

MSAASUPPLEMENT

Back to Auction School **p8**



MSAASUPPLEMENT

September 2013 | Issue 60



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.

Contents

4 **TOO MANY CHIEFS**

Working Myself Out of a Job

Col. Frank Imholte

6 **MOTOR VEHICLE SALES**

A Minnesota License Overview

Theresa Larson

8 **NOW HERE'S AN IDEA**

Another Benefit of Auction School

Steve Proffitt

10 **NEGOTIATION TIP:**

Who Goes First?

John Hamilton, DREI



MCAA Board of Directors

OFFICERS

Rod Johnson, President 
 Chris Fahey, Vice President 
 Frank Imholte, Executive Vice President 
 Lowell Gilbertson, Executive Vice President Emeritus 
 Mark Rime, Immediate Past President 

DIRECTORS

Terms Expiring 2014

Bryce Hansen 
 Theresa Larson 
 Matthew Schultz 

Terms Expiring 2015

Greg Christian 
 Dave Thompson 
 Tammy Tisland 

Terms Expiring 2016

Austin Bachmann 
 Allen Henslin 
 Shelley Weinzetl 

MCAA Supplement | Publication Staff

EDITORIAL BOARD

Rod Johnson 
 Frank Imholte 
 Chris Fahey 

DESIGN

Rock on Design 

Announcements

Stolen:

Please be on the lookout for these items that were recently stolen:

2006 Bobcat, model S250, serial no. 530912505

2004 ABU Double Axle Trailer, serial no. 4UGFH1805DD11664

2004 Honda, TRX 500, Rubicon, four wheeler/red in color, lic. Number 127RX, serial no. 478TE260344318722

Polaris Sportsman four wheeler, blue in color/no other spec. info available
 These items were taken around June 10, 2013.

Lt. Neal Jacobson,

Benton County Sheriffs Office
 581 Hwy 23, P.O. Box 159 Foley, MN 56329
 320-968-8127 Office 320-968-6885 - Fax

Photo/Video Testimony Needed:

Continental Auctioneer Schools, Mankato, MN and Anchor Audio is looking for action photos of you using your Megavox.

Submit your pictures/videos and a testimonial of you using your Megavox and to show our appreciation, Continental Auctioneer Schools and Anchor Audio will send you a free wireless mic of your choice from Anchor Audio. Let us know the who, what, where, when, and why! Please forward your pictures/videos and testimonials to Jessica Jacobs, at jessicaj@anchoraudio.com or call 800-262-4671, extension 138.

Rich Haas, President

Continental Auctioneer Schools
 Mankato, MN 56002-0346
 507-995-7803 if you want to talk.
 Fax: 507-625-6929
www.auctioneerschool.com

FOLLOW ME ON 

 Find us on Facebook



Too Many Chiefs

Working Myself Out of a Job



Col. Frank Imholte
Executive Vice President, MSAA
Contact 

This has been a great year with the addition of our daughter, Katie Imholte, going to auction school. She joins Andy and Joe, and I am excited for what the future holds for her with auctioneering.

When I grew up on a farm, most farmers hoped that their kids would follow in their footsteps and farm. It became very difficult for many unless they grew and kept buying farms and equipment. The best example of this in Minnesota - and in our business - is the Fahey family. They sent kids to different towns to "farm" for auctions. When we

met Jim and Linda Fahey, they had moved to Hutchinson. I was amazed that they built a good base into a great business for their part of the family business. Last year they added yet another town to their base and I look forward to checking it out soon because buyers are telling me it is the place to be.

This brings me to my current problem. Not only do I have three kids to assist me with auctioneering, I have Keith Sharer who has helped me for over twenty years and is the best people-person I have ever met. Two other team members just started auctioneering this year and need practice as well. I love the Steve and Carol Reinhardt-way of switching the auctioneer, the clerk, and the ring person. It has helped; however, we have had better clerks because they don't have many thoughts of timing and flow and mistakes can happen if the mind drifts a bit. Also some chants are harder to follow or they have not been taught by LaDon Henslin to repeat the selling price and bidder number. (He is the best I have ever heard at this.) We have had a family member be the cashier at almost every auction the last few years. This position can easily be filled by

Linda Parady or anyone else you trust with the auction proceeds.

As we continue in this business, the one person that has been with me (other than my wife) is Pete Leyk. He has been at most every auction since the very first one and two weeks ago he was out of state and several ladies asked, "Where is Pete?" I was blessed to have Katie join me at this quilt auction and her boyfriend, Erich, who also attended auction school this spring. All in all, we total nine auctioneers right now. Several are better than me, although I have not told them that yet, but I'm sure they know it. The real problem is finding more Indians. We have always said the team should be able to do more than one job; I just wasn't thinking it was my job. We are now adding an Auction Manager to the mix, so hopefully it will allow for more ownership through this process.

The saying "Find what you love and you'll never work a day in your life" is true for me. Not that I'm not tired at the end of the day, but just very happy. Hope you are happy and enjoying the auction life.





Minnesota Auction Guide

A Proud Member of Global Auction Guide

**Want to advertise
your auction to**

OVER 10,000

BIDDERS A DAY,

EVERY DAY?

- **Unlimited Listings & Pictures**
- **Real Estate Listings**
- **Showcase Listings with Video**
- **Facebook Integration**
- **Classified Listings**
- **Central Auction Hub**
- **Top of Google Search Results**
- **Reach Over 50 Websites
For One Annual Fee**
- **Add Your Sales &
Update When You Want**

FLAT ANNUAL PRICING!

www.minnesotaauctionguide.com

Call us toll free: 1-888-725-4504



MSAASUPPLEMENT

September 2013 | Issue 60



Motor Vehicle Sales

A Minnesota License Overview

Theresa Larson

Director, MSAA

Contact 



Do you sell more than five motor vehicles on auction in a twelve month period? If the answer is ‘yes,’ then you are considered to be in the business of buying and selling motor vehicles and you are required to be licensed in the state of Minnesota according to Minnesota Statute 168.27, Subd. 1 (9) and Minnesota Statute 168.27, Subd. 8 (2). You must have a dealer license according to the Minnesota Department of Public Safety Driver and Vehicle Services.

There are different types of licenses offered: New Vehicle Dealer, Used Vehicle Dealer, Wholesaler, Broker, Lessor, Auction, Salvage Pool, Used Parts Dealer, Scrap Metal Dealer, Limited Use Dealer, and Motorized Bicycle, Boat and Snowmobile Trailers Dealer (DSB).

For each license, there are different requirements and activity limitations of each type of license offered. Since we are in the auction business, I will only give information on this license. To be considered a Motor Vehicle Auctioneer (Minnesota Statutes 168.27, subd.7), a licensed motor vehicle auctioneer is entitled to sell at auction or advertise and solicit the sale at auction of used motor vehicles belonging to others. A license is not required for an auction where the inclusion of motor vehicles is incidental (incidental means up to a total of ten vehicles; no more than ten percent of the items in the posted auction bill are motor vehicles) to the disposal of business or estate assets (Minn. Stat. 168.27 subd. 5a). The (Minnesota Statute 168.27 Subd. 5a.) Consignment Sales states that no person may solicit, accept, offer

for sale, or sell motor vehicles for consignment sales unless licensed as a new or used motor vehicle dealer, a motor vehicle wholesaler, or a motor vehicle auctioneer. This requirement does not apply to a licensed auctioneer selling motor vehicles at an auction if, in the ordinary course of the auctioneer’s business, the sale of motor vehicles is incidental to the sale of other real or personal property. If you sell a vehicle on consignment, you must draw up a purchase invoice/ agreement, collect appropriate fees and transfer the title on behalf of the buyer.

The requirements to get a Motor Vehicle Auctioneer License are commercial building, zoning approval, surety bond, and liability insurance. For more information on the general requirements and definitions of terms, you can find them listed on the License Minnesota / Motor Vehicle Dealers License web page.

What are the fees related with a Motor Vehicle Auctioneer License? There is an administration fee of \$100.00, an application fee of \$150.00, a filing fee of \$10.00,



MSAA SUPPLEMENT

September 2013 | Issue 60





and an e-Licensing fee of \$25.00. Licenses expire twelve months after initial application if the license is approved. They are renewed via a renewal application issued by the department. Renewal fees are \$175.00 for DLR licenses and \$25.00 for DSB licenses.

Just to be on the safe side, if you have any questions about whether you should or should not be a Motor Vehicle Auction Dealer, please contact: DVS.Dealerquestion@state.mn.us. Hope you find this information useful in your auction business.



Now Here's an Idea

Another Benefit of Auction School

Steve Proffitt

J. P. King Auction Company, Inc.

Contact 

Stop. Now get some scissors. You may want to clip this column and give it to someone you know. It could help change that person's life.

I was several states away presenting a business seminar on risk management. There were about 200 people in the audience. I called on a young woman for her input. She was surprised when I asked her to stand. As I walked towards her, I told an unrelated joke and folks laughed.

The woman rose awkwardly. I was closer now and could see there was a problem. She was extremely nervous. I abandoned my humorous banter and stopped a few feet away. I gently asked for her opinion.

"I have a hard time ...," she stammered with strained difficulty. "I get so nervous"

Before I could reassure her, she started crying. She was frightened to tears to be standing and speaking before such a large group.

I tried to deflect attention from her by joking that the last time I had made a lady cry was when the doctor called my wife and said another rabbit had died. Everyone laughed and I helped her sit down. I borrowed a chair and sat beside her. I then asked some questions that required only "yes" or "no" answers. As we continued, she relaxed some. Finally, we stood together and

she was able to answer my initial question. I was proud of her and I knew she was proud of herself. It was a big accomplishment.

She told me later that public speaking was her greatest fear. I have since thought a lot about that. There are many people like this lady – shy, awkward, and lacking poise and confidence – and particularly in a group setting.

Awhile back a fellow asked if I thought his son should go to auctioneering school. The boy was about to graduate from high school and did not have a clue what he wanted to do. It was not necessary to ask the man whether his son was interested in auctioneering. I simply recalled that frightened lady.

"Yes, he would definitely benefit from it no matter what he ends up doing," I answered. And he would. Here is why.

For those interested in auctioneering, the curriculum covers numerous auction-specific topics: (a) the nuts and bolts of the auction business; (b) auctioneering principles; (c) basic marketing; (d) how to prepare and place advertising; (e) how to work with sellers, bidders, and buyers;



(f) introductory auction law, including agency, contracts, fraud, negligence, and real property; (g) ethical tenets; (h) introductory product knowledge in antiques, collectibles, farm equipment, livestock, motor vehicles, and real property; (i) using sound equipment; and (j) proper voice care and use.

Students also learn the basics of what they want to know more than anything – the chant! By the time they graduate, they know how to count forward and backward in the increments auctioneers commonly use, all the while spicing their numbers with perky filler words and catchy phrases to ensure others know they are ... real auctioneers!

Auctioneering school offers much more though and that is my main point. Even if a person never wants to sell anything behind an auction block, this education provides invaluable benefits with universal application.

Are you a follower and not a leader? Do you fear speaking your mind and exercising authority? Are you intimidated, maybe even terrified, to stand and address a

crowd of strangers? Do you feel awkward and uncomfortable when interacting with others?

Plenty of people experience these problems, just like this lady. Indeed, the majority probably falls into this category. They lack self-confidence. Auctioneering school is a crash course in gaining the experience, confidence, and poise that would serve you well in every situation, whether business or social.

Do you understand the importance of professionalism? Do you know what it takes to be a professional? Professionalism is an important part of the educational experience in auctioneering. Even if you already have a grasp on this concept, the training you receive would sharpen your knowledge and skill.

Have you ever felt you lack the drive to do your best? Auctioneering school will expose you to successful, positive, high-energy professionals who will share their keys to success. When you leave school, you will feel like you can sell the world. That is a great feeling and this confidence would serve you well in any area.

Do you know how to organize and manage business situations? Do you know the principles and importance of teamwork? You will learn and practice these skills as you work with classmates towards your mutual development.

Do you like people? If so, you will meet a lot of interesting folks in auctioneering school, both students and instructors. You will also find that the intensity of the training will forge a rewarding camaraderie with your fellow students. You will make new friends and leave with memories that will last a lifetime.

Auctioneering school is about much more than just auctioneering. That is why it offers benefits for everyone. I have seen a spectrum of people come to school – youngsters looking for a career – those in midlife looking to add to or change what they presently do – retirees looking to stay busy – and those who have found hard times looking for a better life. I have had the honor to teach students for whom this training was life altering. The experience still means as much to me as it does to the students.

For all you will learn and gain, auctioneering school is a whale of a bargain in both money and time invested. The cost is reasonable and the course of study can usually be completed in two weeks or less. You will wish it lasted longer, because you will learn more and have a better time than you imagined possible.

You have the God-given ability to accomplish anything. You can be whatever you desire. The only person holding you back is you. Auctioneering school might be the key to unlocking your potential. This step is the first on a road to making you a different and better person. Take it. As George Allen famously said when he became the coach of the Washington Redskins back in 1971 ... "The future is now."

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com) in Gadsden, AL. He is also an auctioneer and instructor at Mendenhall School of Auctioneering in High Point, NC. This information does not represent legal advice or the formation of an attorney-client relationship and readers should seek the advice of their own attorneys on all legal issues. Mr. Proffitt may be contacted by email at sproffitt@jpking.com.

*John Stephen Proffitt III
Copyright
February 5, 2013*



Negotiation Tip:

Who Goes First?

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



Of all the various aspects of a negotiation, few are more analyzed than the issue of who goes first.

Should we put a number on the table first or should we intentionally remain silent and let them propose the first figure? The schools of thought, by the experts, find various opinions.

1. Let them go first.

I mentioned this concept in a recent tip and it makes sense. If you let (force) your opponent to come up with the initial number, it could be a pleasant surprise. It could be better than you expected and at a price you're prone to jump on immediately.

Additionally, if they go first you can often read into their proposal if they're posturing. If they're "out of line" unreasonable, it's typically a sign they don't want any deal or that they're insecure and are compensating by being super aggressive. Both demand a strong and equally aggressive counter.

I personally gravitate to this technique because I feel more confident playing defense than offense. This is especially true when I'm lacking price and value information. I just naturally assume the other party's proposal has room for negotiation so I'd rather have them state a number from which I'll seek concessions.

2. I go first.

A number of studies by university business schools lean toward us putting forth the first number of

a proposal. Those studies seem to verify that those that do put forth the first number get closer to their initial proposal than do their opponents.

One shouldn't overlook the method, word choice, and body language that accompanies that "I'll go first" proposal. A firm, assertive, seemingly confident posture sends significant signals that you have confidence in your number. Likewise, a first proposal can be communicated along the lines of a "trial balloon" and have flexibility in reaching a win-win result.

In many of our negotiating encounters the first offer/number is waiting for us, such as the price tag in a retail store. But in many others, our greatest negotiating success can come from thinking through a strategy of "who goes first."

Good negotiators never begin bargaining without having a preference, a strategy as to who they want to put forth the first number. Unsure as to which would work better for you? Over time, try them both.

As always, experience is the best teacher as 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

September 2013 | Issue 60



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 Finnila



MSAASUPPLEMENT

September 2013 | Issue 60

