

Crowning a New Champion in 2024!

Hi Friends!

I hope you all had a Happy Thanksgiving. First off, I want to express once again how much of a pleasure and honor it has been to serve as your 2023 Champion and Ambassador. It is an honor and responsibility I don't take lightly, and I thank each one of you for the opportunity!

I'm very excited to pass the torch to the next champion in January. I hope everyone who competed last year and all the contestants in the past will consider putting their name in the hat. This contest has so many benefits for the competitors and for the association. Here are just a few reasons why I hope you consider entering the 2024 championship!

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 the finalists in the finalist room. I'm really going to miss competing next year!!

If you're on the fence about competing I'd like to leave you with one of my favorite quotes -

"It is not the critic who counts: not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually **in the arena**, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself in a worthy cause; who, at the best, knows, in the end, the triumph of high achievement, and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat." —Theodore Roosevelt

Thank you for the opportunity to serve you all as your champion and ambassador!

Hope you all have a Merry Christmas and can't wait to see you all at the Conference & Show!

Cody Aasness

2023 Minnesota State Champion Auctioneer

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