

IAA 2022 Convention Speakers and Programs

Cyber Liability...Cyber Security for Small Businesses – *The Thompson Group* (1.00-hour elective)

High-profile cyber-attacks on companies such as Target and Sears have raised awareness of the growing threat of cybercrime. Recent surveys conducted by the Small Business Authority, Symantec, Kaspersky Lab, and the National Cybersecurity Alliance suggest that many small business owners are still operating under a false sense of cyber security.

The statistics of these studies are grim; the vast majority of U.S. small businesses lack a formal internet security policy for employees, and only about half have even rudimentary cyber security measures in place. Furthermore, only about a quarter of small business owners have had an outside party test their computer systems to ensure they are hacker proof, and nearly 40% do not have their data backed up in more than one location.

Downsizing and Monetizing for Sellers- *Anne Nouri, AARE, BAS, CA, CAI, CREA, CCFA, CPPA, GPPA* (2.0-hours elective)

What marketing and educational programs do you have in place to attract the Downsizing audience to your Auction business?

We will discuss strategies to attract and engage the senior community to help guide them with their journey to Downsize and monetize their real estate and personal assets.

The Relentless Auctioneer – *Jay Cash, II, BAS, CAS* (1.5- hours elective)

You could be good, really good, even great... but if no one knows it – it doesn't do anyone any good. You must become relentless to take your business to the next level. Explore 18 years of the best advice and cliff notes from an auction career that began nearly 40 years ago. None of us get to where we are in life by ourselves. Regardless of where you are in life, this course will help guide your career to a new level.

How To Handle Conflict & Criticism

How Use Your Competition to Inspire & Activate You

How To Attract Business vs. Chase business

How to get your business operating at a maximum level.

Laugh to the Top: Hilarious Guide to Achieving Your Goals- *Mack Dryden, (1.5- hours elective)*- KEYNOTE SPEAKER

Speaker/actor/comedian Mack Dryden has made several appearances on *The Tonight Show* and in a number of movies, co-hosted his own syndicated TV show *Comedy Break with Mack & Jamie*, and acted in such shows as *The Guardian* and *JAG*. A survivor of a stay in an African prison and two different types of cancer, he has delighted and inspired thousands across the U.S. and on five continents with his compelling personal story and hilarious delivery.

Photography, Videography, Drones and so much more- *(2.0-hours elective)*- *Jayme Goetz, Garrett Leonard, Brad Stoecker, CAI, AARE, AMM, CES*