

The holiday season is such a magical time for us. It provides an opportunity to slow down a bit and focus on some important aspects of life that can easily get lost or minimized as we busily care for day-to-day duties and tasks at hand.

This is a time of year when we focus on the love of family and friends, give thanks for our health and freedom, and thank God for the rich blessings we enjoy every day.

It is during this time of year that I often find myself reminiscing over another group that has become such an important part of my life; the MSAA and you. I want to thank you all for providing such a wonderful home to learn and grow, as an auctioneer, a business owner, and a man. The friendships I have gained continue to be a valuable source of strength, support, and wisdom as we all work together to grow and innovate our auction industry.

This time of year has become an exciting reminder that MSAA Conference & Show is right around the corner. I have found no better place to share ideas, learn about industry trends, and have problem-solving conversations than MSAA C&S. It is a perfect spot to pick up some necessary continuing education credits or have an in-depth conversation with another auction professional.

Over the years, I have been inspired by others sharing of successes and failures. Experienced veterans of our industry, willing to provide the seeds of growth as well as pitfalls to avoid has paid for my registration costs many times over. But my favorite memories are the handshakes, hugs, and conversations that are shared as we laugh and joke with one another for a few days. The fun stories of times past, as we honor those we have lost while celebrating our new additions.

I am excited to personally invite you to this year's MSAA C&S. Come to share and learn, to laugh and cry, to inspire or be inspired. The real treasure will be the memories and lifelong friends you gain.

[image: MSAA-full\_color.jpg]

2021 Conference & Show

January 12th-15th

Doubletree Hotel & Event Center

150 S Broadway Ave.

Rochester, MN

Register for Conference and Show today.

<https://www.minnesotaauctioneers.org/2022-msaa-conference-and-show-registration-form/>

Doubletree staff is dedicated to providing excellent food and impeccable service in a clean and family-friendly atmosphere. Be sure to make your room reservations early and take advantage of the MSAA's low, block rate pricing. This will be 1st come 1st so sign up today.

[https://doubletree.hilton.com/en/dt/groups/personalized/R/RSTDTDT-MAA-20220112/index.jhtml?WT.mc\\_id=POG](https://doubletree.hilton.com/en/dt/groups/personalized/R/RSTDTDT-MAA-20220112/index.jhtml?WT.mc_id=POG)

The MSAA board has been busy this year putting together a schedule of events that will offer something for everyone. We will kick off our C&S listening to our own, Kurt Johnson conducts a question and answers session with Minnesota Supreme Court Justice and former Viking legend, Alan Page. You can watch a purple people greeter visit with an original purple people eater.

We have invited professionals within our industry as well as outside of our industry to speak on a wide variety of topics for you to choose from. All of MSAA's traditional C&S events will be in full swing and surrounded by good food, music, and entertainment for the whole family.

Check out the schedule of events

<https://www.minnesotaauctioneers.org/2022-msaa-conference-and-show-schedule/>

While we look forward to our 1st MSAA Conference & Show since the onset of the Coronavirus pandemic, we remain cognizant that everyone's health and safety are our first priority. We will continue to monitor federal and state notifications for guidelines and recommendations. We will communicate any updates to our members as they are received. While we would love to see everyone, if you have any cold or flu symptoms the week of C&S, you should not attend. We would love to see you next year.

I am so excited to see everyone 😊

Warm wishes for a happy holiday and Merry Christmas,

Judd Grafe  
MSAA President