

## **Lessons from My First Campaign**

Members,

Greetings to all of you as our beautiful Minnesota summer comes to a close. Diverse in so many ways, 2022 appears to be a year of growth and opportunity within the auction business here in Minnesota. The economic outlook continues to change so rapidly and just in the last quarter we have seen several major mergers and sales of longtime Minnesota auction companies. This reminds me of the article John Schultz wrote a decade ago on the overall direction of our industry titled, "Give Me Five...now Ten Years into the Future." Today, we are living out what he wrote then in so many ways. As our industry changes, our association must remain relevant to the dynamic marketplace we exist within and find the tools and resources necessary for all auction professionals and their career development. This is a big part of what I am seeking to bring to our 2023 Conference and Show in Alexandria. I hope you are making plans to attend January 12-14, 2023.

This year has brought a great deal of personal and professional change for me. This summer the love of my life, Julia, and I were engaged to be married on July 2. And, as many of you know, I began my campaign to represent my hometown community in the Minnesota House of Representatives. This has been a whirlwind and I am very blessed. Fortunately, the Good Lord is walking with me through this and has given me an ability to be at my best while under pressure and with a lot on my plate. Through any life experience there are life lessons to be had that are relevant to our professional lives.

I am so grateful for the tremendous support of members of the MSAA who have given to me in support of this campaign. You have allowed me to get off to an excellent start. With over \$3,000 in contributions from auctioneers I was able to win my three-way primary election 58% to 33% to 8%. THANK YOU! I am very blessed by your support. The lessons of this campaign are truly to understand the value of your time and understand how to prioritize it. From parades, county fairs, fundraisers, door knocking, constituent meetings, and designing the next mail piece, there are many things on your plate as a candidate, similar to auctioneers. For me, I knew my priority needed to be on raising money and talking to voters. These were truly the two things I focused my time on. It would have been easy for me to become distracted by shiny objects or making perfect the enemy of good, but the focus always needed to be back on those two things. For 10 weeks straight I knocked on doors, held a fundraiser, or was in a parade every single day. As auctioneers and businesspeople we are faced with these same decisions every day. Will we focus our energy on the true revenue creating activities for our business? When we set our eyes on that goal and keep focused, we will accomplish great things. Thanks again for your support!

Isaac Schultz  
MSAA President