

MSAASUPPLEMENT

175

Benefit Auction Emcee – Pg 7

MSAASUPPLEMENT

June 2013 | Issue 57



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

If some sections have print that is too small for you to read easily, go up into your VIEW menu at the top of your screen and scroll down to ZOOM, or even click on the "View at Full Screen/Full Screen Mode" option in the VIEW menu. You can also print the document if you wish.

Upcoming Events

2013 Summer Seminar and Board Meeting

Monday, July 29, 2013

- Seminar and Business Meeting

Hannah's Bend Park

North 9th Street, Cannon Falls, MN 55009

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Contents

4 DO YOU PLAY CARDS?

Are You Open to Change?

Frank Imholte

5 THINK...WORK...SAFETY

The Cheapest Insurance Policy

Dave Thompson

7 GETTING THE EMCEE OUT OF YOUR AUCTION!

Benefit Auction Tips

Jenelle Taylor

10 NEGOTIATION TIP:

Adding Issues to Negotiate

John Hamilton, DREI



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Announcements

Theft:

We had a flatbed wagon taken from the Belle Plaine Livestock Market sometime between Monday, May 13th and Wednesday, May 15th. It is an old Sudenga Running Gear. The complete description is as follows:

- no paint
- several of the rims are spot-welded to the hubs
- the left front tire is bald
- it looks like it threw a ribbed cap
- the wooden bed has an old 6X6 nailed across the front and the back has a rough-sawn 2X8 across it (the 2X8 has two bolts in each side)
- the left side bolts do not have the nuts on them
- this wagon was used for round bales

If anyone sees this wagon, please call Pat Ediger at 952-873-2292.

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



Do You Play Cards?

Are You Open to Change?



Frank Imholte

Executive Vice President, MSAA
Black Diamond Auctions

Contact 

In a business that has something new at every auction, trying something different is old hat to many of you. And what is new for me I'm sure has been tried and rejected by many as not a good plan. Now that I've danced around what was new, let me tell you a story - and it has a happy ending, too.

We have had an annual auction on Memorial Day for close to twenty years at our farm. Although we can do several a year, we like the Memorial Day and Labor Day combo and have been committed to them for several reasons. The number one reason for us is that we still

have a family business and I can think of no better day than when our family is together. With my background, it is work a little, play a little, pray a little. That being said, I'll take a day at an auction over a day at the beach or a picnic with nothing to do but eat.

As a family, we grew up playing cards. I love cards and it was not playing for money, it was playing for the fun of it. Our goal was to catch the "Fox" (old German card game) passed down over several generations. We now play Pinochle and Five Hundred when we get together with card groups, but Fox is still my favorite.

Next to cards was work. I love to work, just ask my kids. As these auctions grow, the work is not as much fun as a good game of cards. It all comes down to balance. Too much of one thing - from doing absolutely nothing, to being a workaholic, or to being so devoted that you have your ducks in a row - we all have goals. As I strive for number three, I need to limit number two and do nothing a bit more. That is what my family tells me. Uncle Wally always says, "you've got to STOP and smell the

roses." Today the lilacs are in bloom so I'm smelling them.

While we were setting up for Memorial Day's auction, Peg asked, "how many more consignment auctions are you planning on doing?" I really hadn't thought about it and figured another ten years would be good. Then I watch as Trent and Mark are taking the reins at Lampi's consignment auctions. Tom is enjoying the help and they are a great team. Grandpa Les Stromberg has assured me the change will hurt because it may not be done your way, but it will be done just the same. So I'm trying something new. After 34 years, we started the auction at 8:00 a.m. and the second ring at 8:30 with a good crowd in attendance early. This was our first time that early and it looks like it worked well. A happy ending.

Peg asked what could be improved on at this auction, and after thinking a bit, I meant to have a moment of silence for our Veterans which was to be at noon. I'll put my friend in charge of that next year and then it will be perfect. Like a great hand of cards, the fun is not the set-up or the clean up, but in the playing. Start early and play your cards like you're enjoying this fine life.



Think...Work...Safety

The Cheapest Insurance Policy

Dave Thompson

Director, MSAA

Contact 



In the auction business, “working safely” holds a variety of meanings from avoiding costly mistakes by being diligent when conducting online auctions, to wearing a high visibility vest when parking cars, or maneuvering around moving equipment at an onsite auction. Thinking and working safely reduces the risk of injury, both physically and financially. “Safety is a cheap and effective insurance policy.” (Anonymous)

Whatever your auction platform and wherever you conduct your auctions, safety should be a top priority when it comes to planning and conducting any auction. There really isn't a

job out there that doesn't require working safely to some degree. Any member of your team, or even a customer, could trip over something at an auction due to poor housekeeping, fall due to an unmarked ground hazard, or suffer a head injury from an item hanging too low without it being flagged or roped off. Yeah, that could leave a mark...

I was at a safety seminar a short time ago and the instructor had several pictures of people performing unsafe acts. A guy grinding metal with cellophane wrapped around his entire face. Another guy changing a lightbulb over a pool with a step-ladder set up in a canoe. I couldn't help but chuckle at the photos because I knew if I were to do the same thing, my outcome would not be good. Safety is defined as “the condition of being safe from undergoing or causing hurt, injury or loss.” (Merriam-Webster, 2013) For indoor auctions, safety includes: good housekeeping, wearing proper personal protective equipment when needed, and notification of fire exits, extinguisher location, and severe weather shelters. Shelter awareness is extremely important, especially with all of the severe weather that has been happening

around the country lately. I believe that proper notice and preparation regarding personal safety is what saves so many lives during these devastating weather events.

Outdoor auctions require much of the same safety considerations as indoor auctions, but includes things like on-site parking safety, awareness around moving equipment, and proper use of tools and equipment for each job. So, a person directing vehicles and wearing camouflage coveralls would stand out more if he wore a highly visible vest and held a bright orange or chartreuse flag. The same goes for moving equipment. Consider marking off traffic lanes with caution tape and encourage operators' awareness of the crowds. Finally, make sure if you are trying to obtain something out of reach that you don't use a ladder set up on two 5 gallon buckets because the outcome may not be what you expect. Remember, doing things right the first time saves both time and money. I'll leave you with a final quote, “While on a ladder, never step back to admire your work.” (Anonymous)

I wish you all a safe, productive, and profitable 2013.



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June 2013 | Issue 57





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MSAASUPPLEMENT

June 2013 | Issue 57



Getting the Emcee Out of Your Auction!

Benefit Auction Tips

Jenelle Taylor

Gala Gal

Contact 



Who performs in the “emcee” role (Master of Ceremonies) at your Benefit Auctions? Is it always you, welcoming the guests, introducing speakers, and making announcements?

Or does someone else play the emcee role, and you take the microphone only when stepping on stage to sell their items?

Have you ever had a problem working with an emcee during your auction? Have you ever lost an auction because the organization let a layperson handle the auctioneering?

If you haven't been frustrated by the charities' use of emcees in traditional auctioneer roles, you're in the minority.

To understand why this happens, it helps to consider how daunting the event planning actually is. Your charity contact is likely overwhelmed with thoughts like:

Which venue, what entertainment, ticket pricing, what food, what's the schedule, what happens when, who will attend, what staffing, which auction items and on and on. And who's going to run this thing??

The chairperson is just doing his/her best to figure out who to trust as the face of this event and what that person will need to do. Most chairpersons don't realize that as benefit auctioneers, we are equal

parts ambassador, entertainer, and marketer. We have experience on stage building rapport and being gracious.

A Benefit Auctioneer can also be an emcee.

However, stop and consider what I call the “Jurassic Park rule” - just because you can, doesn't mean you should.

Any minutes you spend as the emcee pulls you away from your primary role of talking up the auction items during the preview and schmoozing with potential bidders. If you're comfortable adding emcee duties to your responsibilities that night, you could either charge for that or include it as an added benefit to hiring you. On the other hand, if you prefer to focus all your attention promoting the auction items, that's certainly understandable.

As fundraising professionals, we never want to see a charity risk their event by having the emcee cost them money during the auction!

An emcee is not a Benefit Auctioneer!

I'd like to share with you the way I've found to help charities see how critical it is to trust their auction





only to a trained fundraising auctioneer. Once that relationship is in place, I offer ten options to involve other dignitaries where their talents or connections are best utilized. In most cases, the alternative contributions listed below will get the Board Presidents, DJ's, celebrities, newscasters, and wannabes off the stage so that you can do your (fundraising) job!

Feel free to use this explanation and these ten suggestions in your conversations with clients when you need the words to explain why the auction fundraising should be left to the benefit auction professional.

HOW TO TALK TO NON-PROFITS ABOUT EVENT ROLES

If your event has a live auction or Fund-a-Need appeal for donations, there's just too much riding on your One-Night, Once-a-Year event to risk with just Joe Anybody. Hire a professional who does fundraising for a living, all year long. Once your fundraising is safeguarded, consider asking this auctioneer to serve as MC for you. Benefit Auction specialists will be charismatic and able to command the crowd's attention. Doubling up like this will save you time and money, since you won't have to do the back-and-forth to confirm and

manage another person or pay for another meal.

If you want a different voice to host your event for whatever reason, then certainly invite a community dignitary, involve your Board president, a TV news anchor, or even a celebrity in your program.

But whatever you do, don't hand over your fundraising to anyone who is a professional something else!

Those well-meaning folks can leverage their personalities and knowledge of the crowd in a support role. Use your special guest in direct interaction with your attendees, but leave the auction psychology to the fundraising pro.

Your celebrity or community dignitary can best benefit your event by:

- Donating a Chance-of-a-Lifetime opportunity to the auction. (Actress Cheryl Hines donated a private poker party with her to her favorite central Florida gala!)
- Hosting his/her own table for the dinner portion and inviting folks to bid for the chance to move to that VIP table



- Working the Live Auction on the floor, shaking hands, and encouraging those who bid
- Drawing attention to your high-end items by visiting with folks at the Live Auction table during the 90-minute preview time

Your Board president can best benefit your event by:

- Hosting a pre-event VIP reception for last year's big spenders and this year's sponsors and special guests, giving them an initial hour to sip champagne, schmooze, and shop the auction unencumbered by the masses.

These guests might even get a mini live auction with 3-5 things that are only offered to this elite VIP group.

- Promote the importance of fundraising by escorting VIPs and likely deep pockets personally to the Live Auction display table and facilitating an introduction with the auctioneer. This serves your guests by making them aware of the opportunities only available that night, and it initiates the rapport important to getting more bidding.
- Thanking the event sponsors and really explaining how their

large gifts allow you to provide services.

Your TV news anchor (or Board member, CEO, staff member, or services recipient) can best benefit your event by:

1. Sharing the emotional appeal of your mission by putting faces and personal stories to the services you deliver. Getting the right person to introduce the video, deliver a keynote, or set up the Fund-a-Need appeal is crucial.
2. Being available to the guests throughout the night, mingling

and adding a welcoming warmth to the festivities.

While several folks are appropriate for various aspects of MC hosting, the money you need to operate for months will come from the auction and appeal proceeds, so entrust the opening bids, the increments, the snap and sizzle of the numbers to a benefit auction specialist.

When you're pursuing benefit auctions, inevitably you're going to overlap with an emcee or two. These ten options should get them (gracefully) out of your spotlight.

**Adapted in part from July 3, 2012 blog "MC or not MC?" www.GalaGal.com*



Negotiation Tip:

Adding Issues to Negotiate

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



It's a rare individual who is so quick of thought that they can, on the pressurized spur of the moment, come up with the right action or effective response. Most of us only find that inspiration hours after we've missed the opportune moment.

The solution is simple: anticipate and prepare in advance.

Perhaps there's no more critical phase of negotiating than that of having issues to "trade for" when the bargaining gets tough. We know what

we want but we have little to offer our opponent to entice their agreement. Wouldn't it be great if we had already planned for, originated, and thought through additional issues with which we could negotiate.

Your teenager comes to you and asks to 'go away for the weekend with friends.' Your sales staff is getting stale and performing in an uninspired manner. Your cell phone finally died and you have to get it replaced. You are on a civic or church task force where it is becoming evident that everyone is relying on you to do all the work. You have to get a repeat order from a customer who always drives a hard bargain.

Sound familiar? These are just some of the situations in which we negotiate day after day. If you go in with the Barney Fife Method (one bullet) you're overmatched. You need a list of additional issues to inject into the bargaining. Issues that you could trade for concessions you'd want to achieve from your opponent.

Don't go negative on me and say, "But there aren't any other issues!"

There are always issues if you anticipate, prepare, and get creative.

Ask yourself, what would I like my teen to do in exchange for granting that weekend away? Ask what could be added to the mix to inspire your stale sales team? What extras could you request or grant when buying a new phone? What could you use as leverage to activate those task force members on your team? What other issues could change the dynamics when going after a re-order from that hard bargaining customer?

Start small and work up. Compile a short list of just three or four other issues to add to the mix. Think outside the box and that list will grow. You won't need them all, but without anything to expand the issue list, one typically forces negotiations into a win-lose situation.

Good negotiators avoid one-issue negotiations by expanding the items on which they'll be bargaining. That almost always guarantees a better deal when we 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: _____

Spouse Email Address: _____

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

Questions? Call Toll Free! 800-440-9398

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

Return with payment to:

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



MSAASUPPLEMENT

June 2013 | Issue 57



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

The Scholarships of \$1,200.00 (subject to change) will be from the
MSAA & MSAA Auxiliary
Deadline: November 1, 2013

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 scholarship).

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

Absolute Deadline – Must be postmarked by November 1, 2013

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:

Deb Ediger, Committee Chairperson
218 W. Main St., Belle Plaine, MN 56011

Scholarship Committee: Peg Imholte (chair), Holly Hotovec, and LuAnn Finnilla



MSAASUPPLEMENT

June 2013 | Issue 57

