

2015 NYSAA ANNUAL CONVENTION SPEAKERS

NAA's Hannes Combest, NAA CEO



Hannes Combest was named as Chief Executive Officer for the National Auctioneers Association beginning in June of 2008. In July, she was awarded the NAA President's Award of Distinction by then President Paul C. Behr, CAI, BAS. Prior to her work at NAA, she served members of the Golf Course Superintendents Association of America for more than 13 years in various capacities. She has a master's degree from Baker University and is a Certified Association Executive. She is active in the American Society of Association Executives and is past-president of the Kansas City Society of Association Executives. She has four children and nine grandchildren. As the CEO, Hannes serves a non-voting role of the NAA Board of Directors.

Speaking Topics:

Using Effective Communication to Improve Your Business

You have been asked to speak at your local Rotary club about your business. It's a great opportunity because there are 50 business leaders from your community that will be in attendance, but you have one major problem: you can bid call with the best of them, but the thought of standing up in front of your friends and colleagues scares you to death. This short program will help you learn how to prepare your presentation so you can say yes to the Rotary and yes to more business.

Are you a leader?

We talk about leadership as a "thing," but it tends to be more of a process. So what is it? How does it differ from management and why do you need to be a leader in your business?

CES Instructor:

NAA's ChrisPracht



J. Chris Pracht, IV is and has been, a Professional Real Estate Auctioneer and Estate Specialist for over 30 years. A member of NAA (National Auctioneers Association) for over 23 years and a CAI (Certified Auctioneers Institute) graduate since 1992. He is the Owner of Chris Pracht Auctioneers, Realty & Auction, LLC, with his main offices in Anderson and contact offices in Camden and Charleston, South Carolina with a professional team of associates nationwide. Chris is a Director/Stockholder and Co-Founder of International Auction Marketing Inc., DBA MARKNET ALLIANCE. Chris has served as President of the South Carolina Auctioneers Association and was inducted into the SOUTH CAROLINA AUCTIONEERS HALL OF FAME in 2007. He served on the NAA Board of Directors and was the First Chairman of the

NAA Education Institute Board of Trustees. Chris was awarded THE NAA PRESIDENTS AWARD OF DISTINCTION in 2004. Chris Pracht is an approved NAA Instructor for the CES (Certified Estate Specialist) AARE (Accredited Auctioneer of Real Estate) designations. He has presented The Expert Witness & the Courts in Federal Court in Charleston, South Carolina. He is an approved instructor by the South Carolina Real Estate Commission and South Carolina Auctioneers Association. He is a graduate of Missouri Auction School. Chris is a Life member of NAA and holds the CAI, AARE, and CES designations. Chris Pracht has spoken Nationwide for NAA and travels and consults with auction companies on the MULTI-PAR Real Estate bidding system Nationwide. Chris is a Rotarian and Paul Harris Fellow. Chris has one son Christopher who is a lawyer and is general counsel for International Auction Marketing Inc., DBA MARKNET ALLIANCE.

NAA's Paul C. Behr



Paul C Behr is a first generation auctioneer and has conducted more than 8500 auctions during his career since 1971 selling livestock, automobiles and benefit fundraising auctions, from million dollar real estate auctions to cub scout cake sales. Behr currently serves as President of the National Auctioneers Assn. He is the President and Owner of World Wide College of Auctioneering and World Automobile Auctioneers Championship and is the first (1988) NAA International Auctioneer Champion, 1989 World Champion Livestock Auctioneer, 1995 All- Around World Champion Auctioneer. Col. Behr received the 2011 National Auto Auction Assn. (NAAA) Bernie Hart Auctioneer of the Year Award.

Born and raised on a small farm near the town of Rockwell Iowa, Behr joined the United States Marine Corps after high school in 1969 and after a Vietnam tour of duty with the Marines he returned and attended auction school at Reisch Auction College Mason City Iowa. He is the last auctioneer the legendary Col. Joe Reisch personally trained. He began his auctioneer career as a livestock auctioneer at the South St. Paul stockyards, the largest in the world at that time. He has helped raise over \$100,000,000 for worthy causes for non profit groups as a Fundraising auctioneer. He has also served as Minnesota State Auctioneers Assn. President and Certified Auctioneers Institute Board of Governors. Paul and wife Suzanne reside in Denver Colorado where he is active in his church and enjoys horseback riding and travelling.

Speaking Topics:

Auctioneering & Bid Calling

The signature of the auctioneer has stayed constant even in the ever changing environment & advances in the auction profession and auction industry. This seminar will address bid calling, voice care and the relationship of being a professional auctioneer and family time. How can we better take care of our voice, how can we have a more rhythmic, smoother and more pleasing chant? Is being a good bid caller and good auctioneer the same? The auction professional today must wear many hats to be successful. How can you manage your professional demands and balance family life at the same time?

Auto Auctions & Auto Auctioneers Today

The auto auction industry is an exciting and ever changing area of the auction profession. Find out the history of auto auctions and the latest trends in the auto auction world. What it takes to be an auto auctioneer and the best approach to achieve it. Is

there auto auctioneer work available today? Is there auto ring work available at auto auctions? Can I be an auto auctioneer and conduct other auctions as well? This informative seminar will be of interest to all.

Keynote Speaker: Bob Lonsberry



Bob Lonsberry is the father of nine children. A newsman for more than 25 years, he has won in excess of 80 journalism and broadcasting awards, including top Associated Press commentary awards in newspaper, radio and television -- the only person ever to do so.

He has been a newspaper reporter, columnist, photojournalist and editor, as well as a magazine writer and commentator on radio and television and a television reporter and manager. He is the author of "The Early Years," a collection of newspaper columns as well as "A Various Language" a collection of essays and "Baghdad Christmas," "Hopiland Christmas," "Cumorah

Christmas" and "Joseph Avenue Christmas" all of which are short novels. His latest book, "Santa Monica Christmas," is a memoir.

He hosts a midday talk show in Rochester, New York, on WHAM 1180, and an afternoon talk show in Syracuse, New York on 570 WSYR. He was also a commentator at NRAnews.com, a program of news and commentary on the Internet.

A veteran of the Army as a military journalist, Lonsberry is a former "Journalist of the Year" and is a recipient of the Meritorious Service Medal, the Thomas Jefferson Award and the Keith L. Ware Award.

Lonsberry is a Republican and life member of the National Rifle Association. He is a former emergency medical technician, the holder of a pistol permit, an elected member of his village board and a marathon runner. He grew up in Canisteo, New York, lives in Mount Morris, New York, is a college dropout and was once a missionary on the Navajo and Hopi reservations in the American Southwest. His oldest son performed similar missionary service in central Mexico.



Constant Contact : Amanda Funk



Bio:

Amanda Funk is the owner of the Funk and Jackson Group LLC, a local marketing firm. Amanda's passion is in working with small businesses and not-for-profits helping them to grow and enrich the community. With over twelve years of experience, Amanda has the tools to help cultivate growth within your business too.

In her spare time, Amanda loves to dabble in photography or be out on a trail ride. Amanda lives in Cortland NY, with her husband and two children.

Event Description:

At the heart of small business marketing are the campaigns that drive action – collections of marketing activities that help a small business or organization to achieve its goals and objectives. Newsletters and Announcements have become a core component of those campaign choices.

Email is more important than ever – to the communication efforts of businesses and nonprofits everywhere; and to the customer, donor, client or supporter of those organizations. This session will reveal some simple but effective best practices and considerations for the small business or nonprofit seeking to make their email newsletters more effective.

Attendees of this presentation will learn:

- Campaigns in general: what is a campaign, types of newsletters
- What to write about in your newsletter or announcement and how to consider using images.
- Subject line best practices, and when to send your newsletter.
- The importance of understanding how connected email and social media are...they have to be done together.
- What types of additional tools might be useful.

Join us and learn some great new strategies to help your email and social media efforts be more effective components of one of the core campaign types, newsletters and announcements.

