

# MSAASUPPLEMENT

Smile, you could  
be an auctioneer!



## MSAASUPPLEMENT

December 2010 | Issue 27

## 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

### 2011 MSAA Conference & Show

- Training Sessions
- Minnesota State Champion Auctioneer Contest
- Networking
- Fun!

Thursday, January 6 – Saturday, January 8, 2011  
Holiday Inn, St. Cloud, Minnesota

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Rock on Design 

# Announcements

## Announcements?

Do you have an announcement or thank you to pass along to our membership? This space is reserved for items of note each month for our membership to know. If you have any announcement to post, please send them to Frank Imholte. [frank@solditatauction.com](mailto:frank@solditatauction.com)



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You have built a successful business and don't want to stop now. Expanding to online auctions, requires an experienced

After all, selling online can be daunting. It's time you found an experienced company you can trust to increase your

Auctioneers don't need to worry about the internet any more. We want to partner with you, and help your auction business

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## Top-Notch Education

### 2011 Conference and Show Schedule

**W**ith 2011 right around the corner, it's never too early to start planning your next MSAA Conference and Show. Take some time to survey the many offerings available to you as a member. This year the MSAA has been approved to provide continuing education for NAA Designations (CAI, AARE, CES, BAS, GPPA, ATS). Pack your bags and join us January 6–8 and take one big step into the future.

#### 01.06.11 Thursday

- 7:30 a.m.–5:00 p.m.** Registration
- 8:00 a.m.–3:00 p.m.** Vendor Setup
- 8:00 a.m.–12:00 p.m.** Real Estate: Fair housing and disclosure  
Don Landwehr
- 8:00 a.m.–12:00 p.m.** Technology Summit  
John Schultz and Andy Imholte
- 12:00 p.m.–12:45 p.m.** Lunch
- 12:45 p.m.–4:15 p.m.** Real Estate CE: Short sales and how auctioneers set the value of real estate  
Don Landwehr
- 12:45 p.m.–4:15 p.m.** Technology Summit  
John Schultz and Andy Imholte
- 3:00 p.m.–5:00 p.m.** Contest Item Check-in
- 5:00 p.m.–5:30 p.m.** Contestant Rules Meeting
- 6:00 p.m.–9:00 p.m.** MN State Champion Auctioneer Contest
- 9:00 p.m.–Midnight** Champion Auctioneer Reception

#### 01.07.11 Friday

- 7:00 a.m.–7:45 a.m.** Roundtable
- 7:45 a.m.–8:30 a.m.** Breakfast
- 8:30 a.m.–3:00 p.m.** Registration
- 9:00 a.m.–11:00 a.m.** Service with Shazaam, Keynote  
Mark Mayberry
- 11:00 a.m.–12:00 p.m.** Marketing Contest Check-in
- 12:00 p.m.–1:00 p.m.** Lunch
- 1:00 p.m.–2:30 p.m.** Customer Service Seminar  
Mark Mayberry
- 1:00 p.m.–2:30 p.m.** Bidcalling Seminar

Conference details are subject to change.



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# Continuing Education

## NAA Designation

**BACK BY POPULAR DEMAND**

**January 6–8, 2011—St. Cloud, Minnesota**

*Attend a course, fill out the evaluation, provide your NAA member number, and receive credit toward your designation requirements.*

- 2:45 p.m.–4:15 p.m. Nomination Committee Interviews
- 2:45 p.m.–4:15 p.m. Customer Service Seminar  
Mark Mayberry
- 2:45 p.m.–4:15 p.m. SWOT Analysis Seminar  
Randy Wells
- 2:45 p.m.–4:15 p.m. Fun Auction Item Check-In
- 4:30 p.m.–5:00 p.m. Social
- 5:00 p.m.–6:00 p.m. Recognition Banquet
- 5:00 p.m.–6:00 p.m. Junior Auctioneer Dinner
- 6:00 p.m.–6:30 p.m. Junior Auctioneer Showcase
- 6:30 p.m.–9:30 p.m. Fun Auction

### 01.08.11 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
  - 8:30 a.m.–10:00 a.m. Business Liquidation 101: Part 1  
Judd Grafe
  - 8:30 a.m.–10:00 a.m. Real Estate Seminar  
Randy Wells
  - 10:15 a.m.–11:45 a.m. Business Liquidation 101: Part 2  
Judd Grafe
  - 10:15 a.m.–11:45 a.m. Marketing Wildcard Seminar  
Andy Imholte and John Mindiola III
  - 10:15 a.m.–11:45 a.m. Becoming the Leader in You  
Kristine Fladeboe-Duninick
  - 12:00 p.m.–1:00 p.m. Awards Luncheon
  - 1:15 p.m.–3:15 p.m. MSAA Bi-Annual Meeting/MSAF Board Meeting
  - 1:15 p.m.–3:15 p.m. Auxiliary Annual Meeting
  - 6:00 p.m.–8:00 p.m. President's Banquet
  - 8:00 p.m.–10:00 p.m. Hall of Fame Reception
  - 8:00 p.m.–Midnight Live Music
- Conference details are **subject to change**.



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## The Perfect Job

### *Representative does the MSAA Proud*

**Col. Frank Imholte**  
MSAA EVP,  
Black Diamond Auctions  
[Contact](#)



Many years ago my brothers and I had a dance band. Over the years, we had several different musicians be part of our musical family as well as some who just filled in a night or two as needed. I vividly remember stopping and talking to people about playing for their establishments, bars, clubs, Legions, VFW's, and ballrooms. Over the years, we found the best times were had playing for wedding receptions. It paid a little better and people were there to celebrate.

I also remember loading instruments at home, hauling them to the dance gig, unloading, setting them up, playing for four hours, tearing down, loading up again, hauling them home, and unloading into our house.

As much as I enjoyed all the work, I thought the perfect job would be to just show up at a dance and sit-in for a set or two, play some music and leave before the tear down.

Fast forward 35 years. I still talk to people to book auctions, haul equipment, 40-plus tires on the road and yes, some are more fun than others. You might call some a celebration of one's life. Again we play for four hours (give or take), load up and head home. This year the 2010 Minnesota Champion Auctioneer, Matt Schultz, stopped by, smiled, and came up to sell a bit. It started as 'a bit' and ended up being a couple of hours through the end. He stayed and visited and would have helped load up if I'd asked him. That wasn't the point; the point was that this year as MSAA Champion, Matt has the perfect job. He can show up at an auction after the hard work is done, get up and sell awhile and get on the road before darkness closes in. After 23

years of not realizing it, I, too, want to be a Champion Auctioneer. I love the fact that Matt is a public relations figure for the MSAA and promoting the auction profession to everyone he meets. Thank you Matt for a great job this year.

And now the reason for this story: We should all strive to be like Matt. I've known him for many years. His parents, brother, cousins, aunt, and uncle all support him and help him be what he is today. There is also our MSAA family that has helped Matt along the way. If you have never been to our family gatherings (Conference and Show) you are truly missing the boat. Our President, Les Stromberg, did not attend for many years believing stories that the MSAA was an exclusive group that did not share or help fellow auctioneers. Ask Les if any of that is true because he found out differently. He, too, loves both the auction profession and the MSAA. I'm sure you will find out the same thing.

Does this sound too good to be true? Reserve January 6-8, 2011 at the Holiday Inn in St. Cloud for this Conference and Show and be on your way to being a Champion like Matt! ■



# Thanksgiving

## *Reflections on our Profession*

**Paul Witte**  
Director, MSAA  
Witte Auction  
*Contact*



**D**ue to the recent flooding in September in southeast Minnesota, I have a new appreciation for the word Thanksgiving. What are you thankful for? God? Life? Family? Health? Your job? I've had the opportunity to volunteer my services at several benefit auctions to help the affected communities in need. I can't imagine what these people are going through—to have everything you own totally wiped out and gone in an instant. The dollar amount per person does not add up to a lot, only about \$100–200 dollars, but knowing that people care, goes way beyond the monetary value. As the saying goes, “it's priceless.”

While reflecting upon my own life, I discovered some reasons why I love being an auctioneer and how the profession has had an impact on my life. I decided to go to auction school in my early thirties, and since then it has given me the opportunity to experience many different aspects of the auction industry—from Livestock Auctions to the local household and charity auctions. I have a job that offers variety and the chance to work in a profession I love. Life is good.

Part of what makes our profession of auctioneering so incredible are the values that each auctioneer has in their life and career. I came up with a top ten list of some of the positive attributes of an AUCTIONEER:

**Accountability** Having someone place their life's treasures in the hands of an auctioneer, knowing that they can trust and rely on their abilities to do the best they can for them.

**Understanding** A listening ear, words of encouragement, and never underestimating the sentimental value in regards to the market value.

**Confidence** Essential to being a successful auctioneer, knowing that you can command a crowd and make it a great sale despite any obstacles.

**Trust** A profession built on honesty. Living up to one's word which applies to customers, employees, and fellow auctioneers.

**Ingenuity** Never knowing what may come your way in regards to the type of sale or the unique items to be sold and the ability to come up with the best market tactics for success.

**Objective** Keeping in mind the purpose or goal of any sale. Making decisions based on what is best for the client and your business.

**Negotiator** Important set of skills needed to reach agreements that come up in many life situations, whether it is with a customer or being involved in the MSAA organization.

**Enthusiastic** Bringing your best to each and every sale and showing others why you live your life as an auctioneer; the love for what you do.







*“It is more than just a profession;  
it is a way of life. It is a good way  
of life that in many cases involves  
the whole family.”*

**Empathetic** Keeping in mind what it would be like to be in another person’s shoes. Charity auctions plays upon one’s sensitivity to our neighbor’s plights and being there to help.

**Respect** Found in every aspect of a person’s life. Respect for God, Family, Country, Customers, and fellow Auctioneers.

I am sure that you could come up with many more positive attributes

of an auctioneer. It is more than just a profession; it is a way of life. It is a good way of life that in many cases involves the whole family.

I think if you ask most auctioneers why they love their job, they would not have trouble coming up with an answer. Blessings to all of you and your families during the holiday season. ■





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## Auction “Shazzam!”

### *A Personal Touch Goes a Long Way*

**Mark Mayberry**

Professional Speaker &  
Customer Service Expert

Contact



**T**he January 2011 convention is fast approaching, and I am very excited to be on the program. As I am preparing for my keynote speech (and two breakout sessions), I have talked to several of your members. These members have given me wonderful insights that will help my presentations at the convention. My thanks to everyone that shared their thoughts with me.

Would you like to increase your revenues in 2011? Would you like to take your auction business to the next level? Ask yourself, “What’s my best marketing tool? Is it the Yellow Pages? Newspapers? Search Engine Optimization?” I’m ready to bet that your best marketing tool is “word of mouth”—when your satisfied Customers tell others about you. How do you get that positive word of mouth? (You sure don’t want negative!) By delivering “Service With Shazzam!”

You are part of a unique profession—you build your reputation servicing two sets of Customers—the person/corporation that is selling their land, buildings, coins, firearms, estate items, and many other things—and those that are at the sale, be it at your building, their own property, or on-line. To get positive word of mouth, you understand that you need to make everyone happy.

My space is limited in this article, but here are a couple of ways to add “Shazzam!:

Make sure that you don’t get into the “same ‘ol same ‘ol” frame of mind. Just like no two auction companies are the same, every Customer is unique. Every

Customer wants you to listen to their needs—really listen! Many sellers are scared, some are in an emotional crisis, and others simply need the dollars that your sale will generate. For people that are dealing with an auction company for the first time, they don’t understand your profession. Make sure that you take the time to listen to their needs (are you taking notes?), explain the benefits of working with your company, and answer their questions in an understanding and empathetic manner.

Another thing—add some “Shazzam” at your initial meeting with a prospective Customer. My sister and I met with a new accountant about my Mom’s estate taxes. We met at the accountant’s plush offices and asked question after question. After all, we’d never done this before. After about 90 minutes, we were ready to wrap things up. I asked the accountant what we owed for this meeting, and as I pulled the estate’s checkbook out of my pocket, I was shocked when the accountant said, “There is no charge for this meeting.” Shazzam!

I look forward to seeing you at the January convention, where I’ll



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*“I’ll show you how to take lessons  
I learned on the golf course and  
apply them to your business.”*

give you my eight-step “Service with Shazzam” formula during my keynote presentation. In my breakout sessions, I’ll show you how to embrace the tumultuous changes that challenge your

business, and how to take lessons that I learned on the golf course and apply them to making your business more profitable—and fun! Don’t miss out! ■

### The Shazzam Challenge!

What can you do to add “Shazzam” to the initial meeting with a prospect?  
© Mark Mayberry

Are you really satisfied with the level of service that your Team delivers to your most important asset—your Customers? **Call Mark today to add “Shazzam” to your organization’s culture! (815) 209-1381**

*Mark Mayberry is a Customer Service expert. He works with a wide variety of organizations around the world, helping companies like yours to deliver “Service with Shazzam” to your Customers. Call Mark today at (815) 209-1381!*



## What's Your Pitch?

### *Reach Out and Touch Someone*

**Chris Longly**

NAA Deputy Executive Director

Contact



In previous columns we have covered topics ranging from tips on writing a press release, to using the NAA's Public Relations website to distribute press releases. However, there is one important topic left to be addressed: your pitch. While press releases can open the door to potential interviews and articles on your business, there is one tool that must be utilized in your public relations plan: you.

While today's news room computers are a buzz with late breaking news and hot news tips sent via e-mail, the telephone is still the King. PR professionals today seem to have forgotten that a personal call can make all the difference in whether your story is covered or thrown in the trash. Developing an effective "pitch" can help open the door to event press coverage, while respecting the time of your local reporter. A "pitch" is composed of 3-4 brief message points that address the key topics at hand. It is important to always remember to cover the five W's of Journalism when developing your pitch (the Who, What, Where, When, and Why). An essential tool to any auction pitch is the use of Morpace Inc. stats on the auction industry. Reporters are fact finders and statistics are what they crave. The Morpace survey provides these reporters with the stats and information needed to develop a well-rounded, informative story.

The following are a few "pitches" you may consider modifying and using when you invite media to your next auction:

"Hi, this is John Doe of Doe Auction Company. Our business is located at 1st & Main, just down the street

from the paper. I wanted to call and let you know that we have an exciting auction this Saturday at 1234 Jefferson St. that I thought you may be interested in covering. If you weren't already aware, selling real estate via auction is the fastest growing segment of the auction industry. The market has grown 39% between 2003-2006. In 2006 alone, the total amount of real estate sold via auction was \$56.3 billion with residential real estate generating \$16 billion in gross revenue. This is a great piece of real estate and the family has a great story I am sure your readers would enjoy. The auction will take place at 10:00 a.m. and we would be delighted if the paper joined us..."

The following are examples of short "pitches" for other sectors of the industry:

"Automobile auctions are the largest market for the live auction industry generating \$87.3 billion in 2006. The closest sector to automobile auctions is land/agricultural real estate auctions with \$25.3 billion in gross revenue sales."

"A new sector of the auction industry gaining public interest is implementing professional auctioneers in the raising of



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*“You should consider including a pitch that catches reporters’ attention on the overall impact of auctions in the economy.”*

donations for charity. In 2006, Benefit Auctioneers raised over \$15 billion in donations for charitable causes across the United States.”

In addition to using pitches developed for your market, you should consider including a pitch that catches reporters’ attention on the overall impact of auctions in the economy:

“While the auction method of marketing has been around for centuries, few realize that Auctioneers sold over a quarter-trillion dollars worth of goods in 2006. This is an increase of 7.1% from total sales in 2005. The National Auctioneers Association is projecting the live auction industry to pass the

\$257.2 billion sold in 2006, and reach \$269 billion in 2007.”

Implementing statistics into your pitch adds credibility. These statistics continually change, so stay tuned to the NAA website for updates on industry trends. In addition to developing a strong “pitch” for your market, you should develop a concise “pitch” about your business. Are you a third-generation Auctioneer? Does your business specialize in a specific niche market? Interesting tidbits about your business always make for a strong “pitch.”

Take time and sit down to write your business and marketing “pitch.” Then pick up the phone and start pitching! ■





## NAA Update

### *From the Desk of the CEO*

**Hannes Combest, CAE**  
Chief Executive Officer  
National Auctioneers Association



For the last 2½ years since I became CEO, finances have been an issue for the NAA. Indeed, it is a challenging time for associations in general and that includes the National Auctioneers Association. In 2008, Kurt Kiefer, a past treasurer of the Board, was appointed to review the NAA's finances. This is typically done when there is a leadership change. In one of my first meetings, I had the opportunity to meet Kurt and see first-hand the financial situation that the NAA was in.

For several years the NAA spent more than it took in. The Board had difficult decisions to make to ensure the finances were solid. They reviewed all programs and services; nothing was sacred, including staff positions. In early 2008, we had more than 20 full-time positions and today we have 13. We have "right-sized" the organization and today I am blessed to have a very talented staff that is both seasoned and energetic.

In 2008, the NAA was going in too many directions, including some that did not benefit membership as a whole. The quarterly newsletter called Auction Advantage only benefited a handful of member subscribers. The state management program was run at a significant loss and did not benefit the entire membership. The Board cut those programs and more. The Board's focus and direction became the "entire" membership.

In 2008 the Board made a commitment to return money into the Life Member Fund, which today has more than \$300,000 in restricted funds. The interest generated from these funds is used to pay for the dues of the 236 NAA Life Members. The Board also set a goal of having a financial reserve

of \$650,000 by the end of 2012 and we are on our way to meeting that objective.

Although the NAA had a stretch of unprofitable years from 2000 to 2007, in 2008 we began to bring the organization back to profitability. The NAA generated surpluses of \$175,000 in 2009 and looks to end 2010 with a surplus of almost \$200,000. The total will be almost \$400,000. This represents the NAA's commitment to sound fiscal policy.

Unfortunately, we still face a declining membership as do many other professional organizations. Our membership loss during this recession has not been better—or worse—than most other associations. Because of the recession and changes within the industry, the NAA lost 25% of our membership since 2007. Today, the rate of membership loss has slowed. But it remains a critical concern of the Board as well as the NAA staff.

It hasn't been easy, but we are financially solid. In fact, we are in the best financial position that the NAA has been in for more than a decade.





*“A special thanks to the National Auctioneers Foundation that helped pay for more than \$600,000 in renovation costs to the NAA Building.”*

A special thanks to the National Auctioneers Foundation that helped pay for more than \$600,000 in renovation costs to the NAA Building. Now we have a headquarters we can be proud of and we are mortgage and debt-free with a growing surplus of cash and reserve funds.

And a very big THANKS to those of you who have continued your membership during these hard

times. We certainly couldn't have done it without you!

The NAA's finances will continue to be challenged as expenses continue to rise and we continue to provide more member services and benefits. But now we have a financial footing that will allow us to develop this organization into one that will meet the needs of future generations of Auctioneers. ■



## 2011 MSAA C&S Registration Form

### ADVANCED REGISTRATION DEADLINE: December 1, 2010

Name: \_\_\_\_\_

Spouse or additional attendee's name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

Email address: \_\_\_\_\_

The Holiday Inn in St. Cloud has a group of rooms blocked through Saturday, December 4, 2010. You must register separately with the hotel for your rooms. We have a special rate of \$89.95 per night plus taxes. Call 1-320-253-9000 to reserve your room today.

**Please send a separate check for dues from registration if paid at the same time.**

Complete this form and send along with your check(s) to:

Frank Imholte, MSAA EVP  
8160 CO RD 138  
St Cloud, MN 56301  
1-800-440-9398

Per Person registration for Friday & Saturday	Price	Qty	Amount
Advanced Registration (postmarked before Dec. 1, 2010)	\$200.00	_____	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$250.00	_____	_____
On-site Registration	\$300.00	_____	_____

#### Per person one day only (indicate day) ☐ Thursday ☐ Friday ☐ Saturday

Advanced Registration (postmarked before Dec. 1, 2010)	\$100.00	_____	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$125.00	_____	_____
On-site Registration	\$150.00	_____	_____

#### Thursday Education Technology Seminar

*(Lunch included/ticket event)*

Advanced Registration (postmarked before Dec. 1, 2010)	\$50.00	_____	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$75.00	_____	_____
On-site Registration	\$100.00	_____	_____

#### Thursday Real Estate Seminar: How Auctioneers Set the Value of Real Estate

*(Lunch included/ticket event)*

*(Not Approved for Real Estate Continuing Education in Minnesota)*

Advanced Registration (postmarked before Dec. 1, 2010)	\$50.00	_____	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$75.00	_____	_____
On-site Registration	\$100.00	_____	_____

**Total:** \_\_\_\_\_



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## MSAA Membership 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



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## MSAA Hall of Fame Nomination

Nominations must be postmarked no later than July 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

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## MSAA Auxiliary Hall of Fame Nomination

### 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. Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award.

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

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# Annual Scholarship Application

**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, 2010**

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 three 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 and academic activities)*

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

g) \_\_\_\_\_

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, 2010**

*Relative of winner will be notified before the annual convention. Winner and MSAA Auxiliary member relative are encouraged to attend the Saturday evening President's 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:

Peggy Imholte

8158 Co. Rd. 138, St. Cloud, MN 56301

Scholarship Committee Chairperson: Grace Fladeboe

Committee Members: Rosi Przybilla & Sara Fahey



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