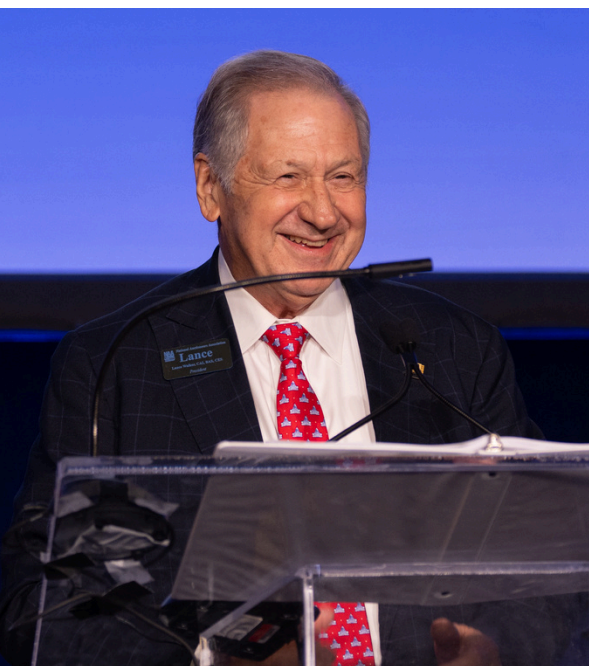




**SPEAKERS
BUREAU
PROGRAM
GUIDE**



SEPTEMBER 2025 THROUGH JULY 2026



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 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

National Auction Association
8880 Ballentine St.
Overland Park, KS 66214
(913) 541-8084
www.auctioneers.org
support@auctioneers.org



JOHN SCHULTZ, CAI, AMM

GRAFE AUCTION CO.
NAA BOARD CHAIR

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 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.



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

REDFIELD GROUP AUCTIONS
NAA VICE PRESIDENT

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.



JENNIFER GABLEMAN, CAI, ATS

ABSOLUTE AUCTION & REALTY, INC.

TREASURER 2025-2027

BIOGRAPHY

Jennifer Gableman 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. Has an Associate Degree in Business Administration from Dutchess Community College, Poughkeepsie, NY and a Bachelor Degree in Business Management & Administration from Mount Saint Mary College, Newburgh, NY. In 2012, she earned Auction Technology Specialist designation. She graduated from the Certified Auctioneer Institute in 2017 and was the recipient of the 2017 Pat Massart Leadership Award, voted on by her peers. Jenn is an active member of the National Auction Association 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 Auctioneers Association and 2019-2020 Certified Auctioneers Institute Recruiter, Advisor for the CAI Class of 2024. She was named NYS Auctioneer of the Year in 2024 and currently serves as the NYS Chairman of the Board.

TOPICS

Low budget, big impact marketing for personal property auction (60-90 minutes)

- Sometimes you don't have a budget but still need to get the word out. We'll go over the free, the cheap and the most impactful marketing tools anyone can use.

Creating a Strong Foundation (1-3 hours)

- Looking to expand? Whether you want to sell more assets or sell to a larger geographic area, you need to have the right support in place. From staffing to scheduling, do you have the structure in place?



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

From Startup to Standout: A Proven Roadmap for Building a Thriving Auction Company (60-90 Minutes)

- Join 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.

From Auction School to Enterprise: Building a Scalable Auction Business (60 Minutes)

- Discover how 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.



TIM MAST, CAI, AARE

TRANZON, LLC

NAA BOARD DIRECTOR 2024-2027

BIOGRAPHY

Tim is the President and CEO of Tranzon, LLC and has over 25 years of experience in the auction business. He is a graduate of the World Wide College of Auctioneering in Mason City, Iowa, and holds auctioneer and real estate licenses in multiple states. Tim has also earned the Accredited Auctioneer of Real Estate (AARE) designation and the Certified Auctioneers Institute (CAI) designation from the National Auction Association.

In addition to his successful career, Tim has been actively involved in the auction industry through his service in various positions of his state and the National Auction Associations' boards including President of both. He currently serves the National Auction Foundation vice president, demonstrating his continued commitment to the advancement and growth of the industry.

Tim's natural skill for negotiating and his commitment to continuing education have enabled him to work on large and complicated property transactions spanning approximately 30 states and three countries. He is a sought-after speaker on the subject of real estate auctions and has shared his expertise with audiences nationwide.

TOPICS

The CEO Mindset Regardless of Size (60-90 Minutes)

- Even if you're a one-person operation, thinking like a CEO can transform your business. This session will explore how to prioritize what matters, build simple systems for growth, and recognize when it's time to scale — all with tools you can use right away.

Five Keys to Successful Real Estate Auctions (60-90 Minutes)

- This 60-to-90-minute program explores the fundamentals that Tim has come to believe are key to booking, organizing and completing real estate auctions. Discussion items will range from listing, to marketing, to buyer management and beyond.

Better Sales and Negotiation Tactics (60-90 Minutes)

- Tim will share with you the tricks he has learned as he carved out a niche in negotiating complicated transactions and how you can put rapport on a fast track for better salesmanship in your first encounter.



ERIK RASMUS, CAI, AMM

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

BIOGRAPHY

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 Auctioneers 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."

TOPICS

The Tech-Driven Auction Industry: Insights, Innovations, and the Role of AI

- **Focus Areas:** The future of online auctions, role of AI and automations, AI-driven customer service, and the paradigm shift of our industry as a whole.
- **Description:** The auction industry is being transformed by technology, and this session explores the latest and upcoming innovations driving that change. From AI-powered customer support and dynamic pricing models to next-gen online auction platforms, attendees will learn how to stay ahead of the competition and prepare for the future. This seminar is to get your gears turning.

Scaling Success: Leadership, Strategy, and Buyer-Centric Operational ExcellenceDiscover how proactive customer service can transform your auction events from chaotic to seamless

- **Focus Areas:** Executive leadership strategies, balancing empathy with authority, empowering teams, managing independent contractors, optimizing buyer experience, enhancing buyer engagement, the psychology of bidding, and operational workflows for large-scale auctions.
- **Description:** This session highlights the essential leadership and operational strategies required to scale and streamline a growing auction business. Attendees will gain insight into how to manage independent teams, lead with authority while maintaining empathy, and optimize operational workflows. The session also emphasizes creating a world-class buyer experience through better engagement, reduced friction, and an understanding of buyer psychology, ultimately driving better auction performance and brand loyalty.

Client-Managed Auctions: Building Systems for Sellers to Succeed

- **Focus Areas:** Scaling client-managed sales, affiliate partnerships, client onboarding, and supporting seller success.
- **Description:** Empowering clients to run their own auctions can create a scalable, self-sustaining revenue stream. This session reveals how to develop client-managed auction models, from onboarding sellers to providing support. Attendees will learn how to create seamless seller experiences, manage affiliate partnerships, and implement the systems and workflows that drive successful client-managed sales.

Retail Returns: Turning Challenges into Opportunity with Superseller Strategies

- **Focus Areas:** Return policy design, superseller programs, refund processes, retail returns as a business model, and building trust with sellers.
- **Description:** Retail returns are a growing vertical in the auction industry, but they present unique challenges. This session focuses on crafting effective return and refund policies that protect both sellers and buyers, managing superseller programs, and turning retail returns into a profitable business line. Attendees will discover how to structure clear policies, reduce loss, and create a sustainable return strategy for long-term success.



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 2024-2026

BIOGRAPHY

Having grown up in the auction industry, Braden has emerged as a leading real estate auction professional in the industry with a team of nearly 50 conducting over 600 auctions annually. Braden has held many different positions within the family firm over the years, from obtaining his real estate license in 1999 to becoming Managing Broker in 2012 and ultimately Chief Executive Officer in 2016. With his visionary leadership and drive for success Braden 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 the team to better serve their clients' needs and goals.

Braden is currently serving The National Auction Association as a board member, serves on the speaker's bureau and currently is serving as the chair of the Promotion Cornerstone Committee. Braden also serves as an Accredited Auctioneer of Real Estate Designation instructor. Braden consistently places annually in the Top 10 out of 2,500+ REALTORS® in South Central Kansas and is a past President of REALTORS of South-Central Kansas as well as the South-Central Kansas MLS. Braden is a past President of the Kansas Auctioneers Association, a past 40 under 40 recipient, Executive of the Year & Power 50 honoree by The Wichita Business Journal. Braden serves his alma matter, Wichita State University, on the Dean's Advisory Board for the Barton School of Business and serves on the advisory board for Union State Bank.

TOPICS

Growing Your Real Estate Auction Business (60,90, or 180 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.

Adding Talent & Growing a Team (60 Minutes)

- Your business can only grow as fast as your people. In this session, Braden McCurdy walks through the real-world challenges and rewards of building a high-performance auction and real estate team. Learn how to identify the right hires, structure roles for scalability, retain top performers, and shift from doing everything yourself to leading through others. Braden shares candid lessons from growing a 40+ person company, including what worked, what didn't, and how to maintain culture while scaling. If you're ready to stop being the bottleneck in your business, this session is for you.

Revisioning Your Firm – Branding & Culture (60,90, or 180 Minutes)

- Whether you're evolving a legacy brand or reinventing your company's identity for the next generation, this session will challenge you to think bigger about who you are and how you're perceived. Braden McCurdy shares the behind-the-scenes journey of repositioning a family-founded auction firm into a modern, scalable brand—without losing its roots. Explore how to align your branding, culture, and client experience with your long-term vision. You'll leave with practical tools for clarifying your message, engaging your team, and creating a firm that attracts both top talent and ideal clients.

Building an Auction First Culture in Your Area (60 or 90 Minutes)

- What if sellers asked for auction first? In this session, Braden McCurdy shares how to shift public perception and position auctions as the preferred method of sale in your market. You'll learn how to educate sellers, convert agents, and build community trust by consistently demonstrating auction success. From strategic messaging to media outreach to agent collaboration, this class provides a framework to create demand-driven momentum. Whether you're breaking into a new market or reconditioning an old one, you'll walk away with actionable strategies to make "auction first" the local norm—not the exception.

Preparing for a Job Interview

- Landing the job starts long before you walk into the room. This session equips participants with a clear, confident approach to interview preparation—from research to rehearsal to real-time execution. Braden McCurdy draws from years of hiring experience to share what employers are really looking for, how to frame your story effectively, and how to stand out in a competitive field. Whether you're interviewing for your first role or a leadership position, you'll leave with strategies to project professionalism, handle tough questions, and make a lasting impression.



NAOMI LEWIS, CAI, BAS

BENEFIT AUCTIONEER AND FUNDRAISING CONSULTANT
COMMUNITY CORNERSTONE COMMITTEE CHAIR 2024-2026

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 DIRECTOR

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.



TANNER ROBERTS

ROBERTS AUCTIONS

2025 MEN'S INTERNATIONAL AUCTIONEER CHAMPIONSHIP CHAMPION

BIOGRAPHY

Tanner Roberts is a dedicated first-generation auctioneer whose career has grown through hard work, versatility, and a genuine love for the industry. As a result of this approach his voice and presence have become a respected force across multiple sectors of the auction industry. With a powerful stage presence and a relentless work ethic, Tanner has carved out a versatile career as a contract auctioneer, working coast to coast in a wide range of auction environments. His expertise spans heavy equipment auctions, benefit galas for nonprofit organizations, high-end automobile sales, and real estate transactions—making him extremely well-rounded in the field.

A proud native of Kentucky, Tanner's passion for auctioneering began at a young age. What started as a childhood fascination quickly turned into a lifelong pursuit. Since stepping into the industry, he has remained committed to perfecting his craft and honoring the rich tradition of auctioneering, while embracing the evolving demands of modern markets.

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

While the trophies and titles are meaningful, Tanner measures success by the impact he makes each day—helping nonprofits meet their fundraising goals, connecting buyers and sellers in the equipment and real estate markets, and bringing energy to every auction block he steps onto. He takes great pride in doing what he loves and never forgets the gratitude he feels for living his dream. Every time he picks up the microphone, Tanner Roberts brings passion, professionalism, and purpose to the platform.

TOPICS

From Rookie to Reigning: The Path to Purpose, Platform, and Professionalism (60 Minutes)

- 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.

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.



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 over 50 million 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 women's division of the International Auctioneering Championship in 2023, competing against the very best in the industry on the world's largest stage. 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. With over 130 fundraising auctions for 2025, it is safe to say Behr's strategies and heart deliver for each and every client her and her team serve.

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, BAS

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.