

# Agenda At A Glance

As of February 6, 2019. Subject to edits. ALL CE listed is for TDLR Auctioneer License, unless noted. For CE credit, sign in & Tx license # will be required at each class.

## THURSDAY, JUNE 6

### OPTIONAL PRE-CONFERENCE COURSES *\*Additional fees apply. See registration form.*



*Path to Power...*

*\*space is limited*

This new certification pathway is designed to help bridge the gap between auction school and get up and running as an auctioneer professional in Texas. Completion of each course will provide acknowledgement & certificate for each course: TCAP BUSINESS, TCAP MARKETING, TCAP OPERATIONS.

- ♦ **Course 1 - Business Fundamentals Intensive** \*Offered May 5, 2018 & June 6, 2019
- ♦ **Course 2 - Marketing At All Angles: Self, Client, Online** \*Offered June 6, 2019 (with Course 1)
- ♦ **Course 3 - Logistics with Internship - Ground Up Set Up** \*Offered 2020 (with Course 1 & 2)

**WHO SHOULD ATTEND?**

- ♦ **NEW Auctioneers, Auction Professionals & Future Auctioneers**
- ♦ **Auctioneers Ready To Grow Business**
- ♦ **Experienced Auctioneers That Want Business Update Refresher**

8:30AM-5:30PM	<b>COURSE 1: Business Fundamentals Intensive [8 hrs]</b> ♦ Mike Brandy - Business Plan, Business Setup, Contracting, Negotiation , Q&A <span style="float: right;">3.5 hrs</span> ♦ Chris Scotti - Start up Financial Expectations & Capital <span style="float: right;">1.5 hrs</span> ♦ Aaron Traffas - Technology Boot Camp for Start Ups <span style="float: right;">2.0 hrs</span> ♦ Hard Knocks Panel - New and Experienced Auctioneers Share Insight <span style="float: right;">1.0 hr</span>	<b>*working lunch provided</b>
9:00AM-6:00PM	<b>COURSE 2: Marketing At All Angles: Self, Client, Online [8 hrs]</b> BONUS: Each student will receive: free headshot during lunch, free business cards & magnetic car sign. ♦ Aaron Traffas - The Role of Your Website in Marketing - Company & Events <span style="float: right;">2.0 hrs</span> ♦ Liz Anderson - Ad and Marketing Trends <span style="float: right;">1.5 hrs</span> ♦ Beth Rose - Sales & Marketing Strategies, Building Clients, Communication skills <span style="float: right;">2.5 hrs</span> ♦ Brent Graves - Prospecting, Closing & Role Play <span style="float: right;">1.5 hr</span> ♦ Marketing Panel - "What worked for us" and Q&A <span style="float: right;">0.5 hr</span>	<b>*working lunch provided</b>

*Upon completion of all 3 courses, graduates will be awarded "TCAP Certified" distinction which will include: adding to your credentials, lapel pin, use of logo, mentoring, free ad in TAA news, custom press release for local marketing and status. Attendees can take 1, 2, or all 3 courses. To become TCAP Certified and use the credential, graduates will need to complete all 3 courses, be a TAA member and a Texas Licensed Auctioneer in good standing.*

1:00PM-4:00PM **Auction Item Check In Open** \*all items must be checked in  
**Deadline for Fun Auction items is 4:00pm. Donated items can be sent to the TAA office or check-in onsite.**

6:00PM-6:30PM **TAA Board Meeting**

7:00PM-10:00PM **President's Reception & Fun Auction**  
 Tail Gate Buffet & Fun Auction with "Draw Down" Raffle! Don't miss the fun!



## FRIDAY, JUNE 7

7:30AM-8:30AM **First Timer Breakfast** \*FREE for 1st timers to convention/HOF/BOD  
*First Timer Breakfast Hosted by Hall of Fame*

8:00AM-4:30PM **Auction Item Check In Open** \*all items must be checked in  
**Deadline for Contest Items is 1pm.**

8:30AM-6:00PM	<b>TREC/TDLR Dual Credit Classes</b> ♦ <i>Instructor: Amy Smythe Harris</i>	
8:30AM - 12:45PM	Prospecting, Social Media Marketing & Knowing Your Audience	*4hrs TREC/TDLR CE
2:00PM - 6:00PM	Data Security, Collection & Risk Management	*4hrs TREC/TDLR CE

8:30AM-10:30AM **Hall of Fame Annual Business Meeting**

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## FRIDAY, JUNE 7 *continued*

8:30AM-10:30AM	<b>CE Lectures</b> [2 hrs CE] Class 1: <b>BALANCING BUSINESS &amp; PERSONAL LIFE</b> : Work Smarter , Not Harder <i>Ways to stream processes, become more efficient and spend more time on things that are important.</i> ♦ Emily Wears Kraul
	Class 2: <b>AUCTIONEER'S TOOL BOX</b> ( <i>Staying In Business Long Term</i> ) Branding, Planning, Pitch, Surround Yourself With Winners ♦ Barrett Bray
10:45AM-12:45PM	<b>CE Lectures</b> [2 hrs CE] Class 1: <b>AUCTION VERDICTS</b> ( <i>Case Law Class</i> ) ♦ Mike Brandly
	Class 2: <b>AUCTIONEER'S TOOL BOX</b> ( <i>Staying In Business Long Term</i> ) Branding, Planning, Pitch, Surround Yourself With Winners ♦ Barrett Bray
12:45PM-2:00PM	<b>Grab &amp; Go Lunch with Exhibitors</b>
1:00PM	<b>Contestant Deadline</b> <i>to turn items in and sign up</i>
2:00PM-4:00PM	<b>CE Lectures</b> [2 hrs CE] Class 1: <b>CHANT OF A CHAMPION</b> ♦ John Korrey [1hr] ♦ Champions Q&A Panel –(Barrett Bray, Emily Wears Kroul, John Korrey & Toya Mcleod; Troy Robinett - Moderator)
	Class 2: <b>GENERAL APPRAISAL TECHNIQUES FOR REAL AND PERSONAL PROPERTY</b> ♦ Mike Brandly
4:30PM	<b>Contestant Meeting - MANDATORY</b> *Must check in by 4:30 or can not compete
5:00PM	<b>Judges Meeting</b>
5:30PM-6:30PM	<b>Meet &amp; Greet</b>
6:30PM	<b>Dinner &amp; State Contest Preliminary Auction</b> *bid on great items & support your contestants!

## SATURDAY, JUNE 8

8:30AM-10:30AM	<b>CE Lectures</b> [2 hrs CE] Class 1: <b>EMAIL MARKETING &amp; SALES CONTACT MANAGEMENT</b> ♦ Amy Smythe Harris
	Class 2: <b>DIVERSE CHANT</b> : Live Stock/Equipment ♦ John Korrey
10:30AM-10:45AM	<b>Break with Exhibitors</b>
10:45AM-12:45PM	<b>CE Lectures</b> [2 hrs CE] Class 1: <b>AUCTION VERDICTS</b> ( <i>Case Law Class</i> ) ♦ Mike Brandly
	Class 2: <b>ONLINE AUCTION BEST PRACTICES</b> ( <i>Tips Tricks And Do's And Dont's For The Whole Online Auction Process</i> ) ♦ Emily Wears Kroul
12:45PM-2:00PM	<b>FCAI Lunch</b> *additional ticket donation required
2:00PM-4:00PM	<b>TAA Annual Membership Meeting &amp; Elections</b>

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## SATURDAY, JUNE 8 *continued*

4:00PM-6:00PM

### CE Lectures [2 hrs CE]

#### Class 1: **BENEFIT AUCTIONS**

♦ Lloyd Cooper

#### Class 2: **TOASTMASTERS: BECOMING A BETTER SPEAKER**

4:00PM-6:00PM

### Semi-Finalist Interviews

7:00PM-10:00PM

### State Champion Finals, Awards Dinner & Scholarships

Emcee: Travis Kaddatz

♦ Hall of Fame & Scholarship Recipients Awarded

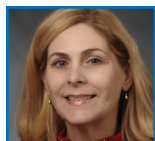
♦ New Board of Directors Inducted

**\*\*ALL AUCTION ITEMS MUST BE PAID/PICKED UP\*\***

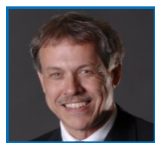
## Speakers



### TCAP COURSE SPEAKERS:



**Liz Anderson** - Waco, TX. Founded E.H. Anderson Public Relations in 2002. Her publicity services include all areas of advertising, social media marketing and promotion.



**Mike Brandly, CAI, AARE** - Groveport, OH. National Speaker, NAA Faculty, Auctioneer since 1979, Real Estate Appraiser, and approved Continuing Legal Education instructor for attorneys by Ohio Supreme Court and serves as Adjunct Faculty for Hondros College of Business.



**Brent Graves** - Stephenville, TX. Owner of Alliance Auctioneers. Specializes in real estate and liquidations, as well as experience with all facets of auction method sales. Texas State champion 2004 and ranked in the top 25 auctioneers internationally in 2005. He has served as a leader and speaker in the industry and believes in exceeding expectations of sellers and buyers!



**Beth Rose, CAI, AAM, AARE** - Toledo, OH. Beth Rose Real Estate and Auctions, LLC. Beth is a second-generation Auctioneer/Realtor and a veteran in the business. She has built her company from the Toledo headquarters, and expanded to Michigan and South Florida within the 25 years of company's success. As an award winning seminar presenter and head of sales, Beth has promoted the auction method of marketing across 13 states, conducting over 400 auctions in a single year.

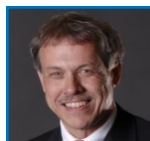


**Chris Scotti** - College Station, TX. Experienced entrepreneur providing strategic consulting, fundraising and executive coaching to emerging technology companies through TEES and the Research Valley Innovation Center.



**Aaron Traffas, CAI, ATS, CES** - Medicine Lodge, KS. NAA Instructor, Kansas auctioneer, farmer, singer and national speaker for NAA on Internet Auctions and co-wrote ATS designation course as well as served on the NAA Education Institute.

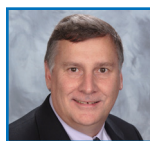
### CONVENTION SPEAKERS:



**Mike Brandly, CAI, AARE** - Groveport, OH. National Speaker, NAA Faculty, Auctioneer since 1979, Real Estate Appraiser, and approved Continuing Legal Education instructor for attorneys by Ohio Supreme Court and serves as Adjunct Faculty for Hondros College of Business.



**Barrett Bray, AMM, BAS** - Oklahoma City, OK. 2018 International Auctioneer Champion and the 2018 Oklahoma State Auctioneer Champion. He is a first-generation auctioneer celebrating his 10th year in the industry and a graduate of the Texas Auction Academy in Dallas, TX and of Central Bible College in Springfield, MO. In Jan. of 2018, Bray launched his own auction company, Bray Auctions.



**Lloyd Cooper, CAI, BAS, PRI** - Fairview, TX. Benefit Bidding's lead auctioneer. After serving in the Navy and graduating from Missouri Auction School in 1990, he founded Lloyd Cooper Auctioneers. He is an active member of TAA and NAA. Lloyd is an amateur vintner and owns a private vineyard, has dabbled as a brewmeister and received a national award for his American Pale Ale.



**Amy Smythe Harris, GRI, GREEN, e-PRO®, CRS, SFR, TRLP** - Houston, TX. Broker/Owner of a real estate virtual office, 2 additional companies & partner in RETI.us (real estate technology training). She is an approved TREC speaker and national speaker for several industries specializing in Data Security, Marketing/Branding, Social Media Marketing. She also served on the Board of Directors and many committees for Houston Association of REALTORS, TX Association of REALTORS and National Association of REALTORS.



**John Korrey** - Iliff, CO. Owner of Korrey Auctions. A Richie Bros. auctioneer, he is in demand nationally & globally selling auctions in 35 states and 4 foreign countries selling livestock & equipment to national & international buyers. A true gentleman & giant auctioneer.



**Emily Wears Kroul, CAI, ATS, BAS** - Solon, IA. A musician and auctioneer born and raised in a small Iowa town. She grew up loving to sing and learning the auction business from her father. Emily is a 3 state champion auctioneer and a full time auctioneer with her family's company, Wears Auctioneering. Emily has made appearances on Animal Planet's "Money Barn" in 2012 and was featured on the 2016 season of American Idol. She is an auctioneer on A&E's hit reality show, "Storage Wars" and in July of 2018, she won the Women's International Auctioneer Female Champion by the NAA.