

MSAASUPPLEMENT

NAA Communities of Practice pg7



MSAASUPPLEMENT

December 2016 | Issue 99



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.

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Announcements

Conference Announcement

Bad News: The hotel pool will be closed for remodeling during the Conference and Show.

Good News: Beth Thompson and Sara Fahey are working on a schedule of fun activities for the kids. We will have access to the Lifetime Fitness facility nearby, for swimming and exercise.

Theft

Some lowlife backed into my yard last night and hooked up to my 18' enclosed white trailer and drove away with it AND the contents of my current online auction of mostly collectibles. All of the items had orange 1" round lot numbers and rectangular stickers with the Seller's 4-digit number. The trailer license is 3922CDT and it has significant lower passenger corner damage. If you have any information, please contact MCAA member Tony Elfelt, Tony@AuctionMN.com.

Thoughts and Prayers

Dear Friends and Family,

First, Vitalia and I would like to wish you a Merry Christmas and a Happy New Year. As most - if not all - know, my dear wife and I were expecting our first child on Christmas Day, but God had other plans. On October 19th 2016 Elizabeth Grace Schultz entered this World as silent as a single snow flake falling. She was called home to be with Jesus in Heaven. Vitalia and I are doing well, and have our moments, and even our days; overall we have Okay, Good, and Better Days. We look forward to seeing you all in January.

Be Blessed and Merry Christmas,
 Vitalia and Matthew Schultz

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Top-Notch Education

2017 Conference and Show Schedule

1.19.17 Thursday

- 8:00 a.m.–3:00 p.m. Vendor Set-up
 8:00 a.m.–5:00 p.m. Registration
 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

1.20.17 Friday

- 8:00 a.m.–9:00 a.m. Breakfast–Atrium
 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.–9:15 a.m. Opening Ceremony
 9:15 a.m.–11:00 a.m. **Keynote**
 Margi Simmons, Brave New Workshop
 11:00 a.m.–11:45 a.m. **Fast Talking Podcast LIVE**
 Andy Imholte
 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. **Lessons from Granddad**
 Scott King
 1:00 p.m.–2:30 p.m. **Business Succession**
 Jim Fahey
 1:15 p.m.–2:45 p.m. **Auxiliary Sponsored Canvas Painting**
 additional fee
 2:45 p.m.–4:15 p.m. Nomination Committee Interviews

- 3:00 p.m.–4:30 p.m. **Ag Panel**
 Larry Mages
 3:00 p.m.–4:30 p.m. **Collecting the Civil War!**
 Steve Osman
 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

1.21.17 Saturday

- 6:00 a.m.–7:00 a.m. **Going, Going, Strong**
 Julie Hanson
 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
 8:30 a.m.–10:00 a.m. **Selling the Non-Distressed Seller**
 Scott King
 8:30 a.m.–10:00 a.m. **Seasoned Auctioneers**
 Scott Gillespie
 9:00 a.m.–11:30 a.m. Vendor Fair
 9:30 a.m.–11:00 a.m. Mixed Nuts–Family-Friendly Show
 10:30 a.m.–12:00 p.m. **Booking Auctions**
 Paul McCartan
 10:30 a.m.–12:00 p.m. **No Holes Left on Your Belt Buckle?**
 Julie Hansen
 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 - Atrium
 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.–9:30 p.m. Auction Professionals Have Talent Contest
 9:30 p.m.–Midnight Live Music



The Easy Way, or the Hard Way

Life Lessons



Frank Imholte

Executive Vice President, MSAA

Contact 

No matter what we are told growing up, we kind of got to do it ourselves. It is amazing how different it is actually doing it rather than being told or watching someone else do it. Let me explain where I'm going with this.

Many years ago I wanted to operate heavy equipment. I would watch the dozer operators push up piles of dirt next door just dreaming of doing it or better yet, getting a ride on it myself. One warm summer day, a man stopped the dozer and asked if I wanted to ride on it. At five years old, that was what I wanted to do more than anything at the time. By now you may have guessed I said "no" when asked if I wanted to ride the dozer. I learned a valuable lesson that day. As my friend, Steve Proffitt, used to say, "be careful what you ask for, you may get it."

Fast forward ten years to the same pit with the same company. This time, however, I was working there cleaning the shop. One night I crawled into the loader and started it up. I drove it around the yard and parked it in the same spot. I shut off the kill switch and it kept running (another unforeseen problem for a 15 year old kid). Well, after a bit, I was able to kill it with the hydraulics and went back to cleaning the shop. I learned the next day about fuel shutoffs and in a year I was running anything that came to the shop for

repair. I did ask a lot of questions before I'd start something, however, and I loved doing more than watching. I spent some time with my favorite operator and watched how smoothly he made the loader run and soon learned the proper way to care for equipment.

Fast forward another 25 years and I got to run the Gehl at Wayne Pike's auctions loading equipment. Talk about fun! However, safety is what I remember most. Contractors are all in a hurry to get home and loading safely takes time. I learned what many of our older members found out a long time ago: there is never enough time to do it right the first time and lots of time to redo what you did wrong.

How have these lessons helped me? Let's just say we all have things to learn; whether we are pushing dirt or selling it, we all can use some education now and then. Make January 19th to the 21st a time to learn at the Conference and Show and share your stories and experiences with all in attendance.



Going Once, Going Twice...

Practice Makes Perfect

Jeremy Schafer

Director, MSAA

Contact 



Hello everyone! I hope you have been having a great fall. Winter is definitely upon us now and with a few cold, blustery days already this season, I am already gearing up for the winter convention in January. I can't wait to catch up with you and see how your year has gone.

How many of you conduct live auctions? If you are like me, the auction chant plays a big part in the way that you conduct the auction and market the times that you are selling that day. For me, the auction chant sets the pace for the day's sale, especially when there are hundreds of lots to be sold in a day's time. Pace, speed, and efficiency are key. The auction chant that you use can be beneficial to getting the most for the product you are marketing on a given day. Some of the basic filler words that I use to create some bounce or rhythmic pace are 'dollar, dollar down, dollar down here, now, go, and bid.'

When creating a chant, practice, practice, practice, and practice again! Practice is the best for any auctioneer. You don't need to have a live auction to work on your chant. Practicing some number drills in your home office is useful and will also give you more time to work on the chant so that when it's auction time you can be the best that you can be. Every auctioneer is different, so how you use these filler words in your chant will be up to you to figure out. I suggest starting out

slow using small numbers like 1-10. When practicing, always practice into a microphone so that when it's auction time, you are used to being in front of a microphone.

Everyone thinks that just because you are an auctioneer that you need to go fast as far as the speed of your chant. That is definitely not the case; speed can be your worst enemy unless you are fluent in your chant and can maintain a rhythm especially when you are practicing. When practicing, make sure you say every word clear. The speed will come in the moment of the auction and the adrenalin in the moment of the sale.

I hope this helps you out a bit or at least gives you something to think about. I have had a great time serving you on the Board of Directors for the last three years. It truly has been a great experience that has taken my career in the right direction. I am looking forward to seeing all of you at the MSAA Conference and Show from Jan 19-21, 2017. Hope you all have a great holiday with your friends and family.



Communities of Practice

Finding Focus in YOUR Education

Hannes Combest

CEO, National Auctioneers Association

Contact 



Recently, I had the opportunity to sit in on an NAA task force that is developing a new designation for Contract Auctioneers. This task force has opened my eyes to the auction industry in a ton of new ways.

The task force was chaired by Janine Huisman, CAI, AMM, BAS, GPPA, who hired contract auctioneers for her family's business focused on equipment and classic cars and is a benefit auctioneer. Ten committed NAA professionals sit on this task force – all of whom have been or work with contract auctioneers. And all are singularly focused on ensuring that NAA's newest designation will help contract auctioneers in the automobile sector, the livestock sector, real estate or benefit work (or with any other asset class) be successful.

Here's what I learned – as much as I have been exposed to in the auction industry, each asset class and auction professional is very unique with unique needs for their business. We at NAA know this inherently, but I don't know that we have acted on it as well as we could have.

Enter a new concept that the NAA Board of Directors has approved: the Communities of Practice. It works very simply. We have identified five communities: Contract Auctioneers; Real Estate; Benefits; Personal and Commercial

Property; and Marketing and Management. All of these communities will have education targeted to them (including a specific summit each year), each community has designation programs focused on them, and all will have content written and provided specifically for them.

It is NAA's opportunity to help you get the information you most need for your business to be successful.

It is not a one size fits all approach. Having said that, you WILL have the opportunity to receive ANY content you want.

Let me give you an example. Beginning Jan. 1, 2017, the NAA Knowledge Center will be completely free. For those of you who don't know about the Knowledge Center, it is simply a collection of recorded conference sessions that range back several years. In the past, we have charged \$20 or more for each of these sessions. But, we want members to have access to everything they need. So, the Board approved a proposal to make those free to NAA members.





To further help you decide what you want, each title will be tagged with an icon that will let you know which of the five Communities of Practice the specific session addresses. Some may address more than one community; some may address all five of the communities; and some may be specific to one audience.

If this all sounds big, that's because it is. The Communities of Practice will take a long time to be integrated into the fabric of NAA. But, we are starting.

We are grateful for our members at NAA and grateful to the state associations for helping us spread information to those of you who do not belong. We want all auction professionals to be successful – it is important to our industry.

On behalf of the NAA Board and staff, I would like to wish all of you happy holidays and best wishes for a very SUCCESSFUL 2017.



Negotiating Tip: *Power of Silence*

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



Women have long had an almost inherent knowledge of this power of silence. They've learned the negotiating secret that silence always makes the 'other side' feel uncomfortable.

Now before you get hyper-sensitive that this is a sexist remark, know that if you accused me of that to my face, I'd give you the 'silent treatment.'

I'd hope that you'd come to the realization that what I actually did was give women a well-deserved compliment.

Most men tend to be quick to reply, too fast on the defense, and too often rapid in saying the wrong thing. In any bargaining exchange - be it business, family, or personal - one party being silent allows that party to gain power. Now they have to maintain eye contact. They have to show little or no emotion. They have to get a feel for how long that should last, but a few seconds usually does the trick.

That silence not only enables a 'power shift,' it also provides time to carefully craft a reply. Speaking

too quickly, or off the cuff has compromised the effectiveness of many a good negotiator.

What's the old phrase...."You can be silent and have people think you are a fool, or you can open your mouth and prove it." We've all had our share of speaking without our brains being fully engaged. Perhaps the best motto is, "A closed mouth gathers no foot."

Good negotiators know that often the best response is.....
 ...(silence).

Shhhhhhhh, it's working!

Enjoy this newfound power. It's amazingly effective in virtually every negotiating circumstance. Put it to work for you in your next negotiating encounter.

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:

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:

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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