

2019 CAA CONVENTION



THURSDAY, JANUARY 3, 2019

9:00 AM **FREE FULL Day Class Session**
Internet Auctions from Start to Finish **Elbert / Sopris / Massive**
w/ Aaron Traffas, CAI, AMM, CES
* If you've wanted to take the AMM Course, this is a FULL Day Session that You Won't Want To Miss!

FRIDAY, JANUARY 4, 2019

7:00 AM **Registration Begins**

8:00 AM – 9:30 AM Generational Differences in the Office / Auctioneers **Ballroom B & C**
w/ Darron Meares

First Timers Breakfast **Restaurant**

9:30 AM **VISIT VENDORS**

10:00 AM – 11:30 AM Emerging Legal Issues, Best Practices and Risk Management For
Professional Auctioneers **Ballroom B & C**
w/ George Michak

11:30 AM – 1:00 PM **LUNCH ON YOUR OWN**

1:00 PM – 2:30 PM Getting Started In The Auction Industry w/ Art Parker **Longs / Pikes**
Internet Auction Best Practices **Elbert / Sopris / Massive**
w/ Aaron Traffas

2:30 PM **VISIT VENDORS**

3:00 PM – 4:45 PM Bid Calling w/ Emily Wears Kroul & John Korrey **Longs / Pikes**
Prospecting Your Auction Business **Elbert / Sopris / Massive**
w/ Mike Fisher

5:00 PM **DINNER** **Ballroom B & C**

6:30 PM – 7:00 PM Presentation of Colors
CAF Kids Auction

7:00 PM – 11:00 PM Colorado State Ringman Championship Preliminaries
CAA Fun Auction
Colorado State Ringman Championship Finals

SATURDAY, JANUARY 5, 2019

7:45 AM – 8:30 AM	Coffee & Fellowship VISIT VENDORS	
8:30 AM – 9:00 AM	NAA Update w/ Darron Meares & Scott Shuman	Ballroom B & C
9:00 AM – 10:30 AM	Seller Contracts and Bidder Terms and Conditions w/ George Michak	Ballroom B & C
10:30 AM – 11:30 AM	Sales Tax Panel Discussion	Snowmass
11:30 AM – 12:30 PM	Motivational Speaker – Jack Adler	Snowmass
12:30 PM	LUNCH	Ballroom B & C
1:45 PM	VISIT VENDORS	
2:00 PM – 3:45 PM	Secrets of Successful Contract Auctioneers & Ringman Before You Take The Stage - Fundraising & Benefit Auctions w/ Darron Meares	Snowmass Elbert / Sopris / Massive
3:30 PM	Hall Of Fame Committee Meeting	Longs / Pikes
3:45 PM – 5:00 PM	Explode Your Business Partnering w/ Mike Fisher	Elbert / Sopris / Massive
5:15 PM	Dinner & Awards Ceremony	Ballroom B & C
6:30 PM	Presentation Of Colors Colorado State Auctioneer Championship Preliminaries	
7:45 PM – TBD	First Timers Bid Calling Championship Jr Bid Calling Championship Colorado State Auctioneer Championship Finals	
10:30 PM	Fellowship / Social	

SUNDAY, JANUARY 6, 2019

8:00 AM – 9:00 AM	Worship Service	Snowmass
9:15 AM – 11:30 AM	Awards & Annual Business Meeting	Ballroom A
12:00 PM	Board Of Directors Meeting	Mt Evans Boardroom

2019 Class Sessions

Seller Contracts and Bidder Terms and Conditions

w/ George Michak

This session will focus on Seller Contracts and Bidder Terms and Conditions. The time of one-page contracts (or handshakes) along with five or six terms and conditions on the back of a bid card have long passed. Technology and other developments in the industry demand that auctioneers use state of the art contracts to (i) educate sellers, bidders, buyers, regulators, and courts, (ii) manage seller and bidder expectations, and (iii) avoid or reduce the risk of liability. The discussion will include specific contract provisions and provide sample language and examples, including reasonably advantageous terms in the seller's contract and in the bidder terms and conditions to benefit the auctioneer and protect the sale. Also addressed will be how contracts can help auctioneers satisfy their ethical obligations. Audience questions and participation are encouraged.

Internet Auction Best Practices

w/ Aaron Traffas

More and more auctioneers are incorporating internet bidding into their business models, but some are having more success than others. This course challenges our understanding of how we've translated our in-person auctions to the internet and discusses the nuances of how the decisions we make can impact bidder participation and engagement.

Prospecting Your Auction Business

w/ Mike Fisher

- Preparing to prospect
- What is your image
- Working outside your market or comfort zone
- Where to look and how to find

Before You Take The Stage - Fundraising and Benefit Auctions

w/ Darron Meares

This session will discuss the landscape of fundraising auctions today... from the initial client contact through the actual event. We will discuss best practices for obtaining and retaining clients, getting paid for your services and building your fundraising business.

Sales Tax Panel

w/ David Whitley, Rich Schur & Mike Whitfield

New issues with Colorado sales tax collection auctioneers are facing. The rules are changing dramatically...Get Informed Today!

2019 Class Sessions

Getting Started In The Auction Industry

w/ Art Parker

This seminar will be focused on Do's and Don'ts of getting started in the auction business and working with other auctioneers.

Emerging Legal Issues, Best Practices and Risk Management For Professional Auctioneers

w/ George Michak

In this Session, George will address emerging legal issues affecting the industry, together with best practices and risk management for professional auctioneers. The presentation will include a discussion of online auctions and simulcast auctions and how technology impacts on a live auction event. The presentation will also include a discussion of sales tax issues in the wake of the U.S. Supreme Court's decision in *South Dakota v. Wayfair*. A special focus will be on auction law myths and misinformation that can put auctioneers at risk. Audience questions and participation are encouraged.

Explode Your Business Through Partnering

w/ Mike Fisher

This session discuss leveraging partnerships with real estate agents, auctioneers, bird dogs and other ways to grow your business without having to add sales people. How do you get these individuals to partner with you and help you to find potential sales?

Generational Differences for Auctioneers / Generational Differences in the Office

w/ Darron Meares

We are looking at the largest generation shift in history and your clients and customers have just gotten younger... how do you prepare your company and your procedures to fit in? There are two to three generations at work in today's auction companies... this seminar addresses the differences in those generations and how best to communicate and set the office environment for productivity and efficiency.

Secrets of Successful Contract Auctioneers & Ringman

w/ Emily Wears, Vaughn Long, Wes Lamb

Hear how successful contract auctioneers have built their career, information in creating a successful brand, social media do's and don'ts along with how to be a hireable professional. Moderated by David Whitley

Bid Calling Session

w/ Emily Kroul & John Korrey

Work one-on-one with IAC Champion, Emily Kroul, and World Champion, John Korrey, on your bid calling chant / breathing / filler words / cadence and more.

2019 Exhibitors



Sandhills Publishing has been an industry leader in heavy equipment advertising for 40 years through resources like *TractorHouse*, *Truck Paper*, and *Machinery Trader*.

AuctionTime.com is an online-only auction platform that conducts weekly sales and features a closed network of sellers, allowing only dealerships and auction companies the ability to post directly. Through nationwide print exposure and online advertising across all of Sandhills' trade websites, AuctionTime is able to bring together a consistently large (and global) base of buyers and sellers every week to generate top auction prices.

Auction Flex & HiBid are a one stop-shop providing everything you need to run your successful auction business no matter what type of auctions you do. Backed by our amazing customer support, you'll see why thousands of auctioneers use Auction Flex & HiBid every day.



Our Client Services team provides unlimited support with training classes, videos and resources; and ongoing phone, email, and live chat coverage. We're here for you during your event—no matter what day or time it takes place.

The Professional Event Support team is available if you need onsite expertise. They will train your staff and volunteers on bidding, registration and check-out—ensuring everyone is prepared when your guests arrive.

Greater Giving Partners include over 100 professional benefit auctioneers, event planners & consultants, and technology services to choose from—with our stamp of approval. Built on a foundation of trust and through leadership, Greater Giving's extensive community reach is unparalleled in the industry.



The world's first auction mobile app. We are here to help grow your business and bring more potential buyers to you. Download the app to your phone, create an account, and then start posting your auctions for the world to see in real time!

Want your own company app? We build company apps starting at \$39 a month. No upfront build cost. Our apps come with a options of online bidding platform if you need one!

Need a website to go with the app we build you? We build websites starting at \$899.

With 15 years of experience Global Auction Guide is a leader in auction marketing. Our humble beginnings start with a frustrated farmer looking for multiple auctions in one place, to creating custom advertising packages for your auction sales, Global Auction Guide's friendly and hard working staff are here for you.

Visit GlobalAuctionMarketing.com to see if we're a right fit for you.



2019 Exhibitors



Wavebid is a SaaS company that provides B2B solutions to those in the auction industry. We offer streamlined cataloging solutions, as well as cloud based clerking and accounting systems that help reduce the time, labor and cost associated with the back-end side of auction management.

We specialize in offering tools and services that can be integrated into a variety of sites and applications.



Handbid is the sleekest, most intuitive mobile app available for making silent auctions more fun, accessible, game-like and profitable.

The time and effort it takes to collect donations, organize items, create your auction, and manage ticket sales and RSVP's seems overwhelming. Handbid helps automate all of that, letting you focus on what really matters.

With Handbid, a live and silent auction software, even people who can't make it to your event can bid in the auction! They'll receive real-time updates and outbid notifications that keep them in the game. No more excuses about bad weather, prior engagements, or being unable to get a sitter. Anyone can bid from anywhere.



Just four young men with a vision to connect auction companies and bidders online, and a dream to create value and jobs right here in the heartland. What started as an add-on for auction companies has blossomed into the leading online Marketplace for buying and selling highly valued items.

Since our founding in 2001, more than 4,000 auction companies, asset owners, and consignors and buyers from 190 countries across the globe have relied on Proxibid for access to high-quality inventory and the industry's most sophisticated online selling solutions.



Key Resources is a division of the Five Rings Financial Company. Preparing for your financial future is one of the most important steps you can take in life. From tax-advantaged strategies to lifetime income solutions, we can help you create and enjoy the retirement of your dreams.

With a commitment to educating Middle Americans about market alternatives, we pride ourselves on helping you make sound financial decisions. We'll tailor a plan around your specific goals to create the peace of mind you deserve.

We all have dreams. Each of us wants to reach our goals, appreciate all of life's gifts and enjoy the journey along the way. We're dreamers just like you. Our Vision gives us a unique opportunity to create the life we all deserve.