



## 2022 Convention Hosts



**Platinum Sponsor**



**Rhodium Sponsor**



**Gold Sponsor**



**Silver Sponsor**



**Bronze Sponsor**



**Welcome Reception Sponsor**



**Awards Dinner Sponsor**



**Technology Sponsor**



## CONVENTION SCHEDULE

### Thursday, September 8, 2022

**IRTA Global Board of Directors Meeting**  
Executive Boardroom, Wilshire B

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

**Noon – 5:30PM**

**Registration in the Round Room**  
Hotel Main Lobby

Welcome to IRTA's Vegas Planet Hollywood Convention! Let us know you have arrived and pick up your convention bag of goodies and all the information you need.

**3:00PM – 5:45PM**

**Registered Trade Broker (RTB) & Certified Trade Broker (CTB) Training**  
Presented by Kim Strabley, MTB, VP IMS Wilshire B





## 2022 Convention Hosts



**Platinum Sponsor**



**Rhodium Sponsor**



**Gold Sponsor**



**Silver Sponsor**



**Bronze Sponsor**



**Welcome Reception Sponsor**



**Awards Dinner Sponsor**



**Technology Sponsor**

**6:00PM - 7:00PM**

### Welcome Reception

*The London Club – in the Planet Hollywood complex.*

**Sponsored by:**



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!

**Friday, September 9, 2022**

**7:30AM – 8:45AM**

### Registration Continues

*in the Hotel Main Lobby*

If you didn't get a chance to register last night, be sure you see Patty Weston before 8:45 am for your conference materials. You'll need these to navigate your way through the conference agenda. Sorry, only one per 1 person – so hold on tight!

**7:30AM – 9:00AM**

### Breakfast – On Your Own

**9:15AM – 10:30AM**

### Opening Kick-Off with Keynote Speaker Caroline Macdonald, CEO BBX International and Expert Panel

*Melrose 1 & 2*

Charting New Pathways for the Barter Industry

Second generation trade exchange owner Caroline Macdonald was raised on barter and has built one of the industry's most innovative international barter companies. BBXI regularly implements unprecedented business strategies that all barter professionals can learn from.

Following Caroline's keynote address, a panel of experts will discuss additional ideas for pivoting our industry.

Moderator: Annette Riggs, CEO, iTrade Colorado

Panel members include; Jarrad Parke, COO Black Tie Digital, Bob Bagga, CEO BizX, Ashley Taylor Buck, Co-Founder & Strategy, Resource Network & Mary Ellen Rosinski, President, Tradesource

**10:30AM – 11:00AM**

### 30 Minute Break



## 2022 Convention Hosts



**Platinum Sponsor**



**Rhodium Sponsor**



**Gold Sponsor**



**Silver Sponsor**



**Bronze Sponsor**



**Welcome Reception Sponsor**



**Awards Dinner Sponsor**



**Technology Sponsor**

**11:00AM – 12:00PM**

### **IRTA Annual Business Meeting**

*Melrose 1 & 2*

Update on IRTA and UC finances and goals for 2021 & 2022. Nominations for IRTA Global Board of Director seats.

**12:00PM – 1:15PM**

### **Lunch – On Your Own**

**1:30PM – 2:45PM**

### **Afternoon Seminars**

#### **New Technologies & Creative Programs to Maximize Employee Selection, Retention That Will Grow Your Exchange**

*Melrose 1 & 2*

Moderator: Scott Whitmer, Regional VP, IMS

Panelists: Fred Detwiler, President, Tradefirst, Justin Krane, Greenapple Barter, Tanya Galdamez, President Crescent City Exchange, Valerie Hale, CEO, Tradebank, Sergei Serdyuk, Owner, Redleaf Software LLC.

**2:45PM – 3:00PM**

### **Break**

**3:00PM – 4:15PM**

#### **The Evolution of Barter Travel – Discussion of New Successful Strategies for Reviving Travel in a Post Pandemic World**

*Melrose 1 & 2*

Moderator: Ron Whitney, IRTA CEO

Panelists: Kim Strabley, VP IMS, and more panelists to be named.

**4:15PM – 6:30PM**

### **Free Time Until Dinner**

**6:30PM – 8:30PM**

#### **Dinner at Vegas' Best Brazilian Steakhouse/ Seafood – "Pampas Grille" - in hotel complex – see map in program appendix**

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

### **Saturday, September 10, 2022**

**8:00 AM – 9:00 AM**

### **Breakfast – On Your Own**

**9:15AM – 10:30AM**

#### **Red Light Green Light – Like "Squid Games" & The Great UC Trade-Out**

Let's have some fun on Saturday morning! Arrive by 9:30AM and get a free mimosa! It can only



## 2022 Convention Hosts



**Platinum Sponsor**



**Rhodium Sponsor**



**Gold Sponsor**



**Silver Sponsor**



**Bronze Sponsor**



**Welcome Reception Sponsor**



**Awards Dinner Sponsor**



**Technology Sponsor**

enhance your Red light green light game skills and increase your trading during the The Great UC Trade-Out!!

**10:30AM – 11:00AM**

**Break**

**11:00AM – 12:30PM**

**RTB/CTB Testing**

*Executive Boardroom - Wilshire B*



**11:00AM – 12:15PM**

**Blue Ocean Strategies Unique Programs to Pivot Your Exchange And Maximize Your Revenue – What Works & What doesn't Work**

*Melrose 1 & 2*

Moderator: Caroline Macdonald, CEO BBXI

Panelists: John Strabley, CEO IMS, Patti Falus, CEO Barter Network, Ltd., Kent Johnson, CEO, Saturn Barter, other panelists to be named.

**12:15PM – 1:15PM**

**Lunch – On Your Own**

**NOTE: A UC Committee meeting will take place during lunch at Flights Restaurant in the Planet Hollywood complex.**

### **Afternoon Seminars:**

**Traditional Media and Digital Strategies – The Importance of a Robust Mix of Various Mediums**

*Melrose 1 & 2*

Moderator: Robin Maini, Director of International Trade, The Jim Pattison Group

Panelists: Jarad Parke, COO, Black Tie Digital, Chris Haddawy, BizX, Chief Revenue Officer, and more to be named.

**1:30PM – 2:45PM**

**2:45PM – 3:00PM**

**Break**

**3:00PM – 4:15PM**

**Innovative Sales & Brokering Strategies for a Changing Marketplace**

Moderator: Dale Mardak, VP IMS

Panelists: John Attridge, CEO, BBX/UK, Dr. Sirri Simsek, CEO Turk Barter, Rebecca Lucas, California Regional Manager, IMS, Scott Martz, CEO, Business Owners Trade Alliance



## 2022 Convention Hosts



**Platinum Sponsor**



**Rhodium Sponsor**



**Gold Sponsor**



**Silver Sponsor**



**Bronze Sponsor**



**Welcome Reception Sponsor**



**Awards Dinner Sponsor**



**Technology Sponsor**

**4:15PM – 7:00PM**

**4:30PM – 6:00PM**

**7:00PM**

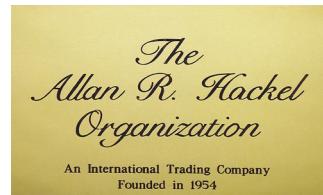
**7:45 PM – 10:00PM**

**Free Time Until the Awards Dinner**

**IRTA Board Meeting, with new board members**  
*Executive Boardroom, Wilshire B*

**Cocktail Reception**  
*at Melrose 4*

**IRTA Awards Banquet**  
*Semi-Formal*  
*Celebrity Ballroom 1 & 2*



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

**Sunday, September 11, 2022**

There are no activities scheduled for this day – have a safe trip home!!!