

## **Spring has finally sprung in Minnesota!**

I know many areas of the state had exceptionally high snow levels this winter, my driveway included with over 10 feet of snowfall and snow drifts in the balance. It was harrowing to back out onto the highway without the visibility and ability to see approaching highway traffic. Fortunately, we made it through without incident.

Many of us make business decisions the same way. We know what the road behind us looks like. We know what the road ahead should look like. We surely know, therefore, what the encroaching dangers are, and given the right circumstances, how things should turn out.

Many auctioneers are second, third, or more generation businesses. "This is the way we've always done things," is a very good answer. But did our forefathers have the same technologies and opportunities that are presented to us today?

I offer for example, my Great Grandfather, John Trautmann, and my Grandfather, Edgar Trautman. John Trautmann, arrived in the United States in 1888 as a 5 year old immigrant with his parents and younger sibling. In 1889, they homesteaded near Artas, SD, about 100 miles NW of Aberdeen, SD. The great "Steam Revolution," had pretty much passed by their area of the country in north central South Dakota, but the Great Depression of the 1930s had lasting effects. As an adult, raising a family of his own, John was still farming the land with horses and livestock, fearful of purchasing farm equipment or land on bank credit. By the late 1950's, he was looking to retire, and hand his life's work down to one of his sons.

In 1951, after 2 struggling years of farm rent crop sharing, Edgar Trautman had given up on the occupation of farming, moved his family to West Fargo, ND and was working in the field of maintenance and sanitation at Armor Beef, one of the premier processors in the nation at that time. By the fall of 1956, he was able to procure for his family: steady work, excellent wages, and desirable union benefits. It was at this time that his father offered him the opportunity to come back home and run the family farm. One of Edgar's biggest grievances growing up in the family farm was the "old man's" unwillingness to embrace new technology. He realized the only way he could make a go of the "Family Farm" was to get into the era of the modern gas tractor. Using his late 1950's Ford car as collateral, he purchased a Farmall Super M tractor, a plow, a planter and farm pickup truck. He finished out his career managing a mildly successful SD Farm Bureau Century Farm in McPherson County, SD. Without catching up with the times, this never would have been possible.

So, does "The way we've always done things," incorporate the best uses of modern technology? Do you use simulcast Auctions with the latest advances in social media marketing, or are you still hoping that your buyers show up on Saturday because you put 7 lines in the local newspaper auction listings. Are you doing the best for your Sellers today based on what was best for your sellers 30 years ago? Maybe it's time for an upgrade.

One of the great ways we set ourselves apart as members of the MSAA is the many educational opportunities we avail ourselves to. This year is no exception. Please consider joining us at the Imholte

Farm near St. Cloud August 13<sup>th</sup>, 2023 for the Summer Picnic. Saturday evening, August 12<sup>th</sup>, kicks off with a little trap shooting, heckling, prizes and fellowship. Sunday August 13<sup>th</sup> starts out with a coffee and donut reception in the morning and an excellent educational offering. A catered Lunch will follow with Hall of Fame and MSAA Auxiliary meetings. After lunch there will be an opportunity to purchase at auction a one of a kind Henry Golden Boy .22 Caliber Rifle Commemorating our 75<sup>th</sup> Anniversary, followed by our bi-annual business meeting. Camper and RV parking is available, no hookups. Please let Frank or Glenn know to make arrangements for RV parking and Trap shooting.

Glenn Trautman  
MSAA President