

MSAA SUPPLEMENT



MSAA SUPPLEMENT

August 2015 | Issue 83



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 SUMMER PICNIC & BI-ANNUAL MEETING

Recap

Greg Christian

6 10-YEAR RETROSPECTIVE

Lessons Learned

Tony Elfelt

8 AUCTIONOW

Shaping Our Future

Hannes Combest

10 NEGOTIATING TIP

It's Never Too Late

John Hamilton, DREI



MSAA Board of Directors

OFFICERS

Matthew Schultz, President 
 Greg Christian, Vice President 
 Frank Imholte, Executive Vice President 
 Lowell Gilbertson, Executive Vice President Emeritus 
 Chris Fahey, Immediate Past President 

DIRECTORS

Terms Expiring 2016

Austin Bachmann 
 Allen Henslin 
 Shelley Weinzetl 

Terms Expiring 2017

Scott Gillespie 
 Jeremy Schafer 
 Bridget Siler 

Terms Expiring 2018

Kevin Swanson 
 Dave Thompson 
 Lee Ann Vande Kamp 

MSAA Supplement | Publication Staff

EDITORIAL BOARD

Matthew Schultz 
 Frank Imholte 
 Greg Christian 

DESIGN

Rock on Design 

Announcements

From the Desk of the President

I want to thank those who attended the summer meeting in Stillwater for taking their time to be with us. For those that missed the education, you will have a chance to hear from John Schultz again at the Winter Conference and remember to take your lid off your jar.

I want to also take the time to remind our members of the unique program that we have for recently-graduated auction students wishing to join the MSAA. If you know of a new member candidate who attended auction school in this calendar year, we would like to extend to them a 50% discount on our annual dues for a small nominal fee of \$50. If you strongly believe in supporting them in joining this great Association, we encourage you to sponsor half their dues which would be \$25. As we continue to grow, and even lose members, we strive to provide the best education to our members year in and year out. You have the chance to make a difference in a new auctioneer's life no matter their chosen auction profession. I would encourage you to contact any auction school if you would be willing to sponsor in full or in part a new member, and then reach out to them as a resource and mentor, and encourage them to attend the Winter Conference.

With Auctions in Mind,
 President Matthew Schultz, BAS

IAC Results

Just in case you have not heard, Minnesota was again well-represented in the International Auctioneers Contest (IAC) last month in Addison Texas. Eight members of the MSAA competed in the IAC: Cody Aasness, Scott Gillespie, Katie Imholte, Jolene Jokela, Paul McCartan, Scott Mihalic, Tammy Tisland, and Isaac Schultz. We were represented very well with Tammy Tisland, Paul McCartan, and Scott Mihalic getting to the finalist round.

Tammy Tisland is both the Minnesota State Champion Auctioneer for 2015, and the Women's Division IAC 2015 International Champion Auctioneer. She is part of the Aasness Auctioneers team and welcomed them to the stage to thank them for their support. Well done Tammy, we are proud of you.

FOLLOW ME ON 

 Find us on Facebook

MSAA SUPPLEMENT

August 2015 | Issue 83



Summer Picnic & Bi-Annual Meeting

Recap

Greg Christian

Vice President MSAA
Auction Masters

Contact 



Over 70 auction professionals attended the 2015 Summer Bi-Annual Meeting. Some of them arrived Sunday afternoon to enjoy Stillwater and the St. Croix River with Matt and Vita. Many arrived early at the Stillwater KC Hall to mingle and have a donut.

Our presenter was John Schultz (whom I and many others consider a Marketing Wizard). The information he dished out was unbelievable, but proven with data and dollars. His mantra is, "In God we trust all others must bring data." John encouraged us to track every bit of marketing we do to find out what is truly working. Obviously, the marketing methods used by the auction professionals present

are working because we are still in business, but John is challenging us to find out what is truly working. He showed us ways to track and discover this, like using Google Analytics, along with countless other tips and suggestions that work for his company. The class was over two hours long without a break and for me it went by in a flash.

Many Hall of Famers showed up for the secret meeting to decide on the next Honoree.

An outstanding lunch was served and then on to the Bi-Annual Meeting. Vic Moore, our legislative lobbyist, gave us an update and reported that the budget surplus at the state level will lessen the possibility of new taxes. No other challenges in the near future. The committee reports were given by the Directors; all were present and prepared with plans for making this year the best it can be. Membership chair Allen Henslin and his committee are trying some new things to increase membership and John Schultz offered to work with them using some of the techniques he presented. Matt Schultz, told about the plan to wrap the MSAA equipment trailer for members to tow in parades, etc. As always, Vendor chair, Austin Bachmann, is

open to suggestions for vendors. Bridget Siler, Marketing Contest Chair, announced they are trying to come up with a new category related to technology. Big news was presented by Executive Secretary Frank Imholte: The Foundation reached the goal we have been working on for years. A big thank you to all of the generous members that donated to help us get there.

Sara Fahey is doing a top-notch job managing the publication information; the mailing hiccup was not her fault.

We were not able to vote on the by-laws change of "allowing two members of the same family or auction company to serve at the same time" because some members did not get the magazine 30 days ahead of the vote.

Our new International Auctioneer Champion, Tammy Tisland, showed off her talents by auctioning several items and raising enough to cover the cost of our event.

Thank you Matt and Vita for putting on a First Class event. Next up, Matt has big events planned at the Conference and Show, so don't miss it.



MSAASUPPLEMENT

August 2015 | Issue 83





MILLIONS Of Visitors

HIGHLY RANKED IN SEARCH ENGINES

UNLIMITED LISTINGS

UNLIMITED TEXT & PHOTOS

NO LINKING RESTRICTIONS

GLOBALAUCTIONGUIDE.COM
AS LITTLE AS \$1 PER DAY

AUCTIONGUY.COM
100% FREE LISTINGS

SHARE YOUR DATA

FREE WEBSITE HOSTING

FREE CALENDAR WIDGET

100% FREE LISTINGS!

COMPLETE CATALOGS



AUCTION
GUY

CALL 1-888-669-3981

OR VISIT US ONLINE AT

GLOBALAUCTIONGUIDE.COM

& AUCTIONGUY.COM

10-Year Retrospective

Lessons Learned

Tony Elfelt
AAA Auction
Contact 



Iwent to auction school ten years ago and since that time I have been very fortunate to have conducted hundreds of auctions. So at this time I would like to share with you some 10-year observations about the auction business as well as some advice to our seniors.

When I went to auction school I thought that my job was pretty much going to be bid calling with a microphone. Boy, was I wrong. Naturally, I knew that I would need to spend some time marketing and managing a small business, but wasn't prepared for the occasional - but critical - need to deal with the emotional and psychological issues of my clients, not to mention my clients' family members.

In my experience thus far, I have had to call the police to my own auction because my client went nuts and tried to run over the bidders with his ATV. I've had other people call the police to my auction to break up a fight between two of my client's adult daughters-in-law, but not before one of them suffered some broken bones. I've had to have my own client removed from the auction due to his intoxication and disruptive behavior. I've had relatives show up and demand that I remove items from the auction that they claimed were theirs. I've had step-children come forward after their parent's death and threaten to throw the surviving step-parent out in the street because there was no will. I've also had my own client cancel

the auction shortly before it began because he changed his mind. Worst of all, I have seen family members say and do things to each other out of stress, grief, or greed that likely will take years to heal.

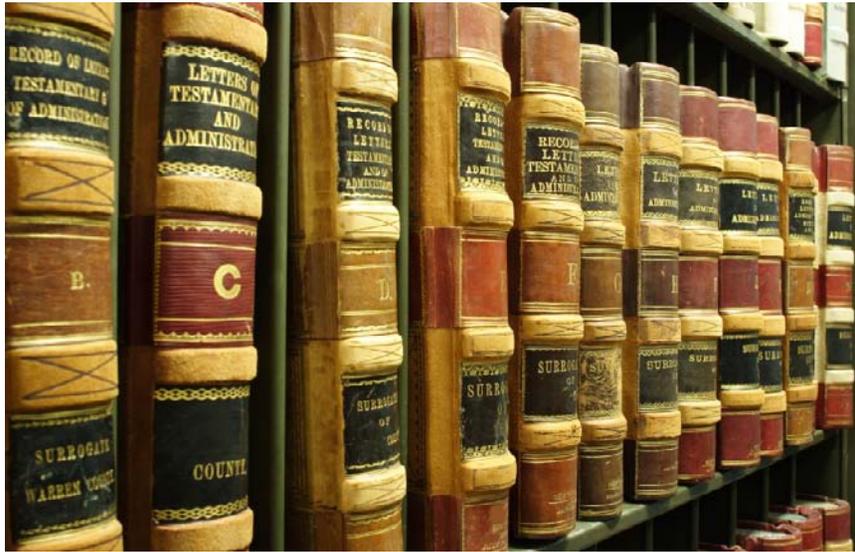
As an auctioneer, you try to anticipate these issues and deal with them before they arise. No matter how prepared you are, there are always going to be some problems that you do not anticipate. The purpose of this article is not to advise auctioneers on conflict resolution, but rather to speak to our seniors and to anyone whose has an estate that will need to be liquidated in the foreseeable future with the hope of avoiding problems before they arise.

Here is my advice to seniors:

LIQUIDATE YOUR ITEMS NOW WHILE YOU ARE IN CONTROL

Don't leave your house or barn full of things for your kids to handle. That is just asking for trouble. Sure, I know that it is hard to get rid of the things that you have valued or have collected for years, but do it now when you can decide where these things should go. Are you on the fence? Ask yourself, "When





is the last time I used that? When did I last admire it? How much pleasure has it given me in the last few years?" If your answer is that you haven't used the item for a long time and do not have any real expectation of using it again in the foreseeable future, then it's time let someone else benefit by owning it. You could give it to a loved one. You could donate it to charity or sell it and use the money for something else that matters to you.

MAKE A WILL

You should get your legal estate in order now as well. If you don't have a will, you should get one. If you own real estate, you should also talk to a lawyer about your plans for transferring title.

In conclusion, you will be doing your children and family a great favor if you do what you can now to get your estate in order by passing along your unneeded personal property to others and by making sure you have a will that accurately reflects your plans for the balance of your estate.



AuctioNOW

Shaping Our Future



Hannes Combest

CEO, National Auctioneers Association

Contact 

I just returned from the 66th International Auctioneers Conference and Show in Addison, Texas, but as my mother used to say, there is no rest for the wicked! So, we are already in planning mode for July 19-23, 2016, in Grand Rapids, Michigan. (Come join us, please!)

One of the events at Conference this year was an educational session called AuctioNOW! During this program, attendees were introduced to what NAA is doing within the areas of Advocacy and Promotions – two of the organization’s strategic initiatives.

During the first part of AuctioNOW, presenters who are members of the Promotions committee introduced a small business card that provides talking points for what is called the elevator speech. This is how you would respond to a person who asks: “Why should I use auctions to sell my assets, and why should I use an NAA auction professional?”

The talking points for why someone should use auction is simple: Auctions are fast, fun, and transparent. This means that you can sell whatever you want quickly, meaning the seller gets money in their pocket faster! In 2010, a research project conducted by Michigan State University indicated that the main reason people go to an auction is because it is fun. We in the auction business know that to be true. Even online auctions, watching the closing bids elevate instantaneously is fun! Where else do people who buy yell out, “I

won X!” and not “I paid X!” And, in an auction proceedings are transparent. People know what was paid and who paid what. In other words – fast, fun, and transparent!

Use this phrasing if you don’t have your own elevator speech. Why? Because we want people to use auctions!

The NAA Board of Directors has a vision – it wants NAA members to be the preferred auction professionals used in the marketplace. On that front, we are developing a similar elevator speech for NAA members to give to people on why that matters. Why use an NAA Auction Professional? An NAA member belongs to an ethical and educated network.

In order to be an NAA member, an auction professional must agree to the NAA Code of Ethics. He or she has the opportunity to take dozens of continuing education programs and has a worldwide buying and selling audience because we have members across the world.

We aren’t saying that every NAA member is ethical. I get complaints every day from people claiming that someone has conducted an





unethical practice. But for every complaint, I can promise that if it is an NAA member, it is fully reviewed.

We aren't saying that every NAA member is educated. However, NAA does provide the opportunity to expand every member's auction industry knowledge with unparalleled instruction.

We aren't saying that NAA members are better than non-members. We are saying there are opportunities available to NAA members that don't exist outside the Association. And, in order to

drive all these points home, we are making this elevator speech available to our members.

If you are not an NAA member, think about joining. But, even if you don't, please don't hesitate to use our elevator speech for auctions. And create one about why they should hire you. We want all auction professionals within this industry to be successful.

I've heard it time and time again: Successful auctions breed successful auctions. We believe it!



Negotiating Tip

It's Never Too Late

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



It isn't over until it's over. The obvious common sense of that remark has numerous applications and especially so when negotiating. **Contrary to popular belief and practice, it is never too late to keep negotiating even after an agreement has been reached.**

The challenge for most of us is: How do we do it? What do we say? Won't we come across as being manipulative and conniving?

I'd be the first to agree that **there are times, many times, where we are morally obligated to stand by our word and fulfill the terms of an agreement.** But having said that, could we also agree that **if both parties are willing to reopen the negotiations it is perfectly okay?**

Let's examine a case study to better understand how this might work.

- You've just agreed to pay over a \$1,000 for a contractor to refurbish your back porch. You've agreed on the scope of work, the materials to be used, and even the workmanship expected. Let's go further and say that you even signed a contract, bid sheet, or comparable document. Before the work begins you have that uncomfortable feeling that you're paying too much.

Most people in this situation simply tell themselves, "It's too late. I've agreed and signed the contract."

But remember this, it's never too late. Swallow your concern, bolster your resolve, and call the contractor. Tactfully and respectfully share your thoughts and feelings and reopen the negotiations.

What you are actually doing is seeing if you can negotiate the re-opening of the negotiations.

- It would sound something like, "Mr. Contractor, I have to tell you that we've been feeling more than a little uncomfortable about the terms we agreed to involving our porch work. Frankly, the \$1,000 just doesn't make sense to us. We're thinking that something in the \$800 to \$850 range would be more appropriate. What do you think?"

Now we can't predict the outcome, but we can agree that we have re-opened the negotiations in a tactful and respectful manner. We can also predict that no matter how nicely we introduce this re-opening, our opponent will be disappointed, upset, and possibly even angry.

Nonetheless, the terms are re-opened. There will be the inevitable, "We have a contract,"





"We've already agreed," and the "You've got to be kidding."

Proceed with more silence and requests for the 'courtesy of a discount' and 'what can you do for us?' Won't many opponents make a concession, a minor concession, just to avoid controversy and have problems getting paid later on? The contractor is at \$1,000. You've suggested \$850. Want to guess how many times the re-opened negotiations will be finalized at \$900 to \$950?

I'm betting that 4 out of 5 times some concession will be granted. If it isn't on price, perhaps it would be something 'extra' thrown in at the same price. You might even want to have some of those 'extras' in mind. "Okay, let's leave the figure at \$1,000, but could you re-attach the gutters all around the house?"

Good negotiators are skilled at considering the re-opening of negotiations even after an agreement is made. They know that **it's never too late to 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

August 2015 | Issue 83



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



MSAASUPPLEMENT

August 2015 | Issue 83



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



MSAASUPPLEMENT

August 2015 | Issue 83

