

MSAASUPPLEMENT



Picture Perfect Part 2
The 72 ppi Myth
pg 9



MSAASUPPLEMENT

January 2015 | Issue 76



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

2015 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest
- Minnesota Auctioneers Foundation Fundraising Auction
- Educational Seminars
- Marketing Contest

Thursday, January 8—Saturday, January 10, 2015
 Double Tree by Hilton, Bloomington, MN

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John Hamilton, DREI



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Announcements

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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Top-Notch Education

2015 Conference and Show Schedule

1.8.15 Thursday

- 8:00 a.m.–3:00 p.m. Vendor Set-up
- 8:00 a.m.–5:00 p.m. **Real Estate Continuing Education**
Mike Brennan
- 12:00 p.m.–3:00 p.m. Contest Item Check-In
- 5:00 p.m.–5:30 p.m. Contestant Rules Meeting
- 6:00 p.m.–9:00 p.m. MN State Auctioneer Champion & Rookie Contest
- 9:00 p.m.–Midnight Champion Auctioneer Reception

1.9.15 Friday

- 8:00 a.m.–9:00 a.m. Breakfast
- 8:00 a.m.–9:00 a.m. Marketing Contest Check-In
- 8:30 a.m.–3:00 p.m. Registration
- 9:00 a.m.–10:30 a.m. **Silent Impact**
Joe Schmidt
- 10:30 a.m.–11:00 a.m. Coffee Break/Book Signing
- 11:00 a.m.–12:00 p.m. **Fast Talking Podcast Live**
- 12:00 p.m.–1:00 p.m. Lunch
- 12:30 p.m.–2:00 p.m. Fun Auction Item Check-In
- 1:00 p.m.–2:30 p.m. **Online Auction Marketing in 2015**
Russ Hilk
- 1:00 p.m.–2:30 p.m. **Communication Beyond the Chant–Unspoken Bid-Calling**
Shannon Schur
- 1:15 p.m.–2:45 p.m. **Auxiliary Make & Take Class**
Jennifer Imholte
- 2:30 p.m.–3:00 p.m. Coffee Break
- 2:45 p.m.–4:15 p.m. Nomination Committee Interviews

- 3:00 p.m.–4:30 p.m. **How to put Social Media to Work for Your Auction Business**
Rob Weiman
- 3:00 p.m.–4:30 p.m. **You Never Know...So Break Out Your Party Clothes!**
Kristen Wheeler Highland
- 4:30 p.m.–5:30 p.m. Social
- 5:30 p.m.–6:30 p.m. Awards Banquet
- 5:30 p.m.–6:30 p.m. Junior Auctioneer Dinner
- 6:30 p.m.–7:00 p.m. Junior Auctioneer Showcase
- 7:00 p.m.–9:30 p.m. Fun Auction

1.10.15 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
- 8:30 a.m.–10:00 a.m. **How Google Research Can Make You Money**
Rob Weiman
- 8:30 a.m.–10:00 a.m. **Leading Your Business**
Rich Schur
- 9:00 a.m.–10:30 a.m. **Mixed Nuts**
Family friendly Show with Balloon Art & Glitter Tattoos
- 9:00 a.m.–11:30 a.m. Vendor Fair
- 10:30 a.m.–12:00 p.m. **Lights, Camera, Action!**
Andy Imholte
- 10:30 a.m.–12:00 p.m. **Personal Safety Consideration**
Rich Schur
- 12:00 p.m.–1:00 p.m. Recognition Luncheon
- 1:30 p.m.–3:30 p.m. MSAA Bi-Annual/MSAF Board Meeting
- 1:30 p.m.–3:30 p.m. Auxiliary Annual Meeting
- 5:00 p.m.–6:00 p.m. Social
- 6:00 p.m.–8:00 p.m. President's Banquet
- 8:00 p.m.–10:00 p.m. Hall of Fame Reception
- 8:30 p.m.–Midnight Live Music



Greetings Fellow MSAA Members

From the Desk of the President

Chris Fahey
President, MSAA
Fahey Sales Agency
Contact 



Happy New Year to all of you and your families! I am hoping that the Holiday season was filled with happiness and joy for everyone. As you are all aware, January 8-10 is the annual Minnesota State Auctioneer’s Association Conference and Show which is being held at the DoubleTree by Hilton – Bloomington South. Although the MSAA room block is no longer available, feel free to call the hotel to check on additional room availability. If you have not done so already and you plan on attending, please register with Frank at the show.

This year’s gathering of our state’s finest auctioneers will be filled with highly qualified, entertaining, and well-known speakers! I am excited to welcome KSTP-TV lead sports anchor, Mr. Joe Schmit. As a long time community leader and former president of the Big Brothers and Big Sisters of Greater Twin Cities, Joe will share his high energy, humorous, and impactful speech on what he terms as the Silent Impact. Discovering the secrets and reasons behind what makes everyone around you a better person will keep you captivated from beginning to end.

Mr. Rob Weiman will ensure that all of us are using the world’s most powerful tool, social media, to our fullest! Discovering how to use six of the most powerful online networking websites and knowing how to tie them all together will undoubtedly be a valuable learning experience for us all. In a world that relies on technology and social media for fast and efficient communication, knowing the ins-and-outs of how Facebook, Google +, YouTube, and other important websites can work for you will absolutely enhance your auctioneering business. On Saturday morning, Rob will present How Google Research Can

Make You Money. Learn how to make your life easier through the many tools and features found in Google! Rob and his wife, Tina join us from Missouri where he is the Missouri Professional Auctioneer’s Association’s President-Elect. In addition to owning his own auction company, one that has set over 600 World Record Prices, he has worked as a Software Engineer for some of the United States’ most recognizable names in the airline industry: Boeing, McDonnell Douglas, Lockheed Martin, and more!

Richard Schur and his wife, Shannon, run an auction company that conducts a variety of auctions including government impound, real estate, and fundraising. Mr. Schur will present two seminars Saturday morning. His first presentation will discuss many traditional and nontraditional ideas on keeping your team together, excited, and motivated to work for you! For his second presentation, Personal Safety Considerations, Rich will share important information on ways to keep you and your employees safe while on the job. Shannon will also share her knowledge of non-verbal communication while bid-calling. A Colorado Hall of Fame Auctioneer,





Mrs. Schur will demonstrate the encouraging and discouraging cues that will increase your success.

Conference Photographer, Mr. Andy Imholte, will discuss basic photo and video techniques that you can use to generate greater interest and attraction to your auctions. Through the use of videos, bringing your sale to life before it happens will definitely show off your upcoming auctions and bring in buyers ready to purchase! Learn how to bring out your creative style as you enhance the marketing of your own business. Andy will also share his Fast Talking podcast with us on Friday morning. This is something that is new to a lot of people, so there will be much to learn.

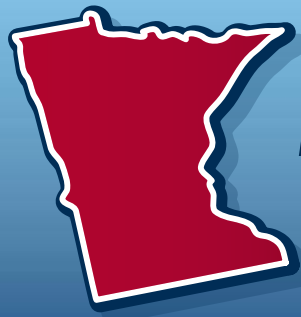
On Friday Afternoon, Mr. Russ Hilk, founding partner of Wavebid, LLC, will explore simple and complex online marketing techniques. Learn to engage prospective online buyers and train on the techniques that consistently deliver! As the former Vice-President of Hoff-Hilk

Auction Services, Russ will help you discover the many online marketing tools that today's top auction companies are using all across America.

Kristen Wheeler Highland is set to present, You Never Know...So Break Out Your Party Clothes!, on Friday afternoon. Instead of waiting around for something to happen and seeing our lives become filled with "stuff," discover for yourself what life is really about. The simplistic ideas behind kindness, empathy for others, and connecting, will provide you with a chance to create a life of inner abundance.

As you can see for yourself, this year's MSAA show has been arranged for YOU! Whether you are coming to see old friends or to make new connections, I am sure that you will find many of these sessions highly worthwhile. Again, if you have not registered, please do not feel like you are too late to join in on the fun! I hope to see everyone in Bloomington the second week of January!





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The Alpha

Working Outside the Spotlight

Greg Christian

Director, MSAA
Auction Masters

Contact 



Auctioneers are looked up to by the public and clients as if we hold a special power. People are mesmerized by the chant and the ability to make things disappear. It is a rush to be held in such high esteem and easy to forget that you are a small part of what makes the magic.

As we move ahead and become more reliant on technology, our dependence on others becomes stronger, and you are only as good as your weakest link. All of the links on the team need to be recognized. Most importantly, they must be recognized by you, the supposed alpha, but also by the public and clients. It is our job to introduce and praise our

team members to the public and clients. Encourage customers to complement your team personally when they report to you about the great job your team does. This will likely reap benefits for you. For example, you may see a further increase in job performance or dedication to the company. It also helps to build a positive sense of community among your staff, and it simply feels good to be recognized for a job well done.

When we switched from live to online auctions it was not easy for me to give up being the one everyone looks to for all the answers. Even if I didn't have any answers, that attention and admiration was addicting, and it's easy to get caught up in your own importance. Consider often where you would be without your family and auction team support, and don't forget to show your gratitude for their contributions and dedication.

Here are a few thoughts on empowering your team:

1. Instead of always giving orders, take time to listen to their ideas and concerns. Let them try their own solutions and truly consider their suggestions. The goal is to

be a coach and not a manager. Be aware of your team member's talents and put them in positions where they can shine.

2. Be clear in communicating your vision for a project. A clear picture of the end goal is needed for the team members to feel empowered by the progress toward it.
3. When you give someone a project, try not to second-guess his/her way of going about it. If it does not come out perfect, suggest adjustments and give praise for the positives.

Feedback is very important. We all want to know how our performance is judged. Good or bad, your team wants to know how they are doing. Being the auctioneer you get comments often and it guides your actions. Share that experience with your team.

The MSAA Conference and Show is coming up soon, so make arrangements now. I am always energized by the educational presentations and camaraderie, and I am confident you will be, too.

If you expect perfection plan for disappointment. (Unknown)



Picture Perfect

Part 2: The 72 ppi Myth

Andrew Imholte

Past President, MSA
Rock on Design

Contact 



In my life, learning the hard truth hasn't always been easy. Christmas, Easter, and the Tooth Fairy come to mind. However, after years as a graphic designer, there are some terms I never questioned. As I stated in my previous article, when it comes to printing, 300 dpi images have been the tried and true standard. However, the same cannot be said for images viewed on devices applying the 72 ppi (pixels per inch) standard.

A Little History

Understanding how to measure digital images for when printed is one thing (review my previous article), but when it comes time to measure digital images for electronic viewing, standard measurements need to be thrown out the window. Screen resolution is variable based on size and clarity of the device you are viewing.

Screen Resolution

Lets look at screen resolution and see if we can find our answers there. There are a few numbers often thrown out for standard screen resolution. They include numbers like: 1024 x 768 or 1366 x 768. These are pixel dimensions that have been adopted to create the much needed standardization in the industry. With those numbers, device manufacturers have standards to which they build or improve. But knowing the numbers is only the first part of the solution; you must ask the question, "how am I going to be using the images?"

Presentation Mode

If our intention is to present images using presentation software like Apple's Keynote or Microsoft's PowerPoint, the 1024 x 768 standard

is a great place to start. For the sake of this example, let's say you are building your presentation on a 15 inch laptop. However, when you hook the laptop up to a projector, your slideshow may now be 15 feet. That 15 foot image uses a screen resolution of 1024 x 768 just like your laptop, but it is 12 times the size. Without having to change anything except the device, 1 inch became 1 foot. (See Diagram A)

The Mobile Move

Now let's consider some catalog images viewed on a mobile device. A recent study showed that 56% of people on earth own a smartphone. Of that group, 50% use that phone as their primary internet device. By the end of 2013 it was expected that there would be more mobile devices on earth than people.¹

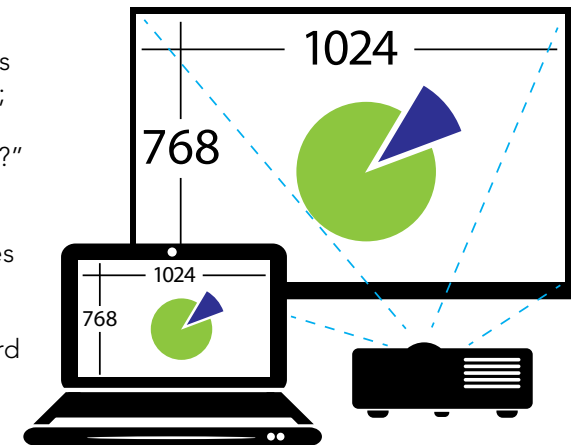


Figure A



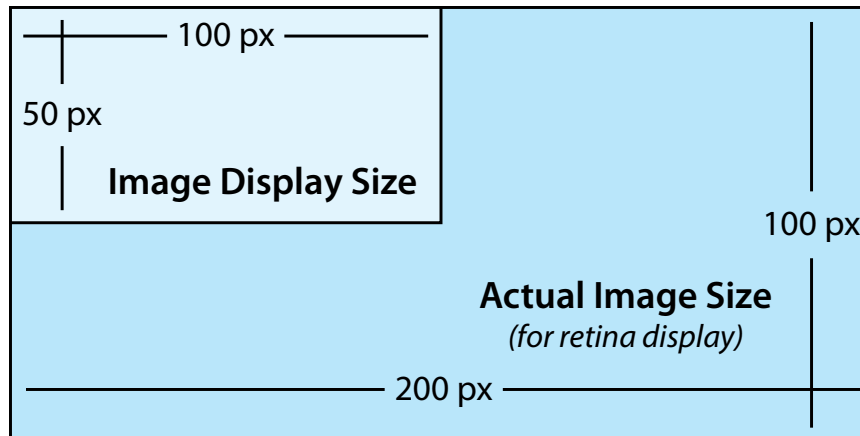


Figure B

With that reality on the horizon auctioneers can't afford to ignore this growing segment of web traffic. So now we need to consider what standards are in place for mobile. Unfortunately, with the variety of device manufacturers there is no official standard, but the most common screen resolution is 240 x 320. So an image with a width larger than 240 px will be too wide for many devices. Having a site that is mobile optimized is a step we all need to consider as these devices continue to grow in market share.

Retina Resolution

For the Apple fans out there this final tip is focused on their devices. While they are the first to the "retina screen party," others will join them soon enough. Retina images double the number of pixels displayed in an image both vertically and horizontally. So an image that was 100 x 50 pixels on a standard display is actually 200 x 100 pixels forced into the space of a 100 x 50 image. (See Figure B) It is a hard concept to wrap your mind around, but the idea is that

so many pixels are shoved into the space that the human eye cannot differentiate each individual pixel. If you want to implement retina images, know that each image will be 4x the size of the original and will add load time to your webpage. To implement these images, talk with your web design professional and they can walk you through the process.

Have a Plan

Arming yourself with these numbers and statistics can only get you so far. Knowing the optimum screen resolution to promote your auction or items is great, but a blurry photo is blurry even on a retina device. Once you have the camera equipment that will do the job right, invest your time in shooting great photos. Great photos will always look good no matter how you implement them.

This article first appeared in the February, 2014 edition of Auctioneer, the official publication of the National Auctioneers Association, and was approved for reprint.

1 "Mobile Publishing Statistics Every Marketer Should Know" 3dissue.com, January 29, 2014



Negotiating Tip: *The Pause That Refreshes*

John Hamilton, DREI
www.GoodNegotiator.com
Contact 



It's been a while since Coca Cola used the slogan, "The Pause That Refreshes," but it was a winner. At the risk of stretching a point, I think that slogan applies to negotiating situations too. See if you agree.

It's not uncommon that in the midst of some (hard) bargaining, one party asks for time to consider if a current proposal could be accepted. What do we do or what should we do if we're waiting for our negotiating opponent to come back with an answer?

Might I suggest that you think of this time as that "Pause That Refreshes?" **Make good use of that pause and refresh your strategy because it's likely that your proposal won't be accepted.**

If it is, you're golden. If it isn't, do you have some other options to present? To not conjure up some options is wasting that refreshing pause.

Case in point: I recently had a problem with a rental car company (one I use constantly and am very loyal to). I had changed the reservation and, unknown to me, caused the rate to jump precipitously. My error was that I didn't realize it until I turned the car in. Expecting a \$145 charge, I was shocked to see it go to \$259. I

couldn't contest it then because I had a flight to catch, so I called them later that night.

The agent shared that when I changed the reservation and modified the pick up date it became an entirely new reservation without the initial low daily rate. I didn't know their rules and honestly didn't notice the rate change when I modified the reservation. My obvious request was that I be given the courtesy of the lower rate. The agent said he couldn't authorize it and had to check with a supervisor.

His putting me on hold presented a welcomed 'pause that refreshes.' I grabbed a notepad and scribbled down four things I could ask for if my request was denied by the supervisor. They included a 'free rental day' to be added to my account, a 50% discount on some future reservation, a coupon that would give me an upgrade to a luxury car at mid-size car rates on a future rental, and moving me to their 'executive level' status for a year. All of these would cost them little and keep me, a loyal customer, happy.





When the agent returned, he announced that an exception could be made and that he could indeed honor that lower rate because of my being a frequent previous customer.

Happy ending!

There was neither great strategy nor exhaustive effort in my phone negotiations. I merely used that pause in the negotiations to refresh my thinking and compile options should they be needed.

The next time you're bargaining and someone takes that break, that pause to consider or check with someone, use the time wisely. Brainstorm some options, some trade-offs that might become fall back positions should your current proposal not be accepted.

It's all about thinking ahead 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



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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

**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 Conferences/ Meetings 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, Belle Plaine, MN 56011, 952.873.2292 or 952.873.6972

Scholarship Committee: Conny Rime (chair), LuAnna Finnila, Anita Aasness



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