

MSAA SUPPLEMENT



MSAA SUPPLEMENT

Issue 01

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Welcome

Thank you 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, designed to assist our members in understanding their involvement as well as the auctioneering profession as a whole.

How to Use

Take time to explore this document and its many features. If you prefer to read a printed document, feel free to print a copy for yourself. Use the links throughout this document to navigate and explore the many advertisers who have chosen to support our association. Also, every issue will include many of the forms available in the Minnesota Auctioneer Magazine.

Upcoming Events

2009 MSAA Conference & Show

- Training Sessions
- Minnesota State Champion Auctioneer Contest
- Networking
- Fun!

Thursday, January 22 – Saturday, January 24, 2009

Alltel Center – Mankato, Minnesota

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You've got **MORE** than Mail

Putting the New in Newsletter

John D. Schultz

Vice President/President-Elect
Minnesota State Auctioneers Association



Welcome to the first edition of the **MSAASupplement**, a monthly newsletter designed for our members. As many of you know, the association reduced the number of print magazines each member receives from three to two. With this reduction came a reduction in the educational articles. While the savings were important to the association, the loss in education opportunities was an unfortunate side effect. To address that concern, Andy Imholte approached the board with an idea to increase the association's interaction with its membership and to dramatically increase our educational opportunities. And so, the **MSAASupplement** was born.

Vision

The vision for the **MSAASupplement** is that it will be a monthly e-newsletter supplement to the Minnesota Auctioneer magazine. The Supplement will feature top-notch educational articles from leaders in the auction industry, both within and outside of Minnesota. It will also be an excellent means to communicate to members on a monthly basis. The Supplement will be a self-supporting publication. In fact, at the moment, we've contracted with eight vendors for full page ads, for twelve months. In the course of time, we expect the Supplement to become a source of revenue for the association.

Excellent Educational Opportunities

In our approach to seeking out contributors to the Supplement, we tapped on the shoulders of many of our contacts from outside of the association who are leaders in their respective fields. You can expect to see articles from your Executive Committee on association news and updates, from board members on a variety of educational topics, from association members on a variety of educational topics, and regular contributions from industry leaders on the topics of real estate at auction, auction law, design,

benefit auctions, and tech and internet marketing. In addition to these excellent topics, we look forward to including a feature called *Historical Perspectives* – a monthly feature from the Hall of Fame.

We are very excited about the **MSAASupplement** and trust you will find it to be an important resource for your business. If you have ideas for topics, or would like to submit an article, feel free to do so. We are continually looking for excellent content! Thank you for your time, and enjoy the Supplement! See you next month!



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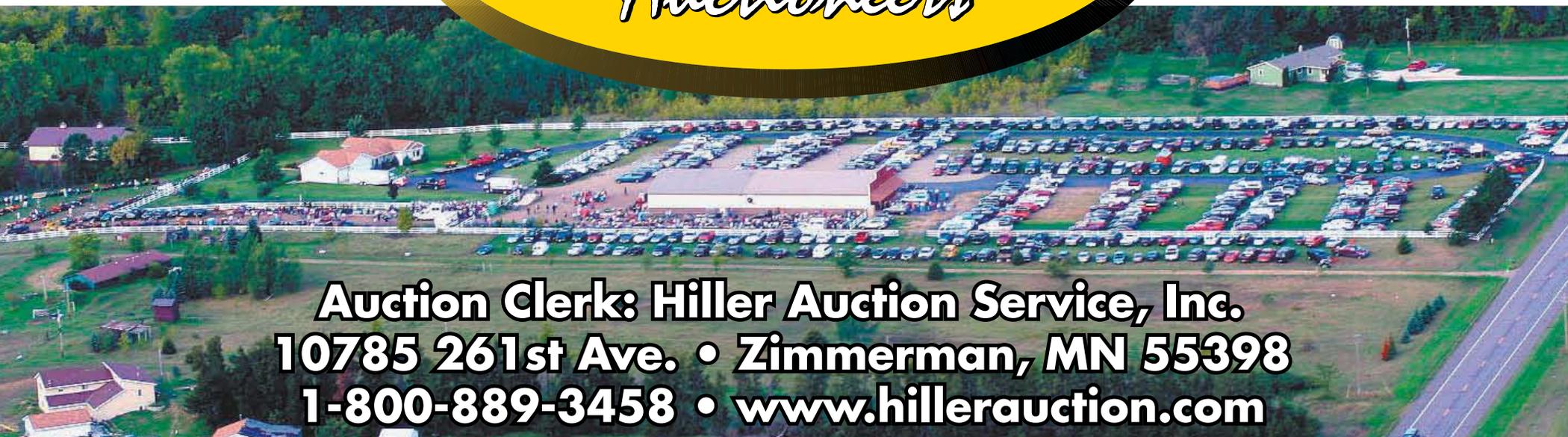


ASK US ABOUT OUR REFERRAL PROGRAM

Kevin & Dan Hiller
763-856-2453
khauktion@sherbttel.net

Hiller & Wangen
Auctioneers

Don Wangen
763-360-5272
wangenauction@yahoo.com



Auction Clerk: Hiller Auction Service, Inc.
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Extra, Extra, Read All About It!

All the News that's Fit to Print



Andy Imholte

Board Member,
Minnesota State Auctioneers Association

In a recent article I wrote, I focused on the benefits of using the internet and trying to get the most out of your company's website. In hindsight, the real focus of my article was the concept of touch points. In our business we have many chances to keep our name in the press through advertising upcoming sales. Each time a person sees one of your ads or signs it is considered a touch point. Obviously, the more touch points the more likely a prospective client will think of your company and its services first. This is a concept that can be very apparent during Minnesota's winter months when the auction fever dies down a bit due to inclement weather. To keep in contact with your clients a newsletter can be a great solution.

Newsletters have a long utilitarian history. As a graphic designer even the mention of them invokes thoughts of 1 color word documents with clip art for images. While I do apologize if that is your current version of a newsletter, know that there are many more affordable solutions for your business. It's time to dig into this topic and hopefully help you build a quality attractive system for touch points all-year.

Who:

A great question to ask when starting any project is, "who will be my target audience?" Are you looking for prospective bidders? Are you looking for possible sellers? These are important to the direction of your articles, the images you use, and the distribution method. For the purpose of this example, let's assume that we have a mailing list of bidders from our auctions, and as we learned long ago, a bidder can be our next seller, so now we have our target audience.

What:

The answer to this question is quite simple. We are building a company newsletter. Obviously, as I have mentioned in other articles, there are many ways to distribute information. Building a website or a Blog is another system that can

accomplish many of the same tasks as a newsletter.

When:

This is an important question since we are all professionals and time is short. Is it possible to put out a quarterly company newsletter? How about two updates in the winter (your slower time) and one in the summer? Since the winter is a slow time, it is a good idea to have many touch points during that quiet time so bidders (and possible sellers) won't forget about your services.

Where:

This is an interesting question. Where do I put my newsletter? Since we are operating under the assumption that we have a mailing list, the *where* will be in our current bidder's hands. However, in some areas you might have a large account in a small bank or frequent a vendor so often that they are willing to put your newsletter out for their clients to see. They might even be willing to put an ad in your newsletter. (Selling ad space is a complete article in itself, so we may have to return to that at a different time.)

Why:

I covered the why in the introduction, but you may also find a variety





“Consider the fact that if you do a newsletter often enough you could actually place ads for your own sales in it, or at least have an Upcoming Auctions feature. The options are endless.”

of other reasons as well. Consider the fact that if you do a newsletter often enough you could actually place ads for your own sales in it, or at least have an *Upcoming Auctions* feature. The options are endless.

How:

This is the point where the rubber hits the road. How do you want to get your newsletter out to your clients? You could mail it. However, with the cost of mailing getting higher, it really isn't nearly as affordable as it once was. Consider a webzine (web-based magazine). This is not a new concept, however the convenience of creating one is closer than you might think. You are currently reading a PDF, which stands for Portable Document Format. PDFs are able to be read by almost every computer and are quickly becoming a viable format for all documents. Many programs will allow you to take a file and "Save As" a PDF or allow you to "Print To" a PDF. Either way, you are then able to email it or post it to your website for all to read.

Example:

One example of a newsletter I would recommend you take a look at is produced by the Reinhart Auction Service. Currently they produce a newsletter that is actually more like a newspaper for their

mailing list. This publication is one of the best around for showcasing upcoming events and auctions for their clients and possible prospects. I had a chance to speak with Carol Reinhart and she told me they are now producing 28,000 copies of each issue. This is exactly the type of publication that will help your clients remember your name.

In conclusion, there are many ways a newsletter can help your company stay in contact with your clients. Take the time to explore some options and see what you can accomplish. ■

Do you have any marketing or design questions? Is there a topic you would like me to focus on in upcoming issues? Contact me with questions or requests at: imms79@gmail.com. If I choose one of your questions for an article, you will receive a FREE 30 minute design consultation.



Do I Hear...

Rely on us to get the call out on your next auction.

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Reaching approx. 31,000 homes
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Star News Weekender

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Reaching approx. 35,000 homes
763.441.3500

The Argus Shopper

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Reaching approx. 3,700 homes
507.724.3475

The Dairyland Peach

• Sauk Centre • St. Cloud • Paynesville
Reaching approx. 28,000 homes
320.352.6569

Town & Country Shopper

• Princeton • Milaca • Onamia
Reaching approx. 16,000 homes
763.389.1222

Morrison County Record

• Little Falls • Long Prairie • Pierz • Foley
Reaching approx. 23,000 homes
320.632.2345



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Increasing your Commissions with Auctioneer to Auctioneer Referrals

When and How to Refer Business

Stephen Karbelk, CAI, AARE

Vice President, Commercial Real Estate, Williams and Williams

As discussed in last month's article, there are important parts of the referral process, including the concepts of the Originating Auctioneer, the Destination Auctioneer, and the Referral Agreement. Now that you know the referral basics, let's discuss when and how you refer business.

When to Refer Business

The guiding principle on when to refer business to another auctioneer is if the prospective auction will or will not advance your auction business according to your business development strategy. Let's say you are an auctioneer that does estate auctions. Most of your business has been household liquidations and small residential properties. Then one day you get a call from a prospective seller that has a high end coin collection. You have never sold a coin collection, but you think you could get the auction because this particular seller has been to your auctions before and likes how you operated. You have an important decision to make – do you sign the business or do you refer the business to a coin-specialist auctioneer? There are several business principles to consider before making the decision:

What will this auction do for my business? If your goal is to expand your personal property business and develop a specialty niche, like coins, you should sign the business and bring in a coin professional to support you for the entire auction event. You know you should not do it alone because you do not have the experience but you want to learn. But if your objective is to get

out of the personal property business and only sell real estate, then signing the coin auction will only delay your business objective. We all know that successful auctions lead to more like-kind successful auctions, so if you do one coin auction then more should follow... but do you really want more coin auctions if selling coins is not part of your long term business plan?

How will this auction impact my business? There may be a short term profit to be made but the long term impact on profits could be negative. If you need to re-tool your business to handle this one auction, will it cause a major diversion of resources? If you have to partner with an expert to do a one-time deal, is it worth it? How much time will be lost learning something new when you have no interest in it? What will your staff think of your decision to take on an auction that is clearly off-mission?

Should I partner with another auctioneer or refer the entire deal out? When you have a seller with a mixed bag of assets, like real estate and personal property, there will be times when you think that you need to "do it all." Sometimes you are better off handling part of the business yourself and completely referring off the balance of the business to another auctioneer.





“There is more to placing a referral than just calling an auctioneer you met at a convention six months earlier and saying ‘here you go’... If not managed correctly, a poorly placed referral can tarnish your reputation and cost you a lot of time and money.”

Other times you have to be realistic about the size of the deal, especially if it is a significant auction, and that perhaps you should joint venture on the deal or refer it to another auctioneer. This is the “part of something is better than 100% of nothing” concept.

Can I refer the business to another auctioneer, get paid a referral fee, and replace that time with another auction that is consistent with my long term business plan? It sounds lofty and idealistic to ask this question but it gets at the heart of building your business. If the answer is yes, then you need to refer that business.

Many auctioneers have stayed away from placing referrals because they did not know who to call or they were not comfortable asking for a referral fee. They have also been hesitant in enriching their competition. Auctioneers have also felt awkward getting a referral fee for a business lead given to another auctioneer that was just from a call-in. You need to get past these issues and develop a referral system that works for you and your business.

How to Place a Referral

There is more to placing a referral than just calling an auctioneer you met at a convention six months earlier and saying “here you go.” A referral is an extension of yourself and your company to both the Destination Auctioneer and the client. If not managed correctly, a poorly placed referral can tarnish your reputation and cost you a lot of time and money.

The process is simple, but you need to make sure you follow all of the steps.

First, determine that the lead is in fact a qualified lead – the seller is motivated to sell, the seller has the ability to sell (equity in their real estate, owns the assets free and clear, is the decision maker), and the seller is seriously considering an auction.

Second, determine if you want to pursue the auction or if you should refer the auction to another auctioneer. This may require you to think about it, consult with your business partner and/or staff, evaluate what other deals you currently have scheduled or pending, and call the prospective client back.

Third, before placing the referral, call the prospective client and discuss why their auction would be better managed by another auctioneer and ask for their permission to have another auctioneer contact them. Once you obtain their consent, you can then go through the process of finding an auctioneer to refer them to, coordinating the referral, tracking the referral and following through with the referral management.

Some tips to placing or receiving a referral with another auctioneer include:

Make sure the Destination Auctioneer is qualified to handle the business.

Don’t get greedy with your referral fees or your fee could get in the way of the Destination Auctioneer getting the deal. You are getting paid for the lead only.

The Destination Auctioneer should never complain to the prospective client about “how they have to



Visit our award-winning web site at
www.KurtJohnsonAuctioneering.com



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AUCTIONEERING inc.

Here to educate, motivate, entertain and benefit our clients.



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The Future is Now 2009

2009 Conference and Show Schedule

With 2009 right around the corner, it's never too early to start planning your next MSAA Conference and Show. Take some time to survey the many offerings available to you as a member. Pack your bags and join us January 22 – 24 and take one big step into the future.

01.22.09 Thursday

- 8:00 – 5:00** Registration: Reception Hall
- 8:00 – 3:00** Vendor Setup: Downstairs hallway
- 8:00 – 4:00** Leading Your Company into the Future
Jill McCrory – Leadership Outfitters: Reception Hall
- 12:00 – 1:00** Lunch: Banquet Hall West
- 3:00 – 5:00** Contest Item Check-in: Banquet Hall East
- 5:00 – 5:30** Contestant Rules Meeting: Room 241
- 6:00 – 9:00** MN State Champion Auctioneer Contest: Banquet Hall East
- 9:00 – Midnight** Champion Auctioneer Reception & Hors d'oeuvres: Reception Hall

01.23.09 Friday

- 7:00 – 8:00** Round Table – *Jay Nitz, Kurt Johnson, and Steve Karbelk: Banquet Hall West*
- 8:00 – 3:00** Registration: Reception Hall
- 7:00 – 9:00** New Member/First Time Attendee Breakfast (2 years or less): Reception Hall
- 8:00 – 9:00** Breakfast: Banquet Hall West
- 9:15 – 11:15** How to Achieve the Impossible
Keynote Speaker – Billy Riggs: Banquet Hall East
- 11:15 – 1:15** Marketing Contest Check-in: Room 243
- 11:30 – 12:30** Lunch: Banquet Hall West
- 12:30 – 4:45** Live Online Bidding – From Catalog to Reconcile
Proxibid: Technology Center
- 12:30 – 2:30** How to Read Your Client's Mind
Billy Riggs – Seminar: Banquet Hall East



- 12:30 – 2:30** How to Generate \$1 Million Dollars in Commissions a Year Selling Real Estate at Auction
Steve Karbelk: Room 241
- 1:30 – 3:00** Auxiliary Annual Meeting: Room 279B
- 1:30 – 4:30** Marketing Contest Judging: Room 243
- 2:30 – 2:45** Coffee Break: Upstairs Hallway
- 2:45 – 4:45** Trials and Tribulations of Being Involved in the Auction Business
Jay Nitz – NAA Representative: Room 241
- 2:45 – 4:45** Internet Marketing – More than Just a Website
Dwayne Leslie: Reception Hall
- 2:45 – 4:45** Fun Auction Item Check-in: Banquet Hall East
- 3:00 – 4:15** Auxiliary Craft Activity: Room 279B
- 3:00 – 5:00** Nomination Committee Interviews
Board and VP Candidates: Room 279A
- 4:45 – 5:30** Social – Banquet Hall West
- 5:30 – 6:30** Recognition Banquet: Banquet Hall West
- 5:30 – 6:30** Junior Auctioneer Dinner: Banquet Hall East
- 6:30 – 7:00** Junior Auctioneer Auction: Banquet Hall East
- 7:00 – 10:00** Fun Auction: Banquet Hall East

01.24.09 Saturday

- 6:00 – 7:00** Informal Board of Director’s Gathering: Hilton Garden Inn, Room 909
- 7:00 – 8:00** Breakfast: Banquet Hall West
- 7:00 – 8:00** Job Stress, Compassion Fatigue, and Self Care
Breakfast Speaker – Lores Vlaminck: Banquet Hall West

- 8:00 – 9:00** Question and Answer Session with Executive Committee – Town Hall Meeting
Joey Fahey, John Schultz and Frank Imholte: Banquet Hall East
- 9:00 – 10:15** Advanced Bankruptcy Fundamentals for Auctioneers
Steve Karbelk: Room 241
- 9:00 – 10:15** Digital Technology – Session A: Devices
John Schultz: Technology Center
- 9:00 – 11:00** Auxiliary Pampering Time: Cosmetology School
- 10:15 – 10:30** Coffee Break: Upstairs Hallway
- 10:30 – 11:45** Dealing with Changes in Marketing Your Auctions
Jay Nitz: Banquet Hall East
- 10:30 – 11:45** Challenging the Traditional Approach to Buying Insurance by “Knowing your Alternatives”
KMA Insurance Consulting: Room 241
- 10:30 – 11:45** Digital Technology – Session B: Presentations
Andy Imholte: Technology Center
- 10:30 – 11:45** Minnesota State Auctioneers Foundation Board Meeting: Banquet Hall East
- 12:00 – 1:00** Awards Luncheon: Banquet Hall West
- 1:15 – 3:00** Minnesota State Auctioneers Association Bi-Annual Meeting: Banquet Hall East
- 2:45 – 4:00** Auxiliary Board Meeting: Room 279B
- 4:00 – 5:00** Juggler for the Kids: Room 241
- 6:00 – 8:00** President’s Banquet: Banquet Hall West
- 8:00 – 10:00** Hall of Fame Reception: Reception Hall
- 8:00 – Midnight** Live Music: Banquet Hall East

All Details are subject to change.



MSAA Membership

Benefits of Membership 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 (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: _____

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

MSAA Hall of Fame Official Nomination Form

Nominations must be postmarked no later than June 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:

Lowell Gilbertson, MSAA Hall of Fame Committee
2661 Oak Hills Dr. SW, Rochester, MN 55902



MSAA Auxiliary Hall of Fame

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 requested and send form by June 1st, 2009.)

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

Return to:

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



Annual Scholarship Application

Official Application Form

Two Scholarships of \$1,200.00 each (subject to change)
from the MSAA & MSAA Auxiliary

One Scholarship of \$1,200.00 (subject to change)
"Vi and Orlin Cordes Memorial Scholarship"

Deadline: November 1, 2008

Date: _____

Name: _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: (____) _____ Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member:

Child Grandchild Niece Nephew Auctioneer Spouse

An Active Member means he/she should attend MSAA 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.

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

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

High School Graduated from: _____ Year: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

- Scholastic Information – GPA: _____
(If senior in high school or current college full-time student. Need not be official.)
- Honors or Community Involvement:
(list any or all school, community, club, sports, academic)
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
- ESSAY: Please state your interest in the auction profession, history and association with the auction business or any experience you have had in the auction profession (set-up, clerk, manager, publicity, etc.) and/or why you would like the chance to attend auction school. Please complete on separate page, sign and ATTACH ESSAY TO THIS APPLICATION FORM.
- Please attach a copy of the letter of acceptance or proof of enrollment in your school of higher education (required if applying for the MSAA or Vi and Orlin Cordes scholarship).
- Current letter of recommendation is required for ALL scholarship applicants.

Absolute Deadline – Must be postmarked by November 1, 2008

Relative of winner will be notified before the annual convention. Winner and MSAA Auxiliary member relative are encouraged to attend the Friday evening Recognition Banquet at the annual Minnesota State Auctioneers Convention.

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

Return to:

Alice Goelz
31349 Co. Hwy. 11, Franklin, MN 55333

Scholarship Committee Chairperson: Rosi Przybilla

Committee Members: Grace Fladeboe & Sara Fahey



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