

MSAASUPPLEMENT

Are You Asking the Wrong Branding Question?
pg 7



MSAASUPPLEMENT

June 2014 | Issue 69



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 GET A REAL JOB

Mentoring the Future

Matthew A Schultz, BAS

5 CONTESTANT NUMBER...

The Benefit of Contests for my Business

Jeremy Schafer

7 ASKING THE WRONG BRANDING QUESTION

The Chicken or the Egg?

Ryan George

9 NEGOTIATION TIP:

The Good Deal Feeling

John Hamilton, DREI



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Announcements

Dear Members of the MSSAA Auxiliary and Association,

Long time North Dakota Champion Auctioneer Tony Heinze will be inducted into the World Wide College of Auctioneering Hall of Fame on Friday, June 20, 2014 at 5 pm at the World Wide College of Auctioneering June Class Auction at the Best Western in Clear Lake, Iowa.

Col. Heinze attended Reisch Auction School in 1967 and has distinguished himself as a leading livestock auctioneer since that time. Tony has share the block at West Fargo Stockyards with some of the best in the business including World Champion Bob Steffes and Herford Auctioneer Freddie Chandler. Tony will be honored with a banner, cake, and coffee served to all and be asked to sell an item with proceeds going to St. Jude Children's Hospital. Everyone is invited.

Paul & Vicky
 World Wide College of Auctioneering
 P.O. Box 949
 Mason City, IA 50402
 1-800-423-5242
www.worldwidecollegeofauctioneering.com
 Worlds Largest Auctioneer School

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



Get A Real Job

Mentoring the Future

Matthew A Schultz, BAS

Vice-President MSAA

Contact 



Greetings! I think it's finally safe to say that spring has arrived. Most recently, I had the chance to visit and chat with longtime friend and mentor, Wally Laumeyer. "Grandpa Wally" and I were visiting on the subject of my Grandmother and her thoughts about the auction business. It was the summer before my brother and I went off to auction school. She used to say, "get a real job." I think of that often and although I have a day job, I also have a full-time auction career which I love and am dedicated to. She also used to say, "find a job you are good at and work hard so that they can't get along without you." Well, I hope the latter is true of both my chosen professions. Drive and dedication in the end will equal success.

The Saturday of Memorial Day weekend it was fun to see "Grandpa Wally," or as Paul C. Behr put it, it was fun seeing "The Master" sell at 82 years old. (Mind you that he had just come back from spending time ziplining through the rainforest a few weeks prior.) So where will I be when I am 82? I hope someone will have the grace to let me pick up the mic and sell a few items because they recognize what I have done for them like Wally has done for me. You see, Wally took a chance on this "Auction Brat" many years ago to help him with auctions close by to me. When is the last time that you yielded the mic to a mentor or called the new auctioneer down the road and asked them to help?

Did you know that our association gains as many members on average per year that we lose? Albeit some of them are life

members that have passed from this earth, but others just opt not to be members anymore. I think the MSAA is the best educational tool for its members and the best way to connect with other like-minded auction professionals, be it online, live, or simulcast, we all have a place in this industry. So the next time you see an auction professional who was a member, is new, or has never been, ask them to join. Share with them the knowledge you have learned from the MSAA and share with them the information that can be found on the MSAA website in the members area.

The Summer Picnic is just about here. Make plans to attend the NAA Summer Conference, make time to spend with family, and we will see you down the road. Hammer Up It's Auction Time.



MSAA SUPPLEMENT

June 2014 | Issue 69



Contestant Number...

The Benefit of Contests for my Business

Jeremy Schafer

Director, MSAA

Contact 



As an auctioneer and a member of the Minnesota State Auctioneers Association, one of the first things I participated in was the Minnesota State Auctioneering Championship, the event where I could show off my talents as both an auctioneer and a salesman of the items that are being presented at the auction that day.

My first competition was in the January 2011 State Conference and Show in St. Cloud. I had gone through a lot in the days prior to the contest, but I made a commitment to be there as a first time attendee. Most of the contestants who compete in the contest for the first time are filled with excitement, anxiety, and nerves to see how the crowd will react to the chant that they have worked very hard at developing. That year, competing in the Rookie Contest was 'contestant number four,' last of the great contestants ahead of me. I had a few things in my head before I got on the stage and those were to "do what I do best, don't let the nerves get to me, and be myself up there on that stage. If I do all of those, I have a great chance at winning this contest." I had the opportunity to learn from the 2008 World Livestock Champion Auctioneer that I met at the Iowa Conference and Show this past year. He said, "the only person that you will beat on contest day is yourself." Sure enough that year, I was crowned the 2011 Minnesota State Champion Rookie Auctioneer! What a great honor it was to have this title to add to my résumé. After competing in that contest, I got the opportunity to learn and work with Rod Johnson of Johnson Auctioneering, our former President

of the Association. Being a farm boy and going to cattle auction and equipment sales is all I knew that existed as far as auction types go. The opportunity to wear a tux or a suit to work an auction was different but in a good way, I thought. After working that first sale with Rod, I loved it! It is an opportunity that I'll never forget. That experience opened a lot of doors for me as an auctioneer and ring man.

After competing in that first competition, the thrill and adrenaline for me to compete is unprecedented. I feel that in order to make me a better auctioneer, I can gain knowledge and learn from others by NETWORKING, NETWORKING, and MORE NETWORKING! So with that I became a member in both the Wisconsin and Iowa Auctioneers Associations where I conduct auctions for my business. By going to these contests, Conferences and Shows, I have been given the opportunity to expand my network of friends and colleagues. Throughout this time frame I've been lucky enough to have won the novice contest in Wisconsin, compete in the open competition at the Wisconsin State Fair, and make the Top 5 finals there along with going to the Iowa Auctioneers





Association this past February. There, forty-two contestants showed off their talents for a huge crowd and I placed in the Top Twenty, which means I will move on to the finals at the Iowa State Fair in August which I'm truly thrilled about and can't wait to show off my talents.

In closing, no matter what your talent level is, or whether it's your first year as an auctioneer, or twenty-fifth year, this is a great opportunity for all of you to participate in this contest as a way of marketing yourself to the

membership or spectators of the contest with it being broadcast live on the Internet. You never know what it may lead to! You could be helping a member out with an auction they are having, or impressing a customer that can lead to a business for you and your auction company. The opportunities are endless! I encourage every single one of you to participate in the contest this year and help support our organization. I hope to see y'all in your best dress and show off your talents!

“You could be helping a member out with an auction they are having, or impressing a customer that can lead to a business for you and your auction company. The opportunities are endless!”



Asking the Wrong Branding Question

The Chicken or the Egg?

Ryan George

Biplane Productions

Contact 



Right before a recent seminar, my buddy Andy asked me a question. He thought the answer to it would make a great blog post. I'll let you decide that, but his question does create a worthwhile discussion.

The two-part question: "If you have an established print design template, how do you incorporate that into your web site? Or should you try to get your print template to match your website?"

In the waning minutes before my presentation, I blurted an impromptu answer:

"Neither. You're asking the wrong questions."

I've had months now to ponder my answer, and I keep returning to that extemporaneous instinct. As much as I authentically preach templates, especially print templates, those templates can't be the genesis of a branding strategy. In one of my seminars, I recommend that the first media to create in the branding process is a website; but for most businesses, the brand shouldn't start with the .com, either.

It's not even a "chicken or the egg?" enigma, because brochures and websites are both eggs. The chicken is your brand. Every way that your brand is expressed hatches from the hen that gives it her DNA—its appearance, its personality, its intrinsic qualities.

Another way to think of it is as a wheel. Any medium we use for company or auction promotion is just one spoke on the branding wheel. The structure, direction, and shape of the wheel is determined by the hub. The consistency between the spokes on that hub greatly determines how efficiently and smoothly the wheel travels. For the spokes to be the most consistent with each other, they must be formed together.

While new, small, or growing companies may not have the resources to produce all of their brand's expressions at once, they can lay the foundation for future expressions from an early stage. The easiest way to codify the underpinnings of future media is to create a brand guide. The brand guide is a reference document that can be emailed to any vendor, subcontractor, or employee to explain how your brand will be expressed. Most major corporations use these, but I've seen small businesses put together good guides, too. (One of my clients in 2013 now uses the best one I've seen on any level, let alone in the auction industry.)



MSAASUPPLEMENT

June 2014 | Issue 69



Negotiation Tip:

The Good Deal Feeling



John Hamilton, DREI
www.GoodNegotiator.com
 Contact 

Which is more important or satisfying - to get a good deal or to feel you achieved a good deal? Some say that getting a good deal will typically elicit a good deal feeling. I agree. But consider if one feels they got a good deal, when actually they didn't, aren't they happy, too?

Don't underestimate the influence of feelings when negotiating. In this context, I'm not talking about your feelings but those of your opponent. How many opportunities are missed by negotiators who fail to properly influence the feelings of their opponent?

Here's my motto: I want my negotiating opponent, whenever possible, to walk away feeling good about the deal. Some disagree with me on this point. Some even have the distorted objective to crush, humble, and even humiliate their opponent.

How misguided and even sad. Especially so when it takes so little to foster that good deal feeling in someone else.

During your next negotiation, be more attentive to building up the good deal feeling. You take the good deal but let them have that good deal feeling.

Following are some hints and techniques to help establish that good deal feeling for your opponent:

1. Don't be too quick to accept a proposal, even a good one. If you quickly accept something, without a significant pause, a flinch, or consultation with others, you literally deny your opponent from thinking they got a good deal. Accept quickly and your opponent will think they should have asked for more.
2. Compliment your opponent's negotiating skills. After a series of proposals and counter proposals, and before you realize you've reached the end of the concessions, interrupt the discussions by saying, "Wow. You're a tough negotiator!" Your opponent will immediately think their current position is a good deal for them whether it is or isn't. Complimenting someone's negotiating skills is typically taken as an "I surrender, you got the better of this deal" message.
3. As per usual, employ a sincere and observable FLINCH upon receiving a proposal. That pained look, grimace, sigh, or the comment such as, "Are you serious?" seems to tell one's opponent that they've gotten





to us. Should we later accept that proposal, or one close to it, the good deal feeling is firmly planted in our opponent.

4. Employ the time out. We tend to stay with a negotiation or bargaining session without interruption, no matter what. To stop, stepping away or taking a break has the misguided reputation of 'blinking first' or 'being driven off.' In actuality, taking a break and rejoining the negotiations later causes both

sides to rethink their current position and the prospects of putting a deal together. When we take the initiative to come back later, our opponent assumes they've won and adopts that good deal feeling. The final terms, however, are still open for discussion.

Good negotiators focus more on fostering the good deal feelings for their opponent while negotiating a good deal for themselves.



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 2014 | Issue 69



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

**Scholarships for \$1500 each (subject to change) from the
MSAA and MSAA Auxiliary
Deadline: November 1**

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 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.

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

Absolute Deadline – Must be postmarked by November 1

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 Association Conference and Show.

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 2014 | Issue 69

