



Speakers Bureau Program Guide

September 2023 through July 2024

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Sherm Hostetter, Jr., CAI, AARE, BAS, CES, GPPA

Chair of the National Auction Association

Auction Company Management and Growth!

A look at what it takes to manage an auction company in today's economy. Analyzing company structure, use of technology, company protections, systems and goals, etc. 60-90 minutes.

I Thought I was an Auctioneer!

A hands-on, in-depth look at how online auctions have changed my auction profession. 60-120 minutes.

Growing the Next Generation!

A transparent view of working with your parents and siblings ... and then your children in the auction business! 60 minutes.

Assessing and Selling the Client!

Thinking through and preparing for your next client presentation. 60 minutes.

Auction Listing Contract and Others!

An auctioneers view of protecting your ass-sets. 60 minutes to all day.



Biography

Sherman Hostetter, Jr. of Beaver, Pennsylvania, attended Penn State University on a Golf Scholarship from 1973-77 and graduated with a major in real estate and insurance. Presently, he continues the family auction business, started by his parents in 1955, as a full-time auctioneer and real estate broker licensed in PA, OH and WVA. Added to his credentials are the notable titles of past President of the Auction Marketing Institute (CAI), past President of the Pennsylvania Auctioneers Association, and past President of the Northwest Chapter of the PAA. Sherman was a board member of the National Auctioneers Foundation, three times a board member of the National Auctioneers Association, past Chairman of the Education Institute, and a board member of the National Association of Realtors Auction Committee. In 1992 he won the Pennsylvania Auctioneers Association Bid Calling Championship and 2010 won the West Virginia Auctioneers Association Bid Calling Championship. In 2013 Sherman was inducted into the Pennsylvania Auctioneers Association Hall of Fame and in 2015 he was inducted into National Auctioneers Association Hall of Fame. In 2017 Sherman was inducted into the Beaver County Sports Hall of Fame for his accomplishments in golf during his years of junior golf, high school and college golf and 5 years as a professional golfer.

In addition, Sherman holds many designations such as; the Certified Auctioneers Institute (CAI), Accredited Auctioneer of Real Estate (AARE), Graduate Personal Property Appraiser (GPPA), Certified Estate Specialist (CES), Benefit Auction Specialist (BAS), Graduate Realtor Institute (GRI), Certified Residential Specialist (CRS), Senior Real Estate Specialist (SRES) and is a Certified Paralegal through Penn State University. Since 2003 Sherman has served on the Pennsylvania State Board of Auctioneer Examiners, appointed by then Governor Edward G. Rendell, and is a past Chairman of the Board. He is also past President of the Beaver County Board of Realtors.

Sherman has been recognized for his community involvement including volunteering for his church, community teen Bible study, past school board director for the Blackhawk School District and serving on numerous boards and committees in Beaver County area.

In 2009 Hostetter Auctioneers joined the rapidly growing online auction platform and in 2013 joined the Marknet Alliance team. Since then Hostetter Auctioneers has grown to include 7 auctioneers, an office manager, 3 full time office personnel and 9 plus setup crew members on staff providing complete online and onsite auction services in real estate and personal property to Pennsylvania, Ohio and West Virginia. Sherman enjoys working in the family auction business with his son Matt, daughters Kylee, Paige and Haley, and son-in-law John Johnston.

Lance Walker, CAI, BAS, CES

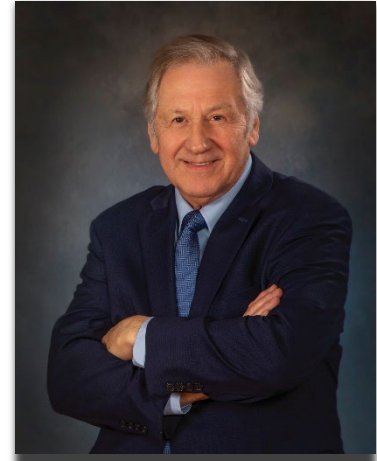
President of the National Auction Association

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.



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 Principle 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 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 it's 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. Beside teaching courses for the NAA, he recently gave an auction presentation to 1500 Chinese auctioneers via a webinar.

John Schultz, AMM

Vice President of the National Auction Association

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.



AI for Auctioneers: Harnessing Cutting-Edge Technology to Revolutionize Your Business: 60-120 min

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: 90-120min

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.

John Schultz, continued:

Introduction to Digital Marketing for Auctions: 90-120min

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: 120min

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 4hours

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: 90-120min

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 4hours

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, and 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.

Addison Russell

Board Member of the National Auction Association
Presidential Appointee



Auction Advocacy

60 mins

Is your state wanting to get more engaged in advocacy? This session will address how to do that!

We will discuss the following topics:

- *Lobbyists: What are they? What can they do for the association? How to engage one/ what to expect*
- *Days on the Hill: What should they look like? What do you talk about? What are the benefits?*
- *What can you do?: How to play politics with your auction business*

State Policy Trends Across the Country

60-90 mins

This session will take a look at legislation being filed across the country affecting the auction industry. We will take a look at the following legislative trends:

- *Uniform Partition of Heirs Act*
- *Online Marketplace Facilitator Act*
- *Foreign Ownership of Real Property*
- *Online Auctions*
- *Regulatory Framework*

Have Gavel, Will Travel: Legal Basics for the Contract Auctioneer

60-90 mins

This session is designed for contract auctioneers and contains breakout activities. Upon completing this session, the auctioneer will be able to:

- *Understand the difference between an independent contractor and an employee*
- *Identify key aspects of independent contractor agreements*
- *Discover the importance of local licensing laws and regulations*
- *Examine the liability involved when selling specific or unique items at auction*

The UCC and YOU: A Uniform Commercial Code Refresher

60 mins

You may have learned about the UCC in auction school, but have you thought about it since? This session will be a refresher on the basics of the UCC and how it applies to auctions, also looking at relevant case law from across the country.

Biography:

Addison Dower Russell is a third-generation auctioneer, attorney, and lobbyist from Mt. Juliet, Tennessee. Addison is a principal with the Nashville based firm Ramsey, Farrar, Russell & Smith. Her legal practice focuses on real estate & contracts, and she has a robust government relations practice where she represents several trade associations (including the Tennessee Auctioneers Association) in addition to governmental entities, education advocacy groups and corporations.

Prior to joining her current firm, Addison held the role legislative director for the Tennessee Department of Commerce and Insurance, which houses the Tennessee Auctioneer Commission. She also served as a research analyst for the Tennessee General Assembly's Senate State and Local Government Committee. Addison is a graduate of Auburn University with a B.A. in Political Science; she received her law degree from the University of Memphis Cecil C. Humphreys School of Law; and is a 2011 graduate of Reppert Auction School. Addison and her husband, Matt, have two young children, Dower and Chip.

Ailie Byers, CAI, AMM, BAS

Treasurer of the National Auction Association

What You Should Know About Selling Coins and Stamps at Auction:

The ins and outs of what you need to know to have a sale that is made up primarily of coins, paper money, and even stamps. You need to be sure you are doing the best you can for your sellers, and this is a competitive market for buyers, now more than ever.

Basics of a Benefits Business:

Are you new to the BA space? Do you want to start doing Benefits? There are key points to consider before you step into the space and potholes to look for as you work in benefits.

3 Common Reasons Fundraisers Flop:

Virtual, hybrid, in person these things cross all distribution avenues

Wayfair (interstate sales tax collection):

It's been a minute since 2018; what do we know, what have we learned, and what are we still finding out? Some pending cases will be discussed. Will try to cover most up-to-date info available, understanding it is ever-changing, STILL



Biography

Ailie is a second-generation auctioneer from New Hampshire who started working in the family business when she was seven. She is CFO of Scofield Auctions, Inc and President of Alpenglou Benefits. She earned her BA at Mary Washington in Virginia and her Master's degree is from the University of Georgia in public policy and administration.

She attended Worldwide Auction School and has been working as a full-time auctioneer for the past six years. Ailie has three designations, holds auctioneer licenses in four states, has her real estate license, served on several NAA committees. She has also served multiple terms as New Hampshire Auctioneers Association President.

She has taught people of all ages in community and athletic arenas. Since coming back to the auction fold, she has given talks on coins, stamps, and benefits at state associations as well as the NAA Annual Conference and Show. She is also a speaker at the Association of Fundraising Professional events.

She serves on the Board of the Mount Washington Valley Housing Coalition, The Upper Saco Valley Land Trust, as well as her local BNI Chapter.

Erik Rasmus, CAI, AMM

Chair of the Education Institute

Customer Relations

Hiring

Working with Remote Team Members

Online Auctions

Auctioneer Syndication and Collaboration

Marketing

Efficiencies with Cataloging and Removals

AI and How to for Auctioneers

Improving Your Team



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 currently the Education Institute chairman, helping to provide the NAA members with the latest in auction education. Erik also serves on the Candidate Review committee has the EI Trustee Representative

Mike Fisher, CAI, AARE, AMM, CES, GPPA, BAS

Board Member of the National Auction Association

A Fair Deal Is A State Of Mind

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 60-90 minute 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

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. The session can be from 90 to 180 minutes long.

Partnering For Profit

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. This session can be from 60 – 90 minutes long.

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 Auctioneers 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.

James R. Cash, II, BAS, CES

Board Member of the National Auction Association



The Relentless Auctioneer...Under the Rhythm of the Selling Machine! – 2 hrs

You could be good.... real good, even great... but if no one knows it – it doesn't do anyone any good. You have to become relentless in order to take your business to the next level. Explore nearly 20 years of the best advice and cliff notes from an auction career that began in 1984.

None of us get to where we are in life by ourself. Regardless of where you are in life, this course will help guide your career to a new level.

- *How To Handle Conflict & Criticism*
- *How Use Your Competition to Inspire & Activate You*
- *How To Attract Business vs. Chase business*
- *How to get your business operating at a maximum level.*

“Becoming A Monster Producer” – 1.5 to 2 hrs

Jay Cash has spent 5 Years learning from America's top business coach's. Learn the strategies that helped Jay “flip the switch” to become a monster produce and dominate his marketplace.

In This is course:

Activate Your Prey Drive, Learn How To Follow Up and Show Up Like A Professional, Learn how to extract referrals and attract business vs chasing it. –

We will discuss overcoming objections, getting your foot in the door, getting attention, following up while in the prospect phase and after the sale to secure referrals after each transaction, Increasing your Person of Interest Score, Attract Business vs chasing for leads. How to build, maintain, and protect your CONFIDENCE, overcoming conflict and criticism.

Biography

Jay Cash, Is a second-generation auctioneer from Middle Tennessee and owner of James R. Cash Auctions. With a footprint in 15 states Jay specializes in the sale of Real Estate, Estate Settlements, Farm & Business Liquidations & Benefit Auctions. Elected to the National Auctioneers Association Board of Directors in 2021, Jay Cash is a multiple NAA marketing award winner as well as a three-time IAC Finalist finished 2nd and 1st Runner Up and Tennessee state champion auctioneer.

Morgan Hopson, CAI

Board Member of the National Auction Association



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 Better 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 strategy to target potential clients that can be applied across all communities of practice within the industry.

Biography

Morgan Hopson, CAI, 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 in 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 Auctioneers 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.

Joff Van Reenen, CAI, AARE

Board Member of the National Auction Association

The science / psychology of auctions

Understand how auctions illicit both emotional and a fear of loss reaction 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.

The psychology of auction influence

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.

Auction technology and the future

This is the lecture I gave at Conference and Show in San Diego

How to leverage brokers and agents for stock and a successful sale

This is a lecture I gave in Las Vegas 2 years ago at the Education Institute event by invitation.

How to think out 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.

Biography

Joff van Reenen, 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 Auctioneers 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.



T. Kyle Swicegood, CAI, BAS, GPPA

Board Member of the National Auction Association

Sharpening Steel – AHA

Become a better salesperson and ambassador to our industry.



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.

Brian Damewood

2023 Men's International Auctioneer Championship Champion

Benefit Auctions for the Non-Benefit Auctioneer - 60 min

How to make benefit auctions more profitable for the groups you are working for, and learn how to charge more by bringing value to your client.

Contract Auctioneering - And you thought it was all about the chant? - 60-90min

The in's and out's of breaking into and maintaining an income source as a contract auctioneer. We discuss getting the jobs, keeping the jobs, and building the relationships that make you in-demand,

Virtual Auctions - 60-90min

A look at how our auction business took to personal property and equipment auctions simulcast-only during COVID, and why we continue this method. We discuss its benefits for the buyer and seller, and how to grow and scale your business as a live-cry auctioneer.

The Public Relations Savvy Auctioneer - 45-60min

A series of case studies on how to write a quality press release, supply usable content and get your auctions and auctioneer activities picked up by the modern news media.

Biography

After spending several years as a television news reporter, Brian Damewood picked up the auction gavel. He works at four weekly auto auctions, and handles the marketing and online bidding for Damewood Auctioneers. Brian conducts benefit and fundraising auctions - even as far away as Minneapolis and Florida. Brian is an International Champion Auctioneer, having won the National Auction Association's annual worldwide competition in 2023. In 2021, Brian was Reserve Champion (2nd Place) in the World Automobile Auctioneers Championship.

In 2012, the Virginia Auctioneers Association(VAA) named Brian its "Auctioneer of the Year". He is a past-president and board chair of the VAA, and is a member of the National Auction Association. He is a 2004 graduate of Loudoun Valley High School. Brian graduated from Virginia Tech in 2008 with a B.A. in Communication and a minor in Real Estate. In June 2010, he attended auction school at the World Wide College of Auctioneering in Mason City, Iowa.

Brian lives in Purcellville, VA with his wife Catherine, daughter, Penelope and son, Henry. They are members of Saint Francis de Sales Catholic Church. Brian serves as secretary of Loudoun Fair and Associates. He is also active in the Loudoun County Virginia Tech Alumni Association.



Halie Behr, BAS

2023 International Auctioneer Championship Champion



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.

Using Your Passion for A Purpose- How to Build a Successful Business

Delve into using your passion for the greater purpose of creating a sustainable and successful business. The forces propelling auctions forward are also the same forces moving all flourishing businesses in the world today. We will dissect these forces and how to best use them to build your business into viable enterprise. From the basics of getting your business up and running to building your clientele to setting your brand a part to full on sustainability. We will walk through two benefit auction startups and showcase how they were created and how they grew into a phenomenon. Learn the crucial steps on where to start, brand identity, finding a niche, growth, and business development. By the end, you will be able to use your passion for a larger purpose.

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 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. 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. Halie enjoys the speed, excitement, and thrill from selling cars. She 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, Behr instructs at the Professional Ringman's Institute and the World Wide College of Auctioneering, where she was once a graduate 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 as so much has been given to me from this business."