

# TCAP Certified Auction Professional Courses

As of February 24, 2020. Subject to edits. ALL CE listed is for TDLR Auctioneer License, unless noted. For CE credit, you must sign in and list your TX license # at each class.

## OPTIONAL PRE-CONFERENCE COURSES \*Additional fees apply. See registration form.



\*space is limited

This new certification pathway is designed to help bridge the gap between auction school and get up and running as an auctioneer professional in Texas. Completion of each course required will provide acknowledgement & certificate:

### TCAP BUSINESS, TCAP MARKETING, TCAP OPERATIONS.

- Course 1 - Business Fundamentals Intensive
- Course 2 - Marketing At All Angles: Self, Client, Online
- Course 3 - Auction Logistics from the Ground Up

### WHO SHOULD ATTEND?

- NEW Auctioneers, Auction Professionals & Future Auctioneers
- Auctioneers Ready To Grow Business
- Experienced Auctioneers That Want Business Update Refresher

**HOW DO I GRADUATE?** Upon completion of all 3 courses, graduates will be awarded "TCAP Certified" distinction which will include: adding to your credentials, a pin, use of logo, mentoring, free ad in TAA news, custom press release for local marketing and status. Attendees can take 1, 2 or all 3 courses. To become TCAP Certified and use the credential graduates will need to be a TAA member and a Texas Licensed Auctioneer in good standing.

**\*Lunch provided for all classes & will include information on online bid platforms\***

8:30am-5:30pm	<b>Texas Certified Auction Professional (TCAP) Course 1</b> <b>BUSINESS FUNDAMENTALS INTENSIVE</b> Course Moderator: Lance Swigert, CAI	[8hrs]
9:00am-6:00pm	<b>Texas Certified Auction Professional (TCAP) Course 2</b> <b>MARKETING AT ALL ANGLES: SELF, CLIENT, ONLINE</b> Course Moderator: Heather Kaspar, CAI, GRI, BAS, SRES  <i>BONUS: Each student will receive: free headshot during lunch and free starter set business cards</i>	[8hrs]
9:00am-6:00pm	<b>Texas Certified Auction Professional (TCAP) Course 3</b> <b>AUCTION LOGISTICS FROM THE GROUND UP</b> Course Moderator: Jackie Lemons-Shillingburg, CAI, AMM, PRI  <i>BONUS: Attendees that complete Logistics Class will have access to TAA auctioneer mentors for 6 months to intern or advise.</i>	[8hrs]

**• Business Plan, Business Setup, Contracting, Negotiation, Labor** - Mike Brantly, CAI, CAS, AARE

**• Set Up Financial Expectations** - Caleb Holt, Axle Box Inc.

**• Technology Boot Camp for Start Ups and Q&A** - Aaron Traffas, CAI, ATS, CES

**• Hard Knocks Panel: Auctioneers Share Insights** - Scott Swenson, Jim Swigert, Walt Cade

**• The Role of Your Website in Marketing** - Company & Events - Aaron Traffas, CAI, ATS, CES

**• Prospecting, Lead Generation, Closing & Role Play** - Brent Graves

**• Advertising Trends and Media Buying Updates** - Hans Hammond, Branding Iron Management

**• Sales & Marketing Strategies, Building Clients, Communication Skills** - Beth Rose, CAI, AAM, AARE

**• Branding for the Modern Auctioneer, Interview Tips** - Beth Rose, CAI, AAM, AARE

**• Marketing Pearls** - "What worked for Us and What Didn't", Staffing Tips & Q/A - Gayle Stallings

**• Panel: Marketing Experiences**

**• Auction Logistics Intro; Identifying Needs & Audience** - Jack Christy, Jr.

**• Logistics Basics: Physical Setups, Clerking/Cataloguing, Using Checklists, Online vs Live Needs, Distribution & Future Trends** - Jack Christy, Jr.

**• Audio Visual & Sound Tips** - Aaron Traffas, CAI, ATS, CES

**• Live Set Mini Auction** - Jack Christy, Jr. & Volunteers

**• Insurance Trends** - Heath Groves

**• Logistics Panel: Differences in Auction Types, Safety Cautions, Labor Tips, Q&A**

**- Gayle Stallings, Lori Campbell, Liz Drake**

**NOTE: 2020 Attendees that complete all 3 tracks will be the FIRST TCAP designees! They will be recognized at the May 16 Awards Dinner and receive a pin. A press release will be provided to graduates to share with your local areas.**

# TAA Registration Form

Register online [www.texasauctioneers.org](http://www.texasauctioneers.org) OR mail form fees payable to:  
 Texas Auctioneers Association, 201 Stillwater, Ste. 8., Wimberley, TX 78676.  
 Fax: 888.394.1123 | Email: [info@texasauctioneers.org](mailto:info@texasauctioneers.org)

FULL NAME: (include designation) \_\_\_\_\_

COMPANY: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL (confirmations will be sent via email): \_\_\_\_\_

SPOUSE/GUEST/CHILD FULL NAME (if applicable - additional registration required): \_\_\_\_\_

**Check All Appropriate Areas:**  Member  Non-Member  First Timer  TAA Officer  Director  Hall of Fame  Past President

**Past Contest Champions:**  NAA  State  Senior  Rookie  Ringman  Team

REGISTRATION & CONTEST FEES	Before 4/15/20	After 4/15/20	Total
<b>FULL REGISTRATION</b> <i>Includes all events, CE, 4 meals and member tote bag. Additional tickets available as listed.</i>			
<input type="checkbox"/> Member	\$289	\$389	
<input type="checkbox"/> Non-Member	\$425	\$525	
<input type="checkbox"/> 1st Time Member to the Convention	\$179	\$209	
<input type="radio"/> YES! I will attend the Friday 1st Timer Breakfast (Free for HOF, BOD & 1st Timers)			
<input type="checkbox"/> Full Guest Pass (includes all events (except FCAI), 4 meals, no CE)	\$189	\$219	
<b>Optional Pre-Conference Course - TCAP COURSE REGISTRATION - Thurs. May 14</b>			
Member <input type="radio"/> C1 - Business <input type="radio"/> C2 - Marketing <input type="radio"/> C3 - Logistics	\$395	\$450	
Member <input type="radio"/> C1 - Business + Conv. Stayover <input type="radio"/> C2 - Marketing + Conv. Stayover <input type="radio"/> C3 - Logistics + Conv. Stayover	\$599	\$649	
Non-Member <input type="radio"/> C1 - Business <input type="radio"/> C2 - Marketing <input type="radio"/> C3 - Logistics	\$495	\$550	
Non-Member <input type="radio"/> C1 - Business + Conv. Stayover <input type="radio"/> C2 - Marketing + Conv. Stayover <input type="radio"/> C3 - Logistics + Conv. Stayover	\$699	\$749	
<b>ADDITIONAL EVENT</b> (additional ticket required)			
<input type="checkbox"/> FCAI Luncheon (5/16)	\$ 35	\$ 45	
<b>CONTEST FEES</b> (Note Contest Rules on Pg 5-7 in Registration Brochure)			
<input type="checkbox"/> Champion Contest Entry Fee (must be TX resident, TAA member, TDLR licensed)	\$150	\$200	
<input type="checkbox"/> Rookie Contest Entry Fee (must be TX resident, TAA member, TDLR licensed)	\$ 30	\$ 80	
<input type="checkbox"/> Ringman Contest Entry Fee (must be TX resident, TAA member)	\$125	\$175	
<input type="checkbox"/> Senior Contest Fee (must be TX resident, TAA member, TDLR licensed)	\$ 50	\$ 75	
<input type="checkbox"/> Team Contest Entry Fee (must be TX residents, TAA members, TDLR licensed)	\$250	\$300	
Auctioneer Name: _____ Ringman Name: _____			
<b>ADDITIONAL CATERING TICKETS</b> (for guests not registered)			
<input type="checkbox"/> Thursday President's Reception & Fun Auction	\$ 45	\$ 55	
<input type="checkbox"/> Friday Grab & Go Lunch	\$ 25	\$ 35	
<input type="checkbox"/> Friday Dinner & Prelim Contest Auction	\$ 55	\$ 65	
<input type="checkbox"/> Saturday Finals & Awards Dinner	\$ 55	\$ 65	
<b>TAA MEMBERSHIP DUES</b>			
<input type="checkbox"/> 2020 TAA Renewal Membership Dues after 2/1	\$165	\$165	
<input type="checkbox"/> 1st Time New Member	\$135	\$135	
<b>OPTIONAL DONATIONS</b>			
<input type="checkbox"/> AUC PAC/Legislative Fund (donations will be noted from individuals)			\$ _____
<input type="checkbox"/> TAA Scholarship/Compassion Fund			\$ _____
<b>TOTAL FEES PAID</b> <i>Registration fees may be tax deductible as an ordinary and necessary business expense, however please consult your Tax Advisor.</i>			\$ _____

**PAYMENT:**  CHECK # \_\_\_\_\_  AMEX  MasterCard  Visa  Discover

CREDIT CARD #: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

CARDHOLDER NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

**REFUND CANCELLATION POLICY:** \$50 cancellation fee after 2/28/20; and no refunds will be made after 4/15/20.

**HOTEL INFORMATION:** Embassy Suites Conference Center & Spa [1001 E. McCarty Ln, San Marcos, TX 78666]

TAA Rate: \$139 (single/double) | Room Rate Deadline: April 10, 2020 \*based on availability

Phone #: 512-392-6450 | ask for TAA rate