

2021 NAA Conference and Show Update

Hey everyone,

I'd like to take this opportunity to congratulate Tammy on a wonderful MSAA summer picnic and board meeting. It was exciting to see so many of you there and additional members participating via Zoom. Frank and Peggy were gracious hosts for our "COVID-19" pivot to the Imholte ranch.

We are all excited for the 2021 NAA Conference and Show to be coming to Minnesota. At the time of writing this article, everything is on track and proceeding for a wonderful event in our home state.

The NAA has asked for our MSAA 2021 C&S Committee to review venues and come up with ideas for a welcome party to be conducted on Tuesday, July 13, 2021 (5:30 - 8:00 pm or so). The NAA will have its first substantive contact with our committee this September, 2020.

Jim and Linda Fahey, along with Connie Johnson, visited four (4) potential locations that were identified as possible "Welcome Party" venues. They visited:

- US Bank Stadium
- Nicollet Island Pavilion
- TCF Stadium
- Mill City Museum

Characteristics they were looking for included:

- family friendly
- ability to serve a meal
- ability to have a cash bar
- 800-900 people
- close proximity to C&S
- remain cognizant to mobility access
- if there is live music to have a separate space for those who would like to visit
- if it is an outdoor venue, is there a plan for poor weather

Linda Fahey provided a wonderful written report and the group unanimously thought US Bank Stadium provided the best space for the welcome party. Stating US Bank Stadium provides a comfortable, casual and family friendly environment, with catering options that could be tailored to provide some of Minnesota's most iconic menu options. There seemed to be plenty of space with the option of several breakout rooms in case we elected to have live music. There are additional options including the Skol drumline and kicking field goals that may add to the "family-friendly" atmosphere.

Our opportunity to promote at the 2020 NAA Conference and Show in San Diego was derailed by the Coronavirus pandemic. Our plan was to distribute t-shirts promoting the 2021 NAA Conference and Show coming to Minnesota. Our current plan is to mail t-shirts to individuals who have attended this year's virtual NAA C&S as well as cross-referencing the list of attendees from the 2019 C&S to

come up with approximately 800 mailings. Additionally, we will mail 12 t-shirts to each state association to be included in their own conference.

Each t-shirt will be mailed with an invite to Minnesota and instructions on how to win a free 2021 NAA Conference and Show registration with hotel accommodations for the duration of the event.

- 1) Take a picture of yourself wearing the t-shirt
- 2) Post the picture on Facebook or Instagram with the hashtag #NAA2021MN
- 3) Add a caption on why you are excited to attend
- 4) Entries received by May 15th, 2021 will be entered into a random drawing for free C&S 2021 registration and hotel accommodations
- 5) One (1) entry per person (feel free to pass your shirt around)

I have also included design concepts for 12 different t-shirts for everybody to review. I am open to suggestions on how to effectively mail 800 t-shirts to members who we do not know shirt size. The shirt company we are using suggested having all of the shirts be either large or extra large and let "luck of the draw" play out. I thought it would be good to solicit input from anyone who may have a better suggestion.

As board members we are encouraged to write articles that inform and educate. I thought this would be a great opportunity to inform. I hope everyone is happy and healthy as we continue to navigate these historic times.

I will look forward to hearing from you.

Call/text

Judd Grafe

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