CONVENTION SCHEDULE

Thursday, September 8, 2022

9:30AM – 12:30PM
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
Welcome Reception

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
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00AM – 12:00PM</td>
<td><strong>IRTA Annual Business Meeting</strong>&lt;br&gt;Melrose 1 &amp; 2&lt;br&gt;Update on IRTA and UC finances and goals for 2021 &amp; 2022. Nominations for IRTA Global Board of Director seats.</td>
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<td>12:00PM – 1:15PM</td>
<td>Lunch – On Your Own</td>
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<td>1:30PM – 2:45PM</td>
<td><strong>Afternoon Seminars</strong>&lt;br&gt;<strong>New Technologies &amp; Creative Programs to Maximize Employee Selection, Retention That Will Grow Your Exchange</strong>&lt;br&gt;Melrose 1 &amp; 2&lt;br&gt;Moderator: Scott Whitmer, Regional VP, IMS&lt;br&gt;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.</td>
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<td>2:45PM – 3:00PM</td>
<td>Break</td>
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<td>3:00PM – 4:15PM</td>
<td><strong>The Evolution of Barter Travel – Discussion of New Successful Strategies for Reviving Travel in a Post Pandemic World</strong>&lt;br&gt;Melrose 1 &amp; 2&lt;br&gt;Moderator: Ron Whitney, IRTA CEO&lt;br&gt;Panelists: Kim Strabley, VP IMS, and more panelists to be named.</td>
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<td>4:15PM – 6:30PM</td>
<td>Free Time Until Dinner</td>
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<td>6:30PM – 8:30PM</td>
<td><strong>Dinner at Vegas’ Best Brazilian Steakhouse/ Seafood – “Pampas Grille”</strong> - in hotel complex – see map in program appendix&lt;br&gt;Includes Board Nomination Speeches! <strong>Please arrive on-time – due to board speeches!</strong></td>
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<td>8:00AM – 9:00AM</td>
<td><strong>Saturday, September 10, 2022</strong>&lt;br&gt;Breakfast – On Your Own</td>
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| 9:15AM – 10:30AM | **Red Light Green Light – Like “Squid Games” & The Great UC Trade-Out**<br>Let’s have some fun on Saturday morning! Arrive by 9:30AM and get a free mimosa! It can only
enlarge 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:

1:30PM – 2:45PM  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.

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
Free Time Until the Awards Dinner

IRT A Board Meeting, with new board members
Executive Boardroom, Wilshire B

Cocktail Reception
at Melrose 4

IRT A 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!!!