



# SPEAKERS BUREAU PROGRAM GUIDE



SEPTEMBER 2024 THROUGH JULY 2025





## ABOUT

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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

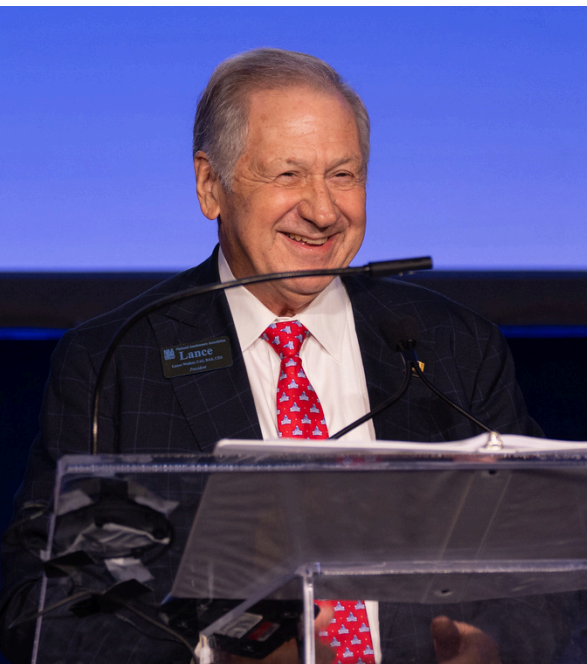
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To get started, please complete the request form and the memorandum of understanding listed on our website at the following link:

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

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

NOTE: The NAA Board of Directors voted to offer up to \$600 towards the cost of travel for speakers chosen from the NAA Speaker's Bureau! This has been a real benefit as the cost of travel continues to increase. To qualify for travel reimbursement, all requests for a speaker and the speaker's availability must go through NAA staff rather than directly between a speaker and a state association.



## CONTACT

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# LANCE WALKER, CAI, BAS, CES

WALKER AUCTIONS  
NAA CHAIRMAN OF THE BOARD

## BIOGRAPHY

Lance Walker founded Walker Auctions 43 years ago and specializes in conducting real estate, personal property, and benefit auctions throughout the United States.

Headquartered in Memphis, TN, he serves as principal broker and Auctioneer of his company. His company utilizes both live and online auction sales methods in selling real estate, estates, equipment and business liquidations. He and his past IAC Champion wife Terri pioneered the online sale of real estate and personal property in the Memphis area through the MarkNet Alliance online auction bidding portal.

The active auctioneer has M.A. and B.S. degrees in Education and is a graduate of the Certified Auctioneers Institute and the Certified Estate Specialist program. Walker presently serves as Vice President of the NAA and previously served on the Board of Directors and as a NAF Trustee. He is also a Trustee of the NAA Educational Institute. Walker has served as President of the Missouri Auctioneers Association and Vice President of the Tennessee Auctioneer Association. He was named to the Tennessee and Missouri Auctioneer's Hall of Fame. Walker was once featured as the auctioneer on a TV episode of Hoarders and the "You Bet Your Life" TV program. He hosts and produces a one-hour radio program and podcast on KWAM 990 called "Time to Sell".

Walker has served as an anchor on the annual NAA IAC Live broadcast. His wife Terri is a past president of the NAA and they are the only husband/wife couple to have served as NAA President in its 75-year history. Walker was one of three auctioneers selected to write the Benefit Auctioneer Specialist designation and has taught the course to hundreds of aspiring benefit auctioneers. He is very active in conducting numerous benefit auctions each year throughout the United States. He is a licensed auctioneer and real estate broker in several states. This active auctioneer has been very involved in the education of auction professionals. Besides teaching courses for the NAA, he recently gave an auction presentation to 1500 Chinese auctioneers via a webinar.

## TOPICS

### **Working with Real Estate Brokers in Selling and Buying at Auction**

- Cooperating with buyer's and seller's brokers and explaining how the auction method is a viable alternative to listing. Convincing Brokers that the auction method of sale is a viable alternative to listing their client's real estate and selling their personal assets as well.

### **Utilizing TV and Radio to Build Your Brand and Increase Your Business**

- Advantages of advertising on TV and radio. Costs, length of spots, hosting a show, writing ads, recording and taping the spots, determining the right stations and times, doing a podcast, etc.



# JOHN SCHULTZ, AMM

GRAFE AUCTION CO.  
NAA PRESIDENT

## BIOGRAPHY

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, data-driven 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.

## TOPICS

### **AI for Auctioneers: Harnessing Cutting-Edge Technology to Revolutionize Your Business (60 - 120 Minutes)**

- 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.

### **Finding Sellers Using Organic and Paid Search Campaigns (90 - 120 Minutes)**

- 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. Introduction to Digital Marketing for Auctions: 90-120min Attendees of this session will leave understanding different digital marketing strategies including social media marketing, search engine marketing, and online display marketing.

### **Introduction to Digital Marketing for Auctions (90-120 Minutes)**

- 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.

### **Using and Protecting Data (120 Minutes)**

- 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.

### **Marketing Workshop (Up to 4 Hours)**

- 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.

### **Creating Organic Content For Real Estate & Auctions (90 - 120 Minutes)**

- 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.

## **Custom Seminar (Up to 4 Hours)**

- Have your attendees been asking you for a specific seminar that you've not been able to provide? Here's your chance to work with John to custom-build a seminar on the top that your attendees have been asking you to provide them. Tap into John's diverse knowledge surrounding marketing, data management, business management, efficiencies, website development, technology innovation, and more gained from his over 20 years in the auction business and over 10 years as Chief Marketing and Technology Officer for a national auction company.



# MORGAN HOPSON, CAI

UNITED COUNTRY BUFORD RESOURCES REAL ESTATE & AUCTION  
NAA VICE PRESIDENT

## BIOGRAPHY

Morgan Hopson is a native of Bonham, Texas, and a graduate of Texas Christian University and the Texas Auction Academy. Morgan is a licensed real estate associate in Texas and Oklahoma as well as a licensed auctioneer.

Morgan has experience with many types of auctions, however, specializes in farm & ranch, recreational, and luxury real estate as well as consulting with non-profits across the country to help them achieve their fundraising goals. Morgan holds the prestigious Certified Auctioneers Institute (CAI) from the National Auctioneers Association's Education Institute. In 2015, Morgan was awarded the Pat Massart Award at the Certified Auctioneers Institute in Bloomington, IN. In 2019, Morgan was named the Texas State Champion Auctioneer as well as the International Auctioneer Champion.

Morgan is currently serving on the Board of Directors for the National Auction Association and is chairing the Community Committee, FFA Task Force, and IAC Committee. She is an active member of the Texas Auctioneers Association as well as the Oklahoma State Auctioneers Association.

## TOPICS

### Front and Center

- Stage presence pulls the audience into a performance. It's the energy, charisma, and appeal that an auctioneer has on stage that will help engage bidders, clearly communicate the mission of an organization, or build camaraderie and trust with the crowd. With 25+ years of experience as a professional musician and 8+ years of experience as a professional full-time auctioneer, Morgan will walk you through physical and mental techniques that will help you gain confidence, own the stage, and capture the attention of any group of people. Want to sharpen your skills during the IAC or your state contest? Want to shake the nerves, gain poise on stage, and connect with your audience? It all starts with one thing, how you take the stage – front and center.

### The “Bump and Howdy”

- The art of networking is key when wanting to grow your business, build a strong professional network, or increase your sphere of influence. You don't need to be a big shot or the most outgoing person to network effectively. Whether you have no idea how to network or just want a few pointers for upping your game, this hands-on presentation will cover ways to get out of your comfort zone, say “howdy”, and ensure you're “bumping” into the right people.

### Effective Real Estate Marketing & 4 Ways to Build Top-of-Mind Awareness with Your Audience

- In today's world we face an abundance of digital noise - our email, phone notifications, social media, etc. As we continue to build a brand for our companies, how do we break through the noise? How do we make an impact and set ourselves apart? This class will walk through 4 ways to build better top-of-mind awareness with your audience and teach you how to build long-term relationships with your potential audience. We will also talk about real estate marketing strategies to target potential clients that can be applied across all communities of practice within the industry.



# AILIE BYERS, CAI, AMM, BAS

ALPENGLOW FUNDRAISING  
NAA TREASURER

## BIOGRAPHY

Ailie F. Byers is a second-generation auctioneer and President of Alpenglow Fundraising, where she consults on and executes fundraising events. She also serves as CFO of Scofield and Centennial Auctions, working in real estate and numismatics. With over 12 years of full-time experience in the auction industry, Ailie holds a master's degree in public administration/policy from the University of Georgia and has worked across various industries and government agencies.

Ailie has twice been elected Treasurer of the National Auction Association (NAA), where she has testified before a Senate Committee on the Wayfair ruling and helped drive legislative changes benefiting fundraising auctioneers in New Hampshire. She also instructs at the Certified Auctioneers Institute (CAI) and serves as an auctioneer and instructor for the American Numismatics Association's Summer Seminar.

In addition to serving as a past president of the New Hampshire Auctioneers Association, Ailie holds multiple state licenses and is Vice Chair of the Town of Conway Planning Board. She is a frequent speaker at state and national conferences on nonprofit fundraising, estate planning, and auction law.

## TOPICS

### What You Should Know About Selling Coins and Stamps at Auction (2-3 hours)

- **Key Talking Points:**
  - Overview of the numismatic market and its trends (coins, paper money, stamps).
  - Identifying valuable pieces: what makes a coin or stamp highly sought-after?
  - How to market auctions that feature these collectibles to attract the right buyers.
  - Strategies to ensure fair pricing and transparency in auctions.
  - Building a reputation as a trustworthy auctioneer in the numismatic community.
- **Takeaway:**
  - Attendees will gain an understanding of the key market drivers in the numismatics sector and how to attract competitive bids from knowledgeable buyers.
  - They will leave with practical tips for ensuring successful auctions that satisfy both sellers and buyers while maintaining integrity in this specialized niche.

### Leadership and Governance in Auction Associations (60-120 minutes)

- **Key Talking Points:**
  - The role of governance in maintaining organizational health.
  - Building a cohesive board that balances strategic thinking with operational oversight.
  - Ensuring clear, consistent communication between leadership and members.
  - Dealing with unexpected crises and how to maintain stability in challenging times.
  - Strategic planning and how to pivot when necessary for organizational growth.
- **Takeaway:**
  - Attendees will leave with practical strategies for strengthening their boards, navigating leadership challenges, and maintaining operational integrity even in times of crisis.
  - They will learn to create a leadership team to guide their association or organization through unpredictable circumstances.

## **Navigating Legislative Advocacy in the Auction Industry (90-180 minutes)**

- **Key Talking Points:**
  - Overview of the Wayfair decision and its implications on interstate commerce and sales tax.
  - How to advocate at local, state, and national levels, especially in an evolving legal landscape.
  - Best practices for working with legislators and crafting compelling testimony.
  - The importance of staying ahead of regulatory changes that can impact the auction business.
  - Case studies of successful advocacy efforts in the auction industry.
- **Takeaway:**
  - Attendees will learn the essentials of engaging in legislative advocacy, influencing policy decisions that affect the auction industry, and navigating and responding to changing laws.
  - They will be better equipped to protect their interests and proactively address legislative changes that could impact their business operations.

## **Basics of a Benefits Business: Starting in the Benefit Auction Space (120 minutes)**

- **Key Talking Points:**
  - What makes benefit auctions different from other types of auctions.
  - When getting started, key points are understanding your client's goals, working with committees, and creating engaging events that encourage giving.
  - Common pitfalls to avoid (e.g., underpricing your services, failing to engage donors).
  - Best practices for planning and executing a successful benefit auction, from setting the stage to generating excitement among attendees.
  - Building relationships with nonprofits and establishing yourself as a go-to benefit auctioneer.
- **Takeaway:**
  - Attendees will learn how to enter the benefit auction space effectively, create value for nonprofits, and deliver events surpassing fundraising goals.
  - They'll understand how to avoid common mistakes, handle unique challenges in benefit auctions, and build a solid reputation in this specialized sector.

## **Wayfair and Interstate Sales Tax Collection: What We Know and What's Next (90-180 minutes)**

- **Key Talking Points:**
  - The details of the Wayfair decision and how it changed interstate commerce and tax collection.
  - What we've learned since 2018: the impact on the auction industry, both positive and negative.
  - How auctioneers and sellers can navigate the complexities of interstate tax collection.
  - Current developments and ongoing cases related to Wayfair that may further influence tax policy.
  - Practical steps for auctioneers to ensure compliance with varying state tax laws and avoid penalties.
- **Takeaway:**
  - Attendees will gain clarity on the Wayfair decision's implications for their businesses and how to stay compliant with interstate sales tax requirements.
  - They'll also learn how to anticipate potential future changes in tax law and adjust their operations accordingly.





# MIKE FISHER, CAI, AARE, AMM, BAS, CES, GPPA

REDFIELD GROUP AUCTIONS  
NAA BOARD DIRECTOR 2022-2025

## BIOGRAPHY

Mike has been in the auction business for 23 years and is the owner of Redfield Group Auctions, Inc. He graduated auction school at Jacksonville State University where he also attended college. Mike has earned multiple designations from the NAA including CAI, AARE, GPPA, AMM, CES and BAS. He is a licensed auctioneer and real estate agent in most of the southeast states and has conducted auctions in over 40 states, Mexico and the Bahamas.

Mr. Fisher is currently a Board Member for the National Auction Association and is a Governor appointee to the Alabama State Board of Auctioneers where he serves as Vice Chair. Mike has been an instructor at the Certified Auctioneers Institute and presented at many state association conferences. He is currently an instructor for the Certified Estate Specialist designation and Co-Chair for CAI Next in 2023.

Mike is a past President of the Alabama Auctioneers Association and is also a member of their Hall of Fame. Mike resides in his hometown of Gadsden, Alabama with his wife Cindy Fisher and works with both his wife and son, Justin Fisher at Redfield Group Auctions, Inc which they started in September of 2001.

## TOPICS

### **A Fair Deal is a State of Mind (60 - 90 Minutes)**

- If I told you that I would pay you \$1,000 per week to text me once per day and give me the weather forecast, would you think that is more than fair? You would until you found out that I was paying someone else \$2,500.00 per week just to text me on Sunday. Buyers and sellers are no different. This session discusses establishing the low reserve and maintaining a seller's expectations while keeping their confidence throughout the process. Starting with the initial sales call and going through auction day, this class will explore many ways to maintain your client's trust while working on their expectations.

### **The Auction 3-Step... Engagement, Preview, Auction Day (90 - 180 Minutes)**

- This session will discuss the different stages we take a potential buyer through and how each person might be handled differently during each step of the process. The process is like steps on a ladder... but some ladders have 3 steps and others have 10. From capturing data from a web visitor to working a bidder at the registration table, this class will be an open discussion encouraging participants to share their tips and tricks. These principals work for live and online auctions.

### **Partnering for Profit (60 - 90 Minutes)**

- This presentation is structured around partnering with other auctioneers and real estate agents to increase revenues and profits. So, you have never sold a luxury home, \$25,000 diamond, baseball collectibles valued at \$250,000 or a collection of 350 guns? Why walk away from this business or worse yet, why go into the presentation without the experience and knowledge with you. Are you prepared to reach out to real estate agents looking for partnership deals? We will explore multiple ways to build and profit from partnering.



# JOFF VAN REENEN, CAI, AARE

THE CHANT LAB  
NAA BOARD DIRECTOR 2022-2025

## BIOGRAPHY

Founder and CEO of The Chant Laboratory, a Founding Partner and Lead Auctioneer of the High Street Auction Company, and a Director of the National Auction Association (NAA), is arguably South Africa's most experienced and talented auctioneer.

Joff currently holds seven South African auction records; six of them in real estate. In 2019 he conducted SA's largest ever single multi-property auction, knocking down real estate with a combined value of 1.2 billion in a single day. In 2014 Joff's sale in less than 120 seconds of the Kyalami F1 racetrack for 205 million netted two records – for SA's highest real estate auction price ever achieved and for the highest commercial property auction sale price. In 2016 he set the highest-ever residential auction sale price with 96m for a Cape Town villa, followed in 2021 by the auction of the oldest property in the country to ever go under the hammer – a 330-year-old Stellenbosch winery. Global fascination smashed auction marketing records in South Africa; resulting in the largest-ever national real estate marketing campaign that attracted some 2.4m online views. Joff's final record was set in 2020 when he conducted SA's largest-ever classic car sale. This global marketing campaign also netted Joff the National Auctioneers Association/USA Today 2021 Global Marketing Campaign of the Year Award.

Joff's credentials match his talent and experience. In 2022 he became the first ever international Director to be elected to the Board of the NAA. Joff also serves as the South African ambassador for the NAA and is the only officially appointed ambassador of the organization outside of North America. He holds the internationally recognized CAI (Certified Auctioneers Institute) and AARE (Accredited Auctioneer Real Estate) designation degrees and was the first non-US citizen and the first South African to be awarded these certifications.

## TOPICS

### **The Science/Psychology of Auctions**

- Understand how auctions illicit both emotional and a fear of loss reactions from buyers and sellers. Understand the psyche of the buyers and why they bid the way they do as well as how to condition your buyers and sellers. This is a further in-depth look at how auctioneers and brokers can influence the way buyers bid as well as how sellers react to the auction process.

### **How to Prepare for a Real Estate Auction**

- Pre-auction briefings are critical prior to an auction taking place yet hardly anybody even thinks of this. Learn how to conduct pre-auction briefings, final auction briefings as well as a post-auction debriefing. This would be extremely beneficial for both the auctioneer as well as the sales agent concerned.

### **How to Condition Buyers and Sellers**

- How to process and condition your buyers and sellers to ensure a positive result.

### **How to Think out of the Box as an Auctioneer**

- What to do and how to think out of the box as an auctioneer in an ever-changing and competitive auction world.

**Other Topics: Auction Technology and the Future, How to Leverage Brokers and Agents for Stock and a Successful Sale**



# T. KYLE SWICEGOOD, CAI, BAS, GPPA

THE SWICEGOOD GROUP, INC. AUCTIONS & REAL ESTATE

*NAA BOARD DIRECTOR 2023-2026*

## BIOGRAPHY

T. Kyle Swicegood is a native of Davie County, North Carolina. 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. 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.

## TOPICS

### **Sharpening Steel - AHA**

- Become a better salesperson and ambassador to our industry.



# ERIK RASMUS, CAI, AMM

THE SWICEGOOD GROUP, INC. AUCTIONS & REAL ESTATE  
*NAA BOARD DIRECTOR 2024-2027*

## BIOGRAPHY

Erik has been in the auction business since 2009, and has worked alongside his father at Rasmus Auction Co. Mr. Rasmus holds the esteemed CAI designation as well as the Auction Marketing Management (AMM) designation, and is currently on the board of directors, helping to provide the NAA members with the latest in auction education.

## TOPICS

**Customer Relations**

**Hiring**

**Working with Remote Team Members Online Auctions**

**Auctioneer Syndication and Collaboration Marketing**

**Efficiencies with Cataloging and Removals AI**

**Auctioneers Improving Your Team**





# JOHN JOHN GENOVESE, III, CAI, AMM, BAS

MALAMA AUCTIONS & REALTY  
NAA BOARD DIRECTOR 2024-2027

## BIOGRAPHY

With over a decade of hands-on experience in the auction industry, I have successfully turned a vision into a thriving business. In 2012, I embarked on the entrepreneurial journey of founding my own auction company from the ground up, without any external funding or investment. Through dedication, strategic growth, and a commitment to excellence, my company now manages as many as 75 auctions annually, all with a lean team of three full-time employees, including myself. Our streamlined approach and focus on client satisfaction have positioned us as leaders in the auction industry.

In addition to my business achievements, I am deeply committed to giving back to the auction community. I have proudly served on the board of directors for the National Auction Association for over a decade, where I continue to contribute to the advancement of the profession. As I enter my 11th year of volunteer service, I remain passionate about fostering innovation and supporting the next generation of auction professionals.

## TOPICS

### **From Awareness to Loyalty: The Critical Role of Branding and Marketing (60 - 120 Minutes)**

- In this session, we'll explore the essential roles that branding and marketing play in guiding customers from initial awareness to long-term loyalty. You'll learn how to effectively differentiate between branding and marketing, and how leveraging both can create a cohesive strategy that not only attracts but also retains customers, driving sustainable business growth.

### **Less Stress, More Success: Enhancing Auction Events Through Proactive Customer Service (60 - 90 Minutes)**

- Discover how proactive customer service can transform your auction events from chaotic to seamless. In this session, we'll share strategies for planning and preparation that not only elevate the customer experience but also reduce stress for your team, leading to smoother, more successful events.

### **The Art of the Story: How to Win Contracts and Build Confidence without the Hard Sell (60 - 90 Minutes)**

- Unlock the power of storytelling as a tool to win contracts and build client confidence without resorting to high-pressure sales tactics. In this session, you'll learn how to craft compelling narratives that resonate with potential clients, foster trust, and naturally lead to successful deals. Embrace a more authentic approach to closing contracts by mastering the art of the story.



# BRADEN MCCURDY, CAI, AARE, AMM

MCCURDY REAL ESTATE & AUCTION, LLC  
*PROMOTIONS CORNERSTONE COMMITTEE CHAIR 2024-2025*

## BIOGRAPHY

Having grown up in the auction industry, Braden is passionate about the real estate industry and continuously looks for new ways to increase the success of his clients' property sales. He is credited with developing McCurdy's web-based content management system for real estate auctions to better handle large volumes of real estate auctions and transactions, allowing himself and other McCurdy agents to better serve their clients' needs and goals. Braden has held many different positions within the company over the years, from obtaining his real estate license in 1999 to becoming managing broker in 2012 and finally Chief Executive Officer in 2016.

## TOPICS

**Growing Your Real Estate Auction Business**

**Adding Talent & Growing a Team**

**Revisioning Your Firm - Branding & Culture**

**Building an Auction First Culture in Your Area**

**Soliciting Real Estate Auction Business**

**Preparing for a Job Interview**



# NAOMI LEWIS, CAI, BAS

BENEFIT AUCTIONEER AND FUNDRAISING CONSULTANT  
COMMUNITY CORNERSTONE COMMITTEE CHAIR 2024-2025

## BIOGRAPHY

Naomi Lewis is the second African American woman in the nation to have earned the Benefit Auction Specialist designation. As a certified Project Management Professional, Naomi crafts events strategically, maximizing fundraising efforts and raising the most money possible.

Naomi became passionate about fundraising at an early age while participating in walk-a-thons, bowl-a-thons, and jump-rope-a-thons. She volunteered regularly with nonprofits, before finding a way to make a bigger impact – as a Benefit Auctioneer. Naomi attended Hampton University and is a graduate of the World Wide College of Auctioneering. She's a member of the Virginia and the National Auction Associations. She's also a talented Toastmaster.

Naomi is fueled by fundraising and family. She is Wish Granter with the Make-A-Wish Foundation, passionate about supporting the March of Dimes (she has a miracle child of her own). Childhood cancer and military organizations are also close to her heart. Many of her family members have served.

In her spare time, she loves distance cycling – she once did a four-day, 318 mile trip as a fundraiser for people living with HIV/AIDS. She's also an avid bowler and has bowled in a league. Naomi loves to travel. Visiting the seven wonders of the World is on her bucket list!

## TOPICS

### **The Power of One: Maximizing Impact with a Single Connection (50 Minutes)**

- The ability to network effectively can be a game-changer for your business. But what if the key to success isn't about how many connections you make, but about making the right one? Shift your perspective on networking! The Power of One will help you focus on the quality of your connections rather than the quantity. This workshop will guide you through the process of identifying, cultivating, and leveraging a single, meaningful connection at each event you attend—turning that one relationship into an opportunity for business growth. You'll walk away with actionable strategies for making an impact with just one connection, along with a plan to put this approach into practice at your next networking opportunity. Whether you're new to the industry or a seasoned professional, this workshop will equip you with the tools to build a powerful, results-driven network, one connection at a time
  - Objectives: Emphasize the value of making one meaningful connection at each networking event. Provide actionable strategies to nurture and leverage that single connection for business growth. Encourage a shift from quantity-focused to quality-focused networking.
  - Outcome: Participants will leave with a clear, actionable strategy for making one impactful connection at their next networking event, equipped with the tools to nurture and leverage that relationship for business growth.



# SARA ROSE BYTNAR, CAI, AARE, AMM, BAS

BETH ROSE REAL ESTATE & AUCTIONS, LLC

NAA EDUCATION CORNERSTONE COMMITTEE CHAIR 2024-2025

## BIOGRAPHY

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.

## TOPICS

### **From Invisible to Invincible: Leveraging AI and Data-Driven Marketing in the Auction Industry**

- In this dynamic 60-minute session, Sara Rose Bytnar, CAI, AARE, AMM will reveal how auction professionals can modernize their marketing strategies by harnessing the power of AI, personalization, and data-driven techniques. Discover how AI-powered tools, real-time analytics, and multi-platform integrations can transform your marketing efforts. Learn to craft hyper-personalized campaigns that resonate with your audience and drive engagement. Sara will also share advanced methods for measuring success, from analytics to tracking tools, ensuring your marketing strategy evolves alongside the latest digital trends.
- You'll leave this session with actionable insights to create measurable, scalable, and impactful marketing campaigns, helping you stand out in today's competitive auction environment.

### **Scaling Auction Business with Tech and Agile Strategies: Future-Proofing Your Operations**

- In this 60-minute session, Sara Rose Bytnar, auction industry leader and business strategist, will guide you through the latest technologies and operational strategies that can help you future-proof your auction business. Learn how to integrate CRMs, task management tools, and cloud-based platforms to streamline processes and improve efficiency. Sara will dive into agile business frameworks that allow for quick adaptability in an ever-changing market, while also exploring sustainable growth strategies that balance innovation with long-term success.
- Whether you're looking to optimize operations or scale your business sustainably, this session will equip you with the tools and knowledge to thrive in the 21st-century auction landscape.





# MARCELA DIEZ-GUTIERREZ

LUCERNA AUCTION

2024 WOMEN'S INTERNATIONAL AUCTIONEER CHAMPIONSHIP CHAMPION

## BIOGRAPHY

Marcela Davila is a first-generation, bilingual contracted auctioneer, with 12 years of experience in the auction industry and residency in New Mexico. She graduated from World Wide College of Auctioneering in 2017 and Professional Ringman Institute in 2021. Marcela started as a Ringman for ADESA Mexico City in 2012, eventually becoming head auctioneer of that branch, position she kept during 7 years until the closure of the branch in February 2023. She is the founder of Lucerna Auction, a benefit auction company in Mexico focused on Spanish Speaking Markets, and currently sells automobiles in her home country as well. In addition, she co-owns Kelmar Auction with her husband Kelton Alvord and sells monthly at RG Munn Auction, both family-owned companies based in New Mexico and specialized in Native American Art. In competition, Marcela was the recipient of the Rising Star of the Year Award recipient on her first participation in the International Auctioneer Championship from the NAA in 2019, winning the first runner up place in 2021 and becoming the International Auctioneer Champion on the female division in 2024.

## TOPICS

### **Balance: Daily tools to achieve a better work-life balance (45 minutes)**

- As auction professionals we find ourselves constantly busy, on the road or looking towards our next professional goals. This lifestyle can be rewarding, but also time-consuming, leaving little to no time left for other important areas of life and constantly leading to burnout or missing out on things that also matter. This talk is an opportunity to reflect on how we are handling the different aspects of our lives, and give quick daily tools to achieve a better balance.

### **The power of non-verbal communication in the auction arena (45 Minutes)**

- Non-verbal communication is the foundation of the auctioneer's profession, but it is useful not only in our work environment but also in our daily life interactions. This talk provides tips and tools for a better awareness of our non-verbal communication to be better professionals.

### **Dealing with specialty markets when handling an estate (45 Minutes)**

- Often times in the estate auction world there are items we can find as part of a collection that are not related to our area of expertise. Using the Native American Art world as an example, this talk provides good practices on how to handle specialty items when dealing with an estate, also giving resources to better assist our clients in getting the best possible value for their items at auction.

### **Introduction to Bilingual Auctioneering**

- As emerging markets in a global economy present us with the opportunity of servicing a multitude of new bidders from several cultural and geographical backgrounds, it becomes more essential to understand and apply the bilingual chant to our scope of services, in order to become more competitive as contracted auctioneers. This class is an overview of memory techniques and strategies that will allow us to easily add the bilingual element to our chant in a target language.



# SHANE MCCARRELL, CES

SHANE MCCARRELL INC.

*2024 MEN'S INTERNATIONAL AUCTIONEER CHAMPIONSHIP CHAMPION*

## BIOGRAPHY

Shane McCarrell, CES: A Dynamo in Real Estate and Auctioneering

Shane McCarrell's journey from decorated military veteran to real estate powerhouse exemplifies leadership, innovation, and unwavering commitment to excellence. With over 12 years of active-duty service in the United States Marines and Army, Shane brings a unique blend of discipline, strategic thinking, and adaptability to the world of real estate and auctioneering.

As the Director of Auction Operations at Blackwell Auction, Shane leads a high-performing team of Real Estate Auctioneers, consistently driving an impressive \$12 million in annual auction sales. Under his visionary guidance, Blackwell Auction has rapidly ascended to become an industry leader in the Tennessee Real Estate market, setting new benchmarks for success and client satisfaction.

Shane's expertise is backed by an impressive array of 14 state licenses, positioning him as a true authority in the field. His passion for the industry is evident through a string of prestigious accolades, including:

- 2024 International Auctioneer Champion
- 2023 IAC 1st Runner Up
- 2023 Tennessee Auctioneers Association President
- 2019 Tennessee State Auctioneer Champion
- 2018 Tennessee Volunteer Open Champion
- 2017 Tennessee Rookie Auctioneer Champion

Shane's influence extends beyond his operational roles, as demonstrated by his service on the National Auction Association (NAA) Promotions Committee from 2022-2024 and his tenure on the Tennessee Auctioneer Association Board of Directors from 2018-2022. As the Tennessee State Ambassador for NAA from 2018-2020, Shane has been instrumental in shaping the future of the auctioneering industry.

As co-owner of Nashville Auction School, Shane dedicates over 500 hours annually to teaching and mentoring the next generation of auctioneers, further cementing his status as an industry leader and educator.

The rare combination of military precision and auctioneering prowess makes Shane McCarrell a dynamic leader and profound instructor. His ability to navigate complex markets, inspire teams, and drive results positions him as an unparalleled speaker and thought leader in the real estate and auction industries.

Engage with Shane McCarrell, and experience the transformative power of expertise, passion, and leadership in action.

## TOPICS

### **Don't Be a Dancing Chicken**

- o 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.

**Realtors Are My #1 Referral Source**

- Dynamic 2-hour course revolutionizes the auctioneer-realtor relationship, transforming potential competitors into powerful allies. This intensive session delves deep into the psychology of building strategic alliances with real estate professionals, unlocking a virtually unlimited referral network. Participants will be challenged to shed traditional mindsets and embrace innovative techniques for engaging with brokerages, ultimately creating a continuous stream of high-quality leads. By the end of this course, auctioneers will be equipped with advanced strategies to open doors, foster mutually beneficial partnerships, and position themselves as indispensable assets within the broader real estate ecosystem.

**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.



# HALIE BEHR, BAS

BEHR BENEFITS LLC

**2023 WOMEN'S INTERNATIONAL AUCTIONEER CHAMPIONSHIP CHAMPION**

## BIOGRAPHY

Halie Behr is a force of nature in the auction industry, bringing forth the high energy and electricity to fire up a room and keep everyone engaged all night long. As the proud founder and lead auctioneer of Behr Benefits, Halie has spent the last decade raising millions of dollars for charities all over the U.S. Behr is a three-time champion auctioneer, becoming the first and only in history to win both the International Junior Auctioneering Championship in 2013 and the International Auctioneering Championship in 2023. Halie holds the title of Denver's favorite Fundaneer, bringing an unparalleled sense of enthusiasm and passion to maximize fundraising results at benefit auction events. Behr also works in the auto auction industry, selling two weekly sales at Dallas Manheim and at Dealers Auto Auction of the Rockies in Denver. Behr takes delight in working the ring in the classic collector car space at Mecum- the World's Largest Collector Car Auction.

Behr eats, sleeps, and breaths all things auction and is grateful for every opportunity that has been provided to her in this profession. Currently, Halie instructs at the Professional Ringman's Institute and the World Wide College of Auctioneering, where she graduated from in 2010. Halie is on her second term, serving on the board of the Colorado Auctioneer's Association. Behr says, "There is nothing I love more than the auction profession. Being able to serve this great industry and give back means the world to me."

## TOPICS

### **Putting The Word FUN in Fundraising- The Art of Fundraising 101**

- The world of fundraising is ever changing but fun is universal. Learn the tips and tricks of the fundraising trade to keep donors engaged and to maximize revenue. From showcasing your value to putting the proper systems in place, to captivating audiences, applauding donors to give more, and getting paid and rehired back for the following year. Join me, as we walk through how to get YOU started as a benefit auctioneer and how to separate yourself from the pack. Consistency is key to your brand and running a successful business, so we will connect on the proper systems to put in place for you to triumph. Get ready to explore methods to help you stand out, gain new clients, and retain repeat business. A few surprise nuggets of FUN will be distributed throughout for you to be victorious in the art of fundraising.

### **From Facebook to Face to Face- How to Create Relationships with Your Clients**

- "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." The Maya Angelou quote holds true to this very day. From the rapid emergence of social media which has engulfed our world, how do you produce relevant marketing content while still keeping those genuine face-to-face connections alive? Instruction will be given on how to craft those lifelong relationships with your clients. Let's discuss marketing principles on how to build your client profile and the pointers you can use to retain that business. Investigate the policies Behr Benefits enacted to grow business by over 60% in their first year and how we have continued to keep that growth sustainable all through word of mouth.

### **Calling with The Champions: Bid Calling by Brian and Behr**

- Develop a champion mindset to hone in on your auctioneering abilities. Our chant is a part of our traditional auctioneer heritage and what differentiates the many individuals and facets of the auction industry. Train with the champions whose objective is to help you enhance your chant. Discover effective salesmanship qualities and establish that rhythmic flow and knock out speed. Advance your bid calling skillset and communication with buyers, sellers, and your auction team. The goal is to help you sound like a better you and to amplify your performance as a live auctioneer.





# CHANTEL KIMBALL, CAI

BOOKER AUCTION CO.

*2022 WOMEN'S INTERNATIONAL AUCTIONEER CHAMPIONSHIP CHAMPION*

## BIOGRAPHY

Chantel Kimball is the 2022 Women's International Auctioneer Champion. She is a third generation auctioneer; coming from a strong heritage of personal property, livestock and real estate auctioneers. In May of 2021 her and her husband Seath, in addition to their 3-year-old son Ace, welcomed their second son, Callum. Growing their family while continuing to work in the auction industry has not only provided her the opportunity to pursue benefit auctions and provide the clients of Booker Auction Company with agri-business solutions for real and personal property assets, but it has also allowed her to introduce yet another generation to this great industry and one of her life's passions. Through annual attendance to the NAA conventions, auction school, and CAI, she has formed invaluable, long-lasting friendships. Not only does she look forward to sharing her love of the industry with her family and fellow auctioneers, but also with anyone who has yet to witness the thrill and effectiveness of the auction method of marketing.

Chantel graduated from Reppert Auction School in 2005. Received her BA in Communications from Boise State University in 2010. She graduated from the Certified Auctioneers Institute in 2013. She was the 2013 Northwest Auctioneer Champion. Chantel has served on the Washington Auctioneers Board since 2015 and was the president from 2019-2021. She is the 2022 Women's International Auctioneer Champion.

## TOPICS

### **Game Ready**

- Sports athletes spend hundreds of hours honing their skills and creating muscle memory to ensure their success on the field or court. For an auctioneer, the auction block is our arena. Whether it is competing in the International Auctioneer Championship, conducting benefit auctions, or selling personal property, auction athletes have to train in order to be "Game Ready". From mental preparation and auction exercises to discovering your authentic auction-self, learn the practice habits that could one day help you become a champion.

### **Staying Connected in an Overly Connected World**

- The use of technology and social media platforms have revolutionized the business market; enabling auctioneers and entrepreneurs alike, to move online, become more efficient, and quite possibly connect with the greatest volume of potential clients ever. Yet despite the world's "connection", we drift further and further from one another, losing the connection and energy that live auction events offer, and forgetting one of the reasons auctioneering was created, community. Join me as we explore the pros and cons of online vs live auction events, the use of social media and having purposeful screen time, how interpersonal communication still applies even when online, and what technology means for both present and future auctioneers.



# JERICK MILLER

KAUFMAN REALTY & AUCTIONS

2022 MEN'S INTERNATIONAL AUCTIONEER CHAMPIONSHIP CHAMPION

## BIOGRAPHY

Jerick T. Miller is a third-generation auctioneer from Southeast Ohio. He sells real estate, cars, power sports, and benefit auctions. His goal is to represent the auction industry in the best possible way and to help others along the way. He is married to his beautiful bride Ruth and the very proud father of a 3 month old daughter Avonlea. He enjoys the camaraderie & connections of the NAA convention and competition.

## TOPICS

### **Bid Calling with Purpose**

- We will talk contract auctioneering, contest preparation, and stage presence. It will be an interactive class to help you prepare for any auction scenario. Come prepared to participate and interact with your fellow members.

### **Communication with Intent: Verbal & Non-Verbal**

- *"The single biggest problem with communication is the illusion that it has taken place."* - George Bernard Shaw. We talk all things communication. Non-Verbal tells and tips. How communication looks in a word of zoom calls, digital signing technology, and social media.