

Shawn Terrel, CAI, AARE, UCMA - is the president of United Country Real Estate | Auction Services®. He has over 25 years experience in the professional real estate, commercial, and oil & gas auction industry. As an executive officer for United Country Auction Services, he leads the international auction operations for a team of over 4,000 professional auctioneers, brokers and agents across the United States, Mexico, Central and South America.

Shawn is a champion bid calling auctioneer in multiple states and holds the CAI, AARE, and UCMA professional designations. He is a nationally accredited speaker and an instructor at the Certified Auctioneers Institute at Indiana University.

Shawn also is co-owner and chief operations officer for Mineral Marketing, llc, a nationwide oil & gas mineral rights and energy asset marketing company based in Alva, Oklahoma.

(EFFECTIVELY NEGOTIATING AUCTION COMMISSIONS) : In this course we discuss (4) proven negotiation techniques that enable auctioneers to strengthen their auction commissions during the listing process. We also explain how to effectively navigate the challenges associated with the never-ending phone call asking “how much do you charge”. This class is designed for individual auctioneers and auction companies alike, as they grow their revenue stream through service based fee structuring and appropriate negotiation techniques.

Ailie Byers, CAI, AMM, BAS - Ailie is a born and bred New Englander. She began working summers for her family’s auction company when she was seven. The longstanding joke in the family was when the company was big enough and strong enough, she would be hired full time to take over.

She did her undergraduate work at Mary Washington in Virginia. From there she held multiple positions in various industries across the country. She got her masters from the University of Georgia, in Public Administration, while working for UGA full time in the College of Agriculture.

Around nine years she came back to the family business full time.

She holds three designations (CAI, AMM, BAS), hold auctioneer licenses in multiple states, and just finished up her three- year term as a director for the NAA. Elected as the Treasurer of the NAA 2021-2022.

She served on the Advocacy committee as chair or vice chair for her three years on the board, with a strong focus on the Wayfair issue. She was also asked to testify before a Senate Committee on Wayfair.

Wayfair, Now What?: We will review the history leading up to the decision, the case and ruling by the Supreme Court, and what has happened in the three years since the ruling. With a focus on what we are seeing now at the state/federal level and what you should be thinking about moving forward

Brad Stoecker, CAI - As a 2004 graduate of Reppert, I transitioned to being a full-time auctioneer in 2018 after a 20+ year career in the energy trading sector of the utility industry. I earned my MBA from Michigan State University in 2007. My wife Rachel and I bought Epic Auctions and Estate Sales in July 2018. We focus on working with and settling local estates. We handle the personal property, real estate, firearms, jewelry, and facilitate the complete clean out of homes for families that are transitioning to more able living arrangements and for estates. Rachel and I provide online simulcast auction clerking services for auctioneers all over the country either in person or remotely. Our auction company specializes in higher end antique, jewelry, and firearm simulcast auctions.

Online Auctions: In this session the presenter will touch on all things online, including online only, virtual simulcast, and live simulcast from cataloging, to photography and lighting, to simulcast tech. This is primarily for personal property.

Dr. Adam Hickman is an experienced executive whose primary expertise is in organizational development and workplace management practices. He consults with clients to develop integrated programs for human capital development based on proven research. As a scholar and practitioner, Adam helps clients around the world to assess their human capital management needs and design performance optimization strategies.

In his work with clients, Dr. Hickman leverages his in-depth knowledge of qualitative research and years of proven executive experience. Recently, Dr. Hickman has studied the effects of workplace isolation on remote workers' performance, he has gone on to publish 75 pieces of literature research as an expert in engaging and managing remote employees.

Currently, Adam serves as a content manager for Gallup, professor in the business school at Kent State University, and a chair to students obtaining their Doctor of Business degree at Capella University.

Adam holds a doctorate in organizational development and a master's degree in organizational leadership from Walden University and a bachelor's in communication from Hiram College.

Adam has also completed executive education from the University of Michigan Stephen M. Ross School of Business and the University of Notre Dame Mendoza College of Business.

Trisha Brauer, CAI, BAS - Going once, twice, sold! Taking Bids Benefit Auctions (TBBA) is based in Kansas City and is leading the industry with record-smashing methods to raise money for nonprofits. TBBA believes in making our community a better place for all one auction at a time.

Education is important to owner and head auctioneer, Trisha Brauer. She holds a Bachelors degree and MBA. She completed her auction training at World Wide College of Auctioneering. She is an active member of the National Auctioneers Association (NAA), as well as the state associations for Iowa, Kansas and Missouri.

Trisha also holds the designation of Benefit Auctioneer Specialist (BAS). This designation is awarded and recognized by the National Auctioneers Association and represents specific education and training in conducting benefit auctions. This designation has been awarded to only 3% of the nation's auctioneers. She has also completed her Certified Auctioneer Institute (CAI) designation. This is a 3 year program and is the highest designation recognized by the NAA.

How to grow your benefit auction business: In this session learn proven strategies and techniques on growing your benefit auction business. We will review: finding and attracting clients, negotiation skills, and how to make more money.

"Inclusive Fundraising: Give everyone a change to support your cause"

At many events, people will come with money to give but leave without getting the chance. Studies of event demographics show the majority of your guests will not be able to afford big items, but they have a strong desire to support your mission. All of your donors are important, and we will review strategies to include all levels of giving throughout your event.

Your takeaways:

- . Understand the demographic and economic breakdown of your guests.
- . Select fundraising activities that fit revenue goals.
- . Evaluate the effectiveness of each revenue stream for an event.