It’s April and I’m No Fool (At Least I Try Not to Be)

Over the years I have been fooled more than once and not just on April 1st. Usually it was to put a smile on my face, maybe poke fun at me for a bit, but in general the goal was good intentions (at least most of the time).

On occasion, this may happen to us in other months and many times we question a prank or joke or just someone foolin’ with us. Now the rest of the story:

Many years ago I had the opportunity to spend some time helping my relatives on their farm. I was blessed with farming backgrounds on both sides of my family. One side had milk cows and farm equipment, the other was grain and sugar beets. Summers meant times getting to help on both farms. There was quite a difference with each of them, too: one side was pretty much all work except on Sundays. It wasn’t bad mind you; just not too much fun. The other side was more fun. That was the musical side with kidding and smilin’ and a few jokes thrown in for good measure. It was always lively at the dinner table with music in the evenings that made the time fly by. As much as I loved driving tractor in summer following the fields (keeping them black for a growing season), the nights of music were great and there were several times I remember the player piano and taking turns playing the music. This might be where I came up with the saying, “Ya got to work a little, play a little, pray a little.” We fooled around with music so much that it was fun.

Now what does this have to do with today’s auction lesson? You have got to keep the fun in auctions and not let them only be work. You want folks to remember the good job you did for them. Have them leave with a smile, maybe a special memory and a story of how much fun it was to be part of the auction. Just remember the journey to a successful fun auction starts with a step forward and a plan to keep it fun. May all your auctions in 2022 be memorable and fun, too.

Col Frank Imholte MSAA EVP