



## 2023 Annual Convention Agenda June 15-18, 2023 – College Station, TX

### Thursday, June 15, 2023

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|---------------|--|
| 1 p.m.        | Auction Items Check-in Opens<br>Pre-Function   |
| 1 – 7 p.m.    | Registration Desk Open<br>Registration Presented by Iron Bound Auctions<br>Pre-Function  |
| 4 – 6 p.m.    | Headshots by Myers Jackson<br>Pre-Function   |
| 7 – 9:30 p.m. | President's Welcome Reception and Fun Auction<br>Sponsored by LiveAuctions.TV and Robinett Auction Services, LLC<br>White out theme!<br>Pool Terrace – Reception<br>Century Ballroom – Fun Auction |

### Friday, June 16, 2023

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|-----------------------|--|
| 7:30 – 8:30 a.m.      | First Timer Breakfast *Free for 1 <sup>st</sup> timers to convention/HOF/BOD<br>Sponsored by Lambert Auction Company<br>Laurel                       |
| 7:30 a.m. – 6:00 p.m. | Registration Desk Open<br>Registration Presented by Iron Bound Auctions<br>Pre-Function  |
| 8 a.m. – 2 p.m.       | Auction Items Check-In. *all items must be checked in with clerk<br><b>Deadline for contest items is 2 p.m. Friday</b><br>Pre-Function               |
| 8:30 a.m. – 5:30 p.m. | Texas Certified Association Professional (TCAP) Courses<br>See last page for details. Each course equals 8 hours.<br>Separate registration required. |

8:30 – 10:30 a.m.	Presentation: Auction Bidder Risk Mitigation Speaker: Mike Brandly, CAI, AARE Century I
10:30 – 10:45 a.m.	Break with Exhibitors
10:45 a.m. – 12:45 p.m.	Presentation: Social Media 101 Speaker: Kara Rhoades, Beefy Marketing Century I & II
12:45 – 2 p.m.	Lunch on Your Own
12:45 – 2 p.m.	Hall of Fame Meeting Laurel
2 p.m.	<b>Contestant deadline to turn items in and sign up for contests</b>
2 – 4 p.m.	Presentation: Staying Connected in an Overly Connected World Speaker: Chantel Kimball, IAC Champ Century I & II
5:10 p.m.	Contestant Meeting – Mandatory – Must arrive promptly at 5:10 p.m. or disqualified. Laurel
5:45 p.m.	Judges Meeting Laurel
6:30 p.m.	Manheim Dinner & State Contest Preliminary Auction Bid on great items and support your contestants and Association! Century Ballroom

## Saturday, June 17, 2023

8 a.m. – 6:30 pm.	Registration Desk Open Registration Presented by Iron Bound Auctions Pre-Function
8:30 – 10:30 a.m.	Presentation: Game Ready Speaker: Chantel Kimball, IAC Champ Century I & II
10:30 – 10:45 a.m.	Break with Exhibitors

- 10:45 a.m. – 12:45 a.m.      Presentation 1: TITLE TBD  
 Kevin Hogan, Rock Island Auction Company  
 Alex Janoski, Rock Island Auction Company  
 Corps
- Presentation 2: Intro to Advanced Bid Calling  
 Speaker: Craig Meier, Need credentials  
 Century I
- 12:45 – 2:45 p.m.            TAA Membership Meeting & Elections  
*Grab & Go Lunch Provided*  
 Century III & IV
- 2:45 – 3:45 p.m.            TAA New Board Meeting  
 Century III & IV
- 4 – 6 p.m.                     Semi-Finalist Auctioneer Interviews  
 Corps
- 4: – 6 p.m.                    Presentation: Auction Seller Risk Mitigation  
 Speaker: Mike Brandly, CAI, AARE  
 Century I & II
- 7 – 10 p.m.                    Metro Auto Auction State Champion Finals, Awards Dinner &  
 Scholarships  
 Emcee: David Coleman & Troy Robinett  
 New Board of Directors Inducted  
 Hall of Fame & Scholarship Recipients Awarded  
 TCAP Graduates Recognized  
 Champions Announced  
 Century Ballroom

\*\* All Auction items must be paid for and picked up at the end of Saturday Awards Event

## Sunday, June 18, 2023

- 8:30 – 10 a.m.                   Fellowship of Christian Auctioneers International Coffee & Service  
 \*Additional ticket required  
 Corps

## Texas Certified Association Professional Schedule

### C2 Marketing

- 8:30 a.m. – 12:30 p.m. Beefy Marketing: Podcasting, Video Editing, SEO, and website design  
Speaker: Andrew Brockenbush and John Kelley, Beefy Marketing
- 12:30 – 1:30 p.m. Lunch
- 1:45 – 3:45 p.m. Scaling an Auction Company from \$100K to \$10M+ per year  
Speaker: Dirk Van Reenen, BERGflow
- 3:45 – 4 p.m. Break
- 4 – 5:30 p.m. Marketing Moments with Myers Jackson  
Speaker: Myers Jackson

### C3 Logistics

- 8:30 – 10 a.m. Purebred Livestock Auction Logistics  
Speaker: Doak Lambert, Lambert Auction Company, Inc.
- 10 – 10:15 a.m. Break
- 10:30 a.m. – 12:30 p.m. Online Auction House Logistics with Tips and Tricks  
Speaker: Jack Christy, Jr., Christy's of Indiana
- 12:30 – 1:30 p.m. Lunch
- 1:45 – 3 p.m. Live Auction House Logistics  
Speaker: Mike Brandly, CAI, AARE
- 3 – 4 p.m. Real Estate Auction Logistics  
Speaker: Mike Brandly, CAI, AARE
- 4 – 4:10 p.m. Break
- 4:10 – 5:30 p.m. Benefit Auctions – Going Beyond the Chant  
Gayle Stallings, FUNauctions, Inc.