

Members and Friends,

Happy New Year! Welcome to 2023 and a year with expanding horizons and the ability to chase new heights for our business. We are only days away from our annual MSAA Conference and Show at Arrowwood Resort in Alexandria. I am so excited because of all this conference has to offer for everyone. Together we will take our association to new heights.

Community and Networking. The value found within the experience and knowledge of our membership is unmatched. To capitalize, we are starting the weekend with an icy adventure – that’s right we’re going ice fishing during the day on Thursday and you’re invited! We have a total of 16 spots to ice fish in one of three fish houses including with some of our out of state guests! RSVP while spots remain by calling me – 320-232-0855. As we begin the conference, we have designed unique opportunities to engage directly with our vendors during extended coffee breaks so you can hear and see the products and services available to take your business to new heights. Tradition continues through events like sharing lunch together, expanding auxiliary activities, the Fundraising Fun Auction Friday night and we will host Dana and the Bottlerockets as a live band and dance floor following the President’s Gala on Saturday night.

Education. Let me start by saying – you will not want to miss this. Our conference keynote speaker is Terry Watson and he is fantastic and will bring the energy to fuel your business for all of 2023. Further, presenters from both in and outside of the industry tackle topics from team development, the economic outlook for the upper Midwest, breaking into niche markets, enhancing your ability to sell, and marketing, marketing, marketing. BUT – that’s not all, as our conference will also feature panel discussions on the state of the benefit auction arena and determining when it is right to sell your business. The panels will be lead by MSAA Auction Professionals who have been there and done it – successfully.

Chasing Your Dream. For as long as I have been around this association – all 31 years – we have celebrated the chance to sharpen our skills through competition with one another. This year we continue our quest for greatness. We will feature the MSAA Championship and Rookie Bid-Calling Contest, the newly reformed Marketing Contest (thanks to Brooke Gillespie), the Ringman’s Competition, the Classic Auctioneer’s Contest, and the special highlight of our children and future auctioneers – this is a favorite moment of mine.

Family. The Minnesota State Auctioneers Association is family. We value family. We invest in family. Hosting this year’s conference at Arrowwood allows for memories to be made that will last a lifetime including through the incredible waterpark onsite and attached to the hotel. The next generation in your family is invited to be a part of this memorable weekend with us and I hope they will.

This conference and show will take us to new heights. Together, we will expand our horizons, grow our businesses, invest in our people, and serve our customers better. See you there!

Isaac Schultz

MSAA President