

WINTER CONVENTION 2020

January 23 - 26, 2020

Manhattan, KS

Thursday Evening - January 23

- 5:00 pm Registration Check-in
- 6:00 pm Hospitality Room with heavy hors d'oeuvres served
- 7:00 pm Board of Directors followed by Past Presidents' meeting

Friday - January 24

- 7:30 am Registration/Check-in
Breakfast & Fellowship
- 8:15 am Legislative Update by Dan Murray, KAA Legislative Monitor
- 9:00 am Real Estate CE – Rocking the 3 Rs: Real Estate, Relevance and Relevance with Beth Rose
- 12:00 pm Luncheon with speaker Dr. Mykel Taylor of K-State University on Land Values, Economy & Leases, plus Vendor Spotlights
- 1:00 pm Real Estate CE– Required Salesperson/Broker Core: REALTOR® Court: You've Been Summoned with Cheryl Huebert
Becoming a Winner and Stepping Out of Your Comfort Zone with Beth Rose
Auxiliary Tours (meet in the lobby)
- 2:30 pm Partnering for Profit with Mike Fisher
- 4:15 pm Department of Revenue: Tax Collection Requirements with Carl York
First Time Attendees Orientation
- 4:30 pm Fun Auction Item Check-in
- 5:00 pm Kansas Auctioneer Contestant & Rookie Contestant Roll all and Orientation
- 6:00 pm Evening Extravaganza (Doors open at 5:30)
Kansas Auctioneer Championship Preliminary Round | Dinner | Fun Auction | Rookie Auctioneer Competition

Saturday - January 25

- 7:00 am Breakfast & fellowship
Christian Auctioneer Fellowship (Not a KAA sanctioned event)
- 8:00 am KAA Board of Directors/Officer Speeches
- 8:00 am Auxiliary Board meeting
- 8:35 am KAA Election Voting
- 9:00 am The Ninja Auctioneer: Taking Your Sales Presentation to the Next Level with Beth Rose
- 9:30 am Auxiliary Annual Meeting
- 10:45 am A Fair Deal is a State of Mind with Mike Fisher
- 12:00 pm Auxiliary Luncheon & Scholarship Auction
- 1:30 pm The Auction 3 Step Process with Mike Fisher
Auxiliary 2020 Board Meeting
- 3:15 pm ATF
What is the Future of the Auction Industry and How Do I Prepare For It? with Hannes Combest
- 4:45 pm KAA Annual Meeting
- 7:00 pm Awards Banquet
- Hall of Fame Reception following the banquet

Sunday - January 26

- 8:00 am Non-denominational Inspirational Worship Service & KAA Memorial
- 9:00 am Great Ideas: Ask the Experts: Senior Transitions with Kevin Borger, Don Hamit and Rick Brock
- 10:45 am Installation Brunch
Immediately after:
KAA Board of Directors Meeting (New Director Orientation)

Four Points by Sheraton

530 Richards Drive
Manhattan, KS, 66502
(785) 539-5311

Kansas Auctioneers Association Rate

\$89 with 1st floor poolside and King size \$109

Rate Deadline: 5:00pm on December 29th



Beth Rose, CAI, AMM, AARE

Beth Rose is the 2016 Women's International Auctioneer Champion and winner of the 2016 National Auction Marketing Campaign of the Year. She was the 2001 recipient of the Rose Award from CAI, the 2016 Florida State Auctioneer Champion and the 2009 Michigan Auctioneer Champion. Beth has served on the board for the Michigan Auctioneers Association and teaches real estate and marketing for the Ohio Auction School. She currently serves the NAA on the CAI committee and as Vice-Chair of the Educational Institute trustees.

She conducts auctions in Ohio, Michigan and Florida. She is a second-generation auctioneer and is considered one of the top Realtors in her area. She has been conducting single-family and commercial real estate auctions for 30 years. She has won numerous awards in real estate and marketing. She has one daughter, Sara Rose, and three sisters, that are all auctioneers. Beth is actively involved in her own non-profit organization called Blessings in Disguise, where she is the board president.

Mike Fisher, CAI, AARE, ATS, BAS, GPPA

Mike has been in the auction business for 20 years and is the owner of Redfield Group Auctions, Inc. He graduated auction school at Jacksonville State University where he also attended college. Mike has earned multiple designations from the NAA including CAI, AARE, GPPA, ATS and BAS. He is a licensed auctioneer and real estate agent in most of the southeast states and has conducted auctions in over 40 states, Mexico and the Bahamas.

Mr. Fisher is currently an Education Institute Trustee for the National Auctioneers Association and has served on the NAA Conference and Show Education Committee. Mike has been an instructor at the Certified Auctioneers Institute at Indiana University and presented at many state association conferences. He is currently the committee chairman for the Real Estate Workshop at the 2019 Designation Academy in Las Vegas.

Mike is finishing his term as the Chairman of the Alabama Auctioneers Association and has been appointed by the governor to the Alabama State Board of Auctioneers where he is currently the Vice Chairman.



Hannes Combest, FASAE, CAE

Chief Executive Officer of the National Auctioneers Association

Hannes Combest was named as chief executive officer for the National Auctioneers Association beginning in June of 2008. In 2018, she was inducted as a Fellow of the American Society of Association Executives (ASAE), a group of 262 association industry professionals who have received this designation since the program's inception in 1986. Serving as role models and ambassadors for the association community, Fellows seek out opportunities to serve on boards and committees and participate as speakers, authors, reviewers, and mentors.

In 2014, she was awarded the NAA President's Award of Distinction. Hannes is active in the American Society of Association Executives as a member of the Research Committee and is past-president of the Kansas City Society of Association Executives, which in 2005 awarded her the Professional Excellence Award and in 2010 awarded her the Distinguished Association Executive Award.

Cheryl Huebert

Cheryl specializes in representing Buyer's and has done so for nearly 20 years. She is on the Board of Directors for RSCK and has been on numerous educational committees over the years. Cheryl has received her ABR, GRI and e-Pro and continues to be a strong advocate for education in our industry.



Dr. Mykel Taylor

Dr. Taylor is an associate professor of Agriculture Economics at K-State primarily through the Cooperative Extension service. She joined the faculty in 2011 as assistant professor of agricultural economics with a major appointment in extension. Her areas of focus include food safety and consumer demand, grain marketing, and agricultural land values.



SESSION SNEAK PEEK

What is the Future of the Auction Industry and how do I prepare for it?

If we all had a crystal ball, we would be able to see what the future of the auction industry is. Over the last two years, the NAA Board has been talking about it and has some ideas of where we are going and what we need to do. In this program, Hannes will talk about the future and why it is important for individual business owners to start looking into this for themselves.

Rocking the 3 R's. Real Estate, Revenue, and Relevance

As a real estate veteran and one of the top Realtor Auctioneers in her area, Beth will show you how to not only train your market to use the auction method of marketing as a first resort, but also how to break into new markets to diversify. She will give you the tools and training to be a top producer, excel with real estate auctions and leverage every aspect of the transaction.

The Ninja Auctioneer: Taking Your Sales Presentation to the Next Level

This is a 3 hour workshop on how to sharpen your sales skills and dissect your sales presentation in order to increase your income! Beth will show you how to overcome objections, How to strengthen relationships with influencers, how to win people over to your way of thinking, how to communicate value and lots of exercises! This is for all types of auctioneers. Real Estate, Personal Property or Benefit Auctions.

Becoming A Winner and Stepping Out of Your Comfort Zone

Learn how to be your best self and nail the interview in the IAC or at your state competition. Discover how to be confident with yourself, separate yourself from your competitors, and answer the interview questions. Learn how finding your best self is simply the result of hard work and self-acceptance. Be prepared to be challenged and find out your strengths and your weaknesses, and how you can improve your answers to win you points.

The Auction 3 Step.....Engagement, Preview, Auction Day

This session will discuss the different stages we take a potential buyer through and how each person might be handled differently during each step of the process. The process is like steps on a ladder.....but some ladders have 3 steps and others have 10. From capturing data from a web visitor to working a bidder at the registration table, this class will be an open discussion encouraging participants to share their tips and tricks. These principals work for live and online auctions. The session can be from 90 to 180 minutes long.

A Fair Deal Is A State Of Mind

If I told you that I would pay you \$1,000 per week to text me once per day and give me the weather forecast, would you think that is more than fair? You would until you found out that I was paying someone else \$2,500.00 per week just to text me on Sunday. Buyers and sellers are no different. This 60-90 minute session discusses establishing the low reserve and maintaining a seller's expectations while keeping their confidence throughout the process. Starting with the initial sales call and going through auction day, this class will explore many ways to maintain your client's trust while working on their expectations.

Partnering For Profit

This presentation is structured around partnering with other auctioneers and real estate agents to increase revenues and profits. So, you have never sold a luxury home, \$25,000 diamond, baseball collectibles valued at \$250,000 or a collection of 350 guns? Why walk away from this business or worse yet, why go into the presentation without the experience and knowledge with you. Are you prepared to reach out to real estate agents looking for partnership deals? We will explore multiple ways to build and profit from partnering.

Required Salesperson/Broker Core: The Realtors Court . . . "You've Been Summoned"

What now? This course is designed to help veteran agents and new agents alike to understand Agency in Kansas and how it relates to their business. In depth discussions about agency laws and the ways to avoid misrepresentation... all with a fun spin!

Winter Convention Registration

**** CONVENTION REGISTRATION FOR MEMBERS, SPOUSES, EMPLOYEES, GUESTS ****

Early Bird fee must be a paid registration and received by December 31, 2019

An additional \$10 will be applied when registering the day of Winter Convention.

CONFERENCE REGISTRATION

Full Conference (Thursday through Sunday access, including all meals.)

Adult

\$150 / \$175 x _____ persons = \$ _____

Youth (Age 5-12)

\$ 60 x _____ persons = \$ _____

Saturday Conference Only (Adult - 1 day access.)

\$125 x _____ persons = \$ _____

Need any extra meal tickets?

Adult Breakfast

for Friday _____ + # for Saturday _____ = _____ total x \$45 = \$ _____

Child Breakfast

for Friday _____ + # for Saturday _____ = _____ total x \$25 = \$ _____

Adult Lunch

for Friday _____ + # for Saturday _____ = _____ total x \$45 = \$ _____

Child Lunch

for Friday _____ + # for Saturday _____ = _____ total x \$25 = \$ _____

Adult Dinner

for Friday _____ + # for Saturday _____ = _____ total x \$45 = \$ _____

Child Dinner

for Friday _____ + # for Saturday _____ = _____ total x \$25 = \$ _____

Adult Brunch

for Friday _____ + # for Saturday _____ = _____ total x \$45 = \$ _____

Child Brunch

for Friday _____ + # for Saturday _____ = _____ total x \$25 = \$ _____

REAL ESTATE CONTINUING EDUCATION (Kansas Credit Only)

\$65 x _____ persons = \$ _____

Friday Lunch & Dinner (Ideal for Real Estate CE attendees)

\$50 x _____ persons = \$ _____

KAA AUXILIARY LUNCHEON & AUCTION (Saturday) - Now Included with Full & Saturday Conference Registration!

GRAND TOTAL is \$ _____

PAYMENT INFORMATION

Name: _____ Company: _____

Office/Cell Phone: _____ Email: _____

Check _____ - OR - Credit Card: Visa MC Discover

Card #: _____ Exp: _____ Zip Code: _____

Signature: _____

NAME BADGE INFORMATION (Put name as it is on your real estate license if you are registering for Continuing Education.)

NAME: _____ Real Estate License # _____ Adult Child First Time

Designations _____ City _____ State _____

KAA Member KAAA Member Spouse Family Member Employee Guest

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Mail: KAA ~ 11345 W. Carr Ct. ~ Wichita, KS 67209 **Email:** cindi@kansasauctioneers.com

(Any photos taken during the course of the event may be used for future advertising or posted on Association website and/or social media.)