

2026 NDAA Convention Schedule



February 5-7

Holiday Inn

Fargo, ND

866-994-9649

Thursday, Feb. 5th

7 p.m. - 1 a.m. Social in host
room (drinks only)

Friday, Feb. 6th

7-8 a.m. - Breakfast

8:15-9:15 a.m. - John Shultz "AI in the Auction Industry pt. 1"

9:30-10:30 a.m. - John Shultz "AI in the Auction Industry pt. 2"

11 a.m. - 12 p.m. "Outlook on the Agricultural Economy"

12-1 p.m. - Lunch

1-2 p.m. - Round Table on Fundraising (bring your ideas!)

2:15- 3 p.m. - John Shultz

"Intro to Digital Marketing for Auctions pt.1"

3- 4:00 p.m. - John Shultz

"Intro to Digital Marketing for Auctions pt.2"

4:15 - 4:45 p.m. - Industry presentations

4-6 p.m. - Auction item check-in

5:45 p.m. - Contestant Meeting

6 p.m. - Hall of Fame Induction

6:30 p.m. - Fun Auction & Auction Contest

7:30 p.m. - Light Hors d'oeuvres

Saturday, Feb. 7th

7-8 a.m. - Breakfast

8:15-9:15 a.m. - The Future of NDAA

9:30-10 a.m. - John Shultz "Benefits of NAA Membership"

10:30-Noon - Annual Meeting

Noon - Presidents Luncheon

Auction Details

1) Preliminary round 2) Fun Auction

3) Challenge of Champs 4) Fun Auction

5) Finals