

Hi everyone!

I hope everyone is doing well and staying safe in the Minnesota winter weather we have been having recently. I know I've said this over and over again but Winning the MSAA championship was truly a dream come true for me and something that I'm very proud of. With that said, this Championship is much more than just about me. It's really about the MSAA and being able to use it as an opportunity to reach new people and spread the importance and relevance of our association and the auction industry as a whole.

### **2023 Ambassador**

Like many of you I have continuously been an advocate for this association and industry each and every day. Winning this championship has really opened the initial conversation starter into why the MSAA is important and how special the auction business is. I've already had many opportunities to speak to high school students, put on presentations for a few of our community organizations and have been approached numerous times at basketball games, grocery stores and many other places by individuals that have heard/seen that I won the MSAA championship. This has allowed me a great opportunity to continue to promote our wonderful association and our way of life. I plan to continue to speak to as many high schools and community organizations as possible and hope to attend some auction schools as well.

### **2024 Championship**

There will be plenty more in future website articles and magazine articles about why I'm so passionate about this championship/contest and why I feel you should too – so I'll try keep it short and brief this time. The three reasons I'll focus on in this article are improvement, promotional tools for the MSAA & networking.

**Improvement** – This contest is an excellent way for an auctioneer to get comfortable being uncomfortable. It forces one to really dig deep, to grow, get better and that is what I think the most beneficial part of this championship is – even more than winning! I personally wouldn't be half the auctioneer I am without this platform and I'm so grateful for the opportunity that the MSAA gives us and for all the past Champions and every single contestant that has competed.

**Promotion of the MSAA** – It's such a great way for the general public and new auctioneers to learn about our association. We're blessed to have many media outlets cover the championship every year and I feel it's extremely beneficial to our association and industry. The new champion has the opportunity to take this to the next level and as I mentioned earlier it's a great intro to teach anyone who asks them or congratulates them on their win.

**Networking** – I've been able to meet and become best friends with many of the contestants I've had the privilege of competing with. Some of my favorite memories are spending time with everyone before the contest sweating out the nerves and connecting with all of the finalists in the finalist room. I'm really going to miss competing next year!! I look forward to discussing this in depth more in the future and pouring my heart out to you all on why this is such an important part of our association. Thank you for the opportunity to serve you all as your ambassador!

Cody Aasness  
218-205-1269  
*2023 Minnesota State Champion Auctioneer*