

# MSAASUPPLEMENT

Summer Picnic - July 29, 2018



## MSAASUPPLEMENT

June 2018 | Issue 117





# 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

## 2018 MSAA Summer Picnic

- Camping and Trap Shooting

Saturday, July 28, 2018  
 Imholte Ranch, 8160 Co Rd 138, St. Cloud, MN 56301  
 .....

- Cybersecurity Seminar
- Lunch
- Bi-Annual Business Meeting

Sunday, July 29, 2018  
 Imholte Ranch, 8160 Co Rd 138, St. Cloud, MN 56301  
 .....

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# MCAA Board of Directors

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MCAA Supplement | Publication Staff

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## DESIGN

Rock on Design 

# Announcements

## South Dakota v. Wayfair, Inc.

The decision came down on Thursday, June 21 from the Supreme Court. In a 5:4 decision they sided with South Dakota. This decision will change the auction industry. If you are interested in more information, be sure to keep up with updates at [AuctionTax.com](http://AuctionTax.com).

## 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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# You're Invited

## 2018 MSAA Summer Picnic



**Austin Bachmann**

President, MSAA

Contact 

**T**his year's Summer Picnic will be held on Sunday, July 29, 2018 starting at 10:30 am with a seminar at the Imholte property in St. Cloud. Kevin Litzau will be presenting a seminar on Cybersecurity and information about our MSAA website. Lunch will be at noon and the MSAA bi-annual meeting will follow at approximately 1:00 pm. Everyone is invited to come in on Saturday to enjoy trap shooting at the Imholte's in the late afternoon and early evening. Anyone that would like to bring a camper or tent to set up and stay overnight at the Imholte's is welcome. There are many hotels in St. Cloud if you'd like to stay overnight in town.

### Saturday, July 28

Bring your campers or tents anytime after noon. From 4:00 pm on: Trap shooting, food, and more shooting to follow. This will be a fun, safe, and stress-free afternoon. All shooting is for fun and there will be some contests with prizes awarded! Everyone is welcome, including kids. Extra shotguns will be available for anyone that needs one, including smaller calibers for youth. The Imholte property is close to Mills Fleet Farm for anyone needing last-minute items. (Please bring your own ammo and shotgun if able and a box of clay pigeons. If anyone would like to bring an extra trap thrower, please let Austin know.)

### Sunday, July 29

**10:30 a.m.**

Seminar by Kevin Litzau on Cybersecurity and the MSAA Website (please see Summer 2018 magazine for full description)

**12:00 p.m.**

Lunch

**1:00 p.m.**

Bi-annual Meeting



## Are You Pro-Choice? *Sometimes Buyers Know Best*



**Col. Frank Imholte**

Executive Vice President, MSAA

Contact 

**A**s my friend Paul McCartan says, “Now that I have your attention, let me explain.” As much as it seems I like to hide behind giving buyers a choice, I do not always know which piece is the most valuable. I have found that it works well if you, as the auctioneer, can keep it in control. How do you do that? You need to know exactly what you are selling. It is good if you also know the value within reason and the market for said item. All this leads up to what I have learned over time.

According to my friend Lowell Gilbertson, the very best color for the background of an auction sign is whatever color the person writing the check for the sign prefers. It is that way at auctions, too. Many a time I have asked a buyer why they purchased a certain item (usually at a higher value than I thought it was worth), only to find out they had the same thing years ago and it lasted forever, or they don’t make them like they used to, or maybe they always wanted one and now the price is not the most important part of the equation.

But let’s go back to talking about being pro-choice. This year we have had three estates with coin collections. With a bit of research and a steady silver market, you should be able to bring market value to coins at auction. I asked a buyer how they learned the value of coins and they said to buy some and you will soon learn what they are worth. The best coin buys are now made by someone else. That is what makes an auction work well.

One of the collections had been appraised by a coin shop and we exceeded the values the estate was given. I like selling them, too. When you have a dozen folks wanting certain coins and also watching for a bargain as well, it makes for a fun time.

Here is the take-away if you are interested: It is nice to have them separated and graded if possible. We use several lock boxes and supply the buyers with bags to hold what they purchase. We try to have good lighting and be away from the main ring, yet close enough that the buyers can keep an eye on what else is being sold while we are selling coins. It is also great if you can sell times the count as well. When we lay out six to eight silver dollars and give the buyers the choice, it is amazing to see the fun that transpires in selling coins at auction. Please consider it along with the estate auctions if you have the personnel to handle a separate ring selling coins. You may be joyfully surprised; I sure was in the end.



## Success and Partnerships

### *Support is the Greatest Strength*

**Larry Mages**  
 Director, MSAA  
 Contact 



There was never a more true statement than, “Behind every successful man is a good woman.” Oh, I know in this day of being politically correct and all that, I have to be careful how I word all this. What the saying should really be is, “To be a successful couple, each partner has to be willing to do what it takes at all times.” I can say this: my wife was always my rock, my support system, my anchor. She encouraged me when I had my doubts about my ability, she stood with me during times of crisis, she loved me when I failed, she complimented my accomplishments. She picked up the pieces when things fell apart, she jumped right in when we started our new adventure – the auction business.

A good partner, or in my case, my wife, had everything to do with the success of her husband. Too often I see wives tell their husbands that something will never work, or you can't do that, or it's too expensive, or there he goes again with another stupid idea. If only wives and husbands knew how important it is to encourage one another. During an entire lifetime, the rewards can be tremendous. It is also so important to set a great example for your children. Children that grow up in that type of home also get the same encouragement and love. And the cycle continues through the generations.

Maggie stood by me through it all, believing even when I had my doubts. When farming was in a depression during the 1980s she took a job off the farm. In 1990 when we started our auction and real estate business, she was secretary, clerk-cashier, payroll and bookkeeper, lunch stand organizer, tax accountant, mother to six children, and still worked off the

farm. I know all you women that are reading this know that you can add a whole list of other necessary things she did including household chores, taxi driving, and making it to the kids games and events, etc. When did she rest? I don't know. Somehow it worked.

In a cruel twist, just as life got easier, as our son took over our business, and she had been retired from Kraft for about 6 years, we found out she had cancer. Incurable cancer! She never made a fuss about it; she didn't want people to treat her any different, so it was best just not to say anything. She insisted on helping out wherever she was needed until she couldn't anymore. Maggie passed away the same weekend as our winter convention this past year. As I've gotten to know the wonderful people of the Minnesota State Auctioneers Association, I know that you understand that your success has everything to do with your partner. There are some incredible partners in this organization.



# Online-only Auction Starts to Close...And We Have a Problem

## Define Your Terms



Mike Brandly

Contact 

**I**n fact, we have big problem. Let's say we have an online-only auction with 500 lots. Per state law all across the United States, each lot is in itself an auction. 142 lots have closed (where the software has indicated/designated a buyer) and then the service goes down...

This would mean that 142 lots are already sold, and 358 lots are not sold. The auctioneer running the online-only auction extends the closing times (reloads the auction?) because of the service outage, thus giving the bidders more opportunity to bid on the remaining 358 lots when we have a problem.

In the event of an internet outage, all lots could extend, which would open previously closed lots.

Open previously closed lots? What does "closed" mean? If it means "Sold!" then this is at minimum a breach of contract; if this doesn't mean "Sold!" then the high bidder cannot be held to this contract either.

I suspect many bidders would consider "closed" to mean "I have won this item." And why in the world would an internet outage require restarting (and thus reopening) the entire auction event? Why not just suspend (restart?) the unclosed lots?

Thus, it would be prudent for an online-only auctioneer to have in their terms that:

"This online-only auction doesn't behave nor conform to a live auction which you might be used to ...if after we say your lot has closed there is an internet problem, we will reopen your lot for further bidding. However, if there is no internet outage nor service interruption, then we will consider "closed" to mean "Sold!"

Of course, I'm attempting to inject a bit of humor here. My question is this: Why would software not be able to partition previously closed lots from not-previously-closed-lots so in the event of a service interruption, closed lots would remain closed, and unclosed lots would extend?

We wrote earlier this year about reopening the bid and the obvious consequences: <https://mikebrandlyauctioneer.wordpress.com/2018/02/03/won-sold-reopen-exceptions/>







Can anyone imagine a live auction with 500 lots and 142 lots "Sold!" and then an order from the Sheriff to evacuate the auction site and the auctioneer saying, "Now folks, those first 142 lots have to stay here as we're going to have to start the entire auction over...?"

Online-only auctions require the internet to function. When there is an internet outage or other similar problem, the resolution shouldn't cause more problems than it fixes. If we're having to play carefully with our words where "closed" means

"Sold!" but in only certain instances, we should expect our bidders to be disenfranchised with the process.

*Mike Brandly, Auctioneer, CAI, CAS, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandly, Auctioneer, RES Auction Services and Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College of Business, Executive Director of The Ohio Auction School, an Instructor at the National Auctioneers Association's Designation Academy and Texas Auction Academy. He is faculty at the Certified Auctioneers Institute held at Indiana University and is approved by the The Supreme Court of Ohio for attorney education.*





## Negotiating Tip

### Give Up Authority

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



**A**uthority, in the context of negotiating, is commonly defined as the ability to make a concession. If you're like me, I want to have authority. I like taking responsibility and being in charge. It's something I have to learn to give up as I Keep Negotiating.

#### Good negotiators position themselves as having little or no authority (to make concessions).

This isn't new to us. We've all heard people say, "I can't agree to that until I check with \_\_\_\_." The blank is filled in with our higher authority, whether in fact 'they' is such a party.

Example:

- The salesman says, "I can't agree to your offer of \$500, but I could come down from my \$699 to \$650. Could that work for you?"

Your suspicion is that there's a bigger concession waiting if you play your cards right. You certainly want to keep the negotiations cordial and, even more, show appreciation for the discount already conveyed. But how do we ask for a better deal without tending to be hard nosed or even potentially offensive?

It's simple. You just give up your authority to agree to their price and grant a concession of your own by moving from your offer of \$500 to their price of \$650.

- To accomplish this you share something like, "I appreciate you dropping the price to \$650, and in many respects that's getting us closer to a deal. But my \_\_\_\_ (spouse, boss, partner, manager, etc.) would \_\_\_\_ (kill me, throw a fit, chew me out) if I agreed to that figure."

Notice you gave them a compliment, kept the conversation cordial, and blamed someone else (your higher authority) for your inability to accept their offer and make a major concession to their price.

- You could continue with a 'crunch' such as, "I hope you can help me out here. Is \$650 the best you could do?"

They might agree to another concession simply because you were so nice and by understanding that the problem is with someone else.

- Alternatively, you could continue with a trade off: "If you could give me the courtesy of a slightly larger discount, say to \$599, I'm convinced I can get my \_\_\_\_



(higher authority) to agree.  
Could that work for you?"

Be prepared to suspend the active face to face negotiations to go and confer with your higher authority. (Many step aside and make a cell phone call to accomplish this.) It's likely, upon rejoining the bargaining, that your opponent has thought through his next move.

You'll be amazed how often it is an additional concession. If that isn't forthcoming, you know you've

probably reached the best terms from this party. It's decision time... take it or leave it.

Be observant. **Notice how often others use that higher authority technique on you.** Consider all the opportunities we have to give up authority so better terms can be achieved.

Good negotiators always have a higher authority in mind for each situation as they 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:

Vitalia Schultz, Committee Chairperson  
32215 111 1/2 Street, Princeton MN 55371

Scholarship Committee: Sara Fahey (Chair), Anita Aasness & LuAnn Finnila



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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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