

Joni Nash BIO

Born and reared on a family farm in Georgia, Joni took her southern roots and moved to Oklahoma as a college student. While in college, Joni began her career in the auction business to pay for her college tuitions. Graduating from Oklahoma State University and Southwestern Christian University, she continued to work as a free lance auctioneer. Joni quickly learned she enjoyed aiding non-profits beyond their fundraising efforts, and extended her career to non-profit management.

During her tenure as Executive Director of the Pawhuska, Oklahoma Chamber of Commerce promoting economic development and job creation in Pawhuska, Joni saw astonishing growth that she attributes to the opening of the famous Pioneer Woman Mercantile, and her community soon became named one of the Best Small Towns by Smithsonian Magazine and Southern Living. Joni purchased a small ranch outside of Pawhuska: The Coy T Ranch. The Coy T is also home to a small historic ranch cabin allowing Joni the opportunity to host Airbnb guests from all over the world!

In addition to the ranch, Joni continues to travel as both an independent-contract auctioneer and motivational speaker.

As former a Miss Rodeo Georgia, rodeo and horse show competitor, Joni is deeply rooted in agriculture and the outdoor industry: she enjoys her horses and cattle, roping, archery, guiding and hunting big game in the US and abroad.