



Iowa Auctioneers Association's Hawkeye Auctioneer

Expand Your Circle of Influence at the 2017 IAA Convention

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December 2016

Tuesday, January 31 - Thursday, February 2

8:00-5:00 pm Pre Conference Education
Auction Marketing
Management (AMM)
- Robert Mayo, Ryan George,
& John Schultz

Thursday, February 2

7:00-10:00 pm 2016 Board Members
Meeting

Friday, February 3

7:30 am Registration Open
8:00-9:45 am Leveraging Social Media
-John Schultz, AMM
10:00-11:30 am Working with Realtors
-Jason Winter, NAA Board
Member
11:30-1:30 pm Lunch on our own
1:30-3:00 pm Business Building Through
Active Networking
-Jason Winter, NAA Board
Member
3:15-4:45 pm Top Trends in Used Machinery
-Greg Peterson "Machinery Pete"
4:45-6:30 pm Dinner on you own
6:30-8:30 pm Slumdog Auctioneer
- Scott Shuman,
NAA Vice President
9:00 pm Social Hour hosted by the IAA
President, Martha Boyle

Saturday, February 4

7:00-7:45 am (New in 2017!) FREE First Timer
Breakfast
8:00-8:45 am IAA General Membership
Annual Meeting
9:00-10:00 am Stop the Competition
C.O.L.D (Challenging your
Organization through
Leadership Development)
- Justin Ochs, 2012
IAC Champion
10:00 am Deadline for ALL contest
participants

Saturday, February 4 (cont...)

10:00-10:30 am Auctioneer Contestant Meeting,
Item Check & Draw
10:30-12:00 pm Bid Calling Accuracy for
Autos, Power Sports &
Equipment
- Justin Ochs, 2012
IAC Champion
12:00-1:15 pm Backyard BBQ Lunch
1:30-3:30 pm Auctioneer Contest followed
by the Rookie Contest
(New in 2017: Online
bidding by BidSpotter)
4:00-4:30 pm Round Table/Panel Discussion
- Scott Schuman,
Jason Winter & Justin Ochs
4:30-5:00 pm Chat with the Champions
-Adam Marshall, Brooke
Gillespie & Jeffery Sweeney
5:00-6 pm Vendor Social Hour
6:00 pm Grand Banquet Buffet Style
-Hall of Fame Induction
-Appeal for the NAA by
Scott Schuman
-Ring Person Contest
-Fun Auction

Sunday, February 5

7:15 am Fellowship/Devotional (Everyone
is welcome to attend)
- Justin Ochs, 2012 AC
Champion
8:00 am Breakfast - Iowa Country
Sunrise Breakfast Buffet
- 2017 Top 20 Auctioneers
Contestants Announced
- Advertising & Photo Contest
Awards Presented
-Installation of New Officers &
Board Members
-Kids Fun Auction (New in 2017!)
Bring the kids! Funds raised will go to the
University of Iowa Children's Hospital)
10:00 am 2017 Board Member Meeting