

MSAASUPPLEMENT



2012 CONFERENCE RECAP



MSAASUPPLEMENT

February 2012 | Issue 41



Welcome

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

Viewing Instructions

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

Upcoming Events

Spring MSAA Board Meeting

Sunday, March 11, 2012

Holiday Inn, St. Cloud, Minnesota

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Cover photo by:

Jessica Imholte

Special thanks for Conference & Show photos to:

Matthew Schultz, Andrew Imholte, and Jessica Imholte



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DESIGN

Rock on Design 

Announcements

Thank You

We wanted to take a moment to thank the many MCAA members and friends who were able to attend the Conference and Show in January. We did our best to provide a great experience for all in attendance and want to thank you for helping make this year's conference a great success.

–Andrew & Jessica Imholte

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

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Thank You MSAA Members

An Honor to Serve

Rod Johnson

Johnson Auctioneering
MSAA Vice President

Contact 



It is truly an honor to serve this great organization as your Vice-President for the coming year. Thank you for your support, your friendship, your advice over the years, and your commitment to the Minnesota State Auctioneers Association. As was stated many times at our conference, the MSAA is truly like family.

I graduated from the World Wide College of Auctioneering in 2005, after my wife, Bernie, told me in no uncertain terms, "You are going to auction school!" Well, I've said it before and I'll say it again, "You were right Bernie; going to auction school is one of the best things I've ever done."

I conducted my first benefit auction two weeks after graduating from World Wide. It was a fundraising auction for the Minnesota Timberwolves Community Foundation and I knew at that time, benefit auctions would be my specialty. That first year we conducted only five auctions, but we did increase the number of auctions each year and are now around 40 per year.

The first thing I did after auction school was become a member of the MSAA. I remember going to the summer picnic that first year and meeting many of you for the first time. I was impressed by everyone's friendship and willingness to help a new auctioneer! The Conference and Show was more of the same, with added educational seminars that were outstanding. I have not missed a summer picnic or Conference and Show yet.

Looking back, becoming an active member of the MSAA was one of the smartest decisions I've ever made. I've developed lasting friendships, worked with some amazing auctioneers, learned many things through seminars and networking, and have bettered myself as a person and an auctioneer. At the urging of our

immediate past president, Andy Imholte, I ran and was elected to the MSAA Board of Directors three years ago. Thank you Andy; it's been an amazing experience that I've thoroughly enjoyed. To all of you who have given me the opportunity to work with you, I want to thank you all very much for the opportunity.

My son Nathan and I were in business together, until he decided to join his two older brothers and serve in the military. He is now Director of Operations at Feltwell Air Force Base in the United Kingdom. I miss working with him, but am very proud of his accomplishments. Although the bulk of the auctions we conduct are benefit auctions, we do some real estate as well.

I urge all members to please pass on any ideas, suggestions, or thoughts concerning this organization. Please stay active and make plans to attend the summer picnic and our Conference and Show. Again, thank you for your trust in allowing me to serve as your Vice-President. I will do my very best to serve and represent the Minnesota State Auctioneers Association.



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2012 Conference & Show

Conference Recap



Minnetonka, Minnesota played host to the 2012 Minnesota State Auctioneers Association annual Conference and Show from January 26–28. Returning to the Twin Cities metro area for the first time in four years, auctioneers descended upon the Marriott Southwest for the finest education and networking in the State.

After the amazing success of 2011's Technology Summit, Thursday began with the first-ever MSAA Video Summit. Professional Benefit Auctioneer, and video marketing enthusiast, Jeff Maynard, flew in from Arizona to share his considerable experience with each of the attendees. As the day wore on, attendees of this information-packed session even had an opportunity to record video for their future marketing efforts.

However, as the afternoon came to a close, all attendees were anxiously awaiting the start of the MSAA Champion Auctioneer Contest. This year's contest was hosted by the 2011 MSAA Champion Auctioneer, Kurt Johnson, and featured 25 excellent competitors. In the first round of the competition, each auctioneer sold three items and were scored by a panel of five judges. Once the scores were tabulated, the top five competitors were announced. Then, the newly reformatted interview portions began. After answering three questions from the judges pertaining to the auction industry, each finalist then sold three more items. After all the dust settled, Austin Bachmann of Ottertail, MN was awarded the prize of 2012 MSAA Champion Auctioneer. For



the next year he will serve as the Goodwill Ambassador for the auction industry in Minnesota and will be sponsored in the IAC this summer at the NAA conference in Spokane, WA. (The four finalists and champion can be seen on page 9.)

Friday morning's general session was slightly different than in the past. President Andrew Imholte reserved time for each attendee to pass the microphone around and introduce themselves to the association. Later in the weekend, many members looked back at that time as a wonderful way to learn more about our members and their



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families. Immediately following introductions, six speakers took the stage for an exciting new type of seminar. Kurt Johnson kicked off IGNITE MSAA - five-minute speeches with 20 slides that advance every 15 seconds. After 30 minutes of education, attendees had heard from Paul McCartan, Jessica Imholte, Kristine Fladeboe-Duininck, Connie Johnson, and John Schultz. The variety of topics kept the whole room entertained. To finish the morning, two members of the NAA's Council on Future Practices, Stephen Karbelk and John Schultz, presented an overview of the white paper "Give Me Five...now Ten Years into the

Future" (available for download by [clicking here](#)).

Immediately following lunch, the seminar rooms began to fill with attendees as speakers began to share their knowledge with attendees: Understanding the Chaos by Stephen Karbelk; Gaining a Competitive Advantage by J.J. Dower; Inside Online Auctions by Russ Hilk; 75 Ways to Make More Money in Benefit Auctions by Jenelle Taylor. As the afternoon came to a close, attendees gathered for the Awards Banquet which was moved to Friday night instead of Saturday at lunch. This move allowed members more time to explore the marketing contest and its winning entries. Friday night once again played host to the very entertaining MSAF Fundraising Auction. The night was filled with laughs and



excitement for the whole family. As in years past, the fun auction began with junior auctioneers who wowed the crowd with their stage presence and selling know-how. Once the kids had their fun, the adults did their best to entertain and raise money for the MSAA Foundation.

Saturday morning opened with breakfast and a townhall meeting. The townhall meeting format allows for members to ask questions and have discussions on items important to the association outside the business meeting. We have found that this system streamlines our business meetings and members enjoy being able to ask any question that is on their mind. Immediately following breakfast, attendees began filling seats for a variety of educational seminars including: It's Time to BOOST Your Brand: The 7 Essentials to Attracting





Qualified Clients by Jenelle Taylor; Elephant Hunting - How to Secure Deals that Change Your Life by Stephen Karbelk; Changes in the Real Estate Market by J.J. Dower; Social Media and Google SEO by Johnathan Harsdorf. As the educational portion of the weekend came to a close, many attendees had ideas and even plans to put into implementation as soon as they got back to their business on Monday morning. The Awards Luncheon, now held on Saturday, was an opportunity for members to recognize many of the people who had passed away in the last twelve months with a moment of silence. President Imholte also took time to recognize all past presidents of the MSAA and the MSAA Auxiliary as well as Hall of Fame members of both organizations. To conclude the luncheon, President Imholte awarded the

presidential annual donation on behalf of the MSAA, the MSAA Auxiliary, and the many individual donors to Gillette Children's Hospital. We were honored to have Margaret Perryman, CEO of Gillette Children's Hospital in attendance to accept a check for \$2,250. Along with the donation, slides were shown from the children's toy auction done at Gillette back in October.

After lunch, the MSAA Bi-Annual Meeting was called to order. Along with committee reports, new and old business, elections were held for the offices of Vice President and Directors. For the position of Vice President, Rod Johnson was elected. For the three Director positions, Greg Christian, Dave Thompson, and Tammi Tisland were elected. The MSAA Auxiliary also held their business meeting Saturday afternoon as well.

After the close of both business meetings, a social hour was hosted by Wavebid in the MSAA hospitality room where members were able to unwind before the President's Banquet. Later that evening, as attendees sat down for dinner, the Board of Directors were announced and seated at the head table. After a fine dinner, the program began



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with the installation of the 2012 Board of Directors conducted by Past IAC Women's Division Champion, Kristine Fladeboe-Duininck. At that time, President Imholte recognized outgoing board members Tony Elfelt, Rod Johnson, and Lance Quam for their outstanding contributions. It was then time to award the four Auxiliary Academic Scholarships. This year's recipients of the \$1,200.00 scholarships included Alexandra Grafe, Danielle Evers, Hannah Johnson, and Andrew Bost. Connie Rime, new President of the MSAA Auxiliary, was welcomed to the stage where she recognized outgoing president Peggy Imholte for her hard work. President Imholte then welcomed Bret Walters to the podium to award the Marketing, Best in Show award to Black Diamond Auctions. The next marketing award for People's Choice was awarded to Ediger Auctions for an amazing family auction portrait painting. Each year the president awards the Golden Gavel for outstanding service to one member; this year, Vice President-Elect Rod Johnson was given this distinct honor. It was at this time, that Joanne Laumeyer came to podium and inducted the newest member of the MSAA Auxiliary

Hall of Fame, Joani Mangold. After a standing ovation and her acceptance speech, it was time to induct two new members to the MSAA Hall of Fame. First, Frank Imholte stepped to the podium and welcomed Richard Berens to the MSAA Hall of Fame. After his acceptance speech, Jim Fahey stepped to the microphone to welcome Bill Klassen, the first Canadian, to the MSAA Hall of Fame. Many family and friends joined him as he thanked the association. Andrew Imholte came back to the podium and passed the official gavel of the MSAA to Mark Rime. President Rime gave a short speech and welcomed everyone back next year when the Conference and Show will be held at the Holiday Inn in St. Cloud, Minnesota. After his speech, Imholte stepped back up and gave his closing remarks by thanking the many people that helped him over the past year. The night closed as live music from Pull Start Diesel played late into the night. Many new friends and old acquaintances enjoyed each other's company before making the trip home. It was a wonderful conference and show and many can't wait for next year.



2012 MSAA Champion Auctioneer Contest



Right: Rookie Champion Auctioneer Glenn Trautman II



Left: Champion Auctioneer Austin Bachmann and his father Vince

- Champion:** Austin Bachmann, Ottertail, MN
 - Reserve Champion:** Ray Henry, Foley, MN
 - Third Place:** Paul Witte, Lake City, MN
 - Finalist:** Dave Thompson, Lansing, MN
 - Finalist:** Isaac Schultz, Upsala, MN
-
- Rookie Champion:** Glenn Trautman II, Sabin, MN



Isaac Schultz



Austin Bachmann



Dave Thompson



Ray Henry



Paul Witte



2012 MSAA Marketing Contest



Best of Show
Black Diamond Auctions



People's Choice
Ediger Real Estate and Auction



Farm 2-Color
Mitchell-Przybilla
Auction Co.



Household and Antiques 2-Color
Hotovec Auction Center



Commercial and Industrial 2-Color
Mitchell-Przybilla
Auction Co.



Farm Multi-Color
Schultz Auctioneers
Landmark Realty



Household and Antiques Multi-Color
Schultz Auctioneers
Landmark Realty



Commercial and Industrial Multi-Color
Henslin Auctions Inc.



Farm Multi-Sided
Matt Maring Auction Co.



Household and Antiques Multi-Sided
Grafe Auction Co.



Commercial and Industrial Multi-Sided
Grafe Auction Co.





Real Estate 2-Color
Seifert Realty & Auction Co.



Real Estate and Personal Property 2-Sided
Mitchell-Przybilla Auction Co.



Promotional/Auction Specialty
Fahey Sales Auctioneers and Appraisers



Auction Signs
R&B Gessell Realty & Auction Co.



Website
AllianceBid.com



Real Estate Multi-Color
Black Diamond Auctions



Real Estate and Personal Property Multi-Color
Black Diamond Auctions



Auction Clothing
Kevin Swanson Auctioneering



Auction Photographs
Aasness Auctioneers



Internet Marketing
Fladeboe Auctions



Real Estate Multi-Sided
AllianceBid.com



Real Estate and Personal Property Multi-Sided
Grafe Auction Co.



Auction Specialty Ideas
Black Diamond Auctions



Newspaper/Magazine Advertising
Black Diamond Auctions



Digital Promotion
Fladeboe Auctions



2012 Hall of Fame Inductee

Bill Klassen

(as presented by Jim Fahey)



Right: Hall of Fame inductee, Bill Klassen, and his wife, Karen.

Far Right: Bill Klassen accepting his award surrounded by his family and friends.

It is an honor to have been asked to introduce our next candidate to the MSAA Hall of Fame. He has celebrated over 40 years in the Auction profession and finds great joy in providing help to people. This gentleman has been attending the Minnesota State Auctioneers Association Conference and Show for more than 20 years, and if I am not mistaken, has only missed one Conference. Our inductee said he finds the seminars very helpful in his business.

But let's hold that thought for a moment and look back to July 23, 1968. It is the day of his first farm auction. He is 20 years old and has done a few charity auctions, but this is a farm auction, with 12 jersey cows and smaller farm machinery. Later that same year our inductee was convinced that it was time to attend auction school, so he flew to Kansas City for the two-week Missouri Auction School course and graduated on December 13, 1968. The very next day, December 14, at 1 p.m. he conducted a small farm auction. Our candidate sent the auction poster to the Missouri Auction School and in the next month's newsletter, he received the honor of having conducted and managed his own auction for a client just 24 hours after graduating

from auction school. Over the years he has been a mentor to many young auctioneers looking to get started in the auction profession.

Our candidate has been married to his lovely wife for 38 years and they have been blessed with five children and four grandchildren. Without further ado, let's welcome our next inductee into the Minnesota State Auctioneers Association Hall of Fame - from Winkler, Manitoba, Canada, Col. Bill Klassen.

Morris Olafson assisted in contacting Bill's wife Karen because Bill answers the phone all the time. He also moved the Manitoba Auctioneers Conference back a week to allow Bill and Karen to attend our conference. Thank you Morris!



Negotiating Tip

Mechanism: The Right Answer



John Hamilton, DREI
www.GoodNegotiator.com

Contact 

We are reviewing a series of mechanisms that can enhance our negotiating capabilities. At first I was a bit uncomfortable using the term “mechanism” until I checked out its definition. Merriam-Webster shares that a mechanism is “a process, technique or system for achieving a result.” Wow, could there be a better term based on our objectives as negotiators? This week’s mechanism deals with answering questions that we might be asked during some hard bargaining. Adding the techniques of this mechanism can really impact what we say or don’t say when giving the right answer to a question.

Good negotiators are adept at gaining information from their opponent by asking questions. Good negotiators also know that they will be asked questions in return. To improve our capability by providing the right answers, consider the following six (6) rules, guidelines, and suggestions.

1. Good negotiators always pause before answering a question. That pause sends a powerful message and provides time to consider the right answer.
2. Many questions are asked of us, not to gain information or a significant verbal response, but to put us on the defensive and take control. Focus any answer and our emotions on tactfully regaining control. For example, there are times when we should delay answering their question and instead compliment their question and consider asking why they asked it.
3. Not all questions deserve an answer. Responding with silence, a pause, or puzzled look can be most disarming to our opponent. Ignoring their question and, after that pause, proceeding with a question of our own may be just the right technique or mechanism. This can work wonders when negotiating with your family - especially your kids!
4. Answers to questions should not be framed to please our opponent. Being too accommodating with our answers can send all the wrong messages, i.e. “I’m ready to concede” or “Keep asking and I’ll keep making concessions.” If your answer is likely to come across as combative, soften it by first saying, “You may not like to hear me say this, but...”





5. Consider answering questions like today's politicians do. They give an answer but not to the question being asked. They typically answer the question they wished they had been asked. They stay "on message." Go into negotiations thinking of what you'd hope your opponent would ask. Formulate that answer and be prepared to give that answer to some question they will ask. A bridging statement will make it work, such as, "You bring up a good point, but first let me say..."
6. The right answer is always a concise answer. Saying too much is the downfall of many a negotiator. Choose your words carefully and use more short sentences. Think quickly if your response might be one you'll regret. Remember, a closed mouth gathers no foot. You can't 'un-ring the bell' and take back something you said in error.

Mechanisms for your use as you 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, 2012

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:

Conny Rime
4838 Tri Oak Circle NE, Wyoming, MN 55092

Scholarship Committee: Peggy Imholte (chair), LuAnn Finnila, and Sara Fahey



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