

Members,

The Minnesota State Auctioneers Association is firing on all cylinders and I'm so proud of the immense progress we have made on several different fronts during the last 12-18 months. The board you have elected is executing on incredible, lasting accomplishments which will serve our association well into the future. But there is always room to do more and see challenges as opportunities. I want to invite you to think about the MSAA, the value it provides for you and your business, and think BIG about what has yet to be accomplished. As we begin to close the chapter on 2021 and look ahead, the Board of Directors would like to continue to identify areas where we can improve as an association. As you're reading this article, I would love to hear from you on new ways we can assist auction professionals both for today and for tomorrow's needs.

When we turn the page to next year, the board has identified a new website as a top priority to tackle. I'm excited about this! There are so many different ideas of ways that the association website can be more helpful to you as an auction professional. I want to hear from you! What new or improved ways could the website serve you? The board has heard several ideas including, but not limited, to:

- Conference and Show online registration – a one-stop shop for all things relating to that year's conference including hotel, competition, scholarship, and vendor registration.
- Consolidated membership renewal and online payment for auctioneers seeking to join.
- Auction Calendar – a public-facing place for MSAA members to share their upcoming auctions to provide the public with a wide variety of auction opportunities sortable by company, category, and property. This system could have the capacity to directly add new auctions from a member company's website to the association.
- Prominent, timely, relevant, and updated content from board members.
- Association Event Page with more information on the upcoming events, especially the Conference and Show to encourage further participation from out-of-state auctioneers.
- Direct access to additional auctioneer resources available from the NAA; educational and designation opportunities.
- Ease of access for Member Area login and updating contact information.
- Effective marketing of our new logo, brand, and a photo gallery of past events.
- Merchandise Shop for all apparel of the MSAA.
- Connection to the Foundation with direct access to donate.
- Member access to the digital MSAA museum, documents, and historical items.
- Content Distribution System for digital delivery of new content added to the website to enhance the traffic of the website and ease of use.

The Board of Directors plans to establish a committee to develop this update in the months ahead. If you would like to be involved in this committee, please contact me.

Best wishes for a successful fall auction season.

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