

NYSAA - 2022 CONVENTION SPEAKERS

Marketing and Business: What really matters in today's economy - Sara Rose Bytnar, CAI, AARE, AMM, BAS

The future of money-making marketing and thriving business is automation; but are you ready for it? In this session, we will drill down the most up-to-date marketing plans, integrated marketing automations, and business strategies to increase your overall exposure and bottom line. Come ready to discuss and discover what it means to run success, thoughtful marketing for today's auctions and how to amp up your business to new heights.

Auction Logistics - Jack Christy, Jr., CAI, ATS, BAS, GPPA

We are going to take a step back and look at the logistic side of the auction business. Who should I hire, where do I start, how do I...

COVID & Future Business Forecasting- Patrick Penfield, Director of Executive Education - Syracuse University Whitman School of Management

Presentation Outline

- COVID's Impact on the Business World
- Economic Landscape for the Next Year - Forecast
- Future Business & Trends
- Pivoting Your Business to Seize Opportunities – Post COVID
- Conclusion

Employee vs. Independent Contractor - Rob Gregory, Paychex

Managing Human Resource Issues - Rob Gregory, Paychex