

# MSAA SUPPLEMENT

Time to Outsource Facebook?  
pg 6



## MSAA SUPPLEMENT

October 2016 | Issue 97



## 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 MIND AND BODY

---

Time for a Tune Up?

*Greg Christian*

### 5 A JUGGLING ACT

---

Auctions, Family, and Full-time Job

*Dave Thompson*

### 6 THE 5 WAYS TO OUTSOURCE YOUR FACEBOOK ADVERTISING

---

The Pros and the Cons

*Ryan George*

### 8 NEGOTIATING TIP:

---






Negotiating Mistakes Part 1

*John Hamilton, DREI*



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Rock on Design 

# Announcements

## Thoughts and Prayers:

On October 2nd, Elaine Imholte, Mother of MCAA EVP and Hall of Fame member Frank Imholte, passed away at the age of 94. A celebration of her life was held at St. Michael's Church in St. Cloud on Thursday, October 6th. Thank you for the thoughts and prayers from the whole Imholte family.

## Support:

Kathy Krone's granddaughter, Ashley, contacted the MCAA on behalf of Kathy and the family: In July, Kathy's daughter Jessie was in a catastrophic car accident. It resulted in Jessie's daughter being taken by emergency c-section two months early, then taken to Children's. Jessie spent her time at HCMC, walking out of there with an amputated arm and in a halo due to a broken neck. They are putting on a benefit to support both Jessie and Mollie. Kathy was hoping to put the word out to the Association.

## Theft:

Someone came to the Zielsdorf Consignment auction in August and used a number after someone checked out early. This person bought some items, loaded them up, and left - this time to the tune of \$3,615. Their best guess is that he stood by the clerking trailer and waited to see someone check out, got their number, and used it the rest of the day. So for this one, they have no name, number, or anything.

Please be on the lookout for someone trying to sell the following items. All items had Lot numbers written in white chalk on them:

- L-117 New Tomahawk 72" low profile skidsteer bucket w/high carbon welded on cutting edge.
- L-119 40' grain trailer tarp
- L-142 New Stout brush grapple, 66-9 w/skid steer quick attach
- L-277 Skid steer attachment double tine square bale spear
- L-52B New Heavy Duty tire changer, 110V, 60 HZ


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## Mind and Body

### Time for a Tune Up?

**Greg Christian**  
President, MSA  
Contact 



Many of us take our mind and body for granted. We might spend hours tuning up our snowmobile, but never think that our mind and body also need tuning. In almost every publication we open there are articles about another study or a list of things to do to stay healthy, sharp, and active. Those articles have ideas for all ages.

Recently, my wife and I had our first grandchild. Many of you know what a wonder a new life is. It makes us think about where we are in life and the importance of making time for something other than work. It reminds us of where we come from and perhaps what we have done to keep the growth in our own mind and body. It takes time and effort, but the rewards are remarkable. We have all had elders tell us to “Stop and Smell the Roses.” Heed that advice; mark the calendar now for the breaks next year that will rejuvenate and energize.

One can get in a funk thinking about things that have not gone our way or regretting things done or not done. The best medicine is to stop thinking of yourself and start thinking about how to help other people. The positive feeling of helping another person solve a problem can stay with us for days.

Another habit to work on is to keep your brain alive by learning something new. Science has proven that challenging your brain with

new ideas and experiences keeps it sharp and gives it a longer effective life.

Staying fit with a proper diet and exercise keeps the body flexible with energy to do the things that keep us productive and make life fun.

Socializing is another thing that keeps us vital.

The conference has a variety of speakers that will touch on these topics. Make plans now to attend the 2017 MSA Conference and Show from Jan. 19-21.

[Click here](#), or call 800-245-9190 to make your reservation. For a group reservation for the MSA, the special rate code (SRC) is UCA.

There are no snowmobile trails around this hotel; park yours and join the fun.

***“Who is a wise person? One who learns from all people.”***  
~Talmud



# A Juggling Act

## *Auctions, Family, and Full-time Job*

**Dave Thompson**

Director, MSAA

Contact 



**G**rowing up, I remember admiring the local auctioneers in Southeast Minnesota and always thought how cool it would be to be a real live Auctioneer. When I finally decided to attend auction school, friends and family wondered what I was up to. I had had no prior auction experience, only the desire to explore this craft and learn all I could about the auction method of marketing. My auction school class consisted of male and female future auctioneers ranging in age from 18-65+ from around the US and Canada. I was especially honored to have attended auction school with a childhood idol-celebrity, Larry “The Ax” Hennig of AWA Wrestling Fame! We all shared the same desire - to become Auctioneers!

Fast forward 18 years, and imagine I still look as young as I did back then. Ok, I’m still blessed with a beautiful wife and two children who claim me, juggle a full time job, and work as an Auctioneer, Benefit Auction Specialist, and Real Estate Broker Associate. Doing all of this can be challenging and we’ve been lucky enough to enjoy rewards along the way. I’ve even been able to maintain some stability while doing so.

Family challenges include: getting buy-in from everyone, some creative scheduling, and sticking to what we commit to with pride. Probably the toughest challenge on the Auctioneer side of work is to earn people’s trust and understanding in utilizing the auction method of marketing to assist them or to simply say “No.” It is even more difficult earning another Auctioneer’s trust that you’ll represent their company with integrity and passion as if it were your own. All I can tell you is that if you stick to it, sell yourself (not your

soul), and believe in the process, some pretty amazing things will come your way. I’ve enjoyed some amazing opportunities and as a family we’ve been able to grow together while experiencing valuable life and business lessons, enjoyed travel while meeting new people, and most importantly, made memories.

No matter your situation, you need stability. I find stability through communicating with and learning from my family, my peers, my elders, and witnessing our younger members of our association join the ranks of some of the most prominent Auction companies in the world. I also benefit greatly from the educational opportunities I’ve had within the Minnesota State Auctioneers Association as well as the National Auctioneers Association. You can never get enough!

Looking forward to seeing you all at the Conference and Show!



# MSAASUPPLEMENT

October 2016 | Issue 97



# The 5 Ways to Outsource Your Facebook Advertising

## The Pros and the Cons

**Ryan George**

Biplane Productions

Contact 



Over the past two years, I've become an editor or administrator of more than 40 different Facebook pages for businesses across the country. Recently, that quantity has been changing almost weekly, as more and more auction companies are hiring me to manage at least a portion of their Facebook advertising.

As a vendor, I've learned the advantages and disadvantages of the five different ways you can outsource your Facebook marketing. I've assembled a brief overview of each here, in case you're wondering which option is right for your business.

### Business Manager Editor Access

Using the Business Manager interface, companies can assign different levels of access to both employees and vendors contributing to their social media. In business manager, the Facebook pixel and billing are tied to the page's account rather than to the personal account of each individual who places ads.

**PRO:** This is the most secure way of the five for bringing in additional marketers. You keep Facebook pixel stability, regardless of turnover. Billing is direct to your company credit card (especially beneficial if you collect credit card points). All admins and editors can see analytics.

**CON:** A bit more work to set up (more steps and more technical prowess required).

### Additional Admin or Editor Access

This is the solution most of my clients choose. After you create your page, you can add employees or vendors as admins or editors under Page Roles, which is under Settings on your business' Facebook page. Using Ads Manager, anyone on the team can place ads, use a Facebook pixel, create a custom or lookalike audience, etc.

**PRO:** It's literally only four clicks to add a marketer to your Facebook team. You have all of the same advertising options as Business Manager. There's still some control/access differentiation between admins and editors.

**CON:** All admins and editors need to install their Facebook pixels on your website for ubiquitous use.

### Primary Admin Access

Some of my clients didn't have a Facebook business page before hiring my services. They outsourced creation of their Facebook business page and asked me to add them as admins, so that they would get notifications on page activity and could answer inquiries via Facebook Messenger. Once everything is up and running, the back end



# MSAASUPPLEMENT

October 2016 | Issue 97



works and looks the same as the previous option. Some gymnastics need to be done for the person who founded the page to demote themselves to editor and give you the only admin access, but it's not difficult.

**PRO:** You don't have to set up your Facebook page. You get notifications of page and advertising activity without needing to place the ads or even know how to navigate Ads Manager. You have all of the same advertising options as Business Manager.

**CON:** You are giving someone else complete control of your brand on the platform with more daily users than any other on the planet. All admins and editors need to install their Facebook pixel on your website for ubiquitous use. Billing is tied to individual users. Only the person who scheduled the ads can see the analytics natively (without screen capture or similar sharing)

### Third Party Branding

I don't offer this as a service, but a bunch of companies inside and outside the auction industry do. Instead of creating a Facebook

page for your business and tying your advertising to it, another company places the ads through their page.

**PRO:** You don't have to set up a Facebook page or handle your own Facebook advertising.

**CON:** Your sellers' assets are being sold by another brand, which builds their interface—instead of your website—as a marketplace. Sometimes the ads are linked to your website; often, though, they are linked to your listing on that vendor's website instead. To use any Facebook pixel advertising (if even offered), you have to give another company access to your web traffic.

### Account Takeover

This is stupid—nothing short of unwise. I mention this option only because I've had three different entrepreneurs request this over the past year. This is where you give a vendor your personal Facebook login information to create a business page in your name, make you the admin, and then place ads on behalf of your brand.

**PRO:** You don't have to set up your Facebook page. You get to see notifications and analytics in your Ads Manager without placing your ads.

**CON:** Your vendor could ruin your reputation and put your brand in hot water. They could commandeer not only your Facebook business page but also your personal Facebook profile. They can post as you, message as you, comment as you. They could change your password and lock you out of your own account.

Right now, Facebook offers the most targeted marketing to the largest audiences in the world. Your brand, your assets, and your services need to be there. Outsourcing isn't always the best option. (In fact, some of my clients only outsource a portion of their Facebook advertising.) When an outside vendor can add value or ease your workload, though, now you'll know how best to engage them.



## Negotiating Tip:

### Negotiating Mistakes Part 1

**John Hamilton, DREI**  
[www.GoodNegotiator.com](http://www.GoodNegotiator.com)  
 Contact 



**T**here can be a great number of negotiating mistake lists. The list below can be an easy 'check up' to see where you are in avoiding errors that can be costly and demoralizing. Review them quickly. Don't dwell on any one too long.

#### **Mistake 1: Inadequate Preparation**

Ready, shoot, aim! We get into the fray long before we're ready. Plan, analyze and strategize before launching a hard bargaining effort.

#### **Mistake 2: Ignoring the Trade Off**

Negotiators have to give before they can expect to get. In your preparation (Mistake 1 above) did you identify small concessions you'd be comfortable making so you could win something big?

#### **Mistake 3: Becoming the Intimidator**

When our arguments or justifications are weak we tend to become loud, defensive and even borderline belligerent. Keep your cool. Intimidators rarely win and if they do, they'll not get a second negotiating opportunity.

#### **Mistake 4: Impatience**

Can you keep your 'cool' while everyone around you is losing theirs? Be realistic, be patient and use time to your advantage. Waiting out an opponent is one of the easiest strategies to employ. In this world of 'give it to me now,' you can become the winner in due time.

Integrate these warnings into your subconscious to improve your negotiating performance.

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

October 2016 | Issue 97



## 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:

Frank Imholte, MSAA  
8160 Co Rd 138, St Cloud, MN 56301



## 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:

Vita Schultz  
32215 111 1/2 Street, Princeton, MN 55371  
Scholarship Committee: Conny Rime (chair), LuAnna Finnila, Anita Aasness



# MSAASUPPLEMENT

October 2016 | Issue 97



## 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 St  
 Belle Plaine, MN 56011

Scholarship Committee: Renee Berens and Anita Aasness



# MSAASUPPLEMENT

October 2016 | Issue 97

