

MSAA SUPPLEMENT



09 CONFERENCE RECAP



MSAA SUPPLEMENT

Issue 05

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Welcome

Thanks for taking the time to read the official web publication of the Minnesota State Auctioneers Association. We take pride in our association and are excited to provide this supplement, to assist our members in gaining a greater understanding of their benefits, and the auctioneering profession as a whole.

Viewing Instructions

After the first issue it was brought to our attention that some sections may be too small to read easily. A quick way to remedy this is to go up into your VIEW menu at the top of your screen and scroll down to zoom, or even turn on the "View at Full Screen" option. These are just a few of the simpler options available. Plus, don't forget you can also print the document.

Upcoming Events

Spring 2009 Board Meeting

Sunday, March 15, 2009

1:00 p.m. – 5:00 p.m.

Imholte Ranch - St. Cloud, Minnesota



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Bidders Remorse?

A Salvaged Memory

Col. Frank Imholte

Executive Vice President
Minnesota State Auctioneers Association



After a number of years and a number of salvage auctions, we had the chance to auction Bishop Zardetti's three story home dating back to 1866. Over the years we have sold two motels, several houses, and a three story school that were being taken down for salvage value prior to the wrecking ball. (They now use a large backhoe.) With each one, we see the opportunity to recycle some of the building and find a new home for much of the trim, doors, windows, woodwork, banisters, heating plants, copper plumbing and electrical boxes.

What made this auction unique was the two page article in the paper that ran just before the auction with a picture of a stained glass window that was *not* going to be sold. If you took the time to read the article, it stated that it would be kept. However, I thought it was still a bit of a bait-and-switch. In the opening announcements, I asked if anyone saw the article and many hands were raised. Then I asked how many read that the window was not on the auction. Only a few indicated such. I then apologized saying that it would not be sold and asked them to stay for everything else on the auction.

Going from room to room, we sold everything we could and anything anyone wanted to bid on left in the building. When we got to a stairway, we offered it in four parts with high bidder choice. When the bidding stopped, the bidder picked out the best part, then the second best part.

With a bit of convincing, they bid four times the money (the way to buy it) and took it all.

Shortly thereafter, we got to sell a very large cabinet that looked well over 100 years old. It was over 9' tall, and 15' wide and 4' deep. When the bidding stopped, I tried to get another bid out of the back-up bidder, telling the bidder that we have never had such a unique piece to sell. I could not convince them to bid again, so it sold to the high bidder. As we finished the auction and were wrapping up the equipment, I got a call from the back-up bidder wondering if the high bidder wanted to sell the cabinet! It was too late. As my associate often says, "don't call later and say you wish you'd a bid more." Many times our speeches go on deaf ears; this was one time the buyer almost immediately regretted not listening.



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Growing the Business

Building Corporate Identity & Standardizing

Building the Dream: Part 1



Ray Henry

Director

Minnesota State Auctioneers Association

I.R.A.Y. Auction, a family-owned auctioneering business from central Minnesota, is quickly becoming one of the fastest growing Minnesota-based auction companies. In a little over eight years, I.R.A.Y. Auction has grown from a small family owned, mom and pop auctioneering business into a nationwide multi-million dollar company. Due to the influence of its founders and current owners, Ray and Cheryl Henry, I.R.A.Y. Auction is on the fast-track in terms of business growth and expansion. How have they accomplished this? "With a small, close-knit group of talented, hard working employees and big, big dreams," says Ray.

It all started with Ray's burning desire to continue to build on a legacy his grandfather started. Since the mid-1900's, the Henry family name has been synonymous with auctioneering in the central Minnesota area. Ray's grandfather, Maurice Henry, started an auctioneering business in 1943 that is still operated by family members today. Little did he know that his business would become the influential element behind Ray's big dream. "I want to leave a footprint in the community," says Ray. "I want to grow this business bigger and faster than anyone else, and carry on the reputation of the Henry family name."

How are they doing it? Ray and Cheryl Henry, owners of I.R.A.Y., have it in their business plan. "To have a dream, you have to have a plan," says Ray. "If you have no plan, you have no dream. In other words, you need to start with a vision, one that you are willing to pursue wholeheartedly, and know when the timing is right to make changes. It's about setting priorities and learning what you need to do to get to the next step. One must be willing to take chances, further their education, not be afraid to make changes, and most of all, learn from their mistakes."

Their plan was to learn the business and then set up a step-by-step process to grow the business.

"Learn everything you can about the business, get educated and stay educated," says Ray. With this in mind, he attended auctioneering college in 2000 and appraisal schooling shortly thereafter to become GPPA certified. "If I'm selling something for a client, I want to get the best price possible for that item. I need to know its market value and what my buyers are willing to pay for it." In 2007, he attended the World Champion College of Auctioneering to fine tune his bid calling and keep himself updated on the latest techniques. Ray and Cheryl also attend all the auctioneering conventions and industry seminars that they can. "It is important to stay in tune with the industry and build relationships through networking. We try to be actively involved in as many areas of the business as we can."

Along with learning the business, comes knowing your percentages when it comes to promoting and marketing your business. What aspect of your business carries the most weight? A company's market exposure weighs in at 60% of the pie when categorizing the importance of business dynamics,



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“We want to get their [clients] attention right away. Once you get their attention, you need to be in front of them all the time. That is where the exposure component comes in. That is why marketing is such a big part of our business.”

followed by company image at 30%, and performance at only 10%, according to Ray. "When it comes to building a client base and setting the stage for growth, market exposure is the key."

A large portion of I.R.A.Y.'s marketing budget goes toward targeting the "ideal customer." Where are revenue dollars coming from? How can I.R.A.Y. capture that audience and keep their business? They do this through developing brand loyalty. They created an easily identifiable logo, one that is simple to read, and eye-catching. In addition, they developed a theme for their marketing materials that portrays a construction look. "This

way, customers can look at our materials and immediately know what market or industry we cater to," says Ray. "We want to get their attention right away. Once you get their attention, you need to be in front of them all the time. That is where the exposure component comes in. That is why marketing is such a big part of our business. We want I.R.A.Y. Auction to be the first place people think of when they need to auction property or equipment."

Throughout the years, I.R.A.Y. Auction has won numerous awards from the Minnesota State Auctioneers Association for their marketing efforts. Their success comes from continuing market research which helps place ads where buyers and sellers are looking. Ray is a strong believer in using a variety of advertising mediums. He uses diverse methods to attract customers and inform individuals of auctions, from print ads and the internet, to direct mail and auction bills. I.R.A.Y.'s total estimated circulation through these various mediums reaches well over three million subscribers worldwide. "Direct mail has always been a very useful tool for us. We rely heavily on our database. Building on our client base grows our business." Focusing on this concept, Ray

and Cheryl hired the right people, increased their sales force, and promoted heavily, all aiding in the process of building brand loyalty and expanding their customer base.

I.R.A.Y.'s marketing efforts stem from the fact that market exposure drives business growth. They knew they needed to use the internet as a means of reaching out to the masses. Thus in 2007, a custom built on-line bidding system was implemented positioning I.R.A.Y. in the worldwide market. "Our internet has opened a whole new world for us, bringing business from places it would have taken years to develop."

However, to grow to the next level, Ray and Cheryl knew they needed to prepare their company for another phase of development. "Your structure, the way you do business has to change. You need to become more professional in everything you do, image matters." So, they began to put plans in place to make this happen.

In his next article, Ray Henry will share part two of this series on building the dream.



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Something Called “Negligence”

The Blame Game?

Steve Proffitt

J. P. King Auction Company, Inc.

We live in a litigious society. That's why auctioneers regularly ask me about the risk of being sued over one thing or another. Indeed, legal claims are a real threat to all of us because of the dangerous convergence of three factors.

Lawyers, claimants, knowledge.

One factor is that we have a substantial overpopulation of lawyers. The number of lawyers today far exceeds the legal needs of this country. (Some would argue the same is true for auctioneers.) Too many lawyers competing for too little work means that quite a few are starving. This makes many of them very aggressive in their hunt for cases. Indeed, some lawyers are far too aggressive and accept cases that are marginal and sometimes completely off the wall.

A second factor is that our citizenry has been trained over decades by politicians to look to the government or someone (anyone!) to remedy every ill and compensate every loss. As a result, a large portion of the population now expects full accountability for every harm real or imagined. Unfortunately, these same people have a marked propensity to take less and less responsibility for their own conduct.

A third factor is the “information society” in which we live. Never have so many people understood their “rights” and had access to the legal system to pursue remedies for perceived violations.

The upshot is that you can't be too careful in America today. That's

especially true for business people, including auctioneers. When auctioneers get into trouble, they are usually hit with four types of legal claims: negligence, breach of contract, breach of fiduciary duty, and fraud. This article will introduce negligence.

Definition.

Within our law, there are two types of wrongful conduct – criminal and civil. We'll focus here on the latter. Just as it's against the criminal law for a person to commit robbery, it's against the civil law for a person to act negligently. A robbery conviction could result in a prison term and monetary fine. A jury verdict in a negligence action could award compensatory and sometimes punitive damages to be paid by the defendant to the plaintiff. So how do you determine whether someone has acted negligently?

Negligence is the breach of a legal duty that results from one's failure to exercise ordinary (i.e., reasonable) care. It can arise from either an act or an omission. When a breach of duty causes damages to another, the breach rises to negligence. An example will illustrate this.

The driver of an automobile has a duty to operate his vehicle with reasonable care. When



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“There’s a legal test for negligence. It is the ‘reasonable person’ standard. This test asks: What would a reasonable person have done under the same circumstances? The question sometimes doesn’t have an easy answer and that’s why we have trials.”

he approaches an intersection controlled by a stop sign, it's the driver's duty to stop his vehicle and not proceed until the way is clear. If the driver fails to do this and causes a collision with another vehicle, he has breached his duty to the other driver. The negligent driver will be responsible for all of the damages that his breach of duty caused.

Four elements – four examples.

The four required elements of negligence can be found in the previous example:

1. A legal *duty* owed by one person to another;
2. A *breach* of that duty;
3. The breach of duty *causes* harm to the other person;
4. The harm results in *damages*.

Four examples will offer further insight into the concept of negligence.

First, a restaurant has a duty to serve food that's fit for consumption. A customer ordered crab and became ill because it had spoiled from improper storage. The restaurant was found to have breached its duty to the customer and was held liable for the damages caused by food poisoning.

Second, a manufacturer has a duty to engineer and produce products

that are safe for their intended purpose. A. H. Robins Company and its insurers paid \$3 billion (that's BILLION!) to thousands of women who were injured by the company's defectively-designed Dalkon Shield intrauterine birth control device.

Third, stores invite customers to enter and shop. These stores have a duty to keep their premises safe. A grocer's customer slipped and fell on a grape on the floor. The grocer was found liable for the customer's injuries.

Fourth, a pharmacist has a duty to properly fill a prescription. A woman sued a pharmacy when it mistakenly filled her prescription for birth control pills with tranquilizers. As nature would have it, the woman became pregnant against her desire and sued for damages. Apparently the tranquilizers not only didn't prevent conception, they didn't keep her tranquil...enough!

Not so fast.

Negligence is often more gray than black and white. Let's return to the example of the slip and fall in the grocery store, and consider two scenarios to better understand what is and is not negligence.

Where the grape had been on the floor for an unreasonable period and store employees hadn't cleaned it up, the store failed to discover





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and cure the hazard despite having adequate time to do so. When a customer slipped on the grape and was injured, the store's negligence was fairly clear.

Suppose that another customer had dropped the grape on the floor just moments before the person slipped on it and fell. Does the store have a duty to clean everything off the floor immediately upon the object or substance being placed or dropped there? The answer is no. The store doesn't have such a duty because it couldn't reasonably fulfill it.

Test.

So how do you determine whether a grocer breached its duty to keep its floor clean; or a manufacturer breached its duty to make a safe product; or a driver breached his duty to operate his automobile safely? There's a legal test for negligence. It is the "reasonable person" standard. This test asks:

What would a reasonable person have done under the same circumstances? The question sometimes doesn't have an easy answer and that's why we have trials.

Next time we'll take a closer look at the "reasonable person" test. We'll also consider several issues of importance for auctioneers.

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com) in Gadsden, AL. He is also an auctioneer and instructor at both Reppert School of Auctioneering in Auburn, IN and Mendenhall School of Auctioneering in High Point, NC. This information does not represent legal advice or the formation of an attorney-client relationship and readers should seek the advice of their own attorneys on all legal issues. Mr. Proffitt may be contacted by email at sproffitt@jpking.com.

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2009 Conference & Show

Conference Recap



Left: President Joey Fahey calls open the 2009 C&S

Above: President Fahey Recognized Jill McCrory from the Leadership Institute

Right: Members participate in activities during Thursday's session

All eyes were on Mankato, Minnesota as the Minnesota State Auctioneers Association held its annual Conference and Show January 22-24, 2009. It was a weekend filled with fun and fellowship, while providing an excellent array of educational offerings for members of the MSAA.

Thursday began with a full day session on leadership presented by Jill McCrory of the Leadership Institute. It was power-packed and included many activities to keep everyone in attendance excited and receptive to new ideas and fresh approaches for their businesses. However, by late afternoon all attendees were anxiously awaiting the start of the MSAA Champion Auctioneer Contest. Hosted by the 2008 MSAA Champion Auctioneer, Jolene Jokela Veo, this year's field of competitors was a strong one. In the first round of the competition each auctioneer sells three items and is scored by a panel of five judges. Once the scores are tabulated, the top five competitors are announced and begin the interview portion of the evening. After answering three questions pertaining to the auction

industry, each finalist then sells three more items. After all the dust cleared, Paul McCartan of Rochester, MN, was awarded the prize of 2009 MSAA Champion Auctioneer. For the next year he will serve as the goodwill ambassador for the auction industry in Minnesota and will be sponsored in the IAC this summer at the NAA conference in Kansas City. During the competition, the 2009 Rookie Champion was awarded to Scott Gillespie, of Graceville, MN. (The finalists and champion can be seen on page 18.)

Friday morning began early with an open forum hosted by the NAA and their representatives: Jay Nitz, Paul Behr, and Kurt Kiefer. Meanwhile, a first-time attendee breakfast was held for any new members looking to learn more about the





Above: Competitors in the 2009 MSAA Champion Auctioneer Contest



Right: President Fahey recognized Billy Riggs for his outstanding contribution to the 2009 C&S

Below: Billy Riggs entertains and enlightens with help from a few willing volunteers



MSAA. The official kickoff of the conference was when president Joey Fahey introduced the keynote speaker, Billy Riggs. Riggs kept all in attendance laughing while driving home excellent points on how to achieve the impossible in your own business. There was not a dry eye in the house as he brought the audience to tears from laughter before his standing ovation.

Afternoon education was in full swing as Billy Riggs presented a second session, "How to Read Your Client's Mind." Online auction expert, Proxibid, presented a full afternoon session on conducting online auctions to a packed technology center. Another popular session, "How to Generate \$1 Million Dollars in Commissions a Year Selling Real Estate at Auction," was given by Stephen Karbelk. NAA Director Jay Nitz spoke on the trials and tribulations of being involved in the auction business, which became a very lively round table discussion. Global Auction Guide representative Nicole Smallwood presented a seminar entitled, "Internet Marketing – More than Just a Website."

As the afternoon came to a close, attendees gathered for the Recognition Banquet. Each year the banquet recognizes Past Presidents, MSAA Hall of Fame Members,

MSAA Auxiliary Hall of Fame Members, and current members of the Board of Directors. A highlight of the evening was a presentation of three academic scholarships by the Auxiliary. This year's recipients of the \$1,200 scholarships included Austin Bachmann, John Imholte, and Brooke Winscher. To conclude the dinner, President Fahey recognized the outstanding work of Kurt Johnson and Jim Fahey for their years on the legislative committee.



Above: Austin Bachmann accepts his scholarship from the MSAA Auxiliary
Below: Kurt Johnson and Jim Fahey accept their awards for outstanding service to the MSAA





Left and Above: Junior and Fun Auctions

Right: Dave and LuAnn Finnila thanking the association for the kind support

Friday night once again played host to the very entertaining MSAA Fun Auction. The night was filled with laughs and excitement for the whole family. As in the past, the Fun Auction began with the juniors. This event has been a staple of the Conference and Show. It gives the younger generation a chance to try their hand at bid calling. Once the kids had their fun, the adults did their best to entertain and raise money for the newly formed MSAA Foundation. A highlight of the Fun Auction came when Kurt Johnson came to stage and shared a sad story about a fellow member of the MSAA. Dave Finnila and his wife LuAnn had recently received some serious fire and smoke damage to their home.



Showing once again just how close-knit the MSAA family is, Champion Auctioneer, Paul McCartan proceeded to auction off a \$100 dollar bill to the highest bidder to raise money to help the Finnila family. Immediately the high bidder told McCartan to sell it again. Time after time the high bidder wanted the \$100 dollar bill sold again and by the end of it all, over \$12,000 was raised to help the Finnila family with their recent tragedy. All in attendance could feel the love and support of the MSAA family.

On Saturday morning, Lores Vlaminck spoke on how to combat job stress, compassion fatigue, and self-care during breakfast. Immediately following, a town hall meeting was conducted by the Executive Committee of the MSAA. This was an informal forum for members to ask questions of the current MSAA leadership. Meanwhile, members of the MSAA Auxiliary took time to enjoy some pampering at a Mankato cosmetology school. This activity was a great getaway for the Auxiliary members in attendance. As the educational sessions of Saturday morning began, attendees had many options. John Schultz presented the session "Digital Technology: Devices;" Stephen Karbelk presented "Advanced



Above: Educational Sessions provided by Proxibid and Stephen Karbelk
Below: Members enjoying the camaraderie of the MSAA C&S



Bankruptcy Fundamentals for Auctioneers;" Jay Nitz hosted a session on dealing with changes in marketing your auctions; Andy Imholte led a group through his session "Digital Technology: Presentations;" representatives from KMA Insurance were also on hand to answer some very important questions during their session entitled, "Challenging the Traditional Approach to Buying Insurance by 'Knowing Your Alternatives.'" The first MSAA Foundation Board meeting was also on Saturday morning. During the meeting the first officers for the MSAF were elected and defined. The current MSAF board includes: Jim Fahey, Joey Fahey, Judd Gafe, Alice Goelz, Frank Imholte, Carl Radde, John Schultz, and Les Stromberg.

As is tradition, lunch on Saturday included the opportunity for President Fahey to choose a worthy organization to which a donation will be given by the MSAA. He chose an organization that was close to his heart: the Huntington Disease Foundation. As the luncheon continued, it was time for Director Romie Gessel to come forward and recognize the many auctioneers who won awards in the MSAA 2009 Marketing Contest. (Those winners can be seen on pages 19-20).

After lunch the MSAA Bi-Annual Meeting was called to order. Along with new and old business, elections were held for the offices of Vice President and Board of Directors. For the position of Vice President, Les Stromberg was elected. For the three open Director positions, Tony Elfelt, Rod Johnson, and Lance Quam were elected. The MSAA Auxiliary also held their business meeting Saturday afternoon and re-elected board member Roxi Valek. The afternoon concluded with a juggler for the kids that was very entertaining for all in attendance.

As members sat down for dinner Saturday night at the President's Banquet, the Board of Directors were announced and seated at the head table. After a fine dinner the program began with the installation of the 2009 Board of Directors conducted by NAA representative, Jay Nitz. At that time President Fahey recognized out-going board members Dave Finnila, Jerome Hanson, and Les Stromberg for their outstanding contributions. President Fahey then welcomed Romie Gessel to the podium to award the Marketing Best in Show award to Alliance Real Estate Auctions. Each year the president awards the Golden Gavel to one member for outstanding service. This year, Vice President John Schultz was



Above: Passing of the Gavel, and the President's Banquet

Bottom Left: MSAA Auxiliary Board

Below: MSAA Foundation Board

Right: MSAA Board



given this distinct honor. Then Joannie Laumeyer came to the podium and inducted the newest member of the MSAA Auxiliary Hall of Fame, Peggy Imholte. After her acceptance speech and wisdom was shared, it was time to induct two new members to the MSAA Hall of Fame. Frank Imholte welcomed his good friend, Charles Fisher, who then came to the stage with his wife and thanked the Hall of Fame for the honor. Next, Wally Laumeyer stepped to the podium and welcomed Mike Schultz to the MSAA Hall of Fame. Along with family and friends, all inductees were truly honored.

To close the ceremony, Joey Fahey came to the podium and passed the official Presidential gavel of the MSAA to John Schultz. President Schultz gave a short speech and showed a video highlighting the location for the 2010 Conference and Show, in Duluth, Minnesota. After his speech, Joey Fahey stepped back up to the stage and gave his closing remarks, thanking the many people who have helped him over the past year. As the night closed and the live music played, many new friends and old acquaintances enjoyed each other's company. It was a wonderful conference and show, and many can't wait for next year.



2009 MSAA Champion Auctioneer Contest



Champion: Paul McCartan, Rochester, MN

Reserve Champion: Judd Gafe, Rochester, MN

Third Place: Kurt Johnson, White Bear Lake Township, MN

Fourth Place: Matthew Schultz, Stillwater, MN

Fifth Place: Todd Houghton, Red Wing, MN

Rookie Champion: Scott Gillespie, Graceville, MN



2009 Marketing Contest



Newmann-Przybilla Mitchell Auction Co.



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Laumeyer Auction Co.

Congratulations to the following folks, and a big thank you to the Marketing Contest Committee and all of the people that entered the contest.



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Fahey Auctioneers

Best of Show

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2. Fragodt Auction Co.
3. Aasness Auctioneers

Farm: 2-Color

1. Houghton Auction Service
2. Newmann-Przybilla Mitchell Auction Co.

Farm: Multi-Color

1. Zielsdorf Auction
2. Orr Auctioneers

Household & Antique: 2-Color

1. Matt Maring Auction Co.
2. Houghton Auction Service

Household & Antique: Multi-Color

1. Laumeyer Auction Co.
2. Seifert Auction Co.

Promotional

1. Fahey Auctioneers
2. Orr Auctioneers

Clothing

1. R&B Gessell Auction Co.
2. I.R.A.Y. Auction

Auction Specialty Ideas

1. Schultz Auctioneers
2. Quam Auction Service

Commercial & Industrial: 2-Color

1. I.R.A.Y. Auction
2. Houghton Auction Service



Black Diamond Auctions



Schultz Auctioneers



I.R.A.Y. Auction



R&B Gessell Auction Co.



Seifert Auction Co.



Hansen & Young Auction Co.

Commercial & Industrial: Multi-Color

1. I.R.A.Y. Auction
2. Steffes Auctioneers

Real Estate: 2-Color

1. Black Diamond Auctions
2. Matt Maring Auction Co.

Real Estate: Multi-Color

1. Houghton Auction Service
2. Stromberg Auctioneers

Real Estate & Personal Property: 2-Color

1. Seifert Auction Co.
2. Jokela Auction Co.

Real Estate & Personal Property: Multi-Color

1. Matt Maring Auction Co.
2. Schultz Auctioneers

Auction Signs

1. I.R.A.Y. Auction
2. Black Diamond Auctions

Auction Photographs

1. I.R.A.Y. Auction
2. Orr Auctioneers

Newspaper Magazine Advertising

1. Black Diamond Auctions
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Mike Schultz, CAI

2009 MSAA Hall of Fame Inductee



Our newest inductee into the Minnesota State Auctioneers Association Hall of Fame began as the youngest child in a rural Minnesota farm family. When Mike was three years old, the Schultz farm transitioned from horses to tractors, and it wasn't much longer before he learned how to drive the family tractor. During his teenage years you could find our inductee grinding it out on the football field, or chasing raccoons through the woods with his faithful companions.

After graduating high school, his agricultural ambitions brought him to the University of Minnesota. After graduating from college, he returned to the family farm and farmed with his father raising beef and dairy cows, and horses.

In the seventies, he again embraced a new farming technology and began selling farm equipment for a large manufacturer. By the late seventies, he had ambitions of becoming an auctioneer and headed off to auction school in Mason City, Iowa with a friend. Upon returning, they conducted their first auction for the neighbor down the road – netting not much more than a few dozen eggs.

Early in his career, you could find him calling sales on the sales barn "hot line." As the seventies faded into the past, and the eighties began, he started to date a local farm girl who would later become his wife. After marriage, they began to sell real estate in conjunction with conducting auctions. By day, you often found this husband and wife on the road working auctions with several other auction associates, and by night you found our newest inductee searching for a good field to dump the toilets after a successful day.

It wasn't long before the eighties passed, and the nineties were upon our inductee. The nineties brought





Above: All MSAA Hall of Fame members in attendance

Below: Mike Schultz in action at the Fun Auction



much change to our inductee, both personally and professionally. Our inductee and his wife were blessed with the first of two sons. This brought a chance for our inductee to teach, and to be taught. It was shortly after the birth of their first son, that our inductee conducted two of the hardest auctions of his career when he sold his father's estate and a lifetime of memories, and later that year sold the family farm at auction. It wasn't much later when our inductee became the proud father of his second son, his wife giving birth as her husband helped a fellow MSAA member with an auction in the hills of North Dakota.

During the nineties our inductee served as a board member, vice-president, and president of our association. In 1998, our inductee celebrated 20 years in the business, and conducted a second retirement auction for the neighbor down the road – except the net on the auction was much less than two dozen eggs: this time he actually lost money.

Even after all those years, and much to the chagrin of his wife and partner, our inductee had a soft spot for auctions no matter the financial outcome.

As the nineties closed, the industry began to undergo a transformation with the introduction of computerized clerking. As in the past, our inductee was quick to adopt this new technology, and was one of the first computerized auction companies in Minnesota.

As the boys grew older, annual road trips to the national conference became a staple in this family's summer plans. These trips always brought great memories and stories. Our inductee was frequent "bridesmaid" in the state champion auctioneer contest before winning it all in 2004. In 2009, our newest inductee into the Minnesota State Auctioneers Hall of Fame, Mike Schultz, celebrated 30 years in the business with his wife, two sons, two nephews, and faithful auction clerk of 30 years by his side!

MSAA Membership

Benefits of Membership and Application

Our Association is an organization of licensed auctioneers. With the support of its membership, the association works to promote the auction profession. We are governed by an annually-elected president, vice-president, secretary/treasurer, and nine board members. These board members serve in revolving three year terms. All past officers and directors comprise an advisory committee.

Membership Benefits

- Multiple educational seminars on topics pertinent to auctioneering, marketing, appraising, government regulations, small business growth & management, and cultural enrichment
- Complimentary subscription to *The Minnesota Auctioneer*, the official membership publication with news and informative articles from around the state
- Combined legislative influence as membership grows
- Policing body to maintain ethical practice and thus reputation for the industry as a whole in our state
- Mentoring and problem solving with other auctioneers
- Voting privileges in annual business meeting
- Permission to use the MSAA logo in advertising and compete in marketing competitions
- Updated directory of all MSAA members

Any auctioneer with a current license is welcome to join. New applicants become members by submitting a completed membership application (right) with proper payment.

Members must pledge to be faithful to all buyers and sellers. Members are also expected to show loyalty to the organization by actively participating in state activities and events.

Annual Dues Only \$100
(Include dues check for \$100 in envelope with this application.)

New Membership

Membership Renewal

Membership Reinstatement

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

County: _____ MN License Number: _____

Email: _____

Work Phone: (_____) _____

Home Phone: (_____) _____

Cell Phone: (_____) _____

Signature of Applicant:

Auxiliary Dues - \$5.00

Spouse Name: _____

Membership is from January 1 to December 31. Members who join after October 1 will receive membership for the remainder of the current year and the entire following year. All members are expected to act in a professional manner and conduct an ethical business.

Questions? Call Toll Free! 800-440-9398

To submit this form, fill out then print a copy and attach any extra requirements.

Return with payment to:

Minnesota State Auctioneers Association
c/o Frank Imholte, Executive Vice President
8160 County Road 138, St. Cloud, MN 56301



MSAASUPPLEMENT

MSAA Hall of Fame

Official Nomination Form

Nominations must be postmarked no later than June 1 of the year preceding the presentation of the Hall of Fame Award. Mail nomination to: Lowell Gilbertson, Hall of Fame Committee.

Name of Nominee: _____

Residence Address: _____

Phone: _____

Business Information:

Name of Firm: _____

Position: _____

Number of Associates or Partners in Business: _____

Business Address: _____

Phone: _____

Personal and Family Information:

Name of Spouse: _____

Does spouse participate in the Auction profession? Yes No

If yes, explain: _____

Is spouse a member of the MSAA Auxiliary? Yes No

Give names and ages of children: _____

General Professional Information:

How long has the Nominee been involved in the auction business? _____

What percentage of the Nominee's time is actively spent in the auction business? _____

How long has the Nominee been a member of the MSAA? _____

Has the Nominee specialized in any particular field of Auctioneering?

List educational background of the Nominee. (Include offices held, current and past):

1) _____

2) _____

3) _____

List regular auctions conducted, if any, and/or special individual auctions conducted which have brought attention and credit to the profession of auctioneering.

1) _____

2) _____

List at least three individuals who have worked with the Nominee or who have knowledge of the Nominee's worthiness of being considered for this award, whom the Hall of Fame Committee may contact:

1) _____

2) _____

3) _____

Previous recipients of the MSAA Hall of Fame Award have established some general qualifications which they feel each Nominee should possess or have shown. Please reflect your personal assessment of the Nominee with respect to: HONESTY, HIGH ETHICAL STANDARDS, WILLINGNESS TO SHARE WITH OTHERS, STANDING IN HIS OR HER COMMUNITY, AND MASS CONTRIBUTIONS TO THE AUCTION PROFESSION.

Narration: (Attach separate sheet.)

Submitted by: _____

Address: _____

Phone: _____

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Lowell Gilbertson, MSAA Hall of Fame Committee
2661 Oak Hills Dr. SW, Rochester, MN 55902



MSAASUPPLEMENT

MSAA Auxiliary Hall of Fame

Qualifications for Nominees:

- Spouse must be a member in good standing in the MSAA.
(Or past member if widowed).
- A member of the MSAA Auxiliary with recent or previous active participation.
- Participation in a related business to the auctioneering profession.
- Active in community, church, charitable or volunteer organizations.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Name of Spouse: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

(Attach separate sheets if necessary.)

Auxiliary Participation:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Community Activities:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Personal Comments: (Attach separate sheet.)

(Please include as much detail as possible on all areas requested and send form by June 1st, 2009.)

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Deb Ediger, Committee Chairperson
218 W. Main, Belle Plaine, MN 56011
952.873.2292 or 952.873.6972



MSAASUPPLEMENT

Annual Scholarship Application

Official Application Form

**Two Scholarships of \$1,200.00 each (subject to change)
from the MSAA & MSAA Auxiliary**

**One Scholarship of \$1,200.00 (subject to change)
"Vi and Orlin Cordes Memorial Scholarship"**

Deadline: November 1, 2008

Date: _____

Name: _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: (_____) Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member:

Child Grandchild Niece Nephew Auctioneer Spouse

An Active Member means he/she should attend MSAA Conventions on a regular basis and be interested/involved in promoting the MSAA/Auxiliary auction profession. Must be a member of the MSAA or Auxiliary for 3 consecutive years.

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please reapply.

High School Graduated from: _____ Year: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

1. Scholastic Information – GPA: _____

(If senior in high school or current college full-time student. Need not be official.)

2. Honors or Community Involvement:

(list any or all school, community, club, sports, academic)

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

3. ESSAY: Please state your interest in the auction profession, history and association with the auction business or any experience you have had in the auction profession (set-up, clerk, manager, publicity, etc.) and/or why you would like the chance to attend auction school. Please complete on separate page, sign and ATTACH ESSAY TO THIS APPLICATION FORM.

4. Please attach a copy of the letter of acceptance or proof of enrollment in your school of higher education (required if applying for the MSAA or Vi and Orlin Cordes scholarship).

5. Current letter of recommendation is required for ALL scholarship applicants.

Absolute Deadline – Must be postmarked by November 1, 2008

Relative of winner will be notified before the annual convention. Winner and MSAA Auxiliary member relative are encouraged to attend the Friday evening Recognition Banquet at the annual Minnesota State Auctioneers Convention.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Alice Goelz
31349 Co. Hwy. 11, Franklin, MN 55333

Scholarship Committee Chairperson: Rosi Przybilla
Committee Members: Grace Fladeboe & Sara Fahey



MSAASUPPLEMENT