

2019 ISAA CONFERENCE & TRADE SHOW SCHEDULE

FRIDAY, FEBRUARY 15, 2019

5:00 PM Meet and Greet (Concierge Lounge)

SATURDAY, FEBRUARY 16, 2019

7:00 AM Registration Begins

8:00 AM..... Opening Session w/ Kara Miller, Conference Chairman
Cotillion Ballroom

8:30 AM Fundamentals of Serving as a Professional Ringman w/ Brian Rigby
of Professional Ringmen's Institute
Marquette B Ballroom

In this session, we will discuss the fundamentals involved as a Professional Ringman looking at the evolution of the ringman, delegation of responsibility, defining a ringman along with what a Professional Ringman **needs to know**, the importance of team communication, image and also conduct a series of live exercises illustrating some of the numerous situations a Professional Ringman needs to be familiar with.

Illinois Auction Law Rules & Regulations (Mandatory CE Course)
LaSalle Ballroom

11:45 AM - 12:45 PM LUNCH w/ Vendor Spotlight and Visitation

1:00 PM – 1:45 PM..... New Website Question & Answer w/ AuctionLook
LaSalle Ballroom

Take a look at the new ISAA website. Find out how to update your membership profile, post auctions to the website using AuctionLook, and assist you with any questions you may have.

1:45 PM - 2:00 PM **VISIT w/ VENDORS @ Tradeshow**

2:00 PM - 3:30 PM..... **Equipment Auctions from the Buyers Perspective: Educating Buyers for Higher Commissions** w/ Kyle McMahon
Illinois Room

Giving your buyers critical asset information will give them comfort to keep bidding. Providing insight from a career an investor representing major farmland funds and as a farmer operation attending more than 1,000 farmland and equipment auctions.

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2:00 PM - 3:30 PM.....**How To Master Cold Calling and Doing It Gracefully** w/ *Renee Jones*
LaSalle Ballroom

Why everyone hates cold calling and why this is good news for you!!! Cold calling potential clients can be frustrating and hard. Using cold calling and using it effectively can generate millions of dollars in actual sales today. Renee will show you why cold calling is the element of the sales cycle and where to find best leads, information on email selling, refining voice messages and online networking. You will learn how to turn leads into clients and overcome objections. This seminar will give you ideas for anyone who is building credibility, name recognition and sharing their passion with the world.

3:45 PM - 5:15 PM.....**Five Keys To Successful Real Estate Auctions** w/ *Tim Mast*
LaSalle Ballroom

This program explores the fundamentals that Tim has come to believe are key to booking, organizing and completing real estate auctions. Discussion items will range from listing, to marketing, to buyer management and beyond.

5:30 PM **DINNER & Cash Bar Opens**

7:00 PM **ISAA Auctioneer Championship Preliminaries**

SUNDAY, FEBRUARY 17, 2019

7:30 AM **Coffee & Fellowship** and **VISIT w/ VENDORS @ Tradeshow**

8:00 AM **President's Breakfast** (Restaurant)

8:30 AM – 10:00 AM.....**Better Sales and Negotiation Tactics** w/ *Tim Mast*
Cheminee Ballroom

Tim will share with you the tricks he has learned as he carved out a niche in negotiating complicated transactions and how you can put rapport on a fast track for better salesmanship in your first encounter.

10:00AM–11:30AM.....**Cattle Auction Panel Discussion**
w/ *Brian Curlless, Cody Lowderman & Cody Hanold*

Hear how successful contract livestock auctioneers have built their career, information in creating a successful brand, competing at the *World Livestock Auctioneer Championship*, learning from experience; do's and don'ts, social media do's and don'ts along with how to be a hireable professional.

11:00 AM – 11:45 AM **VISIT w/ VENDORS @ Tradeshow**

11:45 AM – 1:30 PM **LUNCH and Scholarship Dessert Auction**
Town Hall Meeting w/ Legislative Update

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1:45 PM – 3:00 PM.....**Livestock Competition Interview Questions w/ Cody Lowderman**
LaSalle Ballroom

Hear how successful contract livestock auctioneers have built their career, information in creating a successful brand, competing at the *World Livestock Auctioneer Championship*, learning from experience; do's and don'ts, social media do's and don'ts along with how to be a hireable professional.

3:15 PM – 4:45 PM.....**Bid Calling Every Day Is A Competition w/ Renee Jones**
Cheminee Ballroom

You don't have to sign-up / compete in an auctioneer competition to improve your bid call. We'll discuss first impressions that you can make. This session will cover some ABC's of how you can grow & improve your business. We will look at the International Auctioneer Championship Judging Sheet and break it down for your personal improvement and in understanding how you are judged by the public, buyers and sellers.

5:00 PM **Meeting of the Membership**

6:15 PM **Dinner Awards Banquet**

7:15 PM – TBD **FUN AUCTION**

Lip Sync Battle - Winner receives a FREE Conference

MONDAY, FEBRUARY 18, 2019

8:00 AM – 11:00 AM.....**Federal Laws Pertaining To Auctions (Mandatory CE Course)**
LaSalle Ballroom

A presentation covering various federal and state laws to which Auctioneers and auction companies must adhere.

11:00 AM – 12:30 PM.....**Sales Tax Panel Discussion - Get Informed**
LaSalle Ballroom

Listen to and speak with Trevor Atkins, Transactions Returns Supervisor, of the Sales Tax Processing Division within the Illinois Department of Revenue, Sales tax collection is a highly sought after topic in staying informed and in being compliant. How does *South Dakota vs Wayfair* affect you? New issues with Illinois sales tax collection auctioneers are facing. The rules are changing dramatically. Get Informed Today!