WINTER 2018

# The Minnesota Auctioneer

The Official Publication of the Minnesota State Auctioneers Association

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*Page 19*

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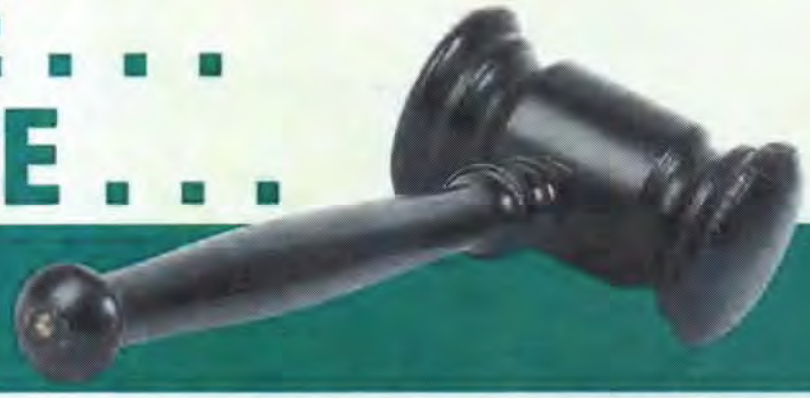

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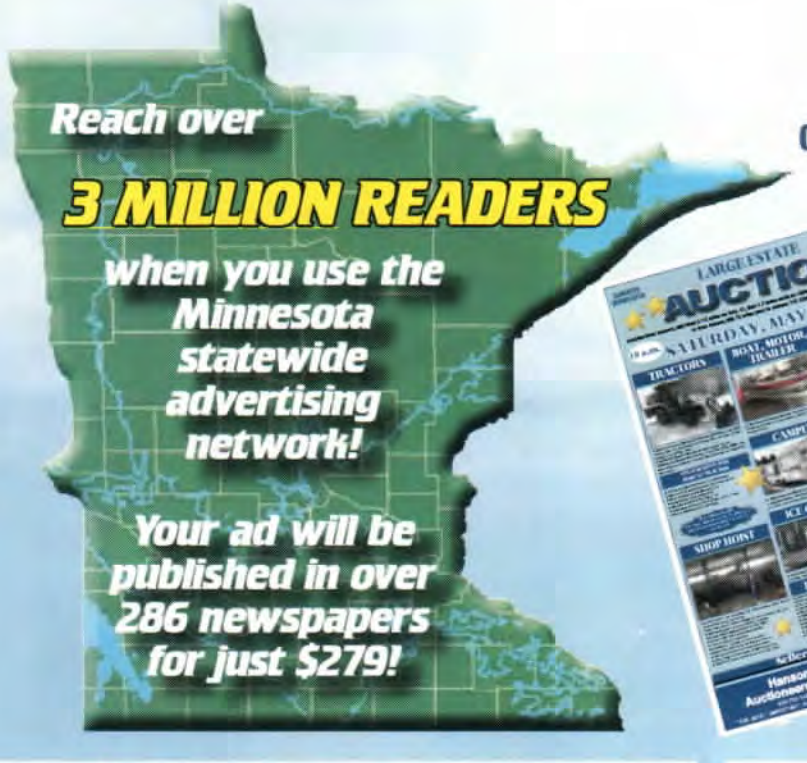


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**The Minnesota Auctioneer and MSAA Supplement are official publications of the Minnesota State Auctioneers Association. The Minnesota Auctioneer is published twice annually in June and November. The MSAA Supplement is published on the 15th of each month. Suggestions, comments, and articles are welcome.**

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Dave Thompson
Sara Fahey

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# 2018 MSAA Committee Assignments

**Auditing**
Dave Thompson, Chair, John Schultz
*Overview: Conduct an audit the morning of the summer meeting. Review the books and randomly follow the paper trail of several checks and deposits. Review bank statements to assure they match records provided to membership.*

**Champion, Rookie, Amateur, Ringperson, Contests and Junior Showcase**
Dave Whitaker, Chair, Dave Thompson, Isaac Schultz, Jim Connolly
*Overview: Organize and oversee Minnesota Auctioneer and Rookie Championship contest for the next Conference and Show. Select and secure an appropriate judging panel as well as the staff needed to clerk and conduct the entire event. Procure items for the finals and judges to sell. Assist with the Junior Showcase.*

**Conference and Show Registration**
Frank Imholte, Chair, Peggy Imholte
*Overview: Oversee the Conference and Show registration process including forms printed in any MSAA publications. Staff the registration table during the Conference and Show event.*

**Conference and Show Coordinator**
Emily Ratliff, Jane Bachmann
*Overview: Coordinate development and design of Conference and Show agenda and binder. Coordinate arrival and departure of speakers. Coordinate materials for each speaker. Overall oversight of Conference and Show.*

**Education**
Austin Bachmann, Chair, Dave Thompson, Vince Bachmann
*Overview: Develop and determine educational courses and speakers presented to the MSAA membership.*

**Ethics**
Mark Rime, Chair, Austin Bachmann, Frank Imholte
*Overview: Review any ethics complaints that are brought to our attention and decide a course of action that may bring the issue before the board or the general membership.*

**Executive Board**
Austin Bachmann, Chair, Dave Thompson, Vince Bachmann, Frank Imholte
*Overview: Small committee made up of the President, Vice President, Immediate Past President, and Executive Vice President that shall have the authority of the Board in the management of the business of the corporation. The committee shall act only in the interval between meetings of the Board and shall at all times be subject to the control and direction of the Board.*

**Foundation Fundraising Auction**
Glenn Trautmann II, Chair, Jim Connolly, Kristine Fladeboe Duininck, Larry Mages
*Overview: Responsible for organizing the MSAF Fundraising Auction, including item check in, clerking and collecting proceeds, selling order, and then conducting and announcing the auction.*

**Governance Oversight**
John Schultz, Chair
*Overview: Review of the governance documents of the association and foundation. Also, review of current organizational structure in relation to federal and state tax requirements.*

**Legislative**
Jim Fahey, Chair
*Overview: Bring legislation to the attention of our lobbyist. Work with our lobbyist to stay abreast of any potential legislation. Work with the executive committee to determine course of action with pending legislation. Negotiate a new contract with the lobbyist (done in conjunction with the executive committee), and seek approval from the board for the new contract.*

**Marketing Contest**
Curt Werner, Chair, Erika Ediger Connolly, Paul McCartan
*Overview: Bring ideas and suggestions for improvements to the contest to the board. Line up judges for contest. Administer the contest and awards during the Conference and Show.*

**Membership/Public Relations**
Paul McCartan, Chair, Isaac Schultz
*Overview: Continue to work on new member/first time attendee recognition and programs (i.e. new member breakfast, recognition at a meal, perhaps a mentoring program where they follow a board member for a day at Conference). Work on retention and procurement of new members. Help to build and develop an extensive membership list. Work to promote the auctioneer contest and industry to the local media during Conference and Show. Post conference preparation and release of press releases to media outlets regarding contest results, marketing results, Hall of Fame results, etc.*

**NAA Conference and Show**
Judd Grafe, Chair, Kaija Kokesh, Jim Fahey, Kurt and Connie Johnson, Frank and Peggy Imholte
*Overview: Assist the NAA in the advance work needed for the Conference and Show when it comes to Minnesota.*

**Nomination**
Matthew Schultz, Chair, Greg Christian, Vince Bachmann
*Overview: Three immediate past presidents who interview and recommend candidates for the Board of Directors and Vice Presidency.*

**Parliamentarian**
Carl Radde
*Overview: Individual responsible for ensuring the adherence to Roberts Rules of Order during our bi-annual meetings.*

**Publications, Editorial, Website, and Facebook**
Dave Thompson and Sara Fahey, Co-Chairs/Editors, Brooke Gillespie, Isaac Schultz
*Overview: Handle the logistics involved in gathering content for MSAA publications including article and ads. Committee also handles the approval and proofing of content. Oversees the MSAA website and official social media accounts (i.e. Facebook).*

**Welcome Committee** Lefty Norling and Dave Christian

**Sergeant at Arms and Election Committee**
Andrew Bachmann
*Overview: Responsible for keeping order at the direction of President at the bi-annual meetings should it be required.*

**Election Committee**
Kristine Fladeboe Duininck, Chair, Michael Imholte, Larry Mages
*Overview: Responsible for administration of check-in at the Annual Meeting, distribution of ballots, and also tabulation of ballots during elections.*

**Foundation Sponsorship**
Austin Bachmann, Chair, Dave Thompson
*Overview: Work with the Foundation to secure sponsorships and donations. Work to develop a standardized request to be used when asking for sponsorships and a second request for seeking donations (needs to be developed). Follow-up with sponsors and donors with thank you letters.*

**Technology and Sound**
Jim and Dave McLaughlin, Chairs
*Overview: Troubleshoot any technology and sound issues during MSAA events.*

**Vendors**
Michael Imholte, Chair, Erika Ediger Connolly
*Overview: Solicit vendors for the Conference and Show. Review other trade show guidelines (i.e. other states, national) to determine a fee structure, if any, for our vendors. Coordinate the arrival and setup of vendors at Conference and Show. Follow-up with thank you letters to all vendors.*

**Vendor Review**
Executive Committee
*Overview: Develop a Standard Operating Procedure (SOP) for reviewing relations with vendors that provide services to the MSAA. Upon said review, the committee submits a recommended course of action to the Executive Board. If directed by the Executive Board, the committee handles the RFP process and presents proposals to the Board of Directors to review and make vendor selections.*

# Greetings MSAA Members

I hope you are all having a successful end of the year. As the days go on, it's hard to believe how close we are getting to the Conference and Show, and how fast the time has gone by! I'm excited for the conference coming up and I hope you are as well.

Last year's Conference and Show was a great success! Because of that, we've chosen to hold it in Moorhead again this year at the same great location as last year's Conference and Show. The Conference and Show will be January 17-19, 2019 at the Courtyard Inn by Marriott. It is located at 1080 28th Avenue South, Moorhead, MN. The room rates are $104.50 (if booked by the end of December) and can be reserved by calling 218.284.1000 or by visiting www.minnesotaauctioneers.org. Once there, click on Events, Upcoming Events, and click on the link under the MSAA Winter Conference and Show.

Please make sure to book your rooms early and preferably before December. The MSAA room block cutoff is the end of December and the sooner we know if we need more rooms in the block, the easier it is for planning. Once the room block guarantee date is gone, there is no guarantee that we will be able to lock up more rooms. Please watch your emails for updates.

We have a great list of speakers covering a large variety of topics such as: Online Auctions, Real Estate, Bid Calling, Branding, Valuables at Auctions, Technology, Marketing, Handling Auctions as a Whole, Business Relationships, and more!

We are also planning for two days of Real Estate Continuing Education as suggested by our members. The classes will be on Wednesday, January 16 and Thursday, January 17. The Champion Auctioneer Contest will be on Thursday night following the Real Estate Continuing Education. I would like to encourage everyone to compete in the Champion or Rookie Contest! This is a great time to not only learn and compete, but is also a great night for our whole membership to get together.

***I am looking forward to a great conference and good fellowship with everyone. Please plan to attend in January and I look forward to seeing everyone.***

**Austin Bachmann,** President MSAA
218.841.2469
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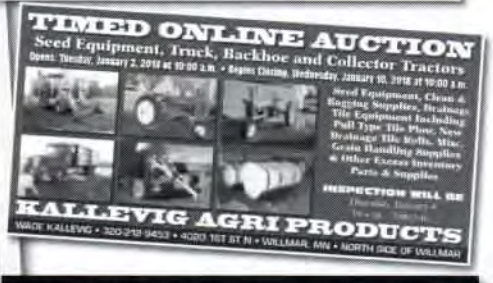


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# Beware – Scammers Are Everywhere!

Imagine you just sold your home and when you go to collect your proceeds, it's gone. It's happening more often than ever before. In fact, this type of crime, known as the "business email compromise" scam, has risen to a level 14 times higher than last year. The Federal Bureau of Investigation continues to warn us that email compromise schemes of this increasingly devastating scam includes this type of real estate fraud. The fraudulent transfers have been sent globally to 115 countries; losses to these types of crimes have topped $12 billion per a recent CNBC report. In this particular scam, a scammer manages to trick you into wiring your down payment or proceeds from a sale to an offshore account causing you to lose your money and possibly your home with no way to get either back.

This scam hit home as I was nearly tied into one of these elaborate schemes. I recently had a closing where my seller of a rental unit had gone in early to sign paperwork with their attorney, and the buyers (who were from out of town) were closing with their closing agent in their city. On the actual day of close I received a call from the seller's attorney stating that they could not wire the seller's proceeds as I had indicated in my email. They went on to further state that their policy doesn't allow anyone other than the seller(s) or party tied to the transaction to request such things.

I thought they had confused me with maybe another transaction. I would never request such a thing even if my clients had asked me. After all, it isn't my money. To my disbelief they had an email from me requesting to wire my seller's funds at their request. Fortunately, their policy doesn't allow such a request to take place. Thanks to their diligence, I didn't have to explain to the sellers that their money was gone at the appearance of my request. I reviewed the email with the attorney's office and we found that the scammers used my email – minus one letter – making it appear as if it were from me. This made me wonder how the scammers were doing it and what we could do to prevent it from happening.

People are fooled when their email account is compromised by malware sent by a criminal over email. This allows them to monitor emails, look for upcoming transactions, and when a closing date approaches, a legitimate-looking message is sent. In some cases it's to the buyer directing down payment funds to be wired; or in my case, it was to the seller's attorney requesting proceeds to be wired. The wire account appears legit but actually belongs to someone who is most likely overseas, which is out of reach for U.S. law enforcement. Some scammers go so far as to follow up via phone reassuring the wire transfer request is real.

***The scammers continue to develop strategies to trick the public as the payout is lucrative if successful.***

The consequences are much higher for consumers in this type of scam vs. other cyber attacks as the money is lost forever. I can only imagine what would have happened if the directions from the fraudulent email sent under my identity would have transpired. Would I be responsible? I am so glad that the attorney's office we were dealing with had a policy in place to address this type of attack.

Fortunately, there are steps we can take to protect ourselves. Be vigilant and verify suspicious correspondence surrounding a purchase and/or sale of a home. Speak to your financial institution and ask for additional verification like voice verify or other means to verify wire transfer request. It's best to not react immediately. Review all correspondence carefully and only use known phone numbers of those you are dealing with. Just think: if these scammers put their efforts into doing good, how wonderful the world would be.

**Dave Thompson, B.A.S., MSAA Vice President**
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# Choices And More Choices

I hope this letter finds everyone in good health and spirits. It's hard to believe that the Conference and Show will soon be upon us again. Well... I guess it has been about a year, but it seems like yesterday. Just a reminder to get your rooms booked for the 2019 Conference and Show. President Austin has a great lineup scheduled; it will be a lot of fun.

Choices, choices, and more choices. Do you think there will be a day when we don't have as many choices to choose from? Some like it, some don't. So how do we make the right choice in selling items at auction? Regardless of the items there are a lot of things to consider. First of all, is it something you can do or ever want to do? I know we all like to make a little money at it, but that's not the only reason to do or not to do it. Here we go with choices to make. I've sold something for people that I wish I would have never seen, or worse yet – never have had met the people because of how I've been treated.

So how do you decide whether or not to take on a project? A big factor in my opinion is motivation. Is the seller motivated enough to sell the item(s) and how do you know that they are? Research, my friend. Do your research on the value of the item(s) and you will know if they are motivated enough or not. If you're not sure, ask someone to help. There are many knowledgeable people in our association that would be willing to do just that. After you decide to do the auction, there are choices (yes, more choices!) to make. Live auction? Online Auction? Simulcast Auction?

Decide on the location. If there are only a few items, maybe it would be best to do online-only. If there are many items, maybe live or simulcast might be the best. If it is real estate, then you have to consider what kind of land. If it is farmland and it's been leased out for a number of years, you might want to do online-only because not many people want to be seen bidding against the renter. On the flip side, with a live auction, some people can't resist bidding because of excitement. Or maybe they are determined to get the land regardless of how it is offered: it doesn't matter what it brings because they do not want anyone else to have it. So good, bad, or otherwise, there are many choices to make. Choices are progress; and that's progress that I, for one, welcome. It's not always the most comfortable position to be in, but it's exciting to see all the new things coming up for us to make choices on.

Those are just a few choices we have in this business, and there are many more. However, the easiest choice to make right now is to attend the 2019 MSAA Conference and Show. President Austin and the board have a great lineup this year and it will be a great time. So mark your calendar now for January 17-19, 2019 and make your reservation!

As my time comes to a close, I would like to say thank you to everyone. You have made my time on this board a time that I will cherish the rest of my life.

See you in Moorhead!

**Vincent C. Bachmann, Past President MSAA**
218.346.7325
Vincec@arvig.net

**Executive Vice President** | Frank Imholte

# Have You Ever Made a Mistake?

If you are honest, we all have. I just make lots more than the average person and they make for a learning experience. Let me share the latest one with you.

As many of you know, for many years we have had two auctions per year at our home on both Memorial Day and Labor Day. For many of you, this is no big thing and with the support of many members of the MSAA, we have been able to provide estates with a simple way to dispose of unwanted personal property.

While we have six months to gather items for the May auction, we only have less than three for our September auction. Here lies a bit of the problem. We usually have 12 to 16 trailers of small items, a 50' x 80' shed full of furniture, and a line of mowers, estate vehicles, and misc. farm equipment. Generally, we have stuff we can sell – at least I think so when it is consigned.

I viewed a semi load of silk flowers, some misc. garage items, tires, toys, and an almost new Toro Super X zero turn mower. The owner said she was not in need of it as the place she and her new husband were moving to have a very small lot. I said I wanted the mower on the auction. A month went by and I received a call when we were at the NAA Conference: They have a load to drop off. As you may have guessed, I got all the flowers and no $8000 mower. I even asked them to haul away their two loads if they did not bring the mower. That did not work out well, either. In the end, they all sold for very little; however, they have a new owner and I have learned the good stuff comes first and even I can sell something with little or no value, too.

The best part of this learning experience was the buyer offered our grandson, Ben, to grab some for Grandma Peg. He did not. He was asked again to take some for Grandma and from the mouth of a five year old came, "Grandma don't want no fake flowers, she only likes real ones." We all learned something that day!

***The moral of the story is this: say what you want, don't just hope it goes your way.***

**Col Frank Imholte, Executive Vice President MSAA & MSAF**
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# WOW – where does the time go?

Serving on the MSAA board has been an honor, joy, a great learning experience, and is quickly coming to an end. I am very proud of our MSAA and thank you for being members. Thank you to all of the leadership that works hard to make a difference in all of our lives and our awesome industry. I am a big believer that "iron sharpens iron" and we can all make each other stronger and become better leaders no matter our age. Before Conference and Show do a "self check" and ask yourself how you can take one step forward in the circle of leadership of our association. I am excited to see you all in January and encourage you to get involved at a deeper level in MSAA – maybe that means running for the board or maybe that means meeting and encouraging new and seasoned auctioneers. Maybe it means sharing out of your comfort zone as I mention below. Maybe it means being clear in your response or simply saying thank you to a compliment. I am going to share three simple tips below to consider implementing in your daily lives. It is amazing how you will genuinely be received and appreciated by others.

After attending a national leadership conference this year and listening to a Christian blogger on personal and professional development, I have identified a few things that our MN nice culture struggles with:

Share the wisdom you have learned with others. We often think sharing is boastful, but it is the opposite. People greatly appreciate transparency and sharing. Did you recently read a book that had a significant meaning to you and shaped your life? Share that knowledge and wisdom with others. Did you recently have an amazing (or difficult) auction that one or many of your peers can learn from? There is incredible personal and professional wisdom in this association – I encourage you to share it with your family, your community, your offices, our association, etc. You will be a real blessing to others.

To be unclear is to be unkind. It is often hard for us Minnesotans to be clear, as we think clarity is too blunt and we are often very concerned with hurting feelings. However, we can then tend to be passive/aggressive. More and more people appreciate clear communication – be clear, but polite. This doesn't mean you should blurt out whatever you are thinking. It means you should be direct while keeping the other person's well being in mind. If you want your spouse to do the dishes, don't stomp around the kitchen and hope they get the hint. Ask them to do the dishes without any hurtful remarks.

People like to serve and you might be holding them back without even knowing it. Most people do this "one thing" to diminish service from others. We brush off compliments and we do this out of humility. But the impact we create is negative. What happens when we brush off a compliment? For most of us, it is very hard to accept praise and I struggle with this. "Not" brushing off a compliment feels ego-driven. I know that everything I do is by the grace of God. It feels awkward to be congratulated for an accomplishment that I never would have developed on my own. But when any of us downplay a compliment, the person giving that compliment is kept from serving. Genuine praise is service. You know what happens when people are kept from offering their service – they feel disheartened. Their energy often dips and they feel that what they have to give seems less valuable. When you, as a leader (and you are all leaders), brush off a compliment, you set a standard for your offices and your homes. You send a signal that accepting genuine, heartfelt praise is not appropriate in your culture. You really want to send the opposite message. Praise and encouragement are critical facets of your culture. If you want others to be fueled by them, you must allow yourself to be fueled by them, too.

How can you accept a compliment with humility and grace? You can train yourself to say, "It has taken me a long time to develop 'X' – thank you for appreciating the effort." Or you can say, "It feels good to have come this far and your compliment gave me a real boost." Or you can simply reply with a thank you. A simple thank you is enough to embrace the compliment and allow the other person to serve you with their praise.

**Kristine Fladeboe-Duininck, Director MSAA**
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# The Only Way Out Is Forward

Michael Hollings once said, "There is no way out, only a way forward." No matter how much we long for the way it was, no matter how much we pray, what we had will never come back. We need to accept the present and plan for the future, as that is the only direction that will happen.

That's not always so easy to accept in our minds. Another old saying goes, "I didn't know how good I had it." Only after we lose what we had do we realize how precious that somebody or something was. It should be a good lesson in appreciation and gratitude. There are so many things in life that we are grateful for but can disappear without our constant care. Maybe it's the love of someone, or your health, or your position in your community, or your financial position, or your job or business, or your faith in God, the list is endless. All parts of your life need constant attention.

In January of 2018, my wife passed away from a rare form of cancer. It is only natural to want things to come back to the way they were, even though I know that is impossible. Could have we done something different? Could have we tried some experimental treatments sooner? Should we have gone to other countries and tried something? These are all thoughts that haunt me. These are all thoughts of looking back. The thoughts I should have of looking back should be thoughts of pleasant memories. I'm getting better, but even memories aren't much fun without the one that made that memory with you. I'm finding out that remembering things with someone is much more fun. So now, I must look forward.

The question I get all the time is: "How are you doing?" Of course I give the standard answer "good," but really, I had to ask myself, 'How am I doing?' I think "lost" is a better word for how I am now, seven months after her death. This summer, I looked forward to being with her family at a reunion and also to a reunion of my family, but afterwards I was down in the dumps. Oh, there was plenty of love there but the missing ingredient was my wife. I found myself depressed.

So here I am. Is there any way out of this? The only way out is forward. What does life hold? It is actually quite exciting if you just embrace it. One thing I have always lived by is a quote from Dr. Robert Schuller, "Beginning is half done." At first I didn't care about my own health. I actually wanted to die, too. Now I realize that my health is up to me. I can't expect to be in shape if I eat wrong and don't exercise. A complete mind change is needed. Begin, begin, begin to do what it takes. Pick yourself up, get out the door, look ahead, get involved. Those that get involved have all the fun.

Life is like that no matter what your challenge is. If you find yourself in a position where change is needed, the only way out is to plan for the future and then act on it. Get the help you need. Go to seminars, read books, YouTube is a great source of lessons and information, and talk to people that have walked the walk. For instance, in the auction business, there are many of us older auctioneers more than happy to mentor young auctioneers. Get involved in the auction business. Would someone take me in? Well, don't show up unprepared. Practice, practice, practice; study, study, study; be prepared to dazzle. Then, yes, someone will take you in. No one said it's easy.

Also, no one said it's quick. You need to be persistent. Marriage is a good example. When the puppy love wears off, are you willing to continue to show that affection, are you willing to take the time to be just with your spouse and go out and have some fun together, are you still showing appreciation for all the effort the other one puts in, are you still enjoying each other, are you letting the kids run the show, or are you keeping your number one still number one? This doesn't happen by itself. It takes effort. It takes the right attitude. You can only start from today and work on it being better.

***Looking back is important for remembering those lessons in life that help us move forward, but moving forward is the only way we can change things to be what we are striving for.***

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# Where do you see yourself in five to ten years?

I appreciated the opportunity to serve as a member on your MSAA Board of Directors these past few years and thoroughly enjoyed the experience. I'm also looking forward to another conference which will be here before we know it. I hope everyone can allow yourself a couple days to attend and make the 2019 Conference one of the best yet. It's not every day your favorite group reaches the 70 year mark.

Before the conference, I want to share a few last thoughts and then we can catch up more in January.

First off, have you ever been asked the question, "Where do you see yourself in five to ten years?" Due to an ever-increasing number of Auctioneers who are reaching a certain age category (I'm in the race but I haven't caught them yet), this question becomes more critical every day. Is your answer, "Retired?" Well then, good for you. You have conquered all and come out on top.

I truly hope you never get discouraged and possibly want out of the business. Folks, there is plenty of business in the world. If you recall in one of my articles last year I asked the question, "Who is going to do the business?" We have conducted a few modest size, online-only, touch it once, don't move it, various product-type auctions. First, it is business, and these sales can be good business; and second, I wanted to prove it can be profitable for both me as an Auctioneer as well as my seller. One particular sale we conducted was a 198 lot, nice household sale in Rochester. From the first call to final closing we had 23 total hours invested. That was for everything, even setting and enforcing a three hour removal time frame. And in the end, the return equated to a per hour payback that made good sense. Not too bad for about half a normal workweek of time and the seller received a very nice check, too.

Also, the auction was nowhere near a $15K size sale, and just think about the math when you score a really good sale. For those of you starting out, if you have a computer, a little auction education, or good direction and some ambition, you could make a tidy income. And, you still have time to book contract bid calling auctions on the side in lots of various arenas. In five to ten years who knows what level of success you reach.

Possibly, your long term plan is being a Champion Auctioneer celebrating your 10-year Anniversary as the winner. Quite possibly you are ten more years into still trying to be the Champion. As I tell my kids, keep trying... never give up...never surrender. If it's meant to be, well then you will know the outcome when they hand you the trophy. Or, at some point in the future you are the only one left on stage and they have to give it to you. In either case, you will be the champion. It's all in how you tell your friends when you get home. Regardless of the outcome this time, every time you enter you get better.

A note to the new Auctioneers: I hope that someday you can hear what I think is the best compliment ever: "I could listen to you all day; you make it look easy!" I've heard it twice in my career, and both times I was standing next to my Auctioneer friend who received that compliment. I was very happy for them!

Finally, divorce is real! It can even affect Auctioneers! OK...this might be a little harsh to take, but it is okay to divorce a client! Don't be afraid to say no....you are not a miracle worker...Jesus is already taken. There are some sellers that will never be happy. And some deals that will never make you money. Now I'm not saying to use your 'referral button' and dump this client or sale on one of your friends. That would be cruel (it would be funny, but still cruel). I am saying that you need to approach some opportunities cautiously and in some cases, you will make much more money by walking away. In other instances, as we talked in previous articles, look for help or hand off the referral to the right person. Turn it over, sit back, and enjoy your slice of referral pie.

Thank you for the opportunity. The pleasure has been all mine.

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**Director** | Michael Imholte

# Looking at MSAA membership

Looking at our membership, it is very safe to say that at the rate we are currently going, in 20 years the MSAA will have significantly less members. I'm not alone in my concern about this. There are some great ideas about how we can increase membership; but let me tell you why I value my membership in the MSAA and why I will be a member for the foreseeable future.

Let me preface this by saying I hated auctions growing up. I hated moving furniture at 6:00 in the morning, at 3:00 in the afternoon, and any other time my dad told me we had to clean out a house. This alone was the reason I never considered going into the auction industry, but every January I would get in the car and take up residency in a hotel. Over time I met a lot of big, scary people whom I now know very well, but even those people were just a piece of a very well-executed plan to keep me here forever.

I wasn't a particularly gifted student in high school, so when I went to college I didn't pursue many scholarships and I won even less. Going into my first year of college, however, I had one. One from the MSAA. For me this was the first time I thought about how auctions could be in my adult life more than just occasionally coming back for my family auctions.

When I graduated college I dipped my toe into bid spotting for Benefit Auctions so when the opportunity presented itself for auction school, I jumped at the chance. The following winter I found myself as a new member of the MSAA and attended the Conference and Show. I had an advantage most new MSAA Conference and Show attendees did not: I knew over a third of the auctioneers there. Everyone was very welcoming and polite towards me as a first-timer.

Sometimes I wonder if we should focus on how we can make the MSAA Conference and Show a necessary education for new auctioneers. Are we offering seminars that will help people who just became auctioneers or working part time as an auctioneer? Are we building their network? Can they see a future of working with our members? These questions are ones I'm constantly asking myself about my NAA membership, just as we - as the membership of the MSAA - should be constantly asking ourselves. And if we aren't, the membership should be the ones bringing these suggestions to our President.

It wouldn't be a bad idea to have a "Basics of Prospecting/Sales Process" class. Possibly a refresher course. What about tips that made the sales process easier for you lately? I'm not reinventing the wheel with these ideas. We could literally put together a two-hour "Basics and Refresher Course" with multiple presenters. This refresher could serve to help people who have been in the industry for years, reminding them of some things that might have fallen by the wayside, while also informing new members.

These are all the pieces I'm looking for in my NAA Membership, but how about what keeps me coming back to MSAA? What made me run for the Board of Directors? First, it was that scholarship. Then later, working for other Auctioneers who gave me an opportunity. Those two pieces put together ensure that I'll remain here.

So what would be my advice to help with increasing membership? Ask a new Auctioneer to work an auction with you. Try someone out. Give them a chance. Maybe not a regular job, but an opportunity. A chance to see what can come of an MSAA membership down the line. This is how I view every new membership that's beyond the MSAA.

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# The "Tie Bid"

Before I get too far into this story, I would like to state my position that I absolutely detest a tie bid. In my honest opinion, a tie bid cannot happen. The only person whose bid is "in" is the person who was recognized and acknowledged by the Auctioneer in charge. There are few things that frequently happen at a live auction that are as embarrassing and unprofessional. It is important for the auction staff to work together and communicate with each other and the bidders to avoid "tie bids."

Much of the auction work I perform is contract work, so a good portion of my day may be spent doing ring work. Getting to know the words, cues, or phrases that another Auctioneer may use to let you know whether your particular bidder is in or out of the lead can take some time. Often, I have found the best way to make sure my bidder is covered is to turn around and ask the Auctioneer, "Am I in?" This is a good and quick way to keep the bidding progression straight. Once you figure out where you are in the sequence it is important to pay attention and keep up the pace with the Auctioneer.

I respect everyone's opinion on how to handle the situation of a "tie bid." Usually, the Auctioneer says, "Sold! Put it on number ???" Then, two people raise their bid cards. The Auctioneer apologizes and re-opens the bidding at his or her discretion between the two bidders. As the Auctioneer, I usually choose the bidder I had acknowledged as the winner to stay the bid at the original sale price. The other bidder is the contending bidder and must advance the bid. Bidding will continue until there is a clear, winning bidder. I usually use a slower and deliberate pace as I move back and forth between the two bidders. As Auctioneers, we work for the sellers and are charged with the responsibility to reach the highest possible price.

Although I try to avoid the tie bid situation altogether, once it happens during a sale, my next objective is to make sure it doesn't happen again. Dealing with tie bids is embarrassing. An Auctioneer doesn't want to get a reputation of reopening a bid every time it is challenged. Bidders are trained by our actions. They will learn that they may have a second chance to purchase an item once they've had a moment to think it over. After all, all they need to do is raise their card and say, "Oh, I thought I was in!" They will learn that they need not worry about missing out on a purchase. The Auctioneer will lose control of the sale.

Tie bids are also time consuming. The Auctioneer has spent maybe 37 seconds to not "sell" the item. Now, another 37 seconds will be spent to get the exact same item effectively "sold." It is not difficult to see how this could make a day unreasonably longer than it should be. An Auctioneer will get worn out and bidders will lose interest.

As an Auctioneer, a tie bid means that I was not doing my part to effectively communicate with the Ring Workers or bidders. Taking a few seconds to let everyone know where the Auctioneer has the bid is much more effective than dealing with a tie bid situation. The following words may be changed as each scenario dictates: "Make no mistake; my man in the green hat is in!"

Another method of dealing with tie bids is to, well, not deal with tie bids. I usually don't resort to this method unless I feel that someone is trying to take advantage of my kindness. It usually starts with a bidder who, to the best of my observation, was not paying attention and was not "clearly and intentionally" bidding on a particular item. I say, "Sold! Put it on number 123." Then they pipe up and say, "Well, wait a minute. I thought I was 'in.'" I will look to each of my Ring Persons and ask, "Was this person bidding to you?" After all of the workers deny seeing the person bid I will state plainly, "Sir, I'm sorry, but somehow we all managed to miss your bid. Next time give us a little yell or wave your bid card to get our attention." I would not recommend using this method on a $1.5 million bid on a 1969 Shelby Mustang, but it works pretty well to straighten someone out on less significant items of lesser value.

I used this method on one occasion this past summer. It had been a long, hot day for everyone. The unseen bidder was insistent that there was a tie bid. "Hey bud, sorry I missed your bid. I'll keep an eye out for you next time," was my polite response as I tried to move on. "Well that's bad auctioneering if you don't open up the bids," he whined in an elevated tone in an attempt to bring some negative attention towards me in hopes that I would cave on my position. My response was quick, sharp, and short: "No sir, it's bad bidding if I don't see it." I walked to the next lot and started my description. I believe he got the point, as I received a smile from the boss, and several chuckles from the other bidders in the crowd. To drive the point home to this guy, for about the next half dozen items, just before I sold out the lot, I would look directly at him and ask, "Sir, would you like to get in on this one?" He would sheepishly shake his head. I let him have some reprieve after that. Everyone in the crowd had learned they would not push me around today. There were no more tie bids.

Tie bids will occasionally happen at an auction sale, but with clear, concise communication, the frequency can be minimized. It is important to realize tie bids indicate a lack of communication somewhere in the chain between the Auctioneer and the bidders. Tie bids waste valuable time and look unprofessional. Know the position of the company or Auctioneer you are working for and how they typically handle a tie bid situation. Remember the golden rule taught in Auction School, "The Auctioneer is Always Right." So if you are the Ring Person, by all means present your case of a tie bid to your Auctioneer, but be ready to turn around to your bidder and apologize with, "We'll get 'em next time," just in case. Avoid tie bids by asking the Auctioneer where they have the bid at; sometimes watching the Auctioneer for a couple of quick seconds will indicate the order the bids are being taken. Above all, use a level head and be amiable. Let experience be your guide.

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# Growing a Family in the Auction Industry

Everyone's story in our industry looks a little different, but here is ours:

I'd like to talk a bit about my three sons. Growing up as they did with an auctioneer father, my three sons have all been shaped in different ways by auction culture. Each of my sons grew up working different roles in the family auction business; and each of them has made use of that experience as they've grown into adulthood.

Son #1 was reared in the world of live auctions. Indeed, as a four-year-old, he could be seen striking the hammer on the auction block. Through the auction business, Son #1 developed a strong work ethic and applied that to his education. With that education, he traveled about as far away from the auction industry as one can get; after completing his undergraduate degree, he spent another six years earning his MA and Ph.D., and then took a professor position at a university in Fort Myers, FL. Son #1 has always had a love for words, and that's a big part of what propelled him into academics; yet, Son #1 has maintained that his upbringing in the auction world played a part in giving him the focus and determination to push through long hours and overcome unanticipated challenges.

Son #2 also took a prominent role in the auction business during his youth. As is often the case with siblings, Son #1 and Son #2 possessed different talents. Whereas Son #1 favored words, Son #2 had a gift for logical reasoning and mechanical operations. In his early teens, Son #2 routinely operated heavy equipment on job sites and, ultimately, developed a surgical-like ability with the forklift. Son #2 also ventured far afield from the auction industry. After graduating college with a degree in finance and economics, Son #2 entered the world of investments and currently works for a major firm in Charlotte, NC. Though the day-to-day of investment banking is worlds apart from heavy equipment operating, Son #2 maintains that he honed his abilities for logical thinking and problem-solving during his teenage years on the job site.

Compared to his older brothers, Son #3 found time to participate in our auction business in between a very busy middle school and high school schedule. But join he did and, he, too, possessed a unique skill set. While Son #1 and Son #2 were mostly involved in the setup and checkout operations, Son #3 found his niche at inspections—the moments that involve the most sustained interaction with customers. From an early age, Son #3 exuded a unique capacity for relationship building. More so than his older brothers, Son #3 found pleasure in building a rapport with the customers. It was quite fitting then, when Son #3 capitalized on that talent and entered the business fresh out of high school. After working his way up and mastering pivotal skills along the way, Son #3 established himself as a leader within our company, and has been integral to helping the company grow and evolve.

***My three sons have each charted widely different professional paths. The starting point for each path was the auction industry.***

I'm astonished to see the different ways in which each of my sons has utilized transferable skills that they developed in the auction industry. And I think that their respective journeys illustrate the underlying personal and professional value that our industry possesses.

And now that there is a new grandson, the story continues...

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# Selling It by the Pound!

It was a great turnout at the summer picnic held at the Imholte Ranch – a huge thank you to Frank and Peg. It was wonderful to see so many of you! The food was amazing; thank you all who brought the salads, treats, and to Wally and his son for the beef. Most of all the camaraderie was great as usual. The meeting went well; there is, of course, a lot to still be learned about the Wayfair sales tax issues.

What does "selling it by the pound" mean? Many of us have been in a candy store where the glass jars are full of delicious candy and you see all of your old time favorites: atomic fireballs, gummy bears, roasted peanuts, chocolate covered peanuts, etc. You walk through aisle after aisle with your little bag of goodies, get to the counter and check out – what do they do? Set your bag of goodies on the scale! That's how you pay for those yummy treats. Well, selling cattle is pretty similar to the candy store, only we are selling thousands of pounds at a time.

In our family business we do cattle auctions weekly. Some people don't know how important it is to be able to get their cattle sold weekly. Sometimes it is a matter of not having enough room for those baby calves, springers, or large beef cattle, or it may be a matter of a farmer retiring out of the cattle business. The importance of being able to sell and buy cattle on a weekly basis is huge – this is how our farmers stay in business because this is their job.

When we start our cattle auctions we start with the babies and work our way up in size. As we get into the larger groups of cattle, they are brought into our selling ring on one side, shown around, and escorted out to the scale. This is where the selling by the pound the comes in.

Let's say we have a group of ten (10) feeder steers weighing 10,000 pounds and averaging 1000 pounds each (roughly – there may be one or two that are on the lighter or heavier side). When starting the live auction method of marketing, we start where the price for the cattle market has been at in the last week. When I was in auction school I never imagined selling by quarters, halves, and three quarters like we do in cattle auctions. The cattle buyers are some of the most persistent buyers in the auction field. They will have you cutting prices like no tomorrow. By that I mean, if we are asking for $1.50 they will back you off to $1.40...you start selling at $1.40, $1.42 ½...nope, that buyer will only give you $1.41, next bidder $1.42. Now sometimes they even want you to go to $1.41 ½ and then $1.42. As the auctioneer starts into the chant it becomes clear that the buyers also know the market. Let's say the group of ten head we have in the ring sold for $1.72 ½ a pound. That means the total group sold for $17,250.00. When the group of cattle are sold they are brought back to the pen they originally came out of (usually). The next group of cattle are brought up into the ring and the process starts all over again.

The price of the cattle vary on if they have had vaccinations, implants, and what type of feed program they are on. Some buyers will only buy cattle that have had "everything done" meaning all the shots, and some buyers only want the "Au Naturale" cattle meaning they have had NO shots of any kind. Now that doesn't mean you cannot give them a round of vaccines once you have purchased them – that happens A LOT in this business.

***So now that I have given you a perspective on how the cattle auctions are run, I know you will all be thinking about cattle the next time you are in that candy shop picking out your favorites!***

Please, if you have any suggestions for vendors you would like to see at the 2019 Conference and Show in Moorhead this year, don't hesitate to give me a call or shoot an email to me. If you have any marketing suggestions as well, please let me know!

I hope you are all having a busy auction season and this letter finds you in good health!

Best regards,

**Erika Ediger-Connolly, Director MSAA**
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## Historical Items

**Please contact Lowell Gilbertson at 507.282.8466 to submit digital photos of historical items to be shared on the MSAA website.**

**Director** | Jim Connolly

# Being a Member of this Great Association

I hope everyone is having a great 2018! It was nice seeing all the folks that were able to attend the summer picnic and meeting at Peg and Frank Imholte's ranch. It was a great day with a lot of important discussions and of course, delicious food. I would like to thank Frank and Peg for hosting such a fun day.

As I sit here thinking back on the summer picnic, I want to begin by thanking all the members of this great association that I belong to for allowing me to be part of the MSAA. I am going to personally thank the Ediger family for giving me the opportunity to become aware of the MSAA. If it wasn't for them I wouldn't have gotten into this business. I never thought being a member of this association could be so rewarding and make this much of a difference in my life. I have had the opportunity to work with several of the members, but more importantly, I have gained many friends and some great advice along the way. Being part of the MSAA has allowed me to take my auction career in a different direction – more so than I ever imagined.

I would like to encourage all current members to look around and try to make this association stronger by asking folks that you know or work with to join the MSAA. Please encourage all your staff to join. They do not have to be a licensed auctioneer to be a member of this great association. It may be your clerk, office staff, ring person, or setup person. There is something for everyone in this association. Just think what would happen to our association if we could get just a few more members every year. I have talked to people in the industry that unfortunately didn't even know the MSAA existed. I know of a few that have or will be joining in the near future. By getting the non-members to join, it will make our association stronger.

***We have an endless wealth of knowledge within the MSAA. We have members that are constantly staying on top of the never-ending changes that are happening around the country that could ultimately affect each and every one of us.***

Just look and think about all that we are able to learn at our annual Conference and Show. I know that I, personally, get a lot of great information in just a very short amount of time. By being a member of the MSAA you have access to some really great educational seminars at our winter Conference and Show, our summer picnic, and The Auctioneer magazine that is published two times a year. We have the marketing contest every year at Conference and Show that allows everyone to see what others are doing, and you also get to have the opportunity to get to know your neighbors. I know that some of you have had other MSAA members help at your auctions. By belonging to the MSAA you will receive a directory that has the names of all current members of this great association. And from my experience, most of these folks are only a phone call away. I have received "the call" the day or week before a big auction that one of my "competitors" is having, asking for me to come and lend a hand. Let me tell you this: when that call comes, and it will, they no longer are a competitor, but a friend. And I know when a friend calls, most of us will do whatever we can for them. I have gained some friends that I know will be lifelong friends through this association and I have only been a member for about eight years.

I hope you all end your year strong and I look forward to seeing each and every one of you in January for the 2019 MSAA Conference and Show. Once again we will be having educational seminars, the auctioneer contest, and ring person contest. Watch for more details as we get closer. I would encourage anyone to compete in either one. Both contests are lots of fun and very rewarding.

Hope to see you all soon,

**Jim Connolly, Director MSAA**
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# Auction Advocacy – And Why YOU Are Important

John Schultz and I recently returned from Washington, D.C. after attending and participating in the National Auctioneers Association's annual "Day on the Hill." While I could write an entire article on the incredible dining experience we shared with auction friends at the chef's table of Filomena Ristorante, the issues which prompted our visit to D.C. are far more impactful for your business and future livelihood. So I'll stick to that.

First – some good news. Thanks to the leadership of several members of the MSAA who very early on decided to step up and offer clear and strong direction in leading up to the South Dakota v. Wayfair case before the Supreme Court, we are now on a path to respond and properly advocate on behalf of our industry before the United States Congress. I am encouraged by the steps other state associations and the National Auctioneers Association have taken to follow our lead and rise to this occasion and develop a thorough plan to address the concerns of our industry. This includes both a short term strategy to ease the implementation process and the long term conversation as we think broadly about how we can effectively advocate for a smart regulatory tax environment to ease the burden of our small businesses across Minnesota and the country as we seek to serve our customers.

Arriving in D.C. with about 30 hours to meet with at least five members of Minnesota's Congressional Delegation, John and I were excited to get started. The NAA Advocacy Committee had been working hard to establish the proper message and strategy for the two days. With our knowledge and experience, John and I were able to provide insight to the committee on how we should approach our time with Congress. That evening we participated in a legislative reception with members of Congress where we greeted our friends – Billy Long and Jeff Duncan – both congressmen and NAA members as well other members of Congress and their staff. We thanked all of them for their support of our industry and their commitment to solving this sales tax issue. The next morning, the NAA held a brief meeting to prepare members for their legislative meetings and then it was off to meet with Congress.

John and I were fortunate to have secured tickets for a White House tour which is how we started our second day. Very cool!

Throughout our time in D.C. we met with the Congressional Staff of U.S. Senators Amy Klobuchar and Tina Smith, and U.S. Congressmen Tom Emmer and Collin Peterson. And let me tell you what we learned: there is nothing more important than having a prior established relationship with members of Congress or their staff. The key to success in D.C. is ensuring that the moment that you need legislative action isn't the first time you meet your Congressman or Senator. This is where you come in – every year or election cycle as an auctioneer and small business owner you should seek to build a relationship with your member of Congress or future Congressman. These are invaluable relationships that you will never know if you need in a crunch.

We had connections inside the offices of both Peterson and Emmer which produced positive results and preliminary support for our cause and the beginning of a strong alliance. I wish I could report that our interactions with the staff of Senator Klobuchar and Senator Smith produced similar results, but unfortunately, we appear to be in a 'wait and see' mode to determine whether the House has enough momentum to get our issue to the Senate before either Senator will take a serious look at our proposal. However, we had the chance to visit with Congressman Rick Nolan, his district director, and legislative director. Having a relationship that began years ago with Congressman Nolan, this by far was our most productive legislative meeting where he pledged to co-sponsor our legislation in the House adding bipartisan support to our proposal. Relationships matter. Especially in Congress.

Less than a week after leaving D.C., we are already realizing the fruits of our efforts. A bill was just introduced which does three very positive things for our industry: 1) Limits retroactivity to the date of the Supreme Court ruling; 2) Sets a national phase-in date as January 1, 2019; and 3) Provides an exemption for businesses who have up to $10 Million in revenue per year until states reach a compact among them that is approved by Congress. While this is just the beginning of the road for this legislation, this is a huge step in the process to provide clarity for the auction business following South Dakota v. Wayfair. Today is a critical time to be involved in the Minnesota State Auctioneers Association and the National Auctioneers Association.

***Your relationships with your elected officials will prove to be critically important in the coming weeks and months – thank you for what you do to build and maintain those relationships.***

**Isaac Schultz, Director MSAA**
Isaac@schultzauctioneers.com
320.573.2468

**Educational Feature Article** | Mike Brandly

# Can counterfeits, replicas, knockoffs... sell at auction?

Almost everything in the world sells at auction; auctioneers sell almost everything – that is almost ... Today, we look at some items which may or may not be able to be sold at auction.

Take a look at this $1,000 Federal Reserve Note. In fact, it's not a $1,000 Federal Reserve Note at all, but rather a forgery, counterfeit, replica, reproduction, copy, knockoff, and/or fake – largely depending upon the intent of the person who made such representation and the reasonable understanding of the ordinary purchaser.

Let's look these terms as they possibly relate to this not-really – $1,000-bill:

- Forgeries involve the process of making, drawing, or altering something (often a document) with the intent to defraud. The forger is guilty if the writing or altering is done without the authorization of the original maker.
- Counterfeits are products that are essentially identical to another product, and thereby infringe upon the trademark of that product trademark owner. The original product trademark owners can take action to protect their rights. Also known as "fake." We previously wrote about counterfeit property here: https://mikebrandlyauctioneer.wordpress.com/2016/09/14/auctioneers-selling-counterfeit-property/
- Replicas can be considered counterfeits if they are identical to other products, but likely not an issue if the product only resembles another product. Here, the reasonable understanding of the ordinary purchaser could be the deciding factor.
- Reproductions are copies of something which either resembles or is very much like the original. Here, too, the reasonable understanding of the ordinary purchaser could be the deciding factor.
- Knockoffs are products that resemble other items, but are not exactly identical. Typically here, the reasonable understanding of the ordinary purchaser would be that they can plainly see this is not the original maker's item. Possibly – but not likely – actionable by the original maker.

In summary, auctioneers should avoid selling (nor act as an agent for a seller) counterfeit, forged, and/or fake property. On the other hand, auctioneers can (and do) sell replicas, reproductions, and knockoffs so long as there is no intent to deceive and the ordinary purchaser would have a reasonable understanding that this property is a replica, reproduction, and/or knockoff.

As long as the subject property is not a forgery nor counterfeit, and there is adequate disclosure of the true makeup (and no misrepresentation) of the subject property (for example, "These are knockoffs ..."), auctioneers/sellers are largely safe from liability.

**Mike Brandly, Auctioneer, CAI, CAS, AARE**

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, Executive Director of The Ohio Auction School, an Instructor at the National Auctioneers Association's Designation Academy and America's 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.

**Charity Feature Article | Austin Bachmann**

# President's Charity

Since 1974, Young Life Lakes Area of Minnesota has been introducing adolescents to Jesus Christ and helping them grow in their faith. Our staff and volunteers enter the world of kids, focusing on what matters to them – fun, adventure, friendship, and a sense of significance. In doing so, we earn the privilege of talking to them about something that we believe matters most of all – the truth about God and His love for them.

Young Life goes into the world of kids, crossing barriers to build bridges of authentic friendship. We enter their world with no expectation of who kids should be, but with every hope for who they can become.

Young Life believes that every adolescent deserves a chance to consider the Christian faith in terms they understand from people they trust. We encourage those who want to grow in their faith to explore it in study, deepen it in service, share it in leadership, and celebrate it in a church of their choosing. And we respectfully continue to share our lives and message with those who choose otherwise, because our friendship and love in Christ comes without conditions.

# 2019 MSAA Conference and Show Registration Form

*January 17-19, 2019*

Name _____

Spouse or additional attendee's name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

E-mail address _____

| **Per Person registration for Friday & Saturday** | **Mem/Spouse Qty** | **Non-Member Qty** |
|---|---|---|
| Advanced registration postmarked before Dec. 14, 2018 | $ 200.00 ea._____ | $ 250.00 ea._____ |
| Registration postmarked before Jan. 1, 2019 | $ 250.00 ea._____ | $ 300.00 ea._____ |
| On-site registration | $ 300.00 ea._____ | $ 350.00 ea._____ |

| **Per person one day only (indicate day ❑ Friday ❑ Saturday)** | | |
|---|---|---|
| Advanced registration postmarked before Dec. 14, 2018 | $ 100.00 ea._____ | $ 150.00 ea._____ |
| Registration postmarked before Jan. 1, 2019 | $ 125.00 ea._____ | $ 175.00 ea._____ |
| On site registration | $ 150.00 ea._____ | $ 200.00 ea._____ |

**NEW THIS YEAR – 15 hours of CE!**
**Real Estate Continuing Education with Mike Brennen – 15 hours**
**Wednesday, January 16 at 2:00 p.m. & Thursday, January 17 at 8 a.m.** (Thursday lunch included)

| | | |
|---|---|---|
| Registration postmarked before Dec. 14, 2018 | $ 150.00 ea._____ | $ 175.00 ea._____ |
| On site registration | $ 200.00 ea._____ | $ 250.00 ea._____ |

**TOTAL** _____

**ADVANCED REGISTRATION DEADLINE:** December 14, 2018

***Please send a separate check for dues from registration if paid at the same time.***

Complete this form and send along with your check(s) to: Frank Imholte, MSAA EVP
8160 CO RD 138, St Cloud, MN 56301
1.800.440.9398

Please join us at the 2019 MSAA Conference & Show on January 17-19, 2019 to be held at the **Courtyard by Marriott**, 1080 28th Avenue South, Moorhead, MN

- The discounted rate is $104.50 and is available when reserved by December 31, 2018. However, the rate will still be honored upon availability after that.
- Guests making reservations must ask for the group rate for the Minnesota State Auctioneers Association when making reservations over the phone at: 218.284.1000
- Reservations may also be made online by using the link found on the MSAA website under Upcoming Events.

# MSAA Champion Auctioneer Contest

***Calling all Auctioneers!*** Mark your calendars for the 2019 MSAA Auctioneer Championship! It is coming right up, so send me your registrations and challenge yourself to be better. Win or lose you will have a blast!

The process is the same as it was last year and I have been working with Dave Thompson (your 2017 Champion) to make sure that everything is in place for you this year.

This year's event will be held at the Courtyard by Marriott Fargo-Moorhead – 1080 28th Ave S, Moorhead, MN 56560. We will be celebrating 31 years of the MSAA Champion Auctioneer contest and we encourage you to register. It is an exciting, challenging, and memorable experience. You could be the next MSAA Champion Auctioneer! This year's event will be held on January 17th at the Courtyard by Marriott Fargo-Moorhead – 1080 28th Ave S, Moorhead, MN 56560.

It is our mission to promote the auction method of marketing via live bid calling of all types of assets. We also want to highlight the importance of the auctioneer as a marketing specialist, as well as an effective bid caller. Learning, improving, and networking are just a few of the benefits you will receive from this great event.

David Whitaker | 2018 MSAA Champion Auctioneer


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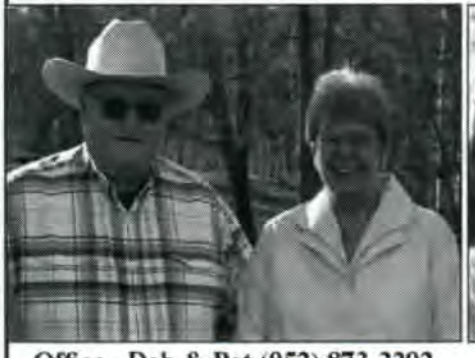
Livestock Auction Every Thursday at 10:30am
Hay & Straw Auction Every Thursday at 12 noon

**For list and pics of upcoming auctions, check out:**
**www.midwestauctions.com/ediger**



**Office - Deb & Pat (952) 873-2292**
**Pat (952) 855-6607**

**Erika (952) 201-0874**
**Jim (507) 351-1885**

**Sam (612) 598-7775**
**Jeff (612) 490-2387**

# MSAA Champion Auctioneer & Rookie Contests

## For All Auctioneers – Enter Now!

## Thursday, January 17 – 6:00 p.m.

Courtyard by Marriott Fargo-Moorhead – 1080 28th Ave S, Moorhead, MN 56560

We are celebrating 31 years of the MSAA Champion Auctioneer Contest and we encourage you to register. It's an exciting, challenging, and a memorable experience. You could be the next MSAA Champion Auctioneer!

**Purpose:**
To promote the auction method of marketing via live bid calling of real property, personal property, and benefit auctions. It also highlights the importance of the Auctioneer as a marketing specialist and effective bid caller in the auction industry. Learning, improving, and networking are just a few of the benefits you'll receive from this great event.

**"The Prize" – What You Win**
The MSAA Champion Auctioneer for 2019 will have the honor and expectation to serve as the goodwill ambassador for the association the entire year and will report to the board on what he or she has done. In addition, the 2019 Champion will receive a Championship trophy, entry fee paid for the International Auctioneer Championship in New Orleans, Louisiana in July 2019, and their choice of a championship ring or championship belt buckle. The new champion auctioneer will be the chair of the 2020 MSAA Champion contest and will be in charge of running the contest.

**Contest Rules and Contest Information**

- Contestants must be at least 18 years of age at time of entry.
- Contestants must be member of the MSAA at time of entering contest.
- There is a Rookie Contest for auctioneers who have been in the business for less than two years.
- Contestants must be a registered and paid attendee for at least one day of the MSAA Conference and Show. Registration cost $100-$150 depending on registration deadline. So early registration is encouraged!
- Contestants must be registered by Noon on Thursday, January 17, 2019.
- Contestants are required to bring and sell 3 items for the contest (item value $15-$50). Items must be checked in by 3 p.m. Thursday January 17, 2019.
- A drawing will be held and videotaped to determine the selling order of contestants. Video will be available to contestants by request. The drawing will take place following the close of registration Thursday at Noon.
- Contestants MUST be present at the rules meeting on Thursday, January 17, 2019 at 5:00 p.m. Any Contestant not present by 5:15 p.m. will be disqualified.
- Contest will be judged by a panel of five (5) judges – with lowest scores being eliminated and being used only in the event of a tie.
- Contestants will be judged individually on presentation, chant/voice, and effective auctioneering. Use of the IAC scorecard will be the judging criteria.
- Two ring people will be used in the contest. Auctioneer has the choice to not use them and must notify committee during rules meeting.
- Contest committee members and past-MSAA Champions are not eligible to enter contest.
- The Top Five Finalists will participate in an open interview session. Three auction industry-related questions will be asked of each finalist and immediately sell three more items. MSAA will provide auction items for the five finalists which will be similar in value. Finalist scoring will be weighted 40% for the interview and 60% for bid calling. Scores will be sent to the contestants following the contest. Recognition plaques will be awarded to finalists and trophies awarded to Champion, Reserve Champion, and 1st Runner-up.

Please direct questions for the 2018 MSAA Champion Auctioneer Contest to David Whitaker at 515.460.8585, or by email Info@wmgauction.com.

**Enter Now! No Entry Fee!**

# MSAA Champion Auctioneer Contest Entry Form

*(Select One Category)*

❑ **Experienced Auctioneer** ❑ **Rookie Auctioneer**

Name _____

Address _____ City/State/Zip _____

Company or place of employment _____

Phone (Cell) _____

E-mail address _____

How long have you been an auctioneer? _____

Please include a short (approximately 50-75 word) bio on yourself. (Please print or type)

_____

_____

_____

_____

_____

Name of your local newspaper, radio station, and/or television station with contact information.

_____

_____

Please include a high resolution photo of yourself to be used in promotion and marketing.

**DEADLINE FOR ENTRY: NOON Thursday, January 17, 2019**

3 Ways to Enter!

1. Email the entry form to iauctionitall@gmail.com (include 2019 MSAA Contestant Entry" in the subject line.
2. Mail the entry form and photo to: Dave Thompson, PO Box 87, Lansing MN 55950.
3 Hand deliver.

• A Confirmation notice will be sent to you upon receipt of entry.

• Please follow-up within 7 days in the event you do not receive confirmation.

**Everyone is a Champion by just getting involved!**

# 2019 MSAA Conference and Show Schedule

**Wednesday, January 16, 2019**

| | | |
|---|---|---|
| 2:00 p.m. – 5:00 p.m. | Real Estate continuing Education – Mike Brennan | Salon D |

**Thursday, January 17, 2019**

| | | |
|---|---|---|
| 8:00 a.m. – 5:00 p.m. | Conference Registration | Prefunction Hall |
| 8:00 a.m. – 3:00 p.m. | Vendors | Prefunction Hall |
| 8:00 a.m. – 5:00 p.m. | Real Estate Continuing Education – Mike Brennan | Salon D |
| 12:00 p.m. – 1:00 p.m. | Lunch for CE students | Red River Room |
| 12:00 p.m. – 3:00 p.m. | Champion Auctioneer Contest Item Check-in | Salon G |
| 3:00 p.m. | Marketing Contest Room Set-Up | Red River Room |
| 4:30 p.m. – 5:30 p.m. | Judges meeting | Amber Valley Board Room in Hotel 1st floor |
| 5:00 p.m. – 5:30 p.m. | Champion and Rookie Contestant Rules Meeting | Salon F |
| 6:00 p.m. – 9:00 p.m. | MN State Auctioneers Champion & Rookie contest | Salon G |
| 9:00 p.m. | Champion Auctioneers Reception | Salon A, B, C |

**Friday January 18, 2019**

| | | |
|---|---|---|
| 7:00 a.m. – 8:00 a.m. | Breakfast | Salon A, B, C |
| 7:00 a.m. – 9:00 a.m. | Marketing Contest Check-in | Red River Room |
| 8:00 a.m. – 5:00 p.m. | Vendors | Prefunction Hall |
| 8:00 a.m. – 8:15 am | 2019 Conference and Show Kick off – Opening Ceremony | Salon G |
| 8:15 a.m. – 9:15 am | "Building Winning Relationships" – Jason L. Miller | Salon G |
| 8:30 a.m. – 5:00 p.m. | Conference Registration | Prefunction Hall |
| 9:15 a.m. – 9:30 a.m. | Coffee Break | Prefunction Hall/Vendor Area |
| 10:00 a.m. | Auxiliary Shopping at the mall | Hotel Lobby by Bistro |
| 9:30 a.m. – 10:30 a.m. | "Deal or No Deal" – Jason L. Miller | Salon D, E |
| 9:30 a.m. – 10:30 a.m. | "Real Estate" – Mike Brennen | Salon F |
| 10:30 a.m. – 10:45 a.m. | Coffee Break | Prefunction Hall/Vender Area |
| 10:45 a.m. – 11:45 a.m. | "Online Auction Success" – Proxibid | Salon D, E |
| 10:45 a.m. – 11:45 a.m. | "High End Collectibles at Low Value Estates" – Megan Mahn Miller | Salon F |
| 12:00 p.m. – 1:00 p.m. | Lunch | Salon G |
| 12:30 p.m. – 2:00 p.m. | Fun Auction Item Check-in | Salon A, B, C |
| 1:00 p.m. – 2:00 p.m. | "Building a Bulletproof Brand" – Andy Imholte | Salon D, E |
| 2:00 p.m. – 3:30 p.m. | Nomination Committee Interviews | Amber Valley Board Room hotel 1st floor |
| 2:00 p.m. – 2:15 p.m. | Coffee Break | Prefunction Hall/Vendor Area |
| 2:15 p.m. – 4:00 p.m. | "Marketing in a World without Facebook" – John Schultz | Salon D, E |
| 4:00 p.m. | Ring Person Contestant Rules Meeting | Salon F |
| 4:00 p.m. – 5:00 p.m. | Social Hour | |
| 5:00 p.m. – 6:00 p.m. | Awards Banquet | Salon G |
| 5:00 p.m. – 6:00 p.m. | Junior Auctioneer Dinner | Salon F |
| 6:00 p.m. | Junior & Amateur Auctioneer Showcase | Salon G |
| Following Showcase | Fun Auction, Classic Auctioneers and Ring Person Contest | Grand Ballroom |

**Saturday January 19, 2019**

| | | |
|---|---|---|
| 7:30 a.m. – 8:30 am | Breakfast and Town Hall Meeting | Salon A, B, C |
| 8:30 a.m. – 9:30 am | "Bid Calling with Purpose" – Jerrick T. Miller | Salon D,E |
| 8:30 a.m. – 9:30 am | "Technology in the small business" – Kevin Litzau | Salon F |
| 9:30 a.m. – 9:45 am | Coffee Break | Prefunction Hall/Vendor Area |
| 9:45 a.m. | Auxiliary Craft Wine Glass or Wood Sign ($20 Fee) | Great Plains Room |
| 9:45 a.m. – 11:15 am | "Slumdog Auctioneer" – Scott H. Shuman | Salon D, E |
| 11:30 a.m. – 1:00 p.m. | Recognition Luncheon | Salon G |
| 1:30 p.m. – 3:30 p.m. | MSAA Bi-Annual/MSAF Board Meeting | Salon D, E, F |
| 1:30 p.m. – 3:30 p.m. | Auxiliary Annual Meeting | Great Plains Room |
| 3:30 p.m. – 5:00 p.m. | Social Hour | |
| 6:00 p.m. – 8:00 p.m. | President's Banquet | Grand Ballroom |
| 8:00 p.m. – 10 p.m. | Hall of Fame Reception | Red River Room |
| 9:00 p.m. | Entertainment | Grand Ballroom |

*** All Information is Subject to Change ***

# 2019 MSAA Marketing Contest Information and Rules

## MSAA Auctioneers:

Proudly display your amazing talents and incredible ideas by entering the Marketing Contest at the 2019 MSAA Conference and Show. Awards will be presented in each category listed below. Winners will be recognized at the Awards Banquet on January 19, 2019.

### Print Division

Category 1 - Newsprint or Magazine Ads
Category 2 - Business Liquidations / Commercial Auctions
Category 3 - Estate Liquidation
Category 4 - Real Estate Auctions
Category 5 - Farm Auction
Category 6 - Specialty Auction
Category 7 - Postcards
Category 8 - Auction Catalogs

### Digital Division

Category 9- Website Homepage
Category 10 - Website Auction Landing Page
Category 11 - Social Media Page
Category 12 - Email Promotion (Includes 1 email promoting either 1 auction event or multiple auction events)
Category 13 - Video Commercial

### Photography Division

Category 14 - Auction Crowd (Novice)
Category 15 – Auction Crowd (Professional)
Category 16 - Auctioneer in Action (Novice)
Category 17 – Auctioneer in Action (Professional)
Category 18 - Wild Card

### Business Promotional

Category 19 - Clothing
Category 20 - Business Signs & Banners
Category 21 - Specific Auction Event Signs & Banners
Category 22- Specialty Ideas

## Rules:

1. All printed materials/entries must be submitted between 7:00 a.m. - 9:00 a.m. on Friday, January 18, 2019 at the designated room. This will be strictly enforced. No early entries will be accepted.
2. Items or material delivered to the Hotel will not be accepted.
3. Digital division contest entries. All entries must be a website address, .jpg, .pdf, or digital movie format. Note: only the first two minutes of digital promotional entries will be judged. All entries must be submitted to Curt@bid-2-buy.com by January 7, 2019.
4. All entries must be reflective of the auction industry and must be created between January 1, 2018 and December 31, 2018 and must display the year.
5. The member whose name appears on the entry form must be a current member of the MSAA, or the entry will be disqualified. Forms cannot be changed once submitted.
6. All entries must be in original format; no color enhancement, no lamination.
7. The MSAA logo must be printed on all items entered into each category except categories 9-13 & 14-22.
8. Only one entry is allowed per Auction Company in each category.
9. Each entry must be labeled with the category entered. Labels will be available at the time of check-in.
10. Each item may be entered into only one category.
11. Each entry in the auction photography category must be a single photo, not a collage of photos. The photo must be no larger than a standard 8 x 10 enlargement and must represent an auction format. No emailed photos will be accepted. Hard-copy prints only.
12. Each entry in the newspaper/magazine category must be of a single ad, not a collage of different ads and represent an auction format.
13. For entries in the digital division, all entries should include as many visual details and elements as possible, (ie. theme, timeline, goals, objectives, etc.)
14. For the Photography Division, entries in the novice categories must have been taken by either the auctioneer or any member of your auction staff. Photos taken by a photo professional must be entered into the professional categories. The Photography Wild Card is open to both novice and professional quality entries.
15. Best of Show will be chosen from all first place award winners.
16. All MSAA members in good standing are eligible to participate in the Marketing Contest.
17. Entries will be judged by a panel of professionals representing advertising, graphic arts, newspaper publishing, and auction background.
18. The appointed panel of judges and/or the MSAA marketing committee reserve the right to move any entry into another category if it does not clearly meet the criteria for the category in which it was entered.
19. The appointed panel of judges reserve the right to eliminate any category if there are two or fewer entrants per category.
20. Auctioneer (Member) choice will be chosen by members in attendance at this year's Conference and Show. Each member will be allowed only one ballot to vote for their choice. All ballots must be placed in the ballot box located in the marketing contest room by 12:00 noon on Saturday, January 19, 2019.

# MSAA Marketing Contest Entry Form

*To save congestion at time of entry, complete one form for each entry. Make copies if more forms are needed.*

_____(MSAA Member / Auction Company) is submitting the following item _____ into the 2019 MSAA Marketing Contest. The above item is reflective of the auction industry and occurred or was created between the dates of January 1, 2018 and December 31, 2018. The MSAA logo is included on all materials except for entries in Website Auction Landing Page, Social Media Page, Email Promotion, Video Commercial, and all categories in the Photography and Business Promotional Divisions.

## PLEASE SELECT ONE CATEGORY ONLY

Print Division
- ❑ Newsprint or Magazine Ads
- ❑ Business Liquidations / Commercial Auctions
- ❑ Estate Liquidation
- ❑ Real Estate Auctions
- ❑ Farm Auction
- ❑ Specialty Auction
- ❑ Postcards
- ❑ Auction Catalogs

Photography Division
- ❑ Auction Crowd (Novice)
- ❑ Auction Crowd (Professional)
- ❑ Auctioneer in Action (Novice)
- ❑ Auctioneer in Action (Professional)
- ❑ Wild Card

Business Promotional
- ❑ Clothing
- ❑ Business Signs & Banners
- ❑ Auction Specific Signs & Banners
- ❑ Specialty Ideas

## PLEASE NOTE EARLY ENTRY REQUIRED ON THE FOLLOWING CATEGORIES

Digital Division
- ❑ Website Homepage
- ❑ Website Auction Landing Page
- ❑ Social Media Page
- ❑ Email Promotion (Includes one email promoting either one auction event or multiple auction events)
- ❑ Video Commercial

*All entries must be submitted to Curt@bid-2-buy.com by January 7, 2019. See Rule 3 for details.

ALL CURRENT RULES APPLY AS STATED ON THE MARKETING CONTEST RULES PAGE.

Contact: Curtis Werner
612.701.8677
Curt@bid-2buy.com

# Showcase for Future Bid Callers

## Show Us Your Stuff – Enter Now!

**FRIDAY, JANUARY 18, 2019**
Courtyard by Marriott Fargo-Moorhead
1080 28th Ave S, Moorhead, MN 56560

### AMATEUR BID CALLING SHOWCASE

This year, we will have a division for Amateur Bid Callers (ages 13 and up), unlicensed auctioneers to sell following the Junior Bid Calling Showcase in advance of the Fun Auction on Friday evening. Amateurs must bring their own items to sell. Prizes will be awarded, but no places. We want this to be fun so as to encourage the next generation of auctioneers to get on the big stage. We will only do this if we have at least five participants. Please call David Whitaker if you have any questions at 515.460.8585.

### JUNIOR BID CALLING SHOWCASE

The Junior Bid Calling Showcase will be held on Friday evening prior to the Fun Auction. We welcome all children under the age of 13 to participate. Juniors must bring their own items to sell. Remember to bring your parents and grandparents to bid on your items and spend the evening with us! Let's encourage our next generation of auctioneers!

### QUESTIONS OR COMMENTS:

David Whitaker – 515.460.8585 – Info@wmgauction.com

Please encourage the juniors and amateurs in your family to participate. Having participated in both events, I know they are truly valuable to the confidence and growth of future auctioneers. We would like to get an idea of how many will be participating this year, so please call or email so we can have an accurate head count.

## Enter now!

# Foundation Fun Auction

Your participation is needed for success!

## FRIDAY, JANUARY 18, 2019

Juniors starting at 6:00 PM. Fun Auction starting Immediately after Juniors.

### EVERYONE IS INVITED TO ATTEND!

### WHAT WOULD YOU LIKE TO SELL? BE CREATIVE!

- Auction signs or Advertising
- Local Products
- Your Time/Services: Bid Calling, Marketing, Cashiering
- Tech Products
- Hunting or Fishing Items
- Food or drink; Gift Baskets

Please bring items you would like to purchase; two items per auctioneer

## Old Timer's Contest

Once again this year, during the Fun Auction, we will be hosting a People's Choice Old Timer's Contest. Contest open to any auctioneer 65+ years-old. (ID may be required). Please contact the Fun Auction Committee with questions. Sign up the night of the contest.

Proceeds benefit MSAF speakers' fund and education activities and the MSAA Auxiliary.

Fun Auction Chairman: Glenn Trautmann II – 701.306.2494

Please fill out this form and bring it with you when you check in your items for the Fun Auction as this will be used to identify the items and the auctioneer selling them. Remember, we are requesting a two-item limit per auctioneer (one item for benefit of the MSAF and the other to benefit the MSAA Auxiliary).

Item Description: ❑ Check here if the item is for the MSAA Auxiliary

1. _____

2. _____

Auctioneer's Name: _____

Business Name: _____ / Years in business: _____

*Please indicate if any of the following apply:*

Past President: ❑ yes year _____

Hall of Fame Member: ❑ yes year inducted _____

Champion Auctioneer: ❑ yes year _____

Ring Person Contest to be held during the Fun Auction

*See details on Page 28*

# 2019 MSAA Ring Person Contest Registration

**Purpose of the Competition:** To promote the skill and showcase the talent of the Professional Ring Person and to bring public recognition to the Minnesota State Auctioneers Association. The members of the MSAA shall sponsor, promote, and participate in an Annual Contest in an effort to improve our skills. We will represent our profession, industry, and association with the highest levels of integrity, salesmanship, and sportsmanship. It is the intent of the MSAA that this contest be conducted as a live Auction open to the public, and that all sales be considered bona fide actual sales. All proceeds will benefit the MSAA, MSAA Auxiliary, or MSAAF.

**Eligibility:** Contest is open to all individuals, provided the following criteria are met. Contest entrant must be of legal age (18 years) on or before contest date. Contestant need not be an Auctioneer. Contestant must have current membership dues paid in full to the MSAA for the current calendar year in which the contest is held. Each contestant is required to bring 2 items, a total value of $25.00 to $50.00, for entry to the contest. Contestant must have a paid registration for one day of the MSAA Conference and Show. A professional Auctioneer will be provided by MSAA for all rounds of the contest. All contestants from the MSAA Champion Auctioneer Contest, MSAA Board of Directors, MSAA Executive staff, and MSAA Ring Person Contest committee members, Hall of Fame members are eligible to compete. Previous MSAA Ring Person Champions are not eligible to compete. All Contestants are required to attend a full rules meeting prior to start of contest. Registration Deadline is 3:00 p.m. on Contest Date. Early registration is encouraged. Submit contest registration forms to: James Connolly, 320 N. Oak St. Belle Plaine, MN 56011.

NAME: _____

ADDRESS: _____

PREFERRED TELEPHONE: _____

EMAIL: _____

I release the Minnesota State Auctioneers Association from any and all liabilities. I permit the Minnesota State Auctioneers Association to use my name and photos in any promotional media regarding this contest.

SIGNATURE: _____

# Mike Brennan

Mike Brennan has been in real estate as an investor since 1992 when he became a landlord. In 1994, Mike became a real estate agent listing and selling houses for others while growing his personal portfolio of rental properties. In 1999, he became a broker and started his own real estate company in Minnesota and Wisconsin. Over time, the company has grown to almost 40 agents.

While brokering a real estate company, Mike also was training and instructing. Mike taught at ProSource from 2001 to 2011 before starting a license education school called MN Realty School. Now, MN Realty School has nine (9) instructors and offers licensing and continuing education. Mike is an author of material that has been published in periodicals as well as taught in classrooms. In 2009, he was nominated for "Most Influential Voice" in real estate at Inman News. Mike volunteered on numerous committees including the Realtors Board of Directors, Professional Standards Committees, and others. When not teaching or being involved in real estate, he likes to spend time with his wife at their cabin in Northern Minnesota.

## Auctioning Real Estate seminar

In this one hour presentation, we will share the necessary, required forms a seller of Real Estate must complete before offering the property at auction or for sale. By being able to prepare your client of the importance of proper documentation, you will gain an understanding of the complexities of what the law requires and how to smoothly transition from contract to closing.

# Andy Imholte

Andy Imholte is the Creative Director at the American Academy of Neurology where he manages a team of seven designers and copywriters who oversee the brand identities of over 60 products and services. He is well-known as the host of the Fast Talking Podcast, which educates auction professionals with over 200 episodes of content critical to business success. However, he feels his greatest contribution to the auction profession has been his assistance in rewriting the Auction Marketing Manager designation as an NAA Educational Institute Trustee.

## Building a Bulletproof Brand

Companies like Target, Apple, Amazon, and Spotify are more than just a logo - they have a look and feel that represents their entire company. In short, they have a brand.

Great brands all start with a solid set of identity guides, and in this session you will learn about and apply the tools needed to build your own. Attendees will spend time considering their individual companies and begin the development of a brand defense that will stand up to the many attacks of modern commerce.

This is a "can't miss" session for those who have ever wanted to take their company's image to the next level.

*Feel free to bring samples of your marketing materials to help jumpstart your brainstorming.

# Jason L. Miller

Jason L. Miller, CAI is a partner at Kaufman Realty & Auctions and Duncan Miller Company. As a third generation auctioneer and licensed real estate agent, Jason graduated from

Worldwide College of Auctioneering and received his auction license in 1999. He earned the Certified Auctioneer Institute designation in 2010 from Indiana University.

Jason is former Chairman of the Board of the Ohio Auctioneers Association, a member of the National Auctioneers Association, the Ohio and National Board of Realtors, the Ohio Oil and Gas Association, and the US Oil and Gas Association. He is the 2014-2015 International Auctioneer Champion, having won the most prestigious professional auctioneer championship in July of 2014. Jason is also the 2008 Ohio Auctioneer Champion and won the West Virginia State Championship in 2011. He has been an instructor at the Reppert School of Auctioneering and the Ohio Auction School, and is in demand as a presenter of advanced auction courses at State Auctioneer Association conventions across the country.

At his direction, Kaufman Minerals and Natural Resources and the Duncan Miller Company have pioneered the sale of oil and gas mineral rights, timberland, and oilfield equipment at auction across the country.

Jason also works as a contract auctioneer selling everything from heavy equipment to aeronautical equipment, and high-end specialty auctions across the country.

## Deal or No Deal

We will discuss how to qualify a potential client, their assets, the communication needed during the contract relationship and how to learn from past mistakes when we booked a "Bad Deal". Auction veterans and those new to the profession can benefit from the material in this session.

## Building Winning Relationships

Do you want to get along better with your boss, customers, family or people in your everyday life? After this event, you will have the tools to do so! This session has been designed for entrepreneurs, staff and most other reasonable humans! In this course you will learn: the 4 steps to building strong, healthy relationships, the power of responding, the consequence of blame, the power of service, and much more!

# Jerick T. Miller

Jerick T. Miller is a third generation auctioneer from Quaker City, Ohio. He sells real estate, machinery, motorcycles, and benefits. He is a proud advocate of the Auction Method of Marketing. His goals are to first honor God in all he does; and second, to help people regardless of their situation. In the seminar he will talk about bid calling, communication, and treatment of people. He is looking forward very much to see all of his Minnesota auction family.

### Bid Calling with Purpose

We will talk about developing consistent strategies and processes that lead to greater confidence and effective performance behind the mic. To be a true success and an effective bid caller requires mental, physical and technical preparation. Whether your focus is becoming better equipped to serve your clients and customers, or gearing up for an auction competition this session will give you the tools and resources to achieve either objective. Session Length 1-1.5 hours

# Megan Mahn Miller

Megan Mahn Miller is designated a Master Personal Property Appraiser (MPPA) by the National Auctioneer's Association. A graduate of the University of Minnesota with a bachelor's degree in Art History, Mahn Miller began her career working in nonprofit organizations supporting the arts. In 2006, Mahn Miller joined Julien's Auctions, an internationally renowned auction house of Rock and Roll and Hollywood memorabilia. Mahn Miller attended Reppert School of auctioneering in 2009.

As a property specialist with Julien's, Mahn Miller worked with thousands of pieces of memorabilia dating from the Golden Age of Hollywood, the very beginning notes of Rock and Roll, to today's contemporary celebrities. Mahn Miller spearheaded the auction of property from the estate of Greta Garbo, Ann Miller, Bo Diddley, The Edge, Stan Laurel and Bob Hope, as well as property from the lives and careers of Elvis Presley, Marilyn Monroe, The Beatles, Michael Jackson, The Rolling Stones, Charlie Chaplin, James Dean, Johnny Cash and countless others.

In 2014, Mahn Miller established Mahn Miller Collective Inc. to provide appraisal, auction, and consultation services beyond the auction house.

### High End Collectibles At Low Value Estates

This session will explore how to find hidden treasures lurking among lower value items in estates. This presentation will encourage auctioneers to look with new eyes at mundane items in estates to uncover items of value on the bookshelf, in the closet, and other assets hiding in plain site. Attendees will leave with strategies to engage their clients to assist with scouting these items and also identify those items that do not have value in the collectibles market.

# Proxibid

Join Proxibid to learn best practices for online success. Create online listings that get buyers' attention, inspire bidding confidence, and get the realized prices you deserve. In this session, you will learn everything you need to know to make a great impression and build an online database of customers that will buy from you time and time again!

proxibid®

# John Schultz

As a 20-year auction veteran, John has experienced firsthand the impact that changing consumer trends have in the auction industry. John leverages this experience on a daily basis as the Chief Marketing and Technology Officer for Grafe Auction, a Minnesota-based commercial and industrial auction company. In this role, he specializes in maximizing prices through the use of data-driven, predictive marketing campaigns that appeal to a wide range of consumers. In addition, John is one of the lead instructors for the National Auctioneers Association of the premier auction marketing designation Auction Marketing Management.

John's previous service to the industry includes serving as the Minnesota State Auctioneers Association's 60th President in 2009, and Charter President of the Minnesota State Auctioneers Foundation. He is also the 2009 recipient of the Golden Gavel Award for outstanding service to the auction industry.

### Marketing in a World Without Facebook

In this session, John will discuss alternatives to marketing in a world where Facebook is under increasing scrutiny, and its effectiveness may be peaking. Topics will include targeted mailing lists, mobile app marketing, video marketing, website placement marketing, influencer marketing, and content marketing.

# Scott Shuman

Scott is a Real Estate partner and Auctioneer for Hall and Hall Auctions. He has more than 30 years of auction experience. He attended Missouri Auction School in 1986 and opened an auction firm shortly thereafter. Scott was awarded the 1997, 2002, and 2014 Auction of the Year awards from the NAA, as well as the prestigious Rose Award presented at the Certified Auctioneers Institute.

Scott has served as an instructor for CAI and Trustee for the NAA Education Institute. He is currently serving as President of the NAA. He holds auction and real estate licenses in 26 states. Scott and his wife, Krista, reside in Eaton, Colorado with their three children.

### Slumdog Auctioneer

The presentation is based on actual experiences (successes and failures) in the real estate world. Scott will share tips and strategies of what not to do. If you are just starting your auction career or are a seasoned veteran, you will want to make sure to attend.

# Kevin Litzau

Kevin Litzau is the owner of Toad River Technology, LLC. a business that focuses on providing IT consulting and network support to small and medium sized businesses throughout central Minnesota and beyond. He has an extensive background spanning over 25 years in multiple facets of technology including IT management, network operations, business continuity planning, and disaster recovery. Prior to starting Toad River Technology, LLC. in 2008, Kevin served over 20 years in the US Army. He holds several degrees and certifications including a Computer Information Systems Degree, a Computer and Network Security graduate certificate, an Information Technology Management Master's degree, as well as an Information Assurance Master's Degree. He is also a Senior Member of the Information Systems Security Association International and a member of InfraGard. Kevin has taught technology classes to numerous organizations, is an avid podcast listener, and brings a unique perspective to understanding your own technology and security.

### Technology creep in the small business

Technology can be an asset or a hinderance to your organization. This presentation will provide an overview on building a framework for the effective use of technology in your business. In addition, we will look at current trends in technology and how to develop a way to balance need, want, cost and budget constraints, while also preparing for the future.

Key Learning Points:

- The technology life-cycle
- Using the cloud
- Trending Topics

# MSAA Auxiliary

Our summer picnic was a true auction family get together. A huge thank you to the Imholte family for welcoming all of us to their farm in St. Cloud, Minnesota! We started the fun with some great clay pigeon shooting on Saturday night followed by a cookout and a bonfire. Sunday morning started with a great breakfast and a large turnout to discuss the hot topic of South Dakota v. Wayfair, along with other great association topics. The Auxiliary met outside following the Hall of Fame meeting. The Auxiliary discussed the incoming scholarships and decisions to make in regards to choosing the recipients. The discussion then focused on the upcoming plans for the Conference and Show.

After a very successful conference last year, this year's 2019 Conference and Show will again be held at the Courtyard Inn by Marriott in Moorhead, Minnesota. Rooms are already available! Be sure to specify that you are with the MSAA, and please reserve your room as soon as possible! The Auxiliary discussed plans for this year's Conference and Show at our summer meeting. Last year's canvas painting, put on by Vita Schultz, seemed to be a hit! So we've decided to do another hands-on craft this year: There will be a choice between a craft with wine glasses or a wooden craft (don't want to give too many details away yet!). The cost will be $20 per person and anyone is welcome, so spread the word! The craft will be held on Saturday after breakfast, with our Auxiliary meeting at our normal time after lunch. We've also planned a shopping trip to the mall on Friday morning after breakfast, in case you realize you forgot something at home or want a brand new dress for the President's Banquet!

We are looking forward to getting together again! It's always great to have time to share with other women who understand our business and auction family! We hope to see you all at the 2019 MSAA Conference and Show! We'd love to have the opportunity to catch up, have fun, and of course, laugh a little!

Again, please don't forget to book your room ahead of time! The room block for the MSAA only stays open until the end of December! If you are planning on attending the 2019 Minnesota State Auctioneers Association Conference and Show, you can book your rooms at the Courtyard by Marriott located in Moorhead, MN. Be sure to mention that you are with the MSAA! The phone number is 218.284.1000 or visit www.minnesotaauctioneers.org.

We are looking forward to our yearly get together! Hope to see you there!

**Emily Ratliff, MSAA Liaison**
**Vitalia Schultz, President, MSAA Auxiliary**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8' x 22' Auction Clerking Trailers/Office Trailers

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See you at the Summer Picnic!

# MSAA Auxiliary Meeting

July 29, 2018

Imholte Ranch – St. Cloud

**Members Present:** Peg Imholte, Beth Thompson, Conny Rime, Deb Ediger, Vitalia Schultz, Emily Ratliff, Beth Gessell, Jessica Imholte, Eileen Harguth, Grace Fladeboe, Natalie Hanson

Meeting called to order by President Beth Thompson.

**Treasurer's Report:** Motion by Peggy to accept as written, seconded by Beth. Motion passed.

**Secretary's Report:** Motion by Peggy to accept as written, seconded by Grace. Motion passed.

**New Business:** Greetings of support given to Emily Ratliff as Board Liaison.

**Auxiliary business and history:** Jessica has been using Evernote and is archiving Auxiliary information and history. She has records back to 1980 and is looking for any additional history or photographs that you may wish to contribute. You can email that info to our email address: auxiliary@minnesotaauctioneers.org

The website will be ready to receive scholarship applications online beginning in January, 2019. The application, addition requirements, and letters of recommendations will be sent to one address and distributed to the Scholarship Committee. This will include the letters of recommendations that can be sent directly from the provider to the linked email address or to the applicant and they can include it with their application. The applicant will still be responsible in making sure all parts of the application have been submitted, as well as sent in by the deadline. A motion was made by Peggy to progress to electronic application for scholarships beginning in January 2019. Seconded by Conny. Motion passed.

The Rick Berens Scholarship Application will still need to be mailed in as this scholarship can be awarded at any time during the year.

**Convention:** The annual Conference and Show will be in Moorhead from January 17-19, 2019. Vitalia is looking for any ideas on auxiliary activities. Several ideas were brought up by Vitalia and they all sounded fun. She will send an email to auxiliary members to see if there is any interest in those activities or any new ideas for activities that members may have.

**National Auctioneers Convention 2021:** Minnesota will host the convention at the Hyatt in Minneapolis. The National Auctioneers Association takes on the majority of "hosting" the event. We will learn more about our inclusion as time passes.

**Hall of Fame:** One application. Please get your nominations in to Deb Ediger.

A motion was made to adjourn by Peg, seconded by Conny. Motion passed.

**2018 Terms:**

| | | |
|---|---|---|
| President: | Vitalia Schultz | 1st of 2 years |
| Vice President: | Deb Ediger | 1st of 2 years |
| Sec/Treasurer: | Natalie Hanson | 1st of 2 years |
| Board Liaison: | Emily Ratliff | 1 year term |
| Board of Director: | Conny Rime | 2nd of 2 years |
| Board of Director: | Holly Hotovec | 1st of 2 years |

**Scholarship Committee:**

| | |
|---|---|
| Past President: | Beth Thompson |
| Luann Finnila | 2nd of 2 years |
| Anita Aasness | 1st of 2 years |

The Vice President position was eliminated due to scholarship applications being submitted online and the applications will be redacted and sent onto the committee by Jessica Imholte.

Completed by:

**Natalie Hanson,** MSAA Auxiliary Secretary


**GET THE WORD OUT!**

**Leave the fast talking to the professionals, advertise in the Minnesota Auctioneer.**

*Contact us: ads@minnesotaauctioneers.org*

# Minnesota State Auctioneers Association & Auxiliary Annual Scholarship Application – Awarded January in 2019 OFFICIAL APPLICANT FORM

Funds available will be determined from the proceeds of the Fun Auction. The Scholarships will be from the MSAA and MSAA Auxiliary.

**Deadline: November 1, of preceding year**

*Please Type or Print*

Date: _____

Name: _____

Age: _____

Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member: (circle one)

| | | | |
|---|---|---|---|
| Child | Grandchild | Niece | Self |
| 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 3 consecutive years.*

Relative's Name: _____

Address: _____

City: _____

State: _____

Zip: _____

*NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please reapply.*

High School Graduated from: _____

Year: _____

Address: _____

City: _____

State: _____

Zip: _____

Name of College or University of enrollment: _____

Address: _____

City: _____

State: _____

Zip: _____

**REQUIRED ITEMS**

- ❑ 1. Current transcript *(need not be official)*
- ❑ 2. Honors and Community Involvement
  *(A list of any or all current school, community, club, sports, academic, etc.)*
- ❑ 3. Essay
  *Be unique and creative! Please state what you have learned from your auction 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 that 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 separate page and sign.*
- ❑ 4. Copy of the letter of acceptance or proof of enrollment in your school of higher education *(current transcript is sufficient if currently enrolled in post-secondary)*
- ❑ 5. Current letter of recommendation *(required for ALL scholarship applicants)*

**ABSOLUTE DEADLINE: submit all 5 required items to auxiliary@minnesotaauctioneers.org by November 1, 2018 *(your recommender may email their letter themselves if they prefer).***

Scholarship Committee Chairperson: Beth Thompson
Committee Members: Anita Aasness and LuAnn Finnila

*Relative of winner will be notified before the annual convention. Winner and MSAA/Auxiliary member relative are encouraged to attend the Saturday Night President's Banquet at the Annual Minnesota State Auctioneers Association Conference & Show.*

# Rick Berens Scholarship by Renee Berens

Rick Berens may not have known exactly what he wanted to do when he walked through those high school doors the last time, but what he knew for certain and what he had was a drive to succeed.

Coming from a large family with parents who worked hard their entire lives just to provide the basics, Rick was no stranger to hard work and taking the lead. Tenacity, drive, curiosity, zeal, and passion all describe what helped bring Rick the success and amazing life he led.

His leadership skills started early by helping his siblings while growing up. He enlisted in the US Army and served two years, stationed in Nuremberg, Germany. Shortly after being discharged, he earned his instrument rated pilot license and a degree in real estate. In between selling real estate, he started attending auctions in the surrounding area. He quickly caught the bug and combined two of his passions – selling real estate and auctions… The rest is history.

His outside-the-box way of thinking and continuing to learn included attending seminars, and purchasing tapes/CDs and listening as he travelled from auction to auction on the drive to our cabin in Montana, and when on the long drive to each hunting trip. He made a career of learning and sharing what he learned with anyone interested. For several years he taught the auction method of marketing real estate for one of the nation's top accredited real estate schools. As his wife, I can attest to his drive to succeed and "fire in the belly" for success. I am proud to contribute to his legacy by providing the MN Auctioneers with a scholarship in his name.

The best is yet to come! It seems appropriate to close with the… ***what are you waiting for?***

# Rick Berens Scholarship Application

## Official Applicant Form

Funds available will be determined from the proceeds of the Rick Berens Scholarship Fund.
*Please Type or Print*

Date: _____

Name: _____

Age: _____

Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member: *(circle one if applicable)*

Self 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 3 consecutive years.

Relative or Referring Auctioneer's Name:

Address: _____

City: _____

State: _____ Zip: _____

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

Name of Auction School or AARE Course: _____

Address: _____

City: _____

State: _____ Zip: _____

Applicants are required to:

1. Complete and attach the Official Applicant Form.

2. Submit an 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.

**DEADLINE — MUST BE POSTMARKED BY November 1 of preceding year to be recognized at Banquet. Applications will be reviewed and awarded throughout the year.**

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

Committee Members: Renee Berens and Anita Aasness

Applicants will be notified of status within 60 days of receipt. Winner and MSAA/Auxiliary member are encouraged to attend the Saturday Night President's Banquet at the Annual Minnesota State Auctioneers Association Conference & Show.

# Hall of Fame Nomination – Official Applicant Forms

**Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award.**

## MSAA Auxiliary Hall of Fame Nomination Form

**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: _____

Phone: _____

Spouse's Name: _____

Business Name: _____

Business Address: _____

City: _____

State: _____

Zip: _____

Business Phone: _____

Auxiliary Participation: _____

Community Activities: _____

Personal Comments: *(Attach separate sheets if necessary)*

Please include as much detail as possible on all areas requested.

Hello everyone!

I have a quick reminder: If you have anybody in mind who you feel is qualified and deserving to be acknowledged and nominated to the MSAA Auxiliary Hall of Fame, be sure to get the application sent to the committee in care of: **Deb Ediger, 218 W. Main St., Belle Plaine, MN 56011**

Remember, please mail the information and the application to me, or feel free to call 952.873.6972.

Thanks, Deb Ediger

## MSAA Hall of Fame Nomination Form

Name of Nominee: _____

Residence Address: _____

Phone: _____

**Business Information**

Name of Firm: _____

Position: _____

Number of Associates or Partners in Business: _____

Business Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

**Personal and Family Information**

Spouse's Name: _____

Does spouse participate in the auction profession? _____

If yes, explain: _____

Is spouse a member of the MSAA Auxiliary? _____

Give names and ages of children: _____

**General Professional Information**

1. How long has the nominee been involved in the auction business?
2. What percentage of the nominee's time is actively spent in the auction business?
3. How long has the nominee been a member of the MSAA?
4. Has the Nominee specialized in any particular field of Auctioneering?

*List educational background of the nominee. (Include offices held, current and past)*

5. List regular auctions conducted, if any, and/or special individual auctions conducted, which have brought attention and credit to the profession of auctioneering.
6. 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:

*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, and CONTRIBUTIONS TO THE AUCTION PROFESSION.*

**Narration** (Attach separate sheet.)

Submitted by: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Send this completed form to:
Att. Lowell Gilbertson, MSAA,
8160 Co Rd 138, St Cloud, MN 56301

# 2018 Hall of Fame Inductee Natalie Hanson

*Presented by Peg Imholte*

Tonight's Auxiliary Hall of Fame Inductee grew up on a small farm in Southern Minnesota with her parents, brother, and sisters. She was active in choir and played softball all throughout grade school and several years thereafter. After graduating college, she met this good looking, humorous, and very-very-very-very intelligent man. They dated for about a year, married, moved to his family farm, and started a family of their own.

One day, her husband came home with an advertisement in his hand and a dream in his head – "Become an Auctioneer for $500." She had some doubt, but followed him to Mankato anyway. With her love and support, they started their auction business one year later. She, without a doubt, is the heart of their business. She's the one behind the scenes taking care of clerking, payroll, bill settlements, etc., etc. On top of that, she raised three children and always made time to support and cheer them on during their sporting, band, choir, and church events. Throughout the hustle and bustle of that, she was also dedicated to her full-time job.

It all began with her father's advice to enroll in the Law Enforcement program at Alexandria Technical College. While attending school, she drove ambulance for Douglas County. Afterwards, she dispatched for the Grant County Sheriff's Department for a number of years. Job opportunities were scarce, but the opportunity of a lifetime came when she enrolled in 16 week boot camp-like training; she was one of 30 cadets picked out 500 applicants. In 1994, she became a member of the Minnesota State Patrol.

Recently retired, she spent 23 and a half years working for the State Patrol. During her career she made thousands of traffic stops. Not mentioning any names, she may have stopped some of us here tonight (Bob "Wheels" dorf). There have been several memorable moments in her career, but one in particular stands out showing how truly incredible and strong she is. One spring day she was driving through the rural town of Lowry. While others passed through unknowingly, she sensed something was wrong. She spotted an elderly man pinned under a 650 lb grain auger.

Without hesitation, she was by his side in seconds. He struggled to breathe and was turning blue. In that moment, her 119 pound body found the strength to lift the auger off his chest until help arrived shortly thereafter. She received a Lifesaving Award and proudly wore a pin on her uniform the rest of her career commemorating that day.

Her work ethic has been described as inspirational, disciplined, professional, and so on. She put the safety of others first and did her job with pride, but now she's enjoying the life of retirement. While she patiently waits for grandbabies, she plans to fish more, help out on the farm, and according to her husband, a whole lot more loving. Her family is proud of the sacrifices she made and I think I can speak for the MSAA to say we are as well.

Please help me welcome our newest inductee. She and her husband have been a part of the MSAA since 1992 and haven't missed a convention. She has been very active in the Ladies Auxiliary, serves as our Secretary/Treasurer, and she has the greatest respect and love for all, Natalie Hanson.

# Hall of Fame Induction: Gary Hotovec

*Presented by Frank Imholte*

It is my honor to present our next candidate for the Hall of Fame. Like many in the room, you could say this person had to "hoe their own row" in life. To say this person is a bit like me in that they think outside the box is an understatement. You have to know that when I get down, my son Mike calls me Eeyore because "nothing is going my way." Our next candidate can also have days like that especially when the State would stop by to inspect and measure the same thing every year and get the same answer and have a bill for that service. It was a happy day when that part of the business closed along with those headaches.

Because I know this person, I also know all the good stuff, too. Such as when he helped a family sell everything they owned and had to make a change they were not looking forward to. Who Ya Gonna Call? The most loyal and honest person you know.

This future Hall of Famer is so committed to the auction industry he loved, that he never knew how respected he was in the community. I spent a day in his community and could not find one person that did not give him high praise.

I thought maybe he was being cautious; however, he tried to weigh out each option before proceeding forward. As a matter of fact, at one of his largest auctions, he had more auctioneers present than I have had bidders at some of my auctions. With much work on his part, he sold his lifetime commitment to the auction industry in a day with many of you present.

By now you must have figured out the person I'm talking about "Sold" his auction center, his equipment, and real estate in a day - the auction way – this past spring. It was an honor to assist with the auction; however, it takes a big man with a lot of guts to be so committed to the auction business to do it. Did I mention that he is one of the most honest men I have ever worked with? He is a family man with a wife that believes in him and always stands with him to this day.

A 1984 graduate of auction school, a specialist in agricultural equipment, land and cattle, owner of the Hotovec Auction Center for close to 25 years, AND a friend of mine, let's put our hands together and welcome Gary Hotovec to the Minnesota State Auctioneers Association Hall of Fame.

# Hall of Fame Induction: Joe Pryzbilla

*Presented by Jerome Hanson*

Good evening. Tonight, it is my extreme pleasure to introduce to you the nominee into the Minnesota State Auctioneer Association Hall of Fame.

This nominee grew up on a dairy farm in Minnesota. He was active in Little League Baseball and High School Football.

He enjoys summer and winter fishing and coyote hunting. He absolutely loves deer hunting and plans his year around it, from planting the food plot to the actual hunt. There is nothing to be scheduled during that time as it is all about the "family" and a successful hunt.

After school this nominee worked hard in a variety of jobs. He worked in construction installing City Sewer and Water Lines. He worked as a Truck Driver and became a Milling Foreman. Finally, he was a Cross Country Driver hauling heavy farm and construction equipment.

He used all of those jobs to provide a good life for his family. He married his highschool sweetheart shortly after graduating from high school. Their family was blessed with three children and they currently have one grandchild.

This nominee has a similar story to many of us. He loved to listen to the local auctioneer. It was with this auctioneer's encouragement that in December of 1993 our nominee headed to Mankato to attend Continental Auction School.

After graduation he was set to attend his first Minnesota State Auctioneers Convention in January of 1994 and has been an extremely active member by helping out when needed and has attended all of the conventions since he joined the association.

Also, in 1994 our nominee began his successful auctioneering career calling with Pete Newman. I'm sure all attendees and workers saw something special as he matured with his quick thinking, witty, and natural sense of humor. He seemed to have an ability to make everybody – buyer and sellers – comfortable with the auction process. When Pete was asked by this auctioneer why he took him under his wing he replied, "You appeared like you might be a challenge."

After Pete retired, a new partnership was formed with Dean Mitchell and it continues to this day with a very successful business that promotes the auction method of selling household, antiques, farm and heavy equipment, real estate, and benefit auctions. Speaking of benefit auctions, this auctioneer has conducted a fundraiser for Holy Trinity Church School for several years raising over $60,000 for the school every year. He also had an auction to raise funds for an individual with medical problems. At that auction he sold a brick for $10,000 and the gentleman that bought it donated it back. That brick was resold for $3,000. The auctioneer's wife stated she doesn't know how he can get people to part with their money like that, but it always happens.

Here is the part that will be hard for me to make it through...

In 1994 at the Minnesota State Auctioneers Convention I met this auctioneer and his beautiful wife (and one strange baby picture) and they have become close friends.

*continued on page 39*

*continued from page 38*

It was personally humbling to me when the association members stepped up and financially helped this new member and his family after their house burned down a week before his first convention and again last year as he and his family are fighting the fight of his LIFE.

This man and his wife have personally made my wife and myself better people and we could not imagine the last 24 conventions without Joe and Rosie.

Ladies and Gentlemen, your newest Minnesota State Auctioneer Hall of Fame Inductee...Joe Przybilla.

**New Hall of Fame members: Gary Hotovecand Joe Pryzbilla**

**Hall of Fame members in attendance at President's Banquet 2018**

# MSAA & MSAA Auxiliary Hall of Fame

**Who Will Be the Next MSAA & MSAA Auxiliary Hall Of Fame Members?**

This question will be answered when the newest Hall of Fame Inductees are named at next year's Minnesota State Auctioneers Association Conference and Show. The Hall of Fame recipients will be announced at the President's Banquet during the MSAA annual Conference and Show. The Hall of Fame Committees will make their selection from the nominations received. If you know of a deserving auctioneer or auxiliary member, be sure to send your nomination to the committee for consideration. Auctioneers and auxiliary members who have contributed to the profession of auctioneering and to the MSAA are eligible for the Hall of Fame Award. Deceased auctioneers will also be considered for these awards. Presently, there is not a set number of awards to be given each year. It may be possible that a year will pass without an award being given. Any member in good standing may make a nomination, which must be postmarked no later than July 1 (the preceding year of presentation).

## MSAA Hall of Fame

*Present MSAA Hall of Fame Members*

**1987**
Wayne Ediger (Deceased)
Martin Lampi (Deceased)
Wally Laumeyer
Marcel Reisch (Deceased)

**1988**
Orlin Cordes (Deceased)

**1989**
Orville Schroeder (Deceased)

**1990**
Alvin Kohner (Deceased)

**1991**
Fred Radde (Deceased)

**1992**
Paul Hull (Deceased)
Gerrit Smith (Deceased)

**1993**
Don Babbit
Al Pike (Deceased)

**1994**
Joe Fahey, Sr. (Deceased)
Wes Roehlke

**1995**
Bertram Boyum
Marvin Field (Deceased)
Lowell Gilbertson

**1996**
Martin Ewert (Deceased)
Wayne Pike

**1997**
Dave Christian
Maurice Henry (Deceased),
Rene Marguth (Deceased)
Dick Staples (Deceased)

**1998**
Gordon Siemers

**1999**
Milo Fodness
Myron Nelson
Bill Pinske
Hubert Pinske (Deceased)
Wayne Wagner

**2000**
Roy B. Johnson
Steve & Carol Reinhardt

**2001**
Quinten Burt
Richard Houghton
Pat Ediger
Tom Lampi

**2002**
Lester Evers
Duane Benoit (Deceased)
Harold Stafford (Deceased)

**2003**
Paul C. Behr
Terry Marguth

**2004**
Arden Harberts
Abner Jacobson
V. (Lefty) Norling

**2005**
Joe Fahey, Jr.
Duane Grafe

**2006**
Jim Fahey
John Goelz

**2007**
Rich Haas
O.C. Mangold

**2008**
Frank Imholte
Herb Weber (Deceased)

**2009**
Charlie Fischer (Deceased)
Mike Schultz

**2010**
Loren Seifert

**2011**
John Barber

**2012**
Rick Berens (Deceased)
Bill Klassen

**2013**
Larry Kroshus
LaDon Henslin

**2014**
Chuck Sutton
Al Wessel

**2015**
Dale Fladaboe

**2016**
Jerome Hanson
Todd Houghton

**2017**
Cary Aasness
Matt Maring
Les Stromberg (Deceased)

**2018**
Gary Hotovek
Joe Prizbilla

## MSAA Auxiliary Hall of Fame

*Present MSAA Auxiliary Hall of Fame Members*

**2004**
Joanie Laumeyer (deceased)
Eileen Reisch

**2005**
None

**2006**
Nancy Houghton
Deb Ediger

**2007**
Donna Gilbertson (deceased)
Helen Evers

**2008**
Emily Burt

**2009**
Peggy Imholte

**2010**
Sharon Harberts

**2011**
Alice Goelz (Deceased)

**2012**
Joani Mangold

**2013**
None

**2014**
Holly Hotovec
Eileen Roehlke

**2016**
Rosie Przybilla

**2017**
Conny Rime

**2018**
Natalie Hanson

# 2018 Summer Bi-Annual Board Meeting of the MSAA

The 2018 summer board meeting of the MSAA was called to order by President Austin Bachmann on July 29, 2018, at 1:24 p.m. at Frank and Peg Imholte's Farm in St. Cloud, MN. President Bachmann led the membership in the Pledge of Allegiance. He then asked for any additions or corrections to the agenda. Several additions were made and a motion was made and seconded to accept the agenda as revised. The secretary's report was read and approved. The treasurer's report was read and approved by motion. A recess was called at 1:38 p.m.

The meeting was reopened at 1:50 p.m.

President Bachmann then asked for committee reports. Many committees had nothing to report at this time. John Schultz reported on the audit this morning and found a missed deposit that was in the account, however it was not on the report for March 1, 2017 to Feb. 28, 2018. The accounts are reviewed by two accountants and the books are in order. Next, President Bachmann recognized Katie Imholte Gabriel as the winner of the Bob Steffes "Rising Star" award and had her sell two corn hole games with the proceeds going to his charity for 2018-2019, Young Life. David Whitaker thanks the MSAA for being able to represent them at the NAA Conference and he is working on the 2019 contest. He then auctioned off some items for the Foundation. The committee is also open to suggestions for items for the classic auctioneer for our next conference. John Schultz spoke about the NAA coming to Minnesota in 2021 and that our association will be working with the NAA on the Tuesday night welcome gathering. Under Membership and Public Relations, Paul McCartan reported the goal of getting folks to the conference and that we all need to "get 'em there and they will return." Under Publications, Andy Imholte spoke about the MSAA Supplement being in its 10th year and that the time has come to build upon our new website with articles and have the forms available there. The board will discuss this as well. Sergeant at Arms and Technology had nothing to report. Mike Imholte spoke on inviting additional vendors and to let him know if you talk to any that might be interested as well. The Legislative Committee had Isaac Schultz introduce Vic Moore and he spoke of an anti-climactic tax budget and supplemental bill this past year with most everything laid over until the election with all 134 seats and the governor seat also open. Discussion ensued regarding an auction company making front page news for not paying their consigners. It sounded like multi-sellers to the tune of $85,000. Soon there was a bill requiring an increase of license fees and bonding (from $20 annually to $1,000 annually and increasing the bond to $1,000,000 annually). After much discussion and a vote of members present, they gave direction to the legislative committee and Vic Moore to see under the guidelines discussed to try to reach a compromise with the legislators for something more workable for our membership and trying to keep it reasonable. The membership present understood the legislators' number one concern is to protect the public. A motion was made and seconded to authorize the legislative committee to proceed to negotiate a bonding level for contract auctioneers (ones that do not handle client's money) of $10,000 to $20,000 and a second level for auctioneers or companies that handle client's proceeds of $20,000 to $50,000. Motion carried. A second motion was made to give the legislative committee a negotiation range of $50 to $150 for a county license fee. Motion carried.

A motion was made and seconded to move unfinished business (the Wayfair v. South Dakota) to the end of the meeting. Motion carried.

President Bachmann talked about a raffle with proceeds going to the Foundation and Scholarship fund. Tickets are $40 with only 400 tickets being sold and the winner has a choice of four different trips.

Past President Vince Bachmann made a motion that the MSAA provide a membership to Kevin Litzau for his help and seminar today. Motion carried.

President Bachmann said the 2019 Conference and Show will be Jan. 17-19 at the Courtyard by Marriott in Moorhead and you can reserve rooms right now.

Minnesota had four members in the C.A.I. 2018 class with two members winning: the Rose Award went to David Whitaker and the Pat Massert Leadership Award to Connie Johnson this year. Congratulations to Connie and David.

Bridget Siler made a motion for the MSAA to support John Schultz for Director of the NAA and ads in the MN Auctioneer and NAA publications. Motion carried.

Past President Larry Kroshus shared a real life story of the past six months and how colon cancer is very real and we all should have regular check-ups. His was caught in the nick of time (just two centimeters from going through his intestinal wall). A fundraiser for Joel Pike is set for August 4 in Long Siding, MN and prayers for Joel and Rudy Butenas as well.

Under Unfinished Business John Schultz reported on the Supreme Court hearing of South Dakota v. Wayfair. Minnesota was well-represented at the hearing with Kurt Johnson, Jim Fahey, Andy Imholte, Billie Jo Glisson, and himself there for the hour it was discussed. He also brought along the brief from the hearing. After over an hour of presentation, he told members present to hold on as it will be a bumpy ride. This will be a major shift from the former standard of Quill to now sellers/auctioneers who meet certain threshold requirements need to collect sales tax from out-of-state buyers that receive items by shipment and remit the tax to the buyer's taxing jurisdictions. There was much more to this with most states following the change and enacting laws that will make this a reality. More updates as they become available.

A motion was made to adjourn at 4:50 p.m. Motion carried.

Respectfully submitted,

**Col Frank Imholte, Executive Vice President MSAA**
320.255.9398
frank@solditatauction.com

# 2018 Fall Board Meeting

The 2018 fall board meeting of the MSAA was called to order by President Austin Bachmann at 11:02 a.m. at the Courtyard by Marriott in Moorhead, MN. President Bachmann asked everyone to stand and led the board in the Pledge of Allegiance. He thanked everyone for attending and asked for any additions or corrections to the agenda. Hearing none, a motion was made and seconded to accept the agenda as presented. The Secretary's report was read and approved. The Treasurer's report was read and approved by motion. A recess was called at 11:15 a.m.

The meeting was reopened at 11:20 a.m.

President Bachmann then asked for committee reports. Many committees had nothing new to report. Under the Champion, Rookie, and Ring Man contest reports, after some discussion, a motion was made and seconded to have a budget of $300 this year for a ring or buckle and to purchase items for the finalist round. Motion carried. Isaac Schultz will again be the auctioneer for the contest and the committee expects even more participants this year.

Under Education, President Bachmann shared the speakers he has lined up including NAA Chairman of the Board Scott Shuman, many members of the MSAA, and the two Miller brothers – Jerrick and Jason – as well.

Under Legislative committee, Isaac Schultz reported nothing will be happening until after midterm elections for meeting with Vic Moore and representatives regarding license and bonding issues.

Director Glenn Trautman II talked about having different items for the Classic Auctioneer contest and trying to find a sponsor for it this year.

The marketing contest will be similar to last year; however, they will have a suggestion box regarding social media and newer marketing categories that reflect current practices.

The next discussion was on updating the MSAA website at least three times per year. New member Kevin Litzow is working on making the site mobile first and will do updates. Please send changes and updates to Frank who is working with Dave Thompson and Kevin Litzow. Frank will group them so they can be completed in a bulk group to save on costs.

Under Unfinished Business, Isaac Schultz talked about his trip to D.C., Day on the Hill, and meeting with reps of Collin Peterson, Tom Emmer, Rick Nolan, as well as Senators Tina Smith and Amy Klobuchar on SD vs Wayfair. Right now, the concern is that states can go back as much as six years to collect uncollected sales tax. There will be more to come on this important issue affecting auctioneers.

Hearing no further business, a motion was made and seconded to adjourn at 1:02 p.m. Motion carried.

Respectfully submitted,

**Col Frank Imholte, Executive Vice President MSAA**
320.255.9398
frank@solditatauction.com

## MSAA Donation Request Form

**Date:** _____

**Request Submitted by:** _____

**Address:** _____

**City:** _____

**State:** _____

**Zip:** _____

**Phone:** _____

**MSAA Member:** _____

**Name of Charitable Organization:**

_____

**Web Site (if available):** _____

**Location information:** _____

**Address:** _____

**City:** _____

**State:** _____ **Zip:** _____

**Contact Name Phone:** _____

**Requested Donation Amount: $** _____

**How will this donation be used?** _____

**Submitter's Relationship to Charitable Organization, if any:** *(Attach separate sheet if additional space is needed)*

_____

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**Send Request form to:**
Minnesota State Auctioneer Association Donation Committee
Frank Imholte, Executive Vice President
8160 County Rd. 138, St. Cloud, MN 56301

## Historical Items

**Please contact Lowell Gilbertson at 507.282.8466 to submit digital photos of historical items to be shared on the MSAA website.**

# MSAA Membership Benefits and 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 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

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.

**Name:** _____

**Company Name:** _____

**Address:** _____

**City:** _____

**State:** _____

**Zip:** _____

**County:** _____

**MN License Number:** _____

**Email:** _____

**Work Phone:** _____

**Home Phone:** _____

**Cell Phone:** _____

**Signature of Applicant:**

_____

Auxiliary Dues – $5.00

Spouse Name: _____

Spouse E-mail: _____

Questions? Call Toll Free! 800-440-9398

To submit this form, fill out 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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**NAA Article** | Hannes Combest

It's the end of the day as I write this column. The sun is going down, and you can definitely tell that the days are getting shorter.

But, my day isn't done ...

Tonight, I am working with a small group of NAA members, including David Whitley from Colorado, John Schultz from Minnesota, and David Warren from Maine, who are trying to get the word out to our members about a bill that is currently in the House Judiciary Committee. This bill would make a positive impact on our efforts to help simplify and streamline the collection of interstate sales tax, which is now an issue for everyone in the auction industry because of the U.S. Supreme Court's decision in South Dakota v. Wayfair, Inc.

I don't know if we will be successful or not. I hope by the time you read this, we have been because it will mean that you will not be responsible for retroactively collecting sales taxes from past auctions. It means that we will have made a huge, positive difference for your business.

More likely, however, is that when you read this, the bill will still be under discussion in Congress.

At the same time, there's another issue brewing in California. The California State Supreme Court has issued a ruling that tightens restrictions on the use of Independent Contractors; many of whom now are being required to be hired as actual employees.

Yes, another issue that could have a significant impact on the auction industry.

And, there will be more...

This is why it is so important for you to belong to your state association and the NAA. You must belong to your state organization in order to ensure you have representation at the state legislative level. Whether you live in a license state or not, the state has a huge impact on how you operate your business – the employees you hire, the taxes you pay, and much more.

Nationally, at the Federal level, NAA is the ONLY organization that can represent you. Let's talk about what that means. If there are Supreme Court cases or legislation regarding interstate commerce like there is right now, you need NAA.

Think about the insurance you pay for. You invest in it and you hope that you never have a reason to collect from it. Your state and association dues are like insurance – we are ready to work on YOUR behalf. Even though the U.S. Supreme Court ruled against what we wanted, NAA hasn't quit fighting for you and for your business. The bill I mentioned was just the latest example.

It was because of NAA's efforts over the past four years that the legislation that exists in the House Judiciary Committee is even a possibility. We are working hard for it to be successful. We hope we will be. But if we aren't, NAA won't stop working to find a solution for you. That's what we do.

The NAA's mission is to provide critical resources to auction professionals that will enhance their skills and successes. Sometimes, like now, those resources are on the advocacy front. Other times, it is educating you on what is happening and how to manage your business within any law changes.

Please think about that when you ask, "what's in it for me?"

Continue to be part of your state association and if you are not a member of NAA, consider it. I'll be glad to talk with you and show how NAA is looking out for you in ways a single business can't. Whether you pay membership dues or not, you are benefiting from what we are doing. At the least, contact me so that I can show you how.

That said, your being a part of NAA gives us a better representation within the organization and the auction industry. You need us – and we need you. Contact me at hcombest@auctioneers.org for more information.

**Hannes Combest, CAE**
Chief Executive Officer, National Auctioneers Association

**Member News** | Jolene Jokela Veo

# Hello MSAA Auctioneers:

I will be running for the Board of Directors in January and I would appreciate your vote.

See you in Moorhead!

Thank You,
Jolene Jokela Veo,
Jokela Auctions