

## **IT'S CONFERENCE AND SHOW TIME!**

Once again we've made another trip around the sun and we look forward to our Conference and Show. It's the time of year when we gather together to recharge ourselves with everything Minnesota State Auctioneers Association.

Here's our Mission: The MSAA exists to provide its professionals with a sense of community through building strong relationships, quality education, advocacy, and tools needed to successfully promote the auction method of marketing.

The opportunity to get together is so important in fostering our sense of community by cultivating and encouraging new relationships and strengthening the old ones. It's our opportunity to catch up with one another just like a family reunion. We are a family united by our common profession. Although 2020 has given us major challenges, we can still look forward to being united once again.

Our Conference will take on a different look in January. We are still planning our in-person event in Bemidji AND we will be adding a virtual component as well for those of you who aren't able to attend. We are working out the details and are excited to be able to serve all MSAA members with our great line-up of education.

We will do our "pre-conference" kick-off starting Wednesday and Thursday with 15 hours CE on real estate. This has been popular in recent years as it allows us to get those CE hours under our belts early in the year; and it's fun! Thursday evening is the ever popular, super exciting and anticipated Champion Auctioneer Contest. Who will it be this year? Minnesota has very talented auctioneers every single year in this competition and being crowned Champion in Minnesota is a really big deal.

Friday and Saturday will be filled with some great seminars you won't want to miss. Topics addressed include: "The Art and Science of Working the Auction Ring," "Google Marketing for Real Estate," "Effectively Negotiating Auction Commissions," "Understanding UCC Code 2-328," "Staying in the Auction Business," and "How to Take Excellent Photos and Give Great Descriptions for Online Auctions." We will have a great panel discussion on what's new in conducting Benefit Auctions in today's culture and "Effective Auctioneering from the Mic."

We will hear the news from our Lobbyist on what is currently happening on the advocacy forefront, and of course you won't want to miss the annual Business Meeting where our great association will be gaining a new President, Vice-President, and three new Board of Directors. We will be discussing important topics that impact our Association's financial and educational future.

The Champion Ringman's Contest has recently become a much anticipated event and we are excited to see who the next champ will be. Be sure to enter as this is truly a beneficial experience. Also, be sure to place your entry into the Marketing Contest as well. This is a good opportunity to discover new trends in marketing and of course, to show your clients that your marketing skills are tops in the industry.

Friday evening will be fun-filled with our fun auction. This is our main fundraising event of the year, so buckle-up and get prepared to give from your heart for our beloved organization. For those of you that have been around for awhile you know just how much it means to us all. Think back to the many great smiles, hugs, great conversations, and the vast knowledge you have gained from being a member. Sometimes money can't buy what is gained, but without your support, we don't get the opportunity for

any of these great things. For those of you that are new, we can't wait for you to experience the excitement and energy of it. Think about what you would like to contribute and join the fun!

Saturday evening is so special with the President's Dinner. Our new officers are installed, special awards are given, and probably the most anticipated time of the evening is the honor bestowed on the new Hall of Fame inductees. Our Auction Royalty is celebrated and we get a true sense of just how special our beloved Association is.

Your Association Board has been working diligently to provide the very best service to you - our members - in these challenging times. TOGETHER WE CAN DO MORE. And together we are going to once again provide you with a fantastic MSAA Conference and Show!

We hope to see you very soon in Bemidji January 13-16, 2021!

Best Regards,

Tammy Tisland  
MSAA President