



NEBRASKA AUCTIONEERS ASSOCIATION TENTATIVE CONFERENCE SCHEDULE

Holiday Inn Convention Center, Kearney, NE
June 8-10, 2012



YOUR PRESENTERS:

Friday, June 8, 2012

- 8:00 a.m. Registration Opens
8:30 - 11:45 a.m. **Real Estate Session I – NAR Code of Ethics (0497R)** conducted by Craig Larabee, Larabee School of Real Estate and Insurance, Lincoln, NE
11:45 - 12:30 p.m. Lunch Break
12:30 - 3:45 p.m. **Real Estate Session II – Go Green Geothermal (0723)** conducted by Jenn Haeg, Larabee School of Real Estate and Insurance, Lincoln, NE
5:00 - 6:00 p.m. **Social Hour**
6:00 - 9:00 p.m. **BBQ and Fun Auction**

Saturday, June 9, 2012

- 7:00 - 8:00 a.m. **Exhibitors Set-Up**
8:00 a.m. Registration Opens
7:30 - 8:30 a.m. **Board of Directors Meeting**
7:30 - 8:30 a.m. **Auxiliary Board of Directors Meeting**
8:00 - 8:45 a.m. **Exhibits Open and Breakfast**
9:00 - 11:00 a.m. **Association General Membership Meeting**
9:00 - 11:00 a.m. **Auxiliary General Membership Meeting**
11:00 - Noon **“Lien Searches and Uniform Commercial Code Law”** by Attorney Brad Holbrook, Jacobsen, Orr, Lindstrom & Holbrook, Kearney, NE
Noon - 1:00 p.m. **Luncheon**
1:00 - 1:30 p.m. **Advertising Contest Check-in & Visit Exhibits –** Shayne Fili, Contest Chair
1:30 - 3:00 p.m. **“Auction Technology – It’s More Than a Website”** by Robert W. Mayo, CAI, AARE, ATS
1:30 - 3:00 p.m. **Auxiliary “Hands on” Program – “Facebook Pages for Beginners – Personal and Business”** (bring your laptop or tablet!) by Penny Parker
3:00 - 4:30 p.m. **Exhibitors Introduction and Exhibits Open**
4:30 - 6:00 p.m. **KRVN Hospitality**
6:00 - 6:30 p.m. **Social (Cash Bar)**
6:30 - 8:30 p.m. **Banquet and Award Presentations**

Sunday, June 10, 2012

- 7:30 a.m. Registration Opens
8:00 - 9:00 a.m. **Breakfast and Prayer Service –** Music by Sadie Kliewer
9:10 - 10:10 a.m. **“The Power of PR” –** Chris Longly, Deputy Executive Director, National Auctioneers Association Break
10:15 - 10:30 a.m. **“Auction Technology – It’s More Than a Website” Part 2** by Robert W. Mayo, CAI, AARE, ATS
10:30 - 11:30 a.m. **Lunch, Advertising Contest Awards, and Installation of New Officers**
11:45 - 1:00 p.m.

AUXILIARY PROGRAM PRESENTER

**Penny Parker, Director of Marketing,
University of Nebraska - Kearney Dining Services**



As a child I enjoyed being creative. I made up dances to my favorite songs, sang in front of the entire school and joined all the extracurricular activities I could. I thrive on making things fun!

In college I found my niche in the field of Communications. I earned my Bachelor's Degree from the University of Nebraska at Kearney in Organizational Communication. My passion for marketing communication began while working for a non-profit for 4 years developing communication materials. I moved into the corporate world as the Director of Marketing for UNK Dining Services where I work to engage our customers via social media.

Social Media is my specialty....You have a great website, now what? Now you need to drive traffic to your site by engaging with your customers. 90% of consumers trust peer recommendations. Are you involved in the online conversation about your product or services?

The question isn't whether or not you do social media, but how well you do it. I can help you do it well.



Robert Mayo
Mayo Auction & Realty, Kansas City, MO

Robert Mayo is a first generation auctioneer and founder of Mayo Auction & Realty, a family owned auction firm located in Kansas City Missouri. Robert has a background in health information management, healthcare technology training and technology sales. He also served in the U.S. Army as a Medical Specialist where he spent most of his time in South Korea and a few minutes in North Korea, but that's a different story.

Having started his auction career in 2001, he began as a general auctioneer who specialized in the sale of precious metals (pots and pans), heavy pianos and organs, and in 2002 implemented a business plan to focus primarily on the sale of real estate at auction. In January of 2007 Robert and his brother opened a state of the art auction facility in the heart of Kansas City where they regularly conduct live auctions, live simulcast auctions and online only auctions, specializing in the sale of firearms, coins and business asset liquidations.

Robert currently serves as a Director for The National Auctioneers Association and is also co-chair of the NAA Technology Committee. Robert is an instructor at World Wide College of Auctioneering and is the 2007- 08 Kansas State Champion Auctioneer. His goal is to be the IAC Champion in 2011.

Robert is a graduate of the Certified Auctioneers Institute and the Accredited Auctioneer of Real Estate program. He helped write and is a co-instructor for NAA's Auction Technology Specialist designation program.

Robert is happily married to his wife Aileen, has a 3 year old son Lincoln and a 2 year old daughter Isabella.



Bradley D. Holbrook, Attorney
Jacobsen, Orr, Lindstrom & Holbrook

Since joining the firm in 1998, Mr. Holbrook has specialized in the areas of family law, commercial litigation and general corporate law. His family law practice includes divorce, property division, child custody, child support and appeals. Mr. Holbrook's commercial litigation practice is centered on the Uniform Commercial Code, including negotiable instruments, leasing, sales and secured transactions as well as creditor's rights in bankruptcy reorganizations. Mr. Holbrook represents several of the preeminent local business and banking institutions in these areas. His

work in general corporate law is focused on planning, formation, compliance and litigation.



Chris Longly, Deputy Executive Director
National Auctioneers Association

Chris Longly is the Deputy Executive Director of the National Auctioneers Association (NAA), headquartered in Overland Park, Kansas. Chris' primary roles include managing the association, its membership department and serving as the "voice of auctioneers" as the industry's spokesperson. In addition to directing the association's media relations, Chris has worked with multiple television producers in the development of popular auction shows including Discovery Channel's Auction Kings and History Channel's Sold! Chris manages the

association government relations and partnerships with organizations such as St. Jude Children's Research Hospital and USA TODAY.

Prior to joining the NAA in 2007, Longly managed the Midwest public affairs activities for State Farm®. Chris has also served as a public relations and government affairs consultant for Las Vegas Sands, Inc., owner and operator of the Venetian Resort-Hotel-Casino in Las Vegas. Chris began his career in public affairs working for several United States Senators and other political officials as their campaign manager or field staff.



Craig Larabee, Education Director and President
Larabee School of Real Estate & Insurance

Craig Larabee is the Education Director and former owner and President of Larabee School of Real Estate & Insurance, Inc. with schools and classes throughout Nebraska.

Craig has taught pre-licensing and continuing education since 1977 for private schools, colleges, Boards of Realtors, Certified Commercial Investment Broker's (CCIM) Chapters. He has been a featured speaker at many conventions including the Nebraska Auctioneers and has instructed at the Nebraska Realtors Association State Convention. Mr. Larabee has also

instructed at the Real Estate Educator's, REEA, National Convention.

Craig Larabee is recognized by brokers and former students alike as one of the top trainers and instructors in the real estate industry today.