

MSAASUPPLEMENT

2019 Conference and Show



MSAASUPPLEMENT

January 2019 | Issue 124



Welcome

Thanks for taking the time to read the official web publication of the Minnesota State Auctioneers Association. We take pride in our association and are excited to provide this supplement, to assist our members in gaining a greater understanding of their benefits, and the auctioneering profession as a whole.

Viewing Instructions

If some sections have print that is too small for you to read easily, go up into your VIEW menu at the top of your screen and scroll down to ZOOM, or even click on the "View at Full Screen/Full Screen Mode" option in the VIEW menu. You can also print the document if you wish.

Contents

4 TOP-NOTCH EDUCATION

2019 Conference and Show Schedule

6 UPCOMING CONFERENCE AND SHOW

It's Just Around the Corner

Austin Bachmann

8 EMPOWER

The Strength of a Great Leader

Isaac Schultz

9 I CAN'T THANK THE LATE REX SCHRADER ENOUGH

3 Lessons I Will Never Forget

Ryan George

11 NEGOTIATION TIP:






Reading Your Opponent

John Hamilton, DREI



MCAA Board of Directors

OFFICERS

Austin Bachmann, President 
 Dave Thompson, Vice President 
 Frank Imholte, Executive Vice President 
 Lowell Gilbertson, Executive Vice President Emeritus 
 Vince Bachmann, Immediate Past President 

DIRECTORS




Terms Expiring 2019

Kristine Fladeboe Duinick 
 Larry Mages 
 Paul McCartan 

Terms Expiring 2020

Michael Imholte 
 Glenn Trautman II 
 Curt Werner 

Terms Expiring 2021

James Connolly 
 Erika Ediger-Connolly 
 Isaac Schultz 

MCAA Supplement | Publication Staff

EDITORIAL BOARD

Austin Bachmann 
 Frank Imholte 
 Dave Thompson 

DESIGN

Rock on Design 

Announcements

Announcements?

Do you have an announcement or thank you to pass along to our membership? This space is reserved for items of note each month for our membership to know. If you have any announcement to post, please send them to Frank Imholte. frank@solditatauction.com

FOLLOW ME ON 

 Find us on Facebook



MCAASUPPLEMENT

January 2019 | Issue 124



Top-Notch Education

2019 Conference and Show Schedule

Wednesday, January 16, 2019

2:00 pm – 5:00 pm **Real Estate Continuing Education**
Mike Brennan

Thursday, January 17, 2019

8:00 am – 5:00 pm Conference Registration
8:00 am – 3:00 pm Vendors
8:00 am – 5:00 pm **Real Estate Continuing Education**
Mike Brennan
12:00 pm – 1:00 pm Lunch for CE students
12:00 pm – 3:00 pm Champion Auctioneer Contest Item Check-in
5:00 pm – 5:30 pm Champion and Rookie Contestant Rules Meeting
6:00 pm – 9:00 pm MN State Auctioneers Champion and Rookie Contest
9:00 pm Champion Auctioneers Reception

Friday, January 18, 2019

7:00 am – 8:00 am Breakfast
7:00 am – 9:00 am Marketing Contest Check-in
8:00 am – 5:00 pm Vendors
8:00 am – 8:15 am 2019 Conference and Show Kick-off Opening Ceremony
8:15 am – 9:15 am **Building Winning Relationships**
Jason L. Miller
8:30 am – 5:00 pm Conference Registration
9:15 am – 9:30 am Coffee Break
10:00 am Auxiliary Shopping at the Mall
9:30 am – 10:30 am **Deal or No Deal**
Jason L. Miller
9:30 am – 10:30 am **Real Estate**
Mike Brennan
10:30 am – 10:45 am Coffee Break
10:45 am – 11:45 am **Online Auction Success**
Proxibid
10:45 am – 11:45 am **High End Collectibles at Low Value Estates**
Megan Mahn Miller
12:00 pm – 1:00 pm Lunch
12:30 pm – 2:00 pm Fun Auction Item Check-in
1:00 pm – 2:00 pm **Building a Bulletproof Brand**
Andy Imholte
2:00 pm – 3:30 pm Nomination Committee Interviews
2:00 pm – 2:15 pm Coffee Break
2:15 pm – 4:00 pm **Marketing in a World without Facebook**
John Schultz
4:00 pm Ring Person Contestant Rules Meeting
4:00 pm – 5:00 pm Social Hour
5:00 pm – 6:00 pm Awards Banquet
5:00 pm – 6:00 pm Junior Auctioneer Dinner
6:00 pm Junior and Amateur Auctioneer Showcase
Following Showcase Fun Auction, Classic Auctioneers, and Ring Person Contest



Saturday, January 19, 2019

7:30 am – 8:30 am	Breakfast and Town Hall Meeting
8:30 am – 9:30 am	Bid Calling with Purpose Jerrick T. Miller
8:30 am - 9:30 am	Technology in the Small Business Kevin Litzau
9:30 am – 9:45 am	Coffee Break
9:45 am	Auxiliary Craft Wine Glass or Wood Sign (\$20 Fee)
9:45 am – 11:15 am	Slumdog Auctioneer Scott H. Shuman
11:30 am - 1:00 pm	Recognition Luncheon
1:30 pm – 3:30 pm	MSAA Bi-Annual/MSAF Board Meeting
1:30 pm – 3:30 pm	Auxiliary Annual Meeting
3:30 pm – 5:00 pm	Social Hour
6:00 pm - 8:00 pm	President's Banquet
8:00 pm – 10:00 pm	Hall of Fame Reception
9:00 pm	Entertainment

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



Upcoming Conference and Show

It's Just Around the Corner

Austin Bachmann

President, MSAA

Contact 



Hello MSAA members! I hope you are all having a great start to the new year! I am looking forward to seeing everyone who will be attending the Conference and Show (January 17-19) in Moorhead, MN. We have a great lineup of speakers and educational seminars that will cover many phases of the auction profession. This should be a great time for everyone and I appreciate the help with getting this conference ready.

For anyone wanting to get their Minnesota Real Estate Continuing Education completed, there are two days this year. The real estate classes are on Wednesday (16th) and Thursday (17th). The Championship auctioneer contest is on Thursday night starting at 6PM (rules meeting at 5PM) for experienced and rookie auctioneers. I would encourage everyone to compete in the contest if you are able; it's not only a great experience and a great learning opportunity, but you support our association as well.

Below is a brief preview of the Educational Seminars on Friday and Saturday:

Friday, January 18:

- 8:00 a.m. Conference and Show kickoff followed by Jason L. Miller speaking on "Building Winning Relationships"
- 9:30 a.m. Jason L. Miller speaking on "Deal or No Deal" and Mike Brennan speaking on Real Estate
- 10:00 a.m. Auxiliary Shopping at the Mall
- 10:45 a.m. Proxibid will be speaking about "Online Auction Success" and Megan Mahn Miller will be speaking about "High End Collectibles at Low Value Estates"
- 12:30 p.m. Fun Auction Item Check-in
- 1:00 p.m. Andy Imholte will be speaking on "Building a Bulletproof Brand"
- 2:00 p.m. Nomination Committee Interviews
- 2:15 p.m. John Schultz speaking on "Marketing in a World without Facebook"
- 4:00 p.m. Ring Person Contest Rules Meeting
- 5:00 p.m. Awards Banquet
- 5:00 p.m. Junior Auctioneer Dinner



MSAA SUPPLEMENT

January 2019 | Issue 124





6:00 p.m. Junior and Amateur Auctioneer Showcase followed by the fun auction, Classic Auctioneers, and Ring Person Contests

Saturday, January 19:

8:30 a.m. Jerrick T. Miller speaking on "Bid Calling with Purpose" and Kevin Litzau speaking about "Technology in the Small Business"

9:45 a.m. Auxiliary Craft - Wine Glass or Wood Sign

9:45 a.m. Scott H. Shuman speaking on "Slumdog Auctioneer"

11:30 a.m. Recognition Lunch

1:30 p.m. MSAA Bi-Annual/MSAF Board Meeting and Auxiliary Annual Meeting

6:00 p.m. President's Banquet followed by the Hall of Fame Reception and Entertainment

Make sure to bring your items for the Marketing Contest and do not forget to register for the contests and Real Estate classes if you are planning to attend. I would also like to encourage you to please consider running for the Board of Directors. We have a great association and with minimal commitments you can help the association by being involved. This year as president has been a great experience for me and I appreciate the support. I would like to thank the sponsors for their kind support and all the vendors that will be attending the Conference. I look forward to seeing you all soon!



Empower

The Strength of a Great Leader

Isaac Schultz
 Director, MSAA
 Contact 



Business, Auctions, Community, Leadership, Teamwork, Growth, Future, and Tomorrow. All of these words are interconnected and stand to benefit when you choose to invest in people. Investing in a way that allows them to see the world differently, to problem-solve in a situation they have never been in before, and to force someone to live outside of their comfort zone is imperative for professional development. As business owners, community leaders, managers, and team leaders, empowering the people around you can reap great rewards.

During the course of my professional career, I often see managers - or those in leadership positions - who become laser-focused on short-term goals and day-to-day operations without a full view of the future or the talent, skills, and abilities of their team which have yet to be unlocked. In this moment, our teams may be hitting or exceeding the sales goals or meeting the expectation of their roles, but what added skill or talent is being wasted because the team member or employee isn't empowered to stretch and grow?

For us as auctioneers, do the people we work with know that we want them to think outside the box and to think about ways to enhance productivity either for the team or for themselves? Are our team members bought-in not only to our mission but building and enhancing their own professional career? Ingenuity, creativity, and motivation all stem from a desire to grow. We must foster this environment within our teams and the people we choose to surround us.

How can auctioneers effectively empower their team to reach higher? Auctioneers must encourage, motivate, train, and provide the opportunities for this growth. Can each of your team members smoothly execute the duties of other members of the team? They should be able to. But more than that – are you as the leader of the team spending the time necessary to see your team grow? Each member should know and feel empowered that you are invested in seeing them grow. As a leader or manager this takes time, effort, and sometimes a willingness to put everything else to the side. The people who you work with are the greatest resource you have. Help them grow. Because when you do – your organization, your community, and your sphere of influence will grow. The power every good leader has rests in how they empower others. In 2019, be the leader who empowers others to grow and be the best they can be.



I Can't Thank the Late Rex Schrader Enough

3 Lessons I Will Never Forget

Ryan George

Biplane Productions

Contact 



Rex Schrader's earthly life came to a close on Friday, and he left a torch for us all to carry. Rex showed me what that flame entailed and how to carry it.

In short, that man changed my life.

I feel indebted to continue what he modeled during the 18 years of our friendship. Rex personified the character traits many have found lacking in me at different points of my life. As I've journeyed to follow better the teachings of Jesus, I've found I've been following Rex's footsteps as well.

Rex taught me how to be holistically generous.

Rex hired me out of college to manage the advertising for his incredible business, at the time probably the largest land auction company in America. I didn't own a car or furniture. I had no money for an apartment deposit. Rex let me live in his basement for free; he invited me up to his dinner table. He gave me his personal truck keys and a trailer to retrieve furniture and appliances when I finally moved out. (I moved into an apartment complex that he had sold to give the proceeds to his church's building fund.) When I totaled my car a few months later, he gave me his car to drive until we bought a replacement.

But his financial generosity paled in comparison to his relational generosity. I had never done

graphic design for anyone other than a professor. I made mistakes that impacted his brand, his income, and his personnel. I was opinionated despite arriving to Columbia City, Indiana, from a myopic worldview. Rex had invented an entire kind of auction before I was born and had changed the auction industry more than I ever will. And yet he forgave me. He coached me. He extended both grace and mercy. He asked questions instead of chiding me. He lobbied others to tolerate me. When I asked to work remotely back home in Maryland, he did one better. He brought on my replacement, let me work while I unsuccessfully submitted 40+ résumés back in Maryland, and then found a Mid Atlantic auction company that wanted my services. A few months later, that firm became my second client—after Rex gave me one of his joint venture partners to be my first. Rex's business bought my company's first computer and software and let me work off the purchase over time. His name as my former boss directly or indirectly brought me all of my clients those first few years. If you had worked for Rex, you were qualified—no portfolio needed.



MSAASUPPLEMENT

January 2019 | Issue 124



Rex taught me how to earn accolades with grace.

I came to Schrader Real Estate & Auction with a lot of insecurity and a desire to prove myself worthy of respect. Rex's company offered a chance to do just that. In the 27 months I worked on Rex's staff, our design team won more than 50 state and national advertising awards. I remember one state convention, where I was offered—no joke—a dolly to wheel all of our plaques out to Rex's truck. We practically wallpapered the hallways of our headquarters office in decorations engraved by auctioneer associations. In most cases, Rex sent others up to the podium to collect the prizes. His name was on the award, but he sent me or a coworker to the stage, to the limelight.

Out of my brokenness, I took too much credit for that success. On the few occasions when I noticed that, my attempts at humility were at best awkward and at worst comical. I remember

Rex walking into my office on a quiet afternoon—I think after everyone else had clocked out—and told me the best way to receive a compliment was to thank the giver for their kindness and encouragement. He added something along the lines of "Redirect the conversation to their generosity." I have recalled that advice hundreds of times over the past two decades in both personal and professional settings.

Rex taught me the power of public praise.

Fast forward several years, and I was giving a seminar at a national convention. To this day, I think it was the largest crowd I've ever addressed in a professional setting. Rex slipped into the ballroom to observe, standing against the back wall. (I now cringe at the content of that talk and its Powerpoint, which included how to use the then-new technology of QR codes.) Afterwards, several folks made their way to the podium to

ask questions or thank me for volunteering. Rex waited for that line to die down instead of slipping out to another seminar. Instead of coming up to the podium or waiting to grab me in the hallway afterward, he walked out into the middle of this big room, waited to catch my eye, pointed at me, and loudly declared, "Ryan, I am proud of you!"

I'm crying as I type. I well up every time I tell that story, and I tell it often. He knew what he was doing. He knew my past, my struggles, my brokenness. He forsook the dignity of a hall of famer, the composure of a nationally-respected entrepreneur. He was E.F. Hutton. He knew that whole room would absorb that praise and that I would drown in it. He knew he was also teaching me how to do it for others.

Nine days before he died, I mailed Rex a card to thank him for changing the trajectory and quality of my life. Because of the holidays and his hospitalization, I doubt he got to read or hear those words. (I

had no idea he had been in the hospital or that hospice was around the corner.) I wanted him to know I wasn't wasting his investment. So, I rattled off a few recent accomplishments he made possible. It was an incomplete list, because almost everything my business now provides was possible only because of his training, his influence, and his direct generosity. I can't tell you how many times I've marveled at how crazy my life story is and thought, "If it weren't for Rex and Gene [his business partner] . . ."

I can't wait for the next time I see Rex, when we will both know fully what his influence accomplished. I look forward to reflecting on the Sovereignty that poured our lives into the same pitcher. In the meantime, I'm going to keep pouring into others as a conduit of both God's love and Rex's legacy. And from my office now, I lift my finger to the sky to declare to everyone, "Rex, I'm proud to have worked for you!"



Negotiation Tip: Reading Your Opponent

John Hamilton, DREI
www.GoodNegotiator.com
Contact 



It is obvious that most of our success in negotiating stems from what we do, what we say, and how we strategize. Good negotiators add to that substantial skills at sizing up or reading their opponent.

They have a sense as to what their opponent is thinking, feeling, and what pressure points influence his or her actions. If one knows what their opponent is thinking or feeling, effective influence strategies can be implemented.

Body Language

It is a well-known fact that we communicate via our posture, expressions, and other non-verbal signals. Watching your opponent for physical movements can indicate if they are vulnerable, agreeable, hostile, or impatient.

It is often the eyes. They are the window to so much our opponent might be thinking. Become a student of facial expressions and don't ignore (or capitalize on) the messages they provide.

Timing

People are influenced by the pressures of time. If it is late in the day or late in their shift, people tend to be more fatigued and impatient. They trend toward less bargaining and more toward getting the deed done.

It might be effective to arrive late (just before closing). Your opponent's diminished energy and their desire to get on to their 'free

time' often eliminates much of the posturing and gamesmanship.

Market Conditions

To be certain, every product or service we would ever want to acquire has value in the marketplace. At the same time, the cost to acquire that product or service ALWAYS has some price flexibility.

Doing a little research in advance will typically indicate whether any price concessions would be in the offing.

Prior Experience

While some negotiating experiences are new and unique, others are repeat performances with the same people or the same firm. Reflecting on how things went 'the last time' can work to one's advantage.

If they gave you a deal before, it is reasonable to ask for and expect one this time.

If they didn't give you a deal before, you should get one this time because you are a loyal repeat customer.





Personalities

Let's face it, some people are just hard to deal with. Their attitude is sour, they seem to have that 'chip on their shoulder,' or they seem to have something against you (and everyone) personally. Confrontation and aggressiveness rarely wins the day. Humility and courtesy goes much further.

In many cases a bold question will change things such as, "Did I do something to insult you? If so, I apologize." They will be awestruck by such an inquiry and thrown totally off their normal mode.

Additional and unique indicators will constantly be coming into focus if we concentrate on reading our opponent.

Knowing what our opponent thinks and what motivates them can provide that negotiating edge everyone seeks.

Good negotiators develop and practice the art of reading people and situations.

Keep Negotiating.



MSAA Membership Application

Our Association is an organization of licensed auctioneers. With the support of its membership, the association works to promote the auction profession. We are governed by an annually-elected president, vice-president, secretary/treasurer, and nine board members. These board members serve in revolving three year terms. All past officers and directors comprise an advisory committee.

Membership Benefits

- Multiple educational seminars on topics pertinent to auctioneering, marketing, appraising, government regulations, small business growth & management, and cultural enrichment
- Complimentary subscription to The Minnesota Auctioneer, the official membership publication with news and informative articles from around the state
- Combined legislative influence as membership grows
- Policing body to maintain ethical practice and thus reputation for the industry as a whole in our state
- Mentoring and problem solving with other auctioneers
- Voting privileges in annual business meeting
- Permission to use the MSAA logo in advertising and compete in marketing competitions
- Updated directory of all MSAA members

Any auctioneer with a current license is welcome to join. New applicants become members by submitting a completed membership application (right) with proper payment.

Members must pledge to be faithful to all buyers and sellers. Members are also expected to show loyalty to the organization by actively participating in state activities and events.

Annual Dues Only \$100

(Include dues check for \$100 in envelope with this application.)

- New Membership
- Membership Renewal
- Membership Reinstatement

Name: _____

Company Name: _____

Address: _____

City: _____ State: ____ Zip Code: _____

County: _____ MN License Number: _____

Email: _____

Work Phone: _____

Home Phone: _____

Cell Phone: _____

Signature of Applicant: _____

Auxiliary Dues - \$5.00

Spouse Name: _____

Spouse Email Address: _____

Membership is from January 1 to December 31. Members who join after October 1 will receive membership for the remainder of the current year and the entire following year. All members are expected to act in a professional manner and conduct an ethical business.

Questions? Call Toll Free! 800-440-9398

To submit this form, fill out then print a copy and attach any extra requirements.

Return with payment to:

Minnesota State Auctioneers Association

c/o Frank Imholte, Executive Vice President
8160 County Road 138, St. Cloud, MN 56301



MSAASUPPLEMENT

January 2019 | Issue 124



MSAA Hall of Fame Nomination

Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award. Mail nomination to:

Lowell Gilbertson, Hall of Fame Committee.

Name of Nominee: _____

Residence Address: _____

Phone: _____

Business Information:

Name of Firm: _____

Position: _____

Number of Associates or Partners in Business: _____

Business Address: _____

Phone: _____

Personal and Family Information:

Name of Spouse: _____

Does spouse participate in the Auction profession? Yes No

If yes, explain: _____

Is spouse a member of the MSAA Auxiliary? Yes No

Give names and ages of children: _____

General Professional Information:

How long has the Nominee been involved in the auction business?

What percentage of the Nominee's time is actively spent in the auction business?

How long has the Nominee been a member of the MSAA?

Has the Nominee specialized in any particular field of Auctioneering?

List educational background of the Nominee. (Include offices held, current and past):

1) _____

2) _____

3) _____

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

1) _____

2) _____

List at least three individuals who have worked with the Nominee or who have knowledge of the Nominee's worthiness of being considered for this award, whom the Hall of Fame Committee may contact:

1) _____

2) _____

3) _____

Previous recipients of the MSAA Hall of Fame Award have established some general qualifications which they feel each Nominee should possess or have shown. Please reflect your personal assessment of the Nominee with respect to: HONESTY, HIGH ETHICAL STANDARDS, WILLINGNESS TO SHARE WITH OTHERS, STANDING IN HIS OR HER COMMUNITY, AND MASS CONTRIBUTIONS TO THE AUCTION PROFESSION.

Narration: (Attach separate sheet.)

Submitted by: _____

Address: _____

Phone: _____

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

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



MSAA Auxiliary Hall of Fame Nomination

Qualifications for Nominees:

- Spouse must be a member in good standing in the MSAA (or past member if widowed).
- A member of the MSAA Auxiliary with recent or previous active participation.
- Participation in a related business to the auctioneering profession.
- Active in community, church, charitable or volunteer organizations.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Name of Spouse: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

(Attach separate sheets if necessary.)

Auxiliary Participation:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Community Activities:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Personal Comments: (Attach separate sheet.)

Please include as much detail as possible on all areas. Nominations must be postmarked no later than August 1 of the year preceding the presentation of the Hall of Fame Award.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Deb Ediger, Committee Chairperson
218 W. Main, Belle Plaine, MN 56011
952.873.2292 or 952.873.6972

