

MSAA SUPPLEMENT



Walking the Walk



MSAA SUPPLEMENT

September 2011 | Issue 36



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

2012 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest
- Training Sessions
- Networking

Thursday, January 26—Saturday, January 28, 2012
Marriott Southwest, Minnetonka, Minnesota

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DESIGN

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Announcements

OBITUARY

Gertrude Schultz, mother of MSAA Hall of Fame member Mike Schultz and grandmother of MSAA members John, Matt and Isaac Schultz passed away on Wednesday, September 7, 2011. The memorial service was held at Covenant Church in Upsala, MN.

OBITUARY

Arnold Larson, father of Auxiliary board member, Connie Rime, passed away on August 27, he was 83. The funeral was held on September 3 in Baudette, MN.

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Oh, the People We Meet as We Walk Down the Street

Being Open to Connections

Col. Frank Imholte
MSAA EVP,
Black Diamond Auctions
Contact 



The auction profession itself and membership in professional auction associations have helped me both personally and professionally.

Over the last few years I've had the opportunity to listen to several members of the MSAA share with me how a fellow member helped out when they needed a hand, or maybe a cord or key for their computer program. It is truly great to hear such stories. At the summer seminar, Natalie Hansen shared her ride with Peg for the motorcycle run and she had a great time. Several members shared stories, beer, and guns with others that came without both. The best part of the trap shoot was not the reigning champion retaining her title as best shot, but according to Wally, it was that many were gathered and they weren't shooting at each other. Both Bob and Wally did a fine job cooking and everyone enjoyed a good time (despite the heat). We also met some new folks that came to check out the MSAA.

Our travels to the NAA conference introduced us to Isaac Schultz's friend "J.D." As someone that loves life and the auction business, he became a new friend for many of the Minnesota members.

Last week we conducted two auctions: One was 3½ hours of selling in one ring, averaging close to \$5,000 per hour. The second was an auction for a friend who was there to help me along the way, offering to buy the end of the rack when no one else would consider it. It was a two ring auction with 12+ loads of opportunities and rows on the ground. We had over eight hours of auctioneering and let's just say we did not see a thousand dollars per hour. Believe it or not, both auctions were fun. Yes, we made more money at the first auction; however, I think the family of the second was more grateful. I know, you can't fill the gas tank on grateful, however, we provided a great service. I remember when I started in this business that both would have been a prize.

We meet some people in our travels that just need to talk; many have problems we can solve, and some are beyond our expertise.

When that day comes along, check with our membership, as they will help if they are able to assist you with the auction marketing and the auction itself.

Several years ago, I came across a former silo company that wanted to sell. If you do not know Lefty Norling personally, he knows more about silos than anyone else in our membership. He made it a great day by assisting with that auction.

Another member that I met through the MSAA is Judd Grafe. He helped us with an auction that made us look great to the seller and our team had the opportunity to learn from the best. His father, Duane, attended the summer seminar and was one of what uncle Les calls the "grey hairs" with years of experiences and knowledge to boot!

As we walk through our life, remember to be open to both the friendships and professional connections that auctioneering and professional associations provide.



Franchising—What Is the Buzz?

Statistics, Databases, and Teams

Bryce Hansen

Director, MSAA

Contact 



About four years ago we were asked to talk about a concept that was in its infancy. It was the concept of companies working together to leverage the talents and resources of small companies. There would also be tools provided to benefit the company without having to invest enormous amounts of money that larger companies are able to do. At that time, we were a small company competing for market share and wanted to expand our business. We also realized that in order to compete in this changing world, our presence needed to be greater with a wider marketing reach. We were able to accomplish some of those goals with the decision we made at that time.

There are several franchise/networking companies offering their services today, and this is not to promote any company, but I will talk about some of the benefits that come with some of these opportunities.

I would say the biggest thing we looked at was the ability to become a team, and now our “team” is a lot larger, conducting a broader book of business than we did individually. We have a different image to portray; we are not just a company in a small town in Wisconsin conducting business, but we are one of the Wisconsin offices of a national company. This gives the ability to compete in a global marketplace even though an individual office or company is not a national company by itself. From a lender or an attorney’s perspective, if you have a team that is selling property in several states, you are now a larger company and will appear to be “more capable.” They seem to like the ability to work across the country but yet keep the local representation.

With the larger TEAM concept, you are also able to market your auctions on a larger scale as well. Each auction company now has the ability to share buyers; more

buyers to your auction sends more to the bottom line for sellers. It may be mailing lists, snail mail, and email lists, but you now have the ability to access many more buyers outside of “your” market. Also on websites, when auctions are spidered or shared with more auction companies and associate companies websites across the country, it helps the search engine results of your items as well, helping those items to come up quicker in the search results.

In the future of the auction industry, I believe there will be two things that will play a major role: statistics and buyer databases. Networking/franchising can greatly benefit smaller companies simply by providing more statistical data as well as more numbers in a buyer database. The buyer database is not just a marketing list purchased, but it is a list of proven buyers who have bid on items and possibly purchased items previously, and they will likely return if the product is similar. With statistics, you are able to become the industry expert as well as monitor the trends in the industry with better statistics that are validated in a wider range of markets.





“National networking enables you to gain different perspectives in the marketplace in many different areas.”

Negotiating power with industry providers is another benefit that can be an advantage for the smaller auction company. For example, some online simulcast bidding platforms, clerking software companies, marketing companies, as well as other companies, may negotiate a discount to be the provider for all of the companies within a network/franchise. You are also able to pool your resources and purchase at a discount if cost of service or goods sold is based on volume for volume discounts.

Another benefit is the ability to network, which also gives opportunity to call on the different experts in the field. In a national network/franchise, each company is pulling for every other company to succeed and will help and freely share information to benefit each other. Every successful auction truly is a benefit to all. This includes calling or sending an email to someone for a piece of advice, or having the ability to call several experts to help during a large auction where you need more auctioneers or ringmen to conduct the auction professionally. You will

be represented by the best in the industry.

National networking also enables leads to go back and forth between the individual companies for auctions as sellers are owning property, both real estate and personal property, in multiple locations and/or states. You now can service their needs in a manner that is consistent to how you run your business. National networking also enables you to gain different perspectives in the marketplace in many different areas. In reference to real estate, you can have an idea of what is happening in the market in many different places around the country, not just in your marketplace. Sellers like to hear what is happening around the nation, especially if you are able to talk actual facts and statistics.

Some companies are also developing proprietary software that is industry specific to enhance the efficiency of auction companies. This enables companies to scale their business and grow without doing exponentially more work as individuals. These types of benefits





“One item to consider when choosing a partner is branding.”

that come with a network/franchise are a huge advantage to members because generally only large companies could spend sufficient money and research necessary to engineer this software that would be unattainable for small companies.

One item to consider when choosing a partner is branding. Does the partner want to control the brand and image of your company? Or are they providing the tools to do business without taking away from your individual established brand. Many small companies have worked extremely hard over many years building a

name or brand for themselves and may not want to give that up, and yet have the national exposure and image that comes with partnering.

We joined a network/franchise about four years ago and it has greatly affected our company in a positive way. There are many things to consider, and I understand it may not be a good fit for every company. As for us, it has definitely helped our business grow. If anyone has any questions, I would be more than happy to discuss some of our experiences in more detail.

Have a great fall and keep selling!



Paying Attention

A Bear and a Grill

Mark Mayberry

Professional Speaker &
Customer Service Expert

Contact 



On a recent trip to Hilton Head, South Carolina Lynn and I visited The Cinnamon Bear, a gift shop near Hilton Head's famous lighthouse in Harbor Town. Lynn saw a name bracelet and wanted to buy one for each of her three granddaughters as birthday presents. The challenge was that there were only two bracelets with the correct names already on them. The sales clerk, Mary Ann, explained that the missing bracelet could be ordered. We would simply pay for the bracelet, then send in a form along with the sales receipt, to receive the third bracelet. So far, so good...

Lynn is incredible when it comes to saving—and finding—receipts. But a few weeks later, when it was time to order the third bracelet, she could not find the sales receipt. She searched and searched, but to no avail. The pressure was on, as Lynn had already given the first bracelet to one of her granddaughters, Allison, and the next birthday (Emma) was soon approaching. Emma would be very disappointed if she didn't have the special bracelet.

Lynn called The Cinnamon Bear and was lucky enough to have Mary Ann answer the phone. Mary Ann turned Lynn's desperate call into a real "Shazzam." She actually remembered Lynn's trip into her store, and told her that she would send a copy of the receipt ASAP—in time to order the bracelet for Emma's birthday. Mary Ann's southern charm came across from hundreds of miles away, and she made Lynn feel very special. When we go back to Hilton Head, we'll definitely make another stop at The Cinnamon Bear.

Here's another story about paying attention. In Illinois, Friday night is fish fry night at just about every

restaurant in town. Every Friday night, Lynn, Pop, and I head out for a fish fry. One of our favorite places to go is right here in Roscoe—Backyard Grill. And, for the last couple of years, our favorite server has been Priscilla. From our very first visit, Priscilla went out of her way to make us feel welcome, and we always asked for her to be our server. This spring, Priscilla even invited us to her high school graduation party. Although we weren't able to attend the party, we did give her a card with a check inside.

We were happy for Priscilla when she found a local hospital that would help pay for her education in return for working as a CNA while getting her degree. Unfortunately, she is too busy to continue to work at Backyard.

On a recent trip to Backyard, we still had great service, but missed Priscilla. In the middle of our meal, another waitress, Kelly, appeared at our table with a thank you from Priscilla for our graduation gift. The fact that Priscilla had written a thank you was not a surprise—the fact that Kelly could pick us out from hundreds of other customers was



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a major surprise. Somehow, even though we had always requested Priscilla, Kelly had paid attention and knew who to give the card to. Guess who we're going to ask for

the next time we go to Backyard! Mary Ann and Kelly pay attention to their customers—and deliver “Shazzam” after “Shazzam!”

The Shazzam Challenge!

Are you and your team members paying attention to your customers? Or are they just going through the paces? © Mark Mayberry

Hot off the press!—Mark's brand-new book, *Lessons From the Links!*, Mark explains how you can apply the lessons learned on a golf course to make your business more successful. Call Mark today to order your autographed copies! (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!

“The fact that Kelly could pick us out from hundreds of other customers was a major surprise.”



When business is booming it can be hard to find enough hours in a day or enough days in the week for all of your

How often do you want to miss out on a possible auction because you're just too busy? The answer is

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6 Marketing Myths Entrepreneurs Believe

How to Defeat Advertising Myopia

Ryan George

Owner, Biplane Productions

Contact 



Auction billboards have been popping up next to highways all around the area where I live. People have asked me if I designed them. After I answer that they are not my work, my questioners look relieved. “Oh, good. They’re really weird.”

During a recent lunch break, I drove around Lynchburg to snap shots of a sample of these. Upon later visiting the auctioneer’s website, I found a [slideshow gallery with all of their billboard designs](#). It’s not surprising to me that the auctioneer (whose name isn’t mentioned on the website at time of writing) was proud of his advertising, as many small business owners are proud of their ineffective advertising. Why? Because they buy into marketing myths like the following.

MYTH #1 Image Trumps Message

Western culture is visually driven. Canon and Agassi were right: image trumps everything—when that image is rooted in the core of your brand. We can see compelling images for free on the Internet; as a marketer, you need more than just a cool photo. I’ve had entrepreneurs send me a picture and ask me to generate a headline to go with it. Because I apparently like unemployment, I’ll regularly ask, “What does this picture have to do with your company and what you guys represent?” Often, it doesn’t. Grabbing a free stock image is a lot easier than paying someone to photograph your staff in action or professionally capture the items you actually sell. But using disconnected images with text that stretches your connection to them will cost you wasted media buys with ineffective impressions.

MYTH #2 Humor and Cliches Attract More than a Stated Benefit Does

Would a funny ad make you buy a station wagon instead of a sedan? Would a good turn of phrase sell you on a town house rather than a cape cod? Would a good pun change your choice of grocery market? If you’re like the vast majority of people, the answer to

all of these questions is “No.” Despite this, marketers regularly hope to be the exception instead of the rule, taking the Fozzie Bear approach all the way to rolled eyes and changed channels. Instead, crisply promote the key value proposition of your product or service for each audience group to which you market.

MYTH #3 Consumers Talking Is Better than Consumers Not Talking

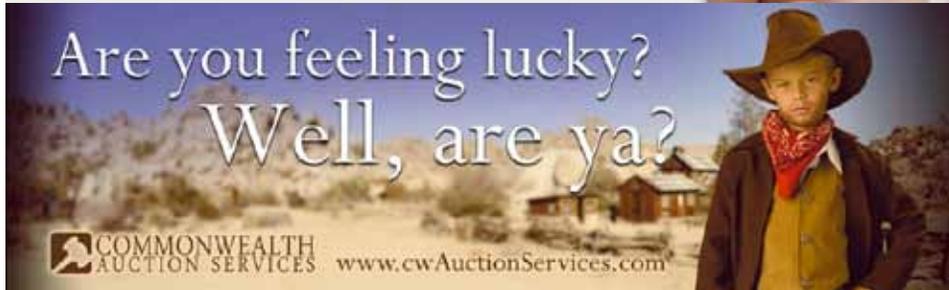
Publicists multiply this myth to Hollywood and reality TV personalities; and in a land where sex tapes and “t-shirt time” get 15 minutes of lucrative fame, they might be right. In business, though, it’s another story. BP loved all the Deep Water Horizon coverage as much as Exxon loved the Valdez footage. Tiger Woods’ eight-figure brand wasn’t rooting for more tabloid covers any more than Firestone was hoping for more Ford Explorer rollovers. The conversations people have brought to me regarding Lynchburg’s new billboard campaign prove that advertising can be a liability like other brand blemishes. Your objective needs to be far more specific and constructive than working into water cooler gossip and Facebook shares.



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MYTH #4 Creativity Trumps Consistency

As someone from within the creative industry, I’m at risk of treason when I say this; but faithful repetition of solid branding outperforms regular refreshes. When I mention brands like Walmart, Hardees, eHarmony, Olive Garden, Corona, and Pixar, very specific images come to your mind—because their marketing adheres to strict branding standards down to even how their product is photographed and filmed, the style of music and voiceovers used in their media, and the colors and fonts of their layouts.

If you remove your logo and website URL from your advertising, would it still communicate a unified image? If not, your marketing is inefficient. Brands like Chick-fil-A and SportsCenter have proven that consistency can be flexible and fun. So, you don’t have to throw the baby out with the bathwater. (Bonus hint: consistency also makes scaling your advertising more efficient and less expensive, because you don’t have anywhere near as much billable time for ongoing creative work.)

MYTH #5 I Have More than Three Seconds to Advertise

Typically, billboards and other advertising are proofed on a monitor or printed copy, where the viewer has minutes—if not longer—to absorb the visual image and message of the advertising. While it’s good to proof multiple times and in depth, the luxury of time can blind you to the fact that your advertisement has three to eight seconds to communicate. Don’t believe me? Time your spouse sorting the mail. Watch a family member click through websites and divide the seconds on each page by the number of ads on them. Have someone in the passenger seat try to read aloud every word of each billboard you pass on your next trip down the expressway. In your advertising, get to the point, and make the point about the viewer’s need.

MYTH #6 If It Makes Sense to Me, It Will Make Sense to the Public

If you’ve ever traveled within a country where English is not the primary language, you’ve realized that your understanding of your needs, wants, and abilities isn’t as important as your audience’s understanding of them. As business people, our default operating





“Make sure to include perspectives of those outside of your company and your family.”

perspective is from within the business; but our audience generally has a much different perspective on their needs, your value proposition, possible solutions, etc.

When reviewing your advertising and other branding design before it goes live, make sure to include perspectives of those outside of your company and your family. In the case of this “Iron Auctioneer” billboard, I needed my wife to explain the *Iron Chef* connection—which has nothing to do with an

auctioneer’s value proposition. And I still don’t get more than half the connections of the headlines on these billboards. These billboard concepts weren’t vetted enough. Make sure that indictment can’t be said of your marketing.

In short, avoid myopia at all costs. Get outside of yourself, your business, your ego. Don’t get bored with your branding. Instead, realize that well-policed marketing will accelerate your brand over the long haul—long after most YouTube sensations have come and gone.



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Negotiating Tip

Avoiding Counter Offers

John Hamilton, DREI
www.GoodNegotiator.com

Contact 



One thing is quite common in negotiating. It's the counter offer. Just when one party makes a proposal or states a position, the other party comes back with their counter proposal or position. Now, there is certainly nothing wrong with that exchange. After all, it is negotiating. But there is a technique that can cut off or even avoid the counter. It is worth investigating. It can work in many, many situations.

Consider re-framing your proposals in such a way that your negotiating opponent is more prone to accept them and not even offer up a counter proposal. It involves the tactic of verbalizing a discount along with your proposal. You've experienced these before, but might not have realized their effectiveness. For example, the appliance salesman says, "This unit is normally \$1,195 but if you buy it today I can give it to you for \$975." Nine out of ten times the customer will accept the discount and NOT attempt to get a lower price (no counter offer). Why does this work?

Well, the salesmen in this situation has already communicated a trade-off (if you buy today, you will save \$220) and he has anticipated your desire for a discount and given it to you up front. He stated its value (\$1,195) but is willing to take less (just for you). It is almost unthinkable to ask for an additional discount or other value add-in (extended free warranty, free delivery, etc.). In reality, the salesman probably only wanted \$975, but his stated higher price with immediate discount to the \$975 figure cut off negotiations in a kind and comfortable way. Some will even quote the higher price

(\$1,195) and observe the customer's reaction. If there is no flinch, then the salesman sticks to that price. If the flinch is in evidence, then the salesman can quickly become the good guy and offer the discount. Letting the bad news (higher price) marinate for a moment is an effective, and often profitable strategy.

The applications are everywhere

Why even here in western Pennsylvania, which is Pittsburgh Steeler Country, we saw it in action. The Steeler quarterback, Ben Roethlisberger embarrassed himself, the team, and all local fans by his recent actions involving a young lady in Georgia. Did you notice that Roger Goodell, the NFL Commissioner, imposed a suspension on Ben? Did you notice how the suspension was framed? It stated that Ben was suspended for six games, but if he met certain conditions (counseling, good behavior, etc.), the suspension might be reduced to four games. Did you also notice there was no complaint or appeal from Ben regarding the six game suspension? An appeal would have been similar to a counter offer. Instead, Ben simply complied and received the two game penalty reduction. Truth





“ Stating the price or commission on anything you offer or sell can include a base price, but include an immediate discount if some modest condition is met. ”

be told, Mr. Goodell probably only wanted a four game suspension all along.

In family negotiations, where we ask someone to do something, couldn't we frame requests that avoid counter offers? For example, "I need you to do A, B, and also C. But if you do A and B by lunchtime, you won't have to do C." Odds are you will get A and B done in a timely manner without much complaint. Stating the price or commission on anything you offer or sell can include a base price, but

include an immediate discount if some modest condition is met.

Start observing the times when bargaining involves this "avoiding the counter offer" technique. Look for more opportunities to include this in your cadre of influence strategies.

Good negotiators don't miss opportunities to frame proposals so that counter offers are eliminated or at least minimized.

Keep Negotiating.



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



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 August 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



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, 2011

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) _____

3. **ESSAY:** Be unique and creative! Please state what you've learned from your experience in the auction profession and/or what you would do with the scholarship funds. The essay needs to be completed **without** including any names or business names that would identify the applicant or their active MSAA member. **(This is important because the Scholarship Committee is presented the essay with this information removed so the identity of the applicant is not revealed to them. The Committee is judging the content of the essay while avoiding any prejudice by the inclusion of names.)** Please complete on a 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, 2011

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: Alice Goelz (chair), LuAnn Finnila, and Sara Fahey



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