



Monterrey, CA

October 19-21, 2010

ATS Instructors:

Aaron Traffas, CAI, ATS, CES, and Robert Mayo, CAI, AARE, ATS

The Auction Technology Specialist (ATS) program will help you learn and understand today's technology and how to use it to improve your business. The first part of the course is a free prerequisite using the Microsoft eLearning Center. You will then take a three (3) day live class. To complete the designation, you must conduct a live and static auction and submit the appropriate documentation.

During the classroom experience the following topics will be covered:

- ☞ Lead Generation and Prospecting
- ☞ Digital Photography and Video
- ☞ Internet Marketing
- ☞ Payment Processing
- ☞ Websites
- ☞ Inventory Management
- ☞ Image Hosting
- ☞ Types of Auctions and Their Technology Needs
- ☞ Enterprise Integration
- ☞ Computer Marketing Strategy
- ☞ Building an Online Community

Before receiving your ATS designation, you will need to submit proof of two online auctions. One auction must be live and the other must be static. Details regarding the requirements for auctions will be covered in class.

To maintain the ATS designation, you pay a yearly designation fee (\$50.00 as of January 1, 2010) and complete 24 hours of continuing education every three years.

Prerequisites to attending ATS:

- Must have undergraduate degree (or) Associate degree (or)
- Approved life equivalency

Prior to registering for the ATS classroom experience:

- Must submit a completion certificate to the NAA Education Department for *The Internet and the World Wide Web* course from the Microsoft eLearning Center. (Site may be accessed from the NAA Education website.)
- Must submit a completion certificate to the NAA Education Department for the *Digital Lifestyles* course from the Microsoft eLearning Center. (Site may be accessed from the NAA Education website.)

When attending the class you will need to bring with you a laptop computer equipped with:

- Microsoft Office including Microsoft Word, PowerPoint and Excel
- USB Port
- Ability to open and view a 25 mb file
- Wireless internet connection capability

To receive the ATS designation you must:

- Submit proof of two online auctions (one live; one static)

****NAA classes are subject to cancellation if enrollment numbers are not sufficient.**



Registration form on reverse side of this page.

REGISTRATION FORM

2010

Designation Course for ATS

Auction Technology Specialist (ATS)

Hyatt Regency Monterey Hotel & Spa ■ 1 Old Golf Course Boulevard ■ Monterrey, CA

October 19 - 21, 2010

Class is held from 8:00 a.m. until 5:00 p.m. each day

Registration Fee:

Members: \$495 per person, \$545 per person after September 20, 2010

Non-Members*: \$720 per person, \$770 per person after September 20, 2010

This form is for one person only. Please make photocopies for other participants.

Please print clearly.

NAME _____ E-MAIL ADDRESS _____

NAA MEMBER NUMBER _____ TITLE _____

COMPANY _____

ADDRESS _____

(STREET)

(CITY)

(STATE)

(ZIP)

TELEPHONE () _____ FAX () _____

Method of Payment (check one):

Total amount \$ _____

Visa

Mastercard

Discover

American Express

CREDIT CARD # _____ EXPIRATION DATE _____

NAME AS IT APPEARS ON CARD _____

SIGNATURE _____ DATE _____

Hotel: Hyatt Regency Monterey Hotel and Spa, 1 Old Golf Course Boulevard, Monterey, CA 93940-4908. To reserve a room and receive the special rate with prices beginning at \$174.00 plus applicable taxes per night use the PassKey for Online Bookings: https://resweb.passkey.com/go/castateauctioneersassociation. PassKey Reservations Phone Number: 1-888-421-1442. Please call before September 20, 2010 to receive this special rate.

Note: Excluding a processing fee of \$25, refunds will be granted provided the NAA is notified in writing thirty days before the event. No refunds will be given after this date.

HOW TO REGISTER: 3 Easy Ways



FAX FORM TO...
NAA Education Institute
913-894-5281



MAIL FORM TO...
NAA Education Institute
8880 Ballentine
Overland Park, KS 66214



REGISTER ONLINE....
Log on to www.auctioneers.org
Go to Education Events Calendar.



QUESTIONS...

Call 913-541-8084 ext. 28, or e-mail education@auctioneers.org with questions concerning registration, confirmations, or changes.

* Call the Education Institute office, 913.541.8084, ext. 28, for a special NAA membership offer.