—and how each plays a different role in the way people experience your business. Through practical examples and real-world perspective, attendees will gain a better understanding of what shapes customer perception and how intentional choices can help move people from simply knowing your name to trusting it, choosing it, and sharing it with others.

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JOHN JOHN GENOVESE III



Speaker Topics Continued

THE ART OF THE STORY: WINNING CONTRACTS WITHOUT THE HARD SELL

People rarely make decisions based on facts alone. They make decisions based on what they understand, what they trust, and what they can picture themselves saying yes to.

In this session, John John Genovese explores how storytelling can become one of the most effective tools in the sales process. Attendees will learn how to use real experiences, examples, and relatable stories to build credibility, create confidence, and help potential clients understand the value of what they are offering—without relying on pressure, scripts, or aggressive closing techniques.

This session is about making the sales conversation feel less like selling and more like helping someone see why you may be the right fit.

MEMORABLE MARKETING: STOP BLENDING

Being seen isn't the same as being remembered.

In a world where customers are constantly surrounded by advertising and competing messages, simply getting your name in front of people isn't enough. In this session, John John Genovese explores what makes marketing stick—and why some businesses become memorable while others simply blend into the noise.

Through real-world examples, creativity, and a different way of looking at marketing, attendees will be challenged to rethink how they get attention and create impressions that last. You don't necessarily need a bigger marketing budget—you may just need to give people something worth remembering.

LESS STRESS, MORE SUCCESS: PROACTIVE CUSTOMER SERVICE FOR BETTER AUCTION EVENTS

What if better customer service could also make your auction events easier to manage?

In this session, John John Genovese explores how anticipating the needs of buyers and sellers can save an auction company time, effort, and stress while creating a better experience for everyone involved. By thinking ahead about communication, processes, and common points of confusion, auction professionals can prevent many problems before they require extra attention.

Discover how being proactive instead of reactive can create smoother auction events, more confident customers, and an easier experience for both your team and the people you serve.



MIKE FISHER

CAI, AARE, AMM, BAS, CES, GPPA

NAA Board President



REDFIELD GROUP AUCTIONS

 Gadsden, AL

“

Mike Fisher is the President of the National Auction Association and founder of Redfield Group Auctions. With more than 27 years of experience, he has conducted auctions in over 40 states, Mexico, and the Bahamas. Mike has managed the sale of all types of real estate, businesses, machinery, equipment, retail inventory, and other specialized assets. He also serves as Chairman of the Alabama State Board of Auctioneers and is a past president and Hall of Fame member of the Alabama Auctioneers Association.

Speaker Topics

PARTNERING FOR PROFIT

Partnering for Profit challenges auction professionals to rethink how they generate leads, expand into new markets, and build more consistent revenue. Drawing from real-world experience, Mike Fisher explains how strategic partnerships with real estate agents, other auctioneers, business professionals, and referral sources can create opportunities that may never surface through traditional sales efforts. Attendees will learn practical ways to build relationship capital, structure mutually beneficial partnerships, strengthen their sales pipeline, and grow their business without relying solely on additional staff or cold calling.

A FAIR DEAL IS A STATE OF MIND

A Fair Deal Is a State of Mind explores how an auction client's perception of fairness is shaped by communication, confidence, and expectations throughout the entire auction process. Through real-world examples and class discussion, Mike Fisher examines how advertising, bidder activity, web traffic, property tours, auction-day performance, and price expectations influence a seller's state of mind. Attendees will learn practical ways to build trust, manage expectations, communicate market feedback, and create stronger client relationships that lead to more successful auctions, referrals, and repeat business.

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MORGAN HOPSON

CAI, BAS

NAA Board Chair



**UNITED COUNTRY BUFORD RESOURCES
REAL ESTATE & AUCTION**

 Oklahoma City, OK

“

Morgan Hopson, CAI, BAS, is a first-generation auctioneer and real estate professional based in Fort Worth, Texas. She serves as Marketing Director for United Country–Buford Resources Real Estate & Auction and is a licensed auctioneer and real estate associate in Texas and Oklahoma. With more than 15 years of experience, Morgan specializes in farm and ranch, recreational, luxury, and commercial real estate auctions. Known for building intentional partnerships with her clients, Morgan is a sought-after benefit auctioneer and fundraising consultant for nonprofit organizations nationwide. She invests deeply in understanding each organization's mission and works as an extension of its team to develop live-auction strategy, craft compelling fund-a-needs, and create donor experiences that inspire giving and strengthen long-term relationships. She was named the 2019 Texas State Champion Auctioneer and 2019 International Auctioneer Champion. In July 2026, Morgan completed her term as the 77th President of the National Auction Association, becoming the youngest president and fourth woman to serve in the role. She now serves as Chair of the NAA Board and remains committed to education, industry advocacy, and creating meaningful pathways for the next generation of auction professionals.

Speaker Topics

MORE THAN BID CALLING: THE AUCTIONEER'S ROLE IN FUNDRAISING SUCCESS

A successful benefit auction is built long before the auctioneer takes the stage. This session teaches auctioneers how to move beyond bid calling and become strategic partners by working backward from an organization's fundraising goals to design the live auction, revenue generators, mission moments, and run-of-show. Attendees will learn how to ask the right questions, establish realistic expectations, select and position auction packages, protect fundraising momentum, and guide clients when their plans may work against their goals.

Special attention will be given to crafting an impactful fund-a-need. Unlike selling an item, the auctioneer must connect the room to the mission and give every guest a compelling reason to participate. Attendees will learn how to build a clear case for support, structure giving levels around meaningful impact, script the ask, and use pacing, tone, recognition, and gratitude to inspire giving and strengthen long-term donor relationships.

BUILDING THE NEXT GENERATION OF AUCTION PROFESSIONALS

Building the future of the auction profession requires a lasting pathway that moves youth from initial exposure to meaningful industry careers. Drawing from programs like FFA, DECA, Scouting America, junior bid-calling, and youth scholarships, this session explores how state associations and individual auctioneers can engage the next generation. Attendees will learn how to identify community partners, design hands-on experiences, connect students with mentors, and provide intentional follow-up. Special focus will be placed on reaching first-generation students who lack an existing family connection to the industry.

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SARA ROSE BYTNAR

CAI, AARE, AMM, BAS

NAA Board Director



BETH ROSE REAL ESTATE & AUCTIONS, LLC

 Naples, FL

“

Sara Rose Bytnar is a third-generation real estate auctioneer, holding a BA in Communication with a focus on Promotions and Advertising from Bowling Green State University. She is the 2017 International Auctioneer Champion, Women's Division, representing the National Auction Association. Sara has served as the Past President of the Florida Auctioneers Association and is currently the Education Cornerstone Chair and a Director of the National Auction Association.

Specializing in selling real estate at auction with her family's business, Beth Rose Real Estate and Auctions, Sara is passionate about marketing and branding, driving innovation to elevate her clients' success. She is also an instructor for the Auction Marketing Management (AMM) designation and the Certified Auctioneers Institute (CAI) program, sharing her expertise with auction professionals nationwide. Awarded the CAI Rose Award in 2012, Sara has competed at both state and national levels, establishing herself as a leader in an industry known for its highest level of professionalism.

Speaker Topics

FROM INVISIBLE TO INVINCIBLE: LEVERAGING AI & DATA-DRIVEN MARKETING IN THE AUCTION INDUSTRY

In this dynamic 60-minute session, she reveals how to modernize auction marketing using AI, personalization, and data-driven techniques. Learn to leverage AI tools, real-time analytics, and integrations to craft hyper-targeted campaigns that drive engagement. You will leave with actionable insights to build scalable, high-impact marketing that stands out in today's competitive market.

SCALING AUCTION BUSINESS WITH TECH AND AGILE STRATEGIES: FUTURE-PROOFING YOUR OPERATIONS

Join auction industry leader and business strategist Sara Rose Bytnar for a 60-minute session on future-proofing your auction business. Discover how integrating CRMs, task management software, and cloud platforms can streamline workflows and boost operational efficiency. Sara will also share agile frameworks for adapting to market shifts alongside sustainable strategies that balance innovation with long-term growth. Walk away equipped with the modern tools and insights needed to scale and thrive.

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SHANE MCCARRELL

CAI, AARE, CES, BAS

2024 Men's IAC Champion



ACCELERATED REAL ESTATE SOLUTIONS

📍 Thompsons Station, TN



Shane McCarrell is a nationally recognized professional auctioneer, educator, and the 2024 International Auctioneer Champion.

Before entering the auction industry, Shane served over 12 years on active duty in the U.S. Marine Corps and U.S. Army, building a strong foundation in leadership, discipline, and strategic thinking.

Today, he is the Co-Founder and Principal Auctioneer of Accelerated Real Estate Solutions (ARES), a seller-focused firm specializing in accelerated real estate sales. Previously, he served as Director of Auction Operations for Blackwell Auction, where he built a division that generated approximately \$30 million in annual sales.

A dedicated educator and industry leader, Shane is a former owner and current instructor at the Nashville Auction School. He holds top industry credentials—including CAI, AARE, BAS, and CES—and serves as Co-Chair of the Certified Auctioneers Institute Committee. He is also the Past President of the Tennessee Auctioneers Association.

As a premier benefit auctioneer, Shane travels nationwide, helping nonprofits raise millions of dollars by connecting deeply with donors and their missions. Guided by a commitment to mentorship and service, his lifetime goal is to leave the auction industry better than he found it.

Speaker Topics

DON'T BE A DANCING CHICKEN

Transformative two-hour course designed to reshape the public's perception of auctioneers, moving beyond the stereotype of fast-talking showmen to showcase the true depth and value of auction professionals. Delving into advanced methodologies, this course equips participants with strategies to position themselves and the auction industry at the forefront of the business landscape, emphasizing their roles as market innovators, strategic thinkers, and entrepreneurial leaders. By the end of this intensive session, attendees will have the tools and insights needed to elevate their professional image, ensuring they're recognized as indispensable business experts rather than mere entertainers.

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SHANE MCCARRELL



Speaker Topics Continued

FACTS NOT FEELINGS: USING DATA WITHOUT LOSING THE HUMAN CONNECTION

Auction professionals have access to more information than ever before. Artificial intelligence, digital marketing analytics, market data, buyer behavior, and performance metrics can give today's auctioneer insights that once required entire research and marketing departments. But having more data doesn't automatically make us better communicators—or better auction professionals.

Facts Not Feelings explores how auctioneers can use data to strengthen their presentations, overcome objections, demonstrate value, and create greater certainty for both buyers and sellers—without losing the personal connection that ultimately drives decision-making.

The class challenges auction professionals to stop relying on rehearsed rebuttals and instead recognize objections as requests for certainty. Participants will learn to listen first, identify the true concern behind an objection, and use targeted data to address it. This course also examines how to navigate modern, highly informed clients who readily fact-check professionals using AI and market data, highlighting the need to demonstrate measurable expertise while building genuine trust. From addressing concerns about fees and marketing costs to overcoming the fear of low prices, this framework transforms raw information into meaningful client conversations. Ultimately, the goal isn't to replace emotion with data, but to understand the emotion first and use facts with purpose—allowing you to identify the problem, apply the data that matters, and create true certainty.

BATTLEFIELD TO BOARDROOM

Compelling 2-hour course that introduces participants to a powerful leadership philosophy rooted in military principles but applicable across all sectors. This intensive session explores how prioritizing the well-being and development of team members can create a supportive, empowering environment that drives organizational success. Participants will learn practical strategies for building trust, enhancing communication, and fostering loyalty among their teams. Through real-world examples, attendees will discover how to apply servant leadership principles to create resilient, high-performing teams capable of achieving extraordinary results. This course is designed to transform Auctioneers into inspirational leaders who can navigate complex challenges while nurturing the potential of every team member.

BEYOND YOUR BEGINNINGS: CRAFTING A FUTURE WITHOUT LIMITS

An inspiring and transformative 1 hour or 2 hour course that challenges you to redefine your potential, regardless of your starting point. Through the lens of the instructor's remarkable journey from poverty to the pinnacle of the auction industry, this session dismantles the constraints of a victim mentality and ignites a passion for self-driven success. Participants will learn powerful strategies to harness their past experiences as fuel for future achievements, rather than viewing them as limitations. This course provides practical tools for identifying opportunities, overcoming obstacles, and actively shaping one's path to success. Prepare to be motivated, challenged, and empowered to write your own success story, proving that where you start doesn't determine where you can go.



T. KYLE SWICEGOOD

CAI, AARE, GPPA

NAA Board Vice President



THE SWICEGOOD GROUP, INC.
AUCTIONS & REAL ESTATE



Mocksville, NC

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T. Kyle Swicegood is a native of Davie County, NC. He graduated from Davie High School in 1985 and later graduated from Catawba College in Salisbury, NC, with a Bachelor of Arts in Business Administration with a focus in marketing. He graduated from the Lewis & Clarke School of Real Estate in 1991. In 2008, he graduated from the Reppert School of Auctioneering. T. Kyle has continued to increase his knowledge in real estate through postgraduate studies at the Commercial Real Estate Institute located in Chicago, IL, receiving the designation Certified Commercial Investment Member (CCIM) in June of 2000.

Speaker Topics

FROM AUCTION SCHOOL TO ENTERPRISE: BUILDING A SCALABLE AUCTION BUSINESS

Discover how T. Kyle transformed his journey from fresh auction school graduate to seasoned auctioneer and ultimately, successful business owner. In this session, he'll unveil the strategies he used to attract top agents, empower them with the right tools, and create a growth engine that benefits not just the team—but the company as a whole. If you're ready to move beyond the gavel and build a legacy, this roadmap is for you.

FROM STARTUP TO STANDOUT: A PROVEN ROADMAP FOR BUILDING A THRIVING AUCTION COMPANY

Join T. Kyle as he shares the blueprint he followed to grow from a first-generation auctioneer with a single sale to conducting over 100 auctions annually. In this candid and practical session, you'll learn the strategies that fueled his success—and the 7 deadly sins every auctioneer and auction company must avoid.

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TANNER ROBERTS

CAI, AMM

2025 Men's IAC Champion



ROBERTS AUCTIONS

📍 Hickory, KY

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Tanner Roberts is a dedicated first-generation contract auctioneer whose powerful stage presence and relentless work ethic have made his voice a respected force across multiple sectors of the industry. Working coast to coast, he has carved out a highly versatile career. His expertise spans heavy equipment auctions, benefit galas for nonprofits, high-end automobile sales, and real estate transactions, making him exceptionally well-rounded in the field.

A proud native of Kentucky, Tanner's passion for auctioneering began as a childhood fascination that quickly turned into a lifelong pursuit. Since stepping onto the block, he has remained committed to perfecting his craft, honoring the rich traditions of auctioneering while seamlessly embracing the evolving demands of modern markets.

Tanner's competitive accolades speak directly to his elite skill. He is the 2019 Kentucky State Champion Auctioneer, the 2025 Tennessee State Champion, and the 2025 International Auctioneer Champion, recognized by the National Auction Association. These honors reflect not just his command of the chant, but his innate ability to connect with audiences, drive results, and elevate the experience for clients and bidders alike.

While the trophies are meaningful, Tanner measures success by the impact he makes each day—whether helping nonprofits meet fundraising goals or connecting buyers and sellers. Grateful to live his dream, Tanner Roberts brings passion, professionalism, and purpose to the platform every time he picks up the microphone.

Speaker Topics

FROM ROOKIE TO REIGNING: THE PATH TO PURPOSE, PLATFORM, AND PROFESSIONALISM

This inspirational and practical seminar traces Tanner Roberts' rise in the industry, offering a blueprint for personal and professional growth that applies to auctioneers of all backgrounds. From first contests to finding his niche, Tanner shares pivotal moments, mentors, and mindsets that shaped his journey. Whether you're just getting started or looking to level up, this session offers a realistic and inspiring road map for growing with intention—and representing your brand, your association, and the auction industry with excellence.

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TANNER ROBERTS



Speaker Topics Continued

DIVERSIFY OR DIE: THRIVING IN A MULTI-SECTOR AUCTION CAREER

In a world where the auction industry is more specialized and more competitive than ever, versatility is no longer optional. In this inspiring and practical session, Tanner Roberts, 2025 International Auctioneer Champion and seasoned contract auctioneer, shares how diversifying across benefit, heavy equipment, automotive, and real estate auctions not only helped him build a career—but also sustain it. Tanner shares his real-world approach to balancing vastly different markets, navigating burnout, managing calendars, and adapting communication styles. Alongside technical insights, he gets personal about health, image, and mindset—reminding attendees that who you are off the stage matters just as much as who you are behind the mic. From lessons learned in auction school to the importance of saying “yes,” this session delivers both the blueprint and the heart behind a lasting career.

MASTERING MORE THAN A MIC: THE ROLE OF THE BENEFIT AUCTIONEER

Benefit auctions are about far more than bid calling. They’re about connection, emotion, and moving people to give generously. In this session, professional benefit auctioneer Tanner Roberts shares proven strategies to elevate fundraising events and deliver meaningful results for nonprofit clients. Drawing from years of experience working with a wide range of organizations, Tanner breaks down how to prepare, engage, and execute from both the stage and behind the scenes. Attendees will learn the key components to a successful event, how to effectively partner with nonprofit teams, and lead the room with both presence and purpose. From crafting compelling fund-a-need asks to managing live auction key components, this session equips auctioneers and nonprofit professionals with tools to raise more money, make a lasting impression, and leave guests feeling inspired and not just entertained.

