

MSAA SUPPLEMENT

Embrace
the Journey

MSAA SUPPLEMENT

January 2012 | Issue 40



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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Rock on Design 

Announcements

Call for Presenters

For a VERY limited time we are still accepting a few IGNITE proposals. Any member who would like to present a 5 minute IGNITE presentation please contact Andy Imholte by Saturday, January 21: andy@solditatauction.com. Check out some great examples of IGNITE presentations at: <http://igniteshow.com/>

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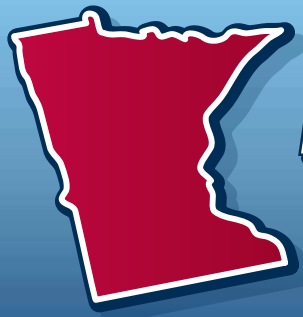
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Top-Notch Education

2012 Conference and Show Schedule

The next MSAA Conference and Show is only a few short days away. 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 26–28 and take one big step into the future.

01.26.12 Thursday

- 7:30 a.m.–5:00 p.m. Registration
- 8:00 a.m.–3:00 p.m. Vendor Setup
- 8:00 a.m.–5:00 p.m. Video Summit
Jeff Maynard
- 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

01.27.12 Friday

- 8:00 a.m.–9:00 a.m. Breakfast
- 8:00 a.m.–9:30 a.m. Marketing Contest Check-in
- 8:30 a.m.–3:00 p.m. Registration
- 9:00 a.m.–10:30 a.m. Welcome/IGNITE MSAA
- 11:00 a.m.–12:00 p.m. Marketing Contest Check-in
- 10:30 p.m.–11:30 p.m. Council of Future Practices Presentation
John Schultz & Stephen Karbelk
- 11:30 p.m.–12:30 p.m. Lunch
- 12:00 p.m.–1:30 p.m. Fun Auction Item Check-In
- 1:00 p.m.–2:30 p.m. Understanding the Chaos
Stephen Karbelk
- 1:00 p.m.–2:30 p.m. Gaining the Competitive Advantage
J.J. Dower
- 2:45 p.m.–4:15 p.m. Nomination Committee Interviews
- 2:45 p.m.–4:15 p.m. Inside Online Auctions
Russ Hilk
- 2:45 p.m.–4:15 p.m. 75 Ways to Make More Money in Benefit Auctions
Jenelle Taylor

Conference details are subject to change.



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Continuing Education

NAA Designation

BACK BY POPULAR DEMAND

January 26–28, 2012—Minnetonka, Minnesota

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

- 4:30 p.m.–5:00 p.m. Social
- 5:00 p.m.–6:00 p.m. Awards 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

01.28.12 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
- 8:45 a.m.–10:15 a.m. It's Time to BOOST Your Brand:
The 7 Essentials to Attracting Qualified Clients
Jenelle Taylor
- 8:45 a.m.–10:15 a.m. Elephant Hunting:
How to Secure Deals that Change Your Life
Stephen Karbelk
- 10:30 a.m.–12:00 p.m. Changes in the Real Estate Market
J.J. Dower
- 10:30 a.m.–12:00 p.m. Online Marketing Integration:
When Google met Facebook
Johnathan Harsdorf
- 12:00 p.m.–1:00 p.m. Recognition 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
(Black Tie Optional)
- 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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Passion

Live to Work, Work to Live

Andy Imholte

President, MSA
Black Diamond Auctions

Contact 



YEP! is shrieked to my left and I practically jump out of my shoes. Soon it's followed by another and still another from the back of the room. I try to collect myself. I am an auctioneer after all, so a couple of aggressive ringmen shouldn't surprise me. I look to the auctioneer who is flipping through a giant tub of tape dispensers. As he continues his chant he grabs one of the tape guns and starts circling one of his ringmen. By the time the lot is sold his ringman can't move his arms and the whole crowd is laughing. I stand there wondering what I got myself in to. All this in only the first 10 minutes of a Grafe auction.

Rewind four months and I am sitting in a ballroom in the Holiday Inn-St. Cloud for the 2011 MSA Fun Auction when Paul McCartan approaches the stage to sell an experience with the Grafe Auction Team. I lean over to my wife and say that I have always wanted to work with their team and she encourages me to bid. There seemed to be a great deal of interest in this experience and after we hit the \$1,000 mark I thought I was done. In a matter of moments my wife had her hand in the air and when the dust settled we had purchased one of two chances to travel with the Grafe Auction Team to an exotic destination and work for free.

Fast forward to Day 2 of this two-day sale in beautiful Virginia Beach. Day 1 is in the rear-view mirror, along with a number of small items and a majority of the larger pieces of equipment in this massive warehouse. Am I tired? You bet. Will I show it? NOT ON YOUR LIFE. The crowd is now down to two dozen very serious buyers and another couple of dozen online. We split the team into two rings as it will be the only way we can go home tonight. Through all this, the auction team doesn't stop laughing and joking with the attendees. The Grafe team soon has plates of food brought out

to the bidders, keeping everyone happy and appreciative as the day wears on. I get the impression that if they could roll a portable toilet through the hall they would consider it. Every few hours the rotation comes back to me and I take my turn at the microphone. I do my best to represent the odd array of items and find myself faking it more times than I realize. But as the day winds down, and the two rings join together for the final hours, I step back once again and take in the show.

As we board the plane for home, I take some time to think back to the lessons I learned over the last 48 hours. There was one thought that stuck in my brain: over my life I have worked many "punch-the-clock" kind of jobs. I have often heard the saying, "you can either live to work, or work to live." I have never wanted to work just so I could survive, but I also don't really want to live my life putting everything into my work and missing out on the wonderful things in life. The lesson I learned long ago from my father, and confirmed during my two days with the Grafe Auction Team, was that if you have a passion for what you do and a smile on your face, it isn't work at all.



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*“Look at the passion you have...
and consider sharing that passion.”*

That is what I love about this industry; when I’m up on stage, behind a podium, or down near the bidder finding out if they would like to bid, I am having fun, not working.

Look at the passion you have for the auction industry and consider sharing that passion with our State Association. The MSAA will

be electing new board members and officers at our upcoming Conference and Show. If you are even remotely considering giving back to the association in this way, please feel free to ask me any questions. Hope to see all of you at the 2012 MSAA Conference and Show, January 26–28 at the Marriott Southwest in Minnetonka, MN. ■



Saving the “Shazaam!”

Patience and Professionalism

Mark Mayberry

Professional Speaker &
Customer Service Expert

Contact 



What a time we're in—Bank of America decided to charge their debit card customers \$5 per month. The result—a customer revolt! It didn't take long for Bank Of America to realize that they were losing customers as a result. Reports are that they plan to put an end to their attempt to shove this fee down their customers' collective throats. At about the same time, Netflix decided that they would change their pricing system. What happened? Thousands of their customers abandoned the Netflix “ship,” their stock dropped nearly 30%, and Netflix had to revert to their “old” ways of doing things. Today's customers are demanding, and they won't just sit back and be pushed around. It's a “Customer Shazzam Revolution!”

On a personal note, for the past 18 months, I have used a Sprint broadband device to connect to the Internet. At the time I purchased the device, I was told that my city, Rockford, would have 4G speed within a year. 18 months went by, and I still only had 3G speed. On top of that, even when I have traveled to “major” cities, it was rare that I was able to use the 4G speed feature. So, I decided to cancel my subscription, and move on to high-speed Internet with Charter Cable Company.

I went to the Sprint store to cancel the broadband service. I was told that this could only be done by calling their toll-free number. How inconvenient! A wasted trip, indeed. When I returned home, I called their toll-free number and was put on “hold” for about 20 minutes before an actual person answered. During the next several minutes, I was connected to three different individuals, during which I was constantly put on hold. After a very long time, I was able to close the account. “Quite a strategy,” I thought to myself. “When a customer wants to cancel a service, let's do everything we can to frustrate that customer and hope that they just hang up and are forced to keep our service.”



Another “Negazzam” encounter: Lynn bought a new car, and I wanted to change her XM Radio account from her “old” car to her new one. I tried to do this online, but couldn't figure out how to do it. I went to their “chat” line, and had to wait for about 10 minutes before someone finally responded. After this long wait, I was told that I would have to call their toll-free number. For whatever reason, you can't cancel an XM Radio account online.

I called their toll-free number, and was told that I would be on hold for six minutes. Fifteen minutes later, Amanda finally came on the line. I was not in the best frame of mind, as it had now taken almost a half-hour of my time. Then came the “Shazzam!” Amanda was



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*“Amanda was patient, professional,
and most of all, helpful..”*

patient, professional, and most of all, helpful. She not only changed the accounts, but she was able to discount the Sirius radio in my car. It certainly wasn't Amanda's fault

that I had to wait so long. SiriusXM has a bad system. Luckily for them—and me—they also have Amanda. 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!



An Auction Bidder's Wish List

Emphasize the Facts

Ryan George

Owner, Biplane Productions

Contact 



I'm the oldest of six children, and my wife was the first of five offspring for my in-laws. So, I'm thankful that both of our families exchange names for "secret sibling" Christmas gifts.

My side of the family makes it even easier by creating a message thread on Facebook where we post our respective wish lists for our secret sibling to use for reference in their holiday shopping.

To keep you reading, I'll show you what I posted (in this order):

- anything from here: <http://www.gfa.org/gift/home>
- gift cards from iTunes, REI, or Dick's Sporting Goods
- solid-color winter beanies
- Smart Wool® socks
- black Crocs (size 10)
- solid color fleece sweatshirts or hoodies
- athletic ankle socks
- 100g Jetpower micro-canister

What you'll notice is that I didn't write, "Something nice," (though everything on this list is nice to me) or "Great deal for the money" (though I hope my sibling finds the deal of a lifetime). Why? Because those are ambiguous requests—unhelpful direction. See, when they go to a store, there won't be an aisle for "something nice" or "a sweet deal!" If they Google search for "something nice," they will get [these random acts of results](#).

This makes sense on a personal level; but, for some reason, auction marketers disregard this common wisdom when advertising the assets in their auctions. Their headlines, line ads, and websites lead with

information that buyers will not type into their search engines, apps, or wish lists.

Raise your hand, if you've seen an auction advertisement that said "Investment Opportunity!" Now keep that hand raised if you think anyone is searching for an office building, flatbed truck, bass boat, or 1950's Texaco sign with those two words. In our search culture, advertising needs to focus on the facts, not the pitch—even for offline media. You might be able to schmooze bidders at open houses or at the auction, even though our culture is growing less tolerant of the commissioned sales shtick. But you'll be hard pressed to find advertising that works that way.

Recently, I was asked to rewrite some sales copy on a luxury home, since [I assume] it wasn't getting many bites. I couldn't change the facts, just the adjectives and syntax. Even if I were J.K. Rowling, I couldn't rewrite that paragraph in a way that would change someones mind about that house. Either they wanted what it had or they didn't. If they wanted four bathrooms and an in-law suite, only a house with those specifications would work. If they want an in-ground pool, stables,



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“*Convenience is a relative value.*”

and a riding ring, they were looking for those words in whatever media they're using to shop.

Fluff text is an inefficient use of space and attention. There's no search criteria field in Trulia for "cute," no check box on Realtor.com for "cozy," no eBay category for "like new." I just checked: LoopNet doesn't have a menu selection for "potential." Pictures, dimensions, location, age—immutable, objective data—will tell someone if an asset matches their wish list; their own emotional and financial situation will translate that information into subjective evaluations.

I'm regularly amused by auctioneers telling their audience that an address is conveniently located in reference to places a half hour or more away from the subject property. Convenience is a relative value. Oh, and I can't tell you how many times I've seen "Unlimited Potential!" as a real estate headline or bullet point. I don't have a real estate license, but I'd imagine legal boundaries and zoning commissions significantly restrict infinity. But even if the future development of a property

were somehow unlimited, who's searching for that ambiguity?

Whether searching for Christmas gifts, farm equipment, or a strip mall, consumers will echo what Detective Joe Friday said on Dragnet, "All we want are the facts." It's insulting to tell a buyer what the facts mean. Buyers will most likely know if what you're selling is a collectors item, if a home is designed for entertaining, if an address is a good business location—based on the facts at hand.

Does this mean advertising should be reduced exclusively to a list of bulleted descriptions? No—even if in many media, that would be the most efficient strategy. Write your sales copy as long as space and budget will allow. Emphasis, though, belongs to the facts. Headlines should tell people if what they want might be described in the next section. Top billing should go to the unarguable.

Make it easy for potential buyers to compare your sale item(s) to their wish list. That ease of comparison reflects on your brand, whether they bid or purchase from you or not. ■



Closing Remarks

Online versus Live Auctions

Tony Elfelt

Director, MSAA
AAA Auction and Realty Company

Contact 



A while back, I wrote an article describing my entry into online auctions. Quite frankly, I was rather disenchanted with the whole idea that in order to remain viable in the auction business it had become necessary for me to do online auctions. After all, that is not why I was drawn to the auction profession. I ended the article by saying that time would tell. Well, since this is my last article as a board member, and since I have been doing online auctions now for 2½ years, I thought I would take this opportunity to share with you some additional observations about my online and overall auction experience.

Online auctions are not as fun as live auctions. There is obviously no auction chant. No singing. No joking with the audience. No good-natured teasing of your bidders or your auction staff. No hot dogs. No hamburgers. No immediate gratification like when a winning bidder does a victory dance. There's no pizza and beer after the auction with the auction staff when everyone talks about how the auction went. Plain and simple, online auctions are not as much fun as live auctions.

I have learned, however, that online auctions do have their own rewards. For example, I have found it much easier to obtain inventory for regular online auctions as opposed to waiting for someone to call me who wants a live auction. My staff and I have also become friends with many people who visit us every week either as buyers or sellers. In addition, I enjoy the exercise I get at the auction center in setting up and taking down tables, moving inventory and doing general clean-up. Also, let's not forget how fun it is to watch the auctions close online. Although we don't get to actually see the people doing the spirited bidding, it is a lot of fun to watch the bids pour in during



the final minutes of the auction. So, although the fun of online auctions can't compare to the fun of a live auction, there are still enough fun things about online auctions to make them enjoyable as well.

Yet hunting is fun, too, and I don't do that 30 hours a week. So, the larger question for me is, "Why do I do this auction business at all?" Though this may sound corny, it's because since I was a boy, I have felt a calling to be an auctioneer. It's also the challenge of always trying to think of a better way to run the business. It's meeting or surpassing expectations or having the opportunity to help others. It's the family business that gives my wife (who works very hard for our business) and I another bond. It's





the goal of financial growth, the creative outlet, and my ability to provide jobs for some people. It's always having something to do. It's the interest others show in my profession and business. It's about being needed and feeling good about myself. And finally, it's being part of the MSAA where I am able to spend time with others who think and feel about the profession the same way I do.

In conclusion, while I am grateful not only to have had the opportunity to serve on the board and for all the friendship extended to me by the members of this association, I am moreover grateful to have had the opportunity to live the dream of being a member of this vibrant, wholesome, and exciting profession. ■

“it's being part of the MSAA where I am able to spend time with others who think and feel about the profession the same way I do.”



Negotiating Tip

Mechanism: The Agenda

John Hamilton, DREI
www.GoodNegotiator.com

Contact 



In his book, *The Negotiating Game*, Chester Karrass identifies over 25 “fine tuning mechanisms” by which negotiators can better reach their goals and objectives. At first glance they may seem minor in nature, but don’t be fooled. They can contribute greatly to our negotiating capabilities. Over the next few weeks I will share many of these mechanisms or influence techniques so they can be added to your arsenal of negotiating skills.

Put simply, “the agenda” could be explained as the chronological program of items to be discussed or negotiated. Good negotiators know that the order in which the items are discussed can be as critical as the particulars of the item or issue itself.

Some top negotiators feel that whoever sets the agenda is typically in the more powerful position. To be sure, the party setting or proposing the agenda sends a clear signal that they are prepared and have thought out how the negotiations should unfold.

In complex negotiations, such as labor contracts or international treaties, there is as much bargaining over the agenda as there is on the specific issues before them. One strategy holds that agendas should be set so that the ‘easy and less contentious’ issues are addressed first. This allows the parties to ‘size each other up’ and a constructive momentum can be established before the tougher and more significant issues arise.

Some negotiators set the agenda so critical issues come up along with some other significant event

such as the expiration of a contract, a strike vote, elections, or other significant activities impacting one or both parties.

Now most of us don’t deal with labor contracts, treaties or the like, but even in our personal and business negotiations, setting an agenda can prove to be very effective. This is due, in part, because agendas are rarely established or expected. Since they are not expected, one party can gain significant power simply by proposing an informal agenda.

For example, let’s say you are considering the purchase of a major item, such as a car, a major appliance, or room of furniture. Too often the discussion turns to price/cost very early on. By introducing an agenda (of issues to discuss and their order of consideration) one can better control events and tactfully exert power.

It might sound something like this:

“I have some concerns about the price you are asking for this item, but before we discuss that, there are three things I need you to help me understand:





“Agendas can easily be proposed, not as a power play, but as one needing information or clarification before getting to the hard cost/price issue.”

“First, what’s been the reliability/ durability record on this? Is it built to hold up and, if so, what can you share that would verify that? What’s the warranty and how long do you stand behind this item? Can you provide testimonials/references from others who have purchased this recently?”

“Secondly, is delivery, installation, or removal of the old unit included in the price?”

“And lastly, what payment terms or financing options do most buyers of this item find beneficial?”

One could add more issues, substitute other issues, and even insist that these be clarified and even agreed upon before proceeding to price and terms.

Agendas can easily be proposed, not as a power play, but as one needing information or clarification before getting to the hard cost/ price issue. By doing this, items discussed early on can provide bargaining power or trade-off options during the price negotiations.

Agendas might not be applicable to every negotiating situation, but good negotiators use this mechanism more than one might think. It is obviously most effective when one plans ahead, anticipates situations, and identifies agenda items.

Setting the agenda is a great technique or mechanism for your use as you keep negotiating. ■



2012 MSAA C&S Registration Form

ADVANCED REGISTRATION DEADLINE: December 15, 2011

Name: _____

Spouse or additional attendee's name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Cell: _____

Email address: _____

The Marriott Southwest has a group of rooms blocked through Sunday, January 1, 2012. You must register separately with the hotel for your rooms. We have a special rate of \$84 per night plus taxes. Call 1-888-887-1681 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
1-800-440-939

Per Person Registration for Friday & Saturday

	<input type="checkbox"/> Member/Spouse	Qty	<input type="checkbox"/> Non-Member	Qty
Advanced Registration (postmarked before Dec. 15, 2011)	\$200.00	_____	\$250.00	_____
Registration (postmarked before Jan. 1, 2012)	\$250.00	_____	\$300.00	_____
On-site Registration	\$300.00	_____	\$350.00	_____

Per Person One Day Only (indicate day)				
	<input type="checkbox"/> Member/Spouse	Qty	<input type="checkbox"/> Non-Member	Qty
Advanced Registration (postmarked before Dec. 15, 2011)	\$100.00	_____	\$125.00	_____
Normal Registration (postmarked before Jan. 1, 2012)	\$125.00	_____	\$150.00	_____
On-site Registration	\$150.00	_____	\$175.00	_____

Thursday Education Video Seminar (Lunch included/ticket event)

	<input type="checkbox"/> Member/Spouse	Qty	<input type="checkbox"/> Non-Member	Qty
Advanced Registration (postmarked before Dec. 15, 2011)	\$75.00	_____	\$100.00	_____
Registration (postmarked before Jan. 1, 2012)	\$100.00	_____	\$125.00	_____

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



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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 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



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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, 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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