

The July 17 MSAA Summer Gathering in Little Falls, MN

The summer bi-annual meeting started with members gathering for coffee and donuts ahead of the educational seminar on *Branding* presented by Director Ray Caruso. Ray shared the importance of not only having a brand and working to improve it, but it also must be transparent. What does that mean? A number of things! You really need to respond to complaints in a timely manner. Ray shared three websites to assist auctioneers with follow-up when someone lodges a complaint.

When you ask a simple question: ‘On a scale of 1 to 10, how likely are you to recommend this business to a friend?’ Ray shared that if they respond “1 to 6” it means they have no confidence in the business. A “7 or 8” means that they are warm to it, just not ready to recommend you to others. A “9 or 10” is someone that will advocate for the business and recommend it to others. The goal is to move the 7 and 8’s into 9’s and 10’s. The best way to do this is addressing concerns and then having them help you improve so they can recommend you to their friends. Please connect with Ray if you could not be in attendance; he has a wealth of knowledge and wants our membership to improve and be the best we can. Thank you, Ray!

Isaac, Jan, and Mike Schultz lined up a great picnic-style lunch for everyone and Haluska from Flensburg! It was great. The Friends of Linden Hill led a tour for members with lots of positive comments.

During the lunch both the Auxiliary HOF and Auctioneer HOF members met to review nominations for the “Hall.” Join us in Alexandria in January to find out who is getting into the Hall of Fame.

President Isaac Schultz opened the bi-annual meeting with greetings. Reports were read and approved. Under Unfinished Business a motion was made to amend the by-laws to allow retired members and staff to be active voting members of the MSAA. A vote was taken and passed and the bylaws now parallel our practices. Other concerns were brought forth and discussed that the board will keep in mind for future discussions.

Andrew Jossund was asked to sell some swag and preserves from the pantry, too. The day ended with a clean-up and a “Thank you to all that attended.”

Col Frank Imholte, MSAA EVP