



2018 Convention Host Sponsors



Friday Dinner Sponsor



Awards Dinner Sponsor



CONVENTION SCHEDULE

Thursday, September 6, 2018

9:30am – 12:30pm

IRTA Global Board of Directors Meeting
Las Vegas 1

Please Note that this is not the annual membership meeting, which will take place on Friday morning at 11:00am.

1:00pm – 2:00pm

IRTA Euro/Asia Meeting
Las Vegas 1

European & Asian trade exchanges are encouraged to attend and participate as this meeting.

Noon – 6:00pm

Convention Registration
Outside Las Vegas Meeting Rooms

Welcome to IRTA's 39th Annual International Convention! Let us know you have arrived and pick up all the information you need.

3:00pm – 6:00pm

Registered Trade Broker (RTB) & Certified Trade Broker (CTB) Training
Las Vegas 1

6:30pm-7:30pm

Welcome Reception
Las Vegas 2

Sponsored by:
Community Connect Trade Association



Always one of the highlights of the IRTA convention, the Welcome Reception is an event to meet and greet, make new friends and catch-up with old friends!



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7:30am – 8:45am

7:30am – 8:30am

9:00am – 9:15am

9:15am – 10:30am

10:30am – 11:00am

11:00am – 12:00pm

12:15pm – 1:15pm

Friday, September 7, 2018

Registration Continues in the Hotel
Outside Las Vegas Meeting Rooms

If you didn't get a chance to register last night, be sure you see Patty Weston before 9:00am for your conference materials. You'll need these to navigate your way through the conference agenda. *Sorry, only one program booklet per one registered attendee, so hold on tight!*

Breakfast – On Your Own

Official Convention Opening
Las Vegas 3 & 4

Welcome remarks by Ron Whitney, IRTA's President & CEO and convention Platinum Sponsor, John Strabley.

Opening Kick-Off with Keynote Speaker, Lieutenant General Russel L. Honoré
Las Vegas 3 & 4

Don't Get Stuck On Stupid - The Importance of Leadership

True American legend, Lt. General Russel Honoré (The Ragin' Cajun) was the Commander of the Joint Task Force Katrina, the 33rd Commanding General of the U.S. First Army at Fort Gillam, GA and the 2nd Infantry Division Commander while stationed in Korea.

Lt. General Honoré is known as a "no-nonsense John Wayne dude who gets stuff done." He also is a champion of barter and believes in our industry's purpose, mission and goals!

30 Minute Break

IRTA Annual Business Meeting
Las Vegas 3 & 4

Update on IRTA and UC finances and goals for 2018/19. Nominations for IRTA Global Board of Director seats.

Lunch – On Your Own



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1:30pm – 2:45pm

Afternoon Seminars

Emerging Technology for the Barter Business

Las Vegas 3 & 4

Scott Whitmer moderates this panel which covers new creative ways to sign-up new members on-line, increase referrals with on line referral forms, QR certificates to replace scrip and gift certificates, phone APP usage, telemarketing for new clients and much more.

Panelists: Chris Haddawy, John Strabley and Fred Detwiler

2:45pm – 3:00pm

Break

3:00pm – 4:15pm

Option #1

New Systems Interfacing with the Barter Industry - Including Digital and Blockchain Applications

Las Vegas 3 & 4

New systems and methods will be discussed including examples of blockchain technologies that are beginning to interface with the barter industry in various forms and permutations. This session will clarify the delineations between systems and types of currencies and provide examples of current projects and potential synergies.

Panelists: Annette Riggs, Chong Kee Tan, Tom Greco and Dr. Patrick Antoine

Option #2

Brokering Seminar

Las Vegas 2

Learn from the best brokers in the business. New, creative techniques for better communication and understanding that lead to increased trading.

Panelists: Karen Welch and Patty Weston, UC's International Broker

4:15pm – 6:00pm

Free Time Until Dinner

7:00pm – 9:00pm

Dinner Vegas' Best Brazilian Steakhouse

**"Pampas Grille" at Planet Hollywood Resort & Casino! (includes great seafood!)*

Includes Board Nomination Speeches!
Please arrive on-time – due to board speeches

**Just a quick 9 minute walk from Bally's to Planet Hollywood, a fabulous Brazilian Steakhouse. See the walking map on page 56 of this booklet.*



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8:00am – 9:00am

9:15am – 10:30am

10:30am – 11:00am

11:00am – 12:30pm

11:00AM – 12:15pm

12:15pm – 1:15pm

1:30pm – 2:45pm

Saturday, September 8, 2018

Breakfast – On Your Own

Social Media and Web Presence Workshop
Las Vegas 3 & 4

Lead by Barry Carter, Partner & Co-Founder, Greenbear

Are you losing sales because your web presence and social media efforts don't align with your sales message? Come learn how to organize, clean up, optimize, and get your message across using the the most popular web and social media platforms. We'll also review several online tools to make social media efforts more efficient and effective. Bring your laptop, and work through your issues and questions live.

Break

RTB/CTB Testing
Las Vegas 1

Interactive Hot Topics Round Table
Las Vegas 3 & 4

Always a convention favorite. Ask the experts what's on your mind, what are the key issues you need help with today? What can we do to make our industry better?

Anything and everything is on the table for productive problem solving!

LUNCH – On Your Own

Please Note: *The UC Committee meeting will take place during lunch at "Sea – The Thai Experience Restaurant" promptly at 12:30pm)*

Afternoon Seminars

Option #1

Understanding IRTA's Buyers & Sellers of Barter Exchanges Advisory Memos
Las Vegas 3 & 4

Barter exchange acquisitions are on the rise. Learn how to evaluate your exchange for a sale, and the key components to look for when acquiring an exchange.

Panelists: Dale Mardak, Ron Whitney



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2:45pm – 3:00pm

3:00pm – 4:15pm

4:15pm – 7:00pm

4:30pm – 6:00pm

7:00pm – 9:00pm

Option #2

The Latest & Greatest Sales Techniques
Las Vegas 2

Everybody has searched for the “silver-bullet” of sales for decades. Come and learn the latest ideas that can increase your sales and revenue!

Break

Blockchain and Cryptocurrency are Disrupting Trade, Commerce, and Payments.
Las Vegas 3 & 4

Will cryptocurrency disrupt the barter industry or will it provide new solutions and extraordinary opportunities for reciprocal and cross-border trade? Don't miss this eye opening thought provoking seminar that will give you insight and ideas on this dynamic paradigm shift affecting global commerce and payments. Learn how leveraging cryptocurrency and blockchain could give new life to your exchange.

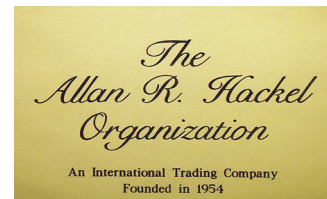
Panelists: Dr. Patrick Antoine, Sabine Priestley and Bruce Kamm

Free Time Until the Awards Dinner

IRTA Board Meeting, with New Board Members
Las Vegas 1

Cocktail Reception & IRTA Awards Dinner
Semi-Formal
Las Vegas 5 & 6

Sponsored by
Allan R. Hackel Organization



A night to recognize, reward and celebrate the impressive efforts made by so many professionals towards the advancement of the barter industry. Join us to celebrate the outstanding accomplishments of your peers!

Sunday, September 9, 2018

There are no activities scheduled for this day.
Have a safe trip home!!!