

# NYSAA - 2020 CONVENTION

## SPEAKERS

*What is Your Liability as a Business/Auctioneer* - Greg Magnus, E.R. Munro  
Greg will cover insurance liabilities that you as an Auctioneer/Business Owner need to be aware of.

*Becoming the Auctioneer of the Future* - Helen Rothberg, PhD  
In this session you will experience the process for visioning and assessing your business's readiness to take advantage of change. Together we will conduct an analysis of business readiness and talk about different strategies for orchestrating the role you want to play going forward.

*Auctioneer Audio/Video* - Aaron Traffas, CAI, ATS, CES  
Auctioneers should all know how to use a mic, but do we all know how to set it up? Take away tips and tricks for quickly making adjustments that will make you sound better when using an unfamiliar system. Learn what to look for when purchasing a new sound system or making upgrades. See how to use tools you already have to create video content for marketing. Watch how it all fits together to broadcast a live video stream of your events and create a video commercial with our voice and your content.

*The "Bump and Howdy"* - Morgan Hopson, CAI  
The art of networking is key when wanting to grow your business, build a strong professional network, or increase your sphere of influence. You don't need to be a big shot or the most outgoing person to network effectively. Whether you have no idea how to network or just want a few pointers for upping your game, this hands-on presentation will cover ways to get out of your comfort zone, say "howdy", and ensure you're "bumping" into the right people.

*Security for Auctioneers* - Aaron Traffas, CAI, ATS, CES  
The modern auctioneer routinely manages large sets of sensitive customer data from myriad devices on a variety of networks. Many of us understand that the loss or breach of these data would be a business-ending event, but most of us don't know where to begin when it comes to securing our systems and our people. Learn about the NAA's self-assessment questionnaire and understand why each item is important. Take away easy tips to build new habits using simple tools that make it second nature to operate your business more securely.