

Happy June, everyone,

What an exciting year! Seeing everyone smile again and businesses open up is having a tremendous impact here, in Minnesota, and throughout the nation.

I would like to take this opportunity to keep everyone informed of the latest happenings within the MSAA. The Board and I have been making a concerted effort to be more thorough and proactive in our communications. We have established a monthly Zoom/teleconference for board members and started an MSAA Board Facebook group that allows immediate sharing of ideas and suggestions and a platform to share administrative paperwork, ads, and articles for proofing or ratification.

The monthly "check-in" meeting is not mandatory but has been a great tool to interface, ask and answer questions, and share ideas and goals.

I hope you all enjoyed the new look of the MSAA magazine. We were excited to give our designer some more freedom in concept and look forward to what she wants to put together for our next edition.

Sara does an excellent job collecting and organizing content and presenting the information to allow the designer to concentrate on what she does best. We have shifted ad sales for the magazine to the MSAA Vendor Committee in response to a steady drop-off in advertiser contact and sales. The Board decided the MSAA Vendor Committee would be a great internal resource that is typically in touch with many of the same companies, which may be interested in running ads while soliciting vendors for our MSAA C&S.

Also, here's a quick shout-out to Sara and this year's Vendor Committee. They had about 2 weeks to source and book advertisers for our initial magazine, which was rolling out a month early in anticipation of the NAA C&S coming to Minnesota. This year's Vendor Committee sold all the space designated for ads and required an additional color page in the magazine to fill the many requests. They continue to work hard for the MSAA, and I am excited to see the new advertisers for our next edition.

If you have not had a chance to notice our new MSAA logo, here it is. It will be functional as a single or 2 color logo and also has a color gradient version.



The MSAA Summer meeting is right around the corner, so be sure to mark your calendar as we have an exciting and fun day planned.

Sunday, June 27th at 10am
Canterbury Park, 1100 Canterbury Rd S, Shakopee, MN

This is a free event for all members with no restrictions on the number of attendees. So come on over. However, it would be nice to have a proper headcount for the BBQ lunch, so plan to give Frank a call, text, or email if you will be attending. Thank you.

Frank Imholte
320-241-1200
frank@solditatauction.com

I was excited to schedule the MSAA Summer Meeting at a local business and include some entertainment with a local group that was hit hard during the Covid Pandemic. Come ready to get filled in, filled up, and share a laugh.

Entrance: Westside glass atrium next to casino entrance, then follow signs.

- 9am - Back Lot Tour (currently filled but accepting alternates)
- 10am - NAA Director Mr. Schultz regales us with his knowledge of NAA 2021 C&S.
- 10:30am - Kurt Johnson will explain how to conduct a successful "fund-a-need" auction.
- 11am - Minnesota's own "The Danger Committee" will motivate and entertain.
- 12pm - BBQ Lunch at the starting gate
- 1pm - Races start so we may have time to catch the start of a race or 2
- 2pm - MSAA 2021 Bi-annual Summer Meeting
- 12-4pm - Sign up for volunteer time slots at the NAA C&S.

MSAA has negotiated a \$99 room rate if you would like to stay near Canterbury and enjoy additional weekend activities in the area. Mystic Lake Casino, the Minnesota Zoo, and Valleyfair are just a few favorites.

This is not a block, so it is first-come, first-serve. Contact:

Holiday Inn Express & Suites
4550 12th Ave. E
Shakopee, MN
952-455-2244

Canterbury has plenty of space, and we have loads of information to cover at our MSAA Summer Meeting. So please take advantage of this excellent opportunity to say hello and get reacquainted with fellow members and long-time friends.

The MSAA Board, in conjunction with Chris Gould (our logo designer), Andy Imholte, and John and BillieJo Schultz, have been working on designing and ordering a tradeshow booth that we will be using at the NAA C&S July 13th-16th in Minneapolis. Our purpose was to create a backdrop at NAA C&S that would highlight and start conversations about our association and the great state of Minnesota. Additionally, we wanted to create a trade show booth that would continue to be used at our MSAA C&S as well as be functional for other events and venues. We ended up with a lightweight, 3- panel design that currently showcases MSAA and MN and has the flexibility to replace individual panels with new themes and designs, to better target specific markets or events in the future. Please enjoy a sneak peek.



The MSAA booth will be next to the NAA C&S registration, July 13th - 16th at the Hyatt Regency, 1300 Nicollet Mall, Minneapolis.

MSAA will staff this booth with teams of 2 or more in 1 - hour blocks. Members can sign up for multiple and consecutive time slots. MSAA members will not need to pay C&S registration fees to be at our booth. Simply stop by the C&S registration table to pick up a volunteer pass. However, the volunteer pass is not a ticket to attend C&S education, speakers, or events other than the volunteer shift.

Tuesday, July 13th, 2pm-5pm
Wednesday, July 14, 8am-5pm
Thursday, July 15th, 8am-5pm
Friday, July 16th, 8am-5pm

There will be a signup sheet for volunteers at the summer meeting on June 27th. We will call for additional volunteers and add online sign up as needed.

In addition to staffing our MSAA booth, the NAA will be requesting that we source and supply volunteers for specific positions and times.

We will be discussing these opportunities and how best to fill these positions as a board and have our recommendations at the summer meeting.

The MSAA booth will be an excellent opportunity to see old friends and network with industry professionals. We will be handing out individually wrapped Minneapple Pies as a welcome gift throughout the week. Shouting "come grab a slice of Minnesooooota nice" will be optional but encouraged. We have preordered 500 pies at \$4 each with the ability to get more as needed. There will be a signup sheet for a pie delivery person as we will need to pick them up from Minneapple headquarters in Rogers, MN.

Additionally, we will have maps to hand out, and volunteers should come to the booth prepared to answer questions about our state, local attractions, and activities. Visiting NAA members may ask about a great restaurant, a favorite bar, or a walking trail.

Our Tuesday volunteers should be directing everyone to attend the NAA Welcome party at the US Bank Stadium, hosted by the MSAA.

What a great moment to showcase Minnesota, the MSAA, and the character of our people. We are excited to host a very memorable welcome party at the home of the Minnesota Vikings. All MSAA members are encouraged to attend and wear something purple. Your favorite Vikings uniform, a purple shirt, a purple hat, scarf, or even purple shoes could be fun. We will lead with enthusiasm and energy, allowing our visiting NAA members to absorb the true spirit of Minnesotans. SKOL!

NAA and the MSAA will be inviting all guests to attend the Welcome Party wearing their favorite team jerseys - sparking fun conversations while demonstrating Minnesota's welcoming spirit.

MSAA will be looking for 30 to 40 volunteers to make up an energy-filled welcome as NAA visitors get off the bus and enter US Bank Stadium. Appropriately named the "Purple People Greeters," this group of MSAA members will bring pompoms, noisemakers, whistles, and horns while shaking hands and giving high fives to our arriving guests. The Purple People Greeters will line the sidewalk, create an enthusiastic welcome for our guests, and set the stage for a memorable event.

We have a large event center called the 360 Club that opens onto the Vikings field to use as our party space. The 360 Club will have food, beverages, and a Prince tribute band. The glass walls will be open, allowing guests to walk out onto the US Bank Stadium field. We are working with NAA and stadium staff to come up with some excellent field-level activities. We all agree the Vikings' drumline will be involved, and we loved the idea of an inflatable obstacle course. Additional possibilities include: attempting a field goal station, Giant Jenga, Cornhole area, mini-golf, and football toss. There are additional meetings with the NAA and US Bank Stadium

staff to finalize availability and costs. I am hopeful to have a full report and sponsorship opportunities available at our MSAA summer meeting on June 27th.

The Welcome party will have an advertised start time of 6pm and go until approximately 8:30pm. The MSAA executive board will leave the Hyatt on a bus at 4pm to go to US Bank Stadium and assist in the party setting up and coordinating the Purple People Greeters and additional MSAA volunteers as may be necessary for activity stations.

The Purple People Greeters will leave the Hyatt on a bus at 5pm to go to US Bank Stadium to conduct a party venue tour, get briefed on necessary volunteer stations, and be in place for the first bus of guests arriving at 6pm.

The venue will be stunning, the food will be delicious, and the music will be decidedly purple. The many activities will be designed to keep everyone smiling and laughing. But I am most excited to have our guests experience what Minnesotans have become famous for—our warmth of spirit and love of community. Together we will make this an NAA Welcome Party talked about for years to come.

Sincerely,

Judd Grafe
President
Minnesota State Auctioneers Association

Minnesota State Auctioneers Association
 Volunteer Sign-up Sheet
 NAA's July 2021 Minneapolis Conference and Show

14 yrs of age and older, please

Tuesday, July 13

Welcome Party

Time Name Cell Phone

You may have as many as you like. Below are minimums

Greeter/ticket taker 1	5:15 - 6:45 PM	_____
Greeter/ticket taker 2	5:15 -6:45 PM	_____
Greeter/ticket taker 3	5:15 -6:45 PM	_____
Greeter/ticket taker 4	5:15 -6:45 PM	_____
Greeter/ticket taker 5	5:15 -6:45 PM	_____
Greeter/ticket taker 6	5:15 -6:45 PM	_____

****You are not limited to 6. You may have as many as you like. The more the merrier!**

Wednesday, July 14

IJAC

Time Name Cell Phone

Bid assistant 1	4:45 - 6:30 PM	_____
Bid assistant 2	4:45 - 6:30 PM	_____
Bid assistant 3	4:45 - 6:30 PM	_____
Bid assistant 4	4:45 - 6:30 PM	_____

Runners responsibility. NAA prints SOLD tickets for each item sold at the Auction & Apps , IJAC and IAC events. The runner delivers the SOLD tags to the winning bidder.

Friday, July 16

IAC

Time Name Cell Phone

Bid assistant 1	8-10 AM	_____
Bid assistant 2	8-10 AM	_____
Bid assistant 3	8-10 AM	_____
Bid assistant 4	8-10 AM	_____
Bid assistant 1	10 AM-Noon	_____
Bid assistant 2	10 AM-Noon	_____
Bid assistant 3	10 AM-Noon	_____

Bid assistant 4	10 AM-Noon	_____
Bid assistant 1	Noon-2 PM	_____
Bid assistant 2	Noon-2 PM	_____
Bid assistant 3	Noon-2 PM	_____
Bid assistant 4	Noon-2 PM	_____

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Friday, IAC continued	Name	Cell Phone
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Note: Bid assistants during the 2 -4 pm hours will be done when the interviews begin (typically around 3 pm).

Bid assistant 1	2-4 PM	_____
Bid assistant 2	2-4 PM	_____
Bid assistant 3	2-4 PM	_____
Bid assistant 4	2-4 PM	_____

Bid Assistants - IAC Finals 6 - 10 PM	n/a	n/a
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Note: Bid Assistants for the Finals round are coordinated by Sam Grasso.

CLERKING

Need clerk volunteers preferrably with experience using Wavebid or can be trained

Clerk	8-10 AM	_____
Clerk	10-Noon	_____
Clerk	Noon-2 PM	_____

Clerking during the 2-4 pm time will be completed when the interview portion begins could be as early as 3 pm.

Clerk	2-4 PM	_____
Clerk	6 PM to conclusion	Wavebid / NAA staff