

# MSAASUPPLEMENT

## 2015 International Auctioneer Champion

WOMEN'S DIVISION  
Tammy Tisland



## MSAASUPPLEMENT

July 2015 | Issue 82



# 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 Summer Picnic & Seminar

- Marketing and Insights Seminar
- Bi-annual business meeting

Monday, July 27, 2015  
 Knights of Columbus Hall, Stillwater, Minnesota  
 .....

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# MCAA Board of Directors

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MCAA Supplement | Publication Staff

## EDITORIAL BOARD

Matthew Schultz   
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## DESIGN

Rock on Design 

# Announcements

## Summer Seminar Announced

Measure for Success Auction Marketing  
 John Schultz, Grafe Auction  
 9 a.m. – Monday, July 27, 2015



This is focused on how to measure your marketing, use that data to create more effective marketing campaigns, and write compelling ad content that creates effective conversions.

## 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](mailto:frank@solditatauction.com)

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# My Fellow Auctioneers and Auction Professionals

*From the Desk of the President*

**Matthew Schultz**

President, MSA

Contact 



In a few days, we as a membership will gather in Stillwater, MN for our bi-annual meeting where, as put before us by our Board, there will be a vote to alter the bylaws as it pertains to the number of family members or members of the same auction company that may serve on the Board of Directors or Executive Committee. You have a voice in this process and we want to hear from you! If you recall, the Board of Directors voted this spring to revise the bylaws of the Association to allow no more than two individuals of the same family or auction company to serve on the Board of Directors at the same time. By doing this, we feel it will provide a strong future for our association.

During our spring board meeting, this topic was discussed and weighed very carefully. As a board, we evaluated the pros and cons of this change. The argument could be made that allowing two members of the same family or auction firm to serve on the board at the same time would allow undue control of the board. My friends, we feel that would not be the case. Case in point: we have had two members of the same family serve on the board - one in the capacity as President, and the other as Executive Vice President at the same time. Did we fail? No. This proposed change will allow for a greater pool of qualified candidates to run for the board from year to year as our Association continues to age. Why talk about age? Because the majority of our association are over the age of 50 and have either served or do not have the desire to serve, turning that responsibility over to the next generation.

The commitment to serve as a Director on the Board or on the Executive Committee involves little time; it truly is an opportunity to serve our great Association. Directors serve a three year term, write articles, and attend four

meetings per year. In addition, you serve on the committees that you are assigned to. Committee work is taken care of months prior to the Conference and Show, with the majority of the work being done during Conference and Show. If you are on the Executive Committee, you are a little bit more involved in the planning of the Conference and Show dealing with issues that may arise throughout the year. However, if you're the Executive Vice President, you deal with the day-to-day operation of our Association.

In simple summarization, the proposed change to the bylaws will have the greatest effect if we pass the proposed changes as outlined below.

**Current Article 3.15:**

Article 3.15 Limitation. No two (2) members of the same family or members of the same auction firm may not serve on the board at the same time.

**Proposed Amended Article 3.15:**

Article 3.15 Limitation. No more than two (2) members of the same family or members of the same auction firm may serve on the board at the same time.



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**Current Article 4.9:**

Article 4.9 Limitation. No two (2) members of the same family or members of the same auction firm may serve as officers at the same time.

**Proposed Article 4.9:**

Article 4.9 Limitation. No more than two (2) members of the same family or members of the same auction

firm may serve on the board at the same time.

I look forward to seeing you all in Stillwater and maybe spending some time enjoying the historical downtown area after our bi-annual meeting. Remember, there’s always time for a cup of coffee with a friend.



## NAA's - PR Toolkit

*Worth the Price of Membership*



**Dave Thompson**

Director, MSAA

Contact 

**R**ecently, I was contacted by a gentleman regarding his mother and her move to an assisted living facility. After a short briefing of his mother's plans and her living arrangements, he asked three distinct questions that for a second caught me off guard. Off guard is an understatement when I am used to the "How much do you charge?" question being one of the first questions asked.

The first question he asked was if I belonged to any auction organizations. Almost the perfect question if you do. I answered with great pride, "Yes I do! I am a Director on the Board of the Minnesota State Auctioneers

Association and a member of the National Auctioneers Association as well." I also threw in that I had earned my Benefit Auction Specialist designation (B.A.S.) through the NAA and conducted Benefit Auctions with Kurt Johnson Auctioneering, just in case he was searching for someone to help out in that auction area as well.

The second question he asked was how I market the items I sell. Wow, I thought to myself, this guy's on top of his game with questions like this. I explained to him that it was important that we know what it is we are selling prior to determining how we'd promote the auction itself or the various items within the auction. We did end up meeting and Mother was even there. Later, I provided my proposal, was awarded the job, but this question was still on my mind and I wondered of ways to better promote my business and myself.

As I searched, it wasn't long before I found a stash of knowledge and FREE material to use in promoting the auction method of marketing, auction history, myself, and my business. This stuff is the real deal. This "Pot of Gold" is the National Auctioneers Association Members

page! There is a tab there called the PR Toolkit, and it has just what you need and can save you a bunch of time and money! There is a helpful handbook you can add your logo to and share with sellers and buyers. There are presentations you can use to educate people about the history of auctions, the benefits of selling real estate or other assets at auction, as well as being an auctioneer.

There is also a state media directory for every state in the US. Minnesota's directory has 628 pages of media sources at your fingertips. The only catch is you need to become a member. I've promoted the MSAA and NAA memberships and what it's done for me. I know I wouldn't have been able to do the things I have and continue to do without the relationships developed in both organizations.

The final question is one I will never forget. He asked, "why do you think people refer you to others?" To which I answered, "I love what I do and it must show..." He wouldn't say who referred me, so to whoever did, I thank you!



# MSAA SUPPLEMENT

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## 2015 NAA C&S Recap

It was a huge year at the NAA Conference and Show for MSAA members. Kurt Keifer was inducted into the NAA Hall of Fame (photo immediate right, and far right bottom). Many competitors took up the challenge and Tammy Tisland came out on top in the Women's division (photo far right top, not pictured, Scott Mihalic who took second runner-up in the men's division.) Many members dressed up to enjoy the President's banquet (photo far right center).



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# The Murky Auction Market?

## Determining Value

**Mike Brandly**

Executive Director Ohio Auction School

Contact 



**W**orld record price. Then another world record price. Then another...? While world record prices are widely celebrated, some question the prices — some question the process. Picasso’s “Women of Algiers (Version O)” sold at Christie’s on Monday, May 11, 2015 for \$179,365,000 and the buyer elected to remain anonymous.

The (only few) doubters label this murky and cite these somewhat rhetorical questions:

1. Auction houses often guarantee prices; was the purchase prearranged?
2. Final bidding was done by telephone?
3. The buyer “elected” to remain anonymous?
4. Others in this market have similar artwork which is enhanced by record prices?
5. Bidders are required to be pre-approved so auctioneers know their upper bidding limits?
6. Is the seller the buyer? Is this merely a charade to increase perception of overall values?

So the skeptics suggest that maybe the auctioneer pre-arranged the purchase or bought the painting, pretending there were bidders on the phone in order to suggest like paintings and artists are worth similar values and enhance the auction house’s reputation for such sales.

These same analysts say that the benefit of enhancing perceived values overall outweighs the cost of this one painting — and further — that maybe that world record price is never actually paid in full?

Wow.

That’s a lot of presumption based more on a lack of information than actual facts. Yet, why is there such secrecy? Why so many unanswered questions? One might argue that it’s unlikely Christie’s and Sotheby’s stage these types of sales for greater good.

But how prevalent is this type of thing ... where auctioneers and/or auction houses (mis) represent specific sale prices to maintain or enhance the overall market?

And if an auctioneer and/or auction house sought to misrepresent certain sale prices to enhance others, wouldn’t it be easy to do with anonymous phone bidders or the like? And it might well not be art, but cars, jewelry, real estate ... virtually any property.

This type of falsely representing prices to bolster other prices is nothing less than price fixing. We discussed [here](#).



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While many bidders and buyers endeavor to remain anonymous for their own reasons, there would certainly be less suspicion of staging sales if the bidders and buyers were identified — even present at the auction.

It's a given that the Internet further provides for unidentified bidders, but at the same time it supplies a vast resource for researching market values. The more a property resembles a commodity, the easier it is to assess if a current auction price is aberrant.

One of the oldest sayings in appraisal science (or is it an "art form?") is that property is only worth "what someone is willing to pay for it," in regard to market value. This saying could be also interpreted that buyers only pay what something is worth. In other words, they don't pay any more — and why would they?

The theory of substitution is just that. It's thought that a

prudent buyer will not pay more for a particular property than a comparable substitute. Buyers endeavor to pay the least they can, not the most.

Thus, generally when something sells at auction, it's believed that constitutes market value; that's why price fixing is so believable and problematic. We discussed when it establishes misrepresentation (and thus price fixing) and when it might not [here](#).

Lastly, was the auction staged or let to develop normally? Staging such is clearly price fixing and thus illegal under federal law.

*Mike Brandy, Auctioneer, CAI, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandy, Auctioneer, Keller Williams Auctions and Goodwill Columbus Car Auction. He serves as Adjunct Faculty at Hondros College of Business, Executive Director of The Ohio Auction School and Faculty at the Certified Auctioneers Institute held at Indiana University.*



## Negotiating Tip: A Really Great Question



**John Hamilton, DREI**  
www.GoodNegotiator.com  
Contact 

**G**ood negotiators seem to rely on questions more than statements during their successful bargaining. It's a well-known fact that questions keep one in control.

A famous sales trainer of days gone by, J. Douglas Edwards, rightly said, "There's more money to be made asking the right question than in giving the right answer."

So how's your Question Bank? May I add one for your deposit? Consider asking, "What do I have to do to get a better deal on this?"

We've all been in situations where we were offered an amount below our expectations. We've also been asked to pay more than we thought we ought to. We would rightly flinch and react in a manner to convey our disappointment to such proposals, but where do we go from there?

Many, myself included, are big fans of following the flinch with a crunch. The most famous being the question already in your Question Bank, "Is that the best you can do?"

But if that doesn't shake loose a concession, consider a trade-off whereby you'll sweeten the deal for them if they will sweeten it for you. It might sound like, "I understand your price is firm, but if I bought three of them could I get the courtesy of a 20% discount?"

Our opponent might not agree to the 20%, but counter at 15% or

at least 10%, knowing that you've increased the quantity.

But if you're like me, I struggle to consistently come up with an effective deal sweetener for my opponent to consider. Well, never fear; simply ask the question I'm highlighting today and allow your opponent to name his deal sweetener. You say, "I have to tell you that this price won't work for me. What do I have to do to get a better deal on this?"

I've been amazed at the modest demand my opponents have suggested. Everything from taking a slightly used model to recommending this party to a friend of mine whose business my opponent is seeking.

How can we know the inner thoughts and pressures of others? Don't panic if you can't identify a great trade-off suggestion. Simply ask your opponent to name it.

Again, ask this more frequently, "What do I have to do to get a better deal on this?"

Pleasant surprises await you as you ask key questions and you Keep Negotiating!



## MSAA Membership Application

Our Association is an organization of licensed auctioneers. With the support of its membership, the association works to promote the auction profession. We are governed by an annually-elected president, vice-president, secretary/treasurer, and nine board members. These board members serve in revolving three year terms. All past officers and directors comprise an advisory committee.

### Membership Benefits

- Multiple educational seminars on topics pertinent to auctioneering, marketing, appraising, government regulations, small business growth & management, and cultural enrichment
- Complimentary subscription to The Minnesota Auctioneer, the official membership publication with news and informative articles from around the state
- Combined legislative influence as membership grows
- Policing body to maintain ethical practice and thus reputation for the industry as a whole in our state
- Mentoring and problem solving with other auctioneers
- Voting privileges in annual business meeting
- Permission to use the MSAA logo in advertising and compete in marketing competitions
- Updated directory of all MSAA members

Any auctioneer with a current license is welcome to join. New applicants become members by submitting a completed membership application (right) with proper payment.

Members must pledge to be faithful to all buyers and sellers. Members are also expected to show loyalty to the organization by actively participating in state activities and events.

### Annual Dues Only \$100

(Include dues check for \$100 in envelope with this application.)

- New Membership
- Membership Renewal
- Membership Reinstatement

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip Code: \_\_\_\_\_

County: \_\_\_\_\_ MN License Number: \_\_\_\_\_

Email: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

### Auxiliary Dues - \$5.00

Spouse Name: \_\_\_\_\_

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:

Sara Fahey, Committee Chairperson  
661 E. Forest St. Belle Plaine, MN 56011, 952-873-2682

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



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## Rick Berens Scholarship Application

Funds available will be determined from the proceeds of the Rick Berens Scholarship Fund.

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  
 Employee

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 (3) consecutive years.

Name of Relative: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

*NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please re-apply. If no qualified recipients apply, there will not be a Rick Berens Scholarship award that year.*

Name of College or University of enrollment: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### CHECKLIST

1. Complete and attach the Official Applicant Form.
2. Submit 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. Please complete on separate page, sign, and ATTACH ESSAY TO THIS APPLICATION FORM.
3. Attach a letter of recommendation from a current, active MSAA member. This is required for ALL scholarship applicants.
4. Use this scholarship toward tuition at an auction school.

### Absolute Deadline – Must be postmarked by November 1

*Relative of winner will be notified before the annual convention. Winner and MSAA/Auxiliary member are encouraged to attend the Saturday Night 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:

Rick Berens Scholarship  
 c/o Sara Fahey  
 661 E. Forest Street  
 Belle Plaine, MN 56011

Scholarship Committee: Renee Berens and Anita Aasness



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