



35TH ANNUAL INTERNATIONAL CONVENTION

IRTA

Cancun 2014

ACTIVE
INTERNATIONAL[®]
CREATING VALUE WITH EVERY TRADE
Platinum Sponsor

 **BizXchange**[®]
Improving Business with Trade
Gold Sponsor

 **FloridaBARTER**
www.floridabarter.com
Silver Sponsor

 **NUBARTER**
Currency for the 21st Century
Bronze Sponsor

World Trade X
BARTER SOLUTIONS

Our 2014 Convention Host

CONVENTION SCHEDULE

Thursday, September 25, 2014

9:30a.m.–2:30p.m.

IRTA Global Board of Directors Meeting

Meeting is open to all IRTA members who are present. Please note that this is not the annual membership meeting, which will take place on Friday morning, September 26th at 11:00am.

2:45p.m.–4:00p.m.

IRTA Euro/Asian Chapter Meeting

All European and Asian trade exchanges are encouraged to attend this important meeting to solidify the Euro/Asian Chapter.

3:00p.m.–6:00p.m.

Registered Trade Broker (RTB) and Certified Trade Broker (CTB) Training

Registered Trade Broker (RTB) and Certified Trade Broker (CTB) education and training course for brokers.

11:00a.m.–6:00p.m.

Registration–Main Lobby

Welcome to IRTA's 35th Annual International Convention! Please let the IRTA and UC registration desk know you have arrived and pick up your complete information package and convention goodies!

7:00p.m.–10:00p.m.

Welcome Reception & Trade–Out Fair

Always one of the highlights of the IRTA convention, the Welcome Reception is an event to meet and greet, make new friends, catch-up

with old friends. The Welcome Reception is combined with the Trade Fair, so make sure to bring items you would like to trade or lists of items you have available for trade!

Sponsored By



Friday, September 26, 2014

Registration Continues

Main Lobby

If you didn't get a chance to register last night, be sure to stop by the registration table for all your conference materials. You'll need these to navigate your way through the conference agenda.

Breakfast

OFFICIAL CONVENTION OPENING

Welcome Remarks by IRTA President, Annette Riggs.

Convention Attendees' self-introductions

Ron Whitney, IRTA Executive Director, speech on behalf of Platinum Convention Sponsor, Active International.

**Opening Keynote Speaker/
Presenter**

Dette Glashouwer—The History of Money, Credit & The Solutions Barter Exchanges & Complementary Currency Systems Provide

The world renown, Amsterdam-based speaker and actress, entertaining and informative presentation on the history of money, debt, stocks, barter and complementary currency systems won the 2011 Mediamatic Award for Best Idea.

Break

35th Anniversary Video Presentation



7:30a.m.–9:00a.m.



7:30a.m.–8:30a.m.

8:45a.m.–9:00a.m.



9:00a.m.–10:45a.m.



Our 2014 Convention Host

10:45a.m.–11:00a.m.

11:00a.m. –12:15p.m.



Our 2014 Convention Host

IRTA Annual Business Meeting

Update on challenges facing IRTA, 2014 goals, review of IRTA and UC finances, new membership, new programs and nominations for IRTA Global Board of Director seats.

12:15p.m. –2:00 p.m.

Lunch

2:00p.m.–3:30p.m.

Early Afternoon Seminars

Session 1: Legal Aspects of Bitcoin, Crypto-Currencies, FICEN and Other New Rulings

Bitcoin and similar crypto-currencies growing fast, and they are causing concern and confusion within the financial industries internationally. Learn the latest decisions that are effecting the growth and regulation of the crypto-currency sector and how those decisions impact the barter industry and your business.

Session 2: Broker Training For Brokers

Specialized broker training provided by the best and most experienced teachers in the industry.

3:30p.m. –3:45p.m.

Break

3:45p.m.–5:00p.m.

Late Afternoon Seminars

Session 1: Understanding Deficits & IRS Pass-Through Decision

In March of 2012, IRTA wrote a Deficit Advisory Memo titled “Guidelines & Recommendations For Barter Exchange Deficits,” but few completely understand what the Deficit Advisory Memo really means. This seminar will review the basis for the Advisory Memo and the rationales for its formation.

Further discussion will focus on the status of IRTA’s request for a Private Letter Ruling from the IRS seeking an opinion that pass-through entities, like UC, do not have to issue 1099B’s because it represents a duplicate reporting of the same transaction.

Session 2: Sales Training

Sales is, and always will be the backbone of any barter organization. New members are critical to your company’s success and growth. Learn from the best in the business how to increase your sales and improve your bottom line.



Our 2014 Convention Host

7:00p.m. –10:00p.m.

8:15a.m.–9:15a.m.
**8:00a.m.

9:30a.m.–11:00a.m.

11:00a.m. - 11:15a.m.

11:15a.m.–12:15p.m.

12:15p.m.–2:00p.m.

1:30p.m.–3:30p.m.

*Enjoy the rest of the afternoon
Free time until the dinner at 7:00p.m.*

Friday Night Italian Dinner

IRTA has booked the entire Italian Restaurant for your dining pleasure!

NOTE: New IRTA Board of Director's Nomination Speeches will take place at 7:30p.m. at the Friday night dinner location, and the voting for new Global Board directors will follow immediately after the speeches.

Saturday, September 27, 2014

Breakfast New Start-Up Exchange Breakfast

UC Presentation—Answers To UC Issues

Universal Currency Clearinghouse Inc. (UC) is the largest and most robust inter-exchange trading platform in the world, averaging over one million dollars of trading a month.

This open participatory forum will review issues that crop-up with UC, such as poaching, cash cleaning fees, cash/barter blends and much more.

Break

What do you say?

This interactive session has become a big hit at IRTA Conventions. All participants have the chance to talk about the most important challenges and opportunities with their companies. Please participate!

Lunch

NOTE: UC Committee will meet during lunch meeting at 12:30pm

RTB/CTB Testing

Early Afternoon Seminars

Session 1: Techniques For Trading Real Estate, Art and Other High-Ticket Items in Your Exchange

Every barter organization thrives on the bigger transactions. Learn how to do more large deals and the new creative ways that exist to maximize your revenue.



Our 2014 Convention Host

Session 2: New Complementary Currency Models That Are Operating Globally

Amazing new complementary currency and hybrid business models are in place internationally. Learn how they work and what techniques you can use in your barter organization. Introductory presentation by Dette Glashouwer.

3:30p.m.–3:45p.m.

Break

3:45p.m.–5:00p.m.

Late Afternoon Seminars

Session 1: How To Use Videos On The Internet—Other New Marketing Trends

YouTube and other video venues provide an excellent way to get the word out about your barter organization, attract new clients and increase overall awareness of your company. This seminar examines all the latest video technologies and strategies to help grow your business.

Session 2: Broker/Sales Person Compensation Structures and Proper Reporting of Employee Trade Dollar Compensation

Properly compensating your broker and sales team is critical to build loyalty and continuity in your company. This seminar will explore all the creative approaches to compensate your staff to assure stability in your company.

Additionally, the proper ways to report trade dollar compensation to your employees will be covered in detail.

5:05p.m.–6:15p.m.

IRTA Board Meeting with New Board Members

7:00p.m.–7:45p.m.

Cocktail Reception for Awards Dinner

7:45p.m.–10:00p.m.

IRTA Awards Banquet

10:00p.m.–Midnight

After Party

Oasis Resort Entertainment Venues

Sunday, September 28, 2014

No activities are scheduled for this day. Enjoy your extended stay at the Oasis Grand Resort!

The mission of IRTA is to provide to all Industry Members with an ethically based global organization dedicated to the advancement of Modern Trade and Barter and other alternative capital systems, through the use of education, self regulation, high standards and government relations.



Our 2014 Convention Host