

# MSAA SUPPLEMENT



MSAA SUPPLEMENT

Issue 04

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# 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

After the first issue it was brought to our attention that some sections may be too small to read easily. A quick way to remedy this is to go up into your VIEW menu at the top of your screen and scroll down to zoom, or even turn on the "View at Full Screen" option. These are just a few of the simpler options available. Plus, don't forget you can also print the document.

## 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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# Looking Back

## Celebrating 60 Years as an Association

**John D. Schultz**

Vice President  
Minnesota State Auctioneers Association



**N**ot only is the Minnesota State Auctioneers Association one of the standout state associations in the industry, it is also one of the first state auctioneer associations. The year 2009 marks the 60<sup>th</sup> anniversary of our association. With that, I thought it might be interesting to look back at a small but important part of our history.

### In the Beginning

The first president of our association was Russell Davis in 1949. Although Mr. Davis was president, the association was not recognized by the State of Minnesota until June

7, 1960 when we were officially incorporated as the Minnesota State Auctioneers Association. In the process of re-incorporating this year, we came across the original Articles of Incorporation. This document presents us

with an interesting look into our heritage.

### The Incorporators and First Board of Directors

In 1960, the association was incorporated by three individuals all from Minneapolis, Minnesota: Jerry Rosenzweig, Bertin A. Bisbee, and Gus N. Benakis. Initially, the association had 16 directors:

E.K. Elmes, Long Prairie  
Vernard Paulson, Winthrop  
Alvin Payne, DeGraff  
Hubert Pinske, Arlington  
W.J. Radde, Watertown  
W.A. Thomsen, Austin  
Daniel Turek, Montgomery  
Paul Hull, Austin  
Floyd Munsell, Franklin  
Frank Sloan, Minneapolis  
Russell Davis, St. Peter  
Tom Gould, Minneapolis  
M.J. Henry, Foley  
Claus V. Beck, East Grand Forks  
Alvin Kohner, Winona  
M.C. Maranell, Woodstock

Many of these initial directors were past presidents, or would go on to become presidents of our association after the initial incorporation.

### Initial Purpose of the Association

The original articles provided 13 purposes for the association. I'll briefly touch on the first nine of

the purposes, as they provide us with an interesting look back at our heritage - a look back that is important to remember as we move forward as an association.

1. To promote a spirit of cooperation among auctioneers who constitute the association and for the encouragement and protection of auction sales and to hold meetings at stated periods where members of the association may meet one another in a body and whereby the interchange of views they may be mutually benefited, their profession promoted and the most advantageous methods of bookkeeping, management, advertising and other problems applicable to their particular profession may be discussed.
2. To reform abuses in the profession, to secure, for the profession, freedom from unjust and unlawful transactions, to produce uniformity and certainty in the customs and usages of the profession, to settle differences among the members of the association, to prevent unjust and unreasonable discrimination against any person or persons by any combination, person or conspiracy in any matter relating to the profession or the members.



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3. Protect the interest of all Auctioneers (members of the association) in all matters of legislation when such legislation is in the interest of our association.
  4. At all times to help, aid and assist in elevating the Auctioneering profession technical training, instruction, apprenticeship, exchange of ideas, practices, advertising and publicity.
  5. Exclude all questions which verge on immorality, sectarianism or on politics, except as essential to the discussion of a political topic.
  6. Go to the assistance of a brother member, when due to conditions over which he has no control, in helping to the best of one's ability in the conduct of an auction sale or in any other way or manner your judgment may dictate.
  7. Strive at all times to make the public more auction minded by fostering advantages of selling at auction, conducting charity auction sales, publicity and by being auction salesmen.
  8. To exercise the privilege, when consistent to do so, of using the organization's influence as
- and when the occasion presents, in protest against existing or proposed legislation designed to place unfair or burdensome limitations upon the member, all state Auctioneer organizations and or Associations and upon the auction method of selling or barter.
9. To create and maintain a Health and Welfare program, designed to care for the health and welfare of members whose disability by reason of advanced age, or injury, may force them from active performance of their profession as Auctioneers.

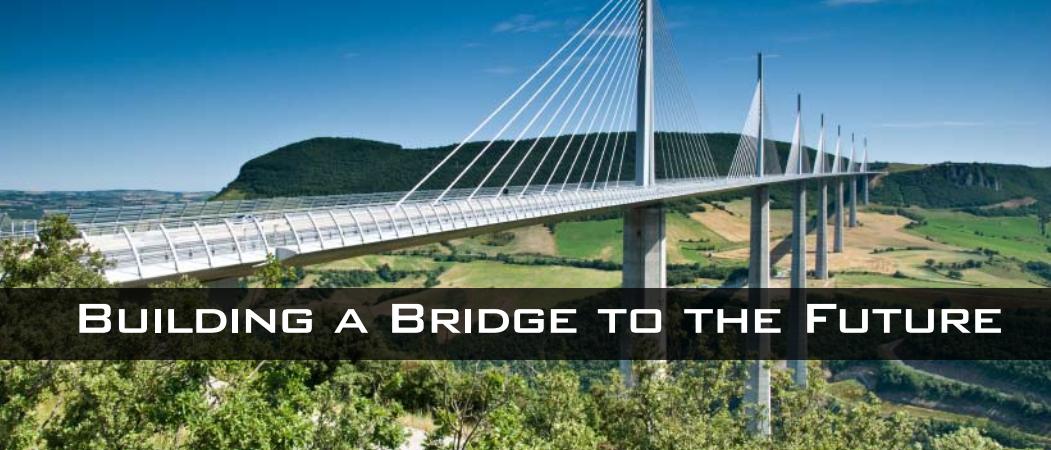
### In Closing

It is often easy to look at our current association and forget that so many have come before us, and with such foresight. You'll notice that nearly all nine of the purposes remain topics at the forefront of the direction of our association today. While we move forward and celebrate our 60<sup>th</sup> year as an association in 2009, now is an excellent time to review the initial purpose of the association, and ask ourselves if we are remaining faithful to our fellow members and the initial purpose! ■



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## BUILDING A BRIDGE TO THE FUTURE

### EXCITING SPONSORSHIP NEWS!

We are very excited to announce the creation of the Minnesota State **Auctioneers Foundation**. The Foundation is a 501(c)(3) tax exempt organization. All contributions to the foundation are tax exempt. The foundation is tasked with providing educational, scholarship, and other related benefits to the members of the Minnesota State Auctioneers Association.

A sponsorship/donation program has been created by the board that enables members, vendors, and other interested parties to contribute to the foundation and receive charitable contribution tax benefits. If you are interested in being a sponsor, or making a donation to the association, please feel free to contact either of us. We would be happy to share with you the many benefits available to you, in addition to the tax benefits!

In addition, proceeds from the Minnesota Champion Auctioneer's Contest and the Fun Auction will benefit the foundation. Thus, all expenditures in excess of the value of the items purchased at either auction are tax deductible as a contribution to a 501(c)(3) tax exempt organization. Furthermore, we will not be required to charge Minnesota sales tax, as in past years.

Thank you for your time and we hope to see all of you at the upcoming Conference and Show in Mankato in January.

Samantha Ediger-Johnson & Ray Henry  
Vendor & Sponsorship Committee Co-chairs

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# Experience is the Best Teacher

## *Lifelong Learning*



**Les Stromberg**

Director

Minnesota State Auctioneers Association

**H**ello MSAA members. 2008 has come and gone. Some of us will say good riddance, others may not. Yes, we all are one year older and maybe wiser. Life experience is a great teacher. I learned that with the help of the members of the MSAA things get done: like the sales tax issue or legislation that could change our industry.

The MSAA is always at the forefront advocating for auctioneers. We exist to help members grow and succeed. The collective experience of MSAA members allows us to meet any auction challenge, no matter what the asset might be. MSAA members are leaders of the auction industry selling farmland, residential, industrial, resorts, and other real estate; farm equipment, construction equipment, automobiles, trucks, antiques, livestock, industrial equipment, the list goes on and on. Product knowledge is essential, and that is why we are here to help fellow members. Call one of the members who you know has experience in an area where you could use a little help.

2009 comes with challenges and opportunities. We now advertise

in a local market with a global presence, via the internet. We can represent our clients in any part of the nation, no matter where the assets may be. Experience, knowledge, and modern methods produce the results our clients need. All of this from a guy who a few years ago could not turn the computer on. I'm excited and energized by the challenges ahead. I look forward to hearing from any one of you who might have an idea to share. And I will share any ideas that have worked for me in my 25 years in the auction business. The MSAA is a family of Auctioneers for the betterment of Auctioneers. Stay informed, stay involved, and ask a non member to join so we can grow and become all we can be! ■



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# Competing to Win

## *Little Things That Win Big*

**Isaac Schultz**

Schultz Auctioneers  
Upsala, Minnesota



**H**aving grown up in the auction industry and having watched, participated in, and studied numerous bid-calling contests, I have grown to love the bid-calling aspect of auctioneering. I have watched 19 of the 20 years of the International Auctioneers Championship. I have seen 8 of these competitions in person and the rest through video tapes from the NAA. I have had the opportunity to watch the MSAAs contest several times as well. Each of these contests has taught me something new.

I have also attended competition seminars by national champions over the last two years, and I have competed in the first two International Junior Auctioneers Championships. I enjoy listening to and learning from every auctioneer I meet. So here is what I've learned and noticed about those contests.

### Own Your Ground

It is crucial that you have control of the audience, and it is easily recognizable when you are in control. What I mean by "own your ground" is: Do you have your feet planted in one spot on the stage? Are you just roaming aimlessly? Do your body actions reflect your control of the audience? Depending on your style of auctioneering you may want to critique these parts of your presentation. If you think you are an auctioneer who controls the audience by moving across the stage, you need to move with purpose and confidence and not with hesitance, as this is a sign of being out of control. If you think you are an auctioneer who plants their feet, you need to be sure that you do not come across as stiff. Auctioneers who

sell this way need good hand gestures and a soothing rhythmical chant to

bring the bidders in. There is not one correct way to own your ground, so you need to adjust for what works for you. Judges judge differently and that is why it is best to use your own style to show that you are in control.

### Confidence is Key

Auctioneers perform in front of large audiences. An audience watches and is able to see and observe who is in control, so confidence is key. You show confidence through owning your ground, your hand gestures, your facial expressions, and your overall body language. An easy way to show confidence and control is by smiling. This is reassuring to the audience. When competing, it is vital to show that you are having fun. It is the difference between just missing the finals and making the finals, or winning and finishing as a reserve champion.

### Energy

The energy and enthusiasm you show is what grabs the attention of the crowd and the judges. When you introduce yourself you want to take the command of the room AND keep their attention. Then you want to keep their attention with your controlled enthusiasm. By "controlled enthusiasm" I mean keeping the crowd at the edges





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of their seats but not breaking the rhythm or the clarity of your chant. The energy of your chant should not make you increase the speed of your chant either. Speed KILLS! You also want to keep your body language inviting, not begging.

#### **Appearance**

Your appearance is just as important as any of the above items. You want to show yourself as a professional, and yet you want to be comfortable. There are many things you can do to improve your appearance. Find a great suit and shoes that fit and are comfortable to you. Invest in these things, as you will be able to use them many times down the road. On competition day you want to look sharp so button up that suit coat and don't look sloppy. Another thing to look at is your hair (this is mostly for men). A shorter cut looks much more professional than the long and curly hair. Your appearance in these contests creates your image, and you want it to be a professional one.

#### **Rhythm & Clarity**

Your chant is your own. It is the thumbprint of you as an auctioneer.

You have your own rhythm and a different level of clarity than other auctioneers. I have seen through the different contests that the clarity of your chant affects your success immensely. The champion will usually have a clear chant with great filler words. Thus, when you are competing you want to be as clear as possible, but make sure you use your chant. Your rhythm will have the same effect and it will help you keep control of the room. Your salesmanship has to be great to win any contest.

In conclusion, it is every one of these aspects and more that create a champion auctioneer. There is something to be learned from every auctioneer that walks across the stage, and I enjoy watching them. The next time you are competing remember that just because one judge says something doesn't mean it's right or wrong, it's just their opinion. The little things are the things that win big, so get up there with confidence, put a smile on and HAVE FUN!

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# The Rise of The Google

## *Getting Goliath to Work for You*

Dwayne Leslie

Founder and President  
Global Auction Guide Media Group

**I**t wasn't that long ago that most of us had never heard of Google.com and when we first stumbled upon it we certainly had no idea what an impact it would have on our business and on our lives.

People no longer search for something online, they now "Google it." What started out as a project at Stanford University has become the most well known brand on the Internet with revenues in 2007 of over 16 billion dollars and a profit of over 5 billion dollars. All from a simple search engine. How can that be possible?

It can be summed up in one word: Adwords.

If you are not familiar with Adwords, they are the small text ads shown on so many pages around the Internet. What makes them so valuable is that they are contextually targeted, meaning the ad matches the content of the page. A page featuring information on Red Wing crocks will only show ads that are relevant to that particular topic. Because it is targeted, the website user is much more likely to click on that ad than any other type of ad.

When the ad is clicked, it costs the advertiser a preset amount and Google makes a commission off what is paid to the publisher.

Why didn't any of us think of that? If you are having a specialty auction with online bidding it is definitely worthwhile looking into the program as you can set a budget and use it to attract highly targeted

traffic to your upcoming sales. But Google is also extremely important to your business without you ever giving them a cent. With over 65% of the search engine market share, how you show up in the search engine results is very important. If you are not on the first page of results, you might as well not bother at times because there is so much competition for the simple generic terms.

To use our Global Auction Guide network as an example, we receive approximately 100,000 referrals from Google every month. Much of this traffic is for generic terms such as "Farm Auctions," "Local Auctions," or "Real Estate Auctions" which are the top three referring phrases to our server from search engines. If these are terms that are important to your Internet success then you either have to beat out the websites above you in the search engines to move up the rankings, or join them. You just need to decide what is cost effective for you.

But there is the other end of the search spectrum that cannot be overlooked. The Long Tail of Search refers to the search terms that perhaps only get searched for a few times a week. This is where auction sale bills become very important



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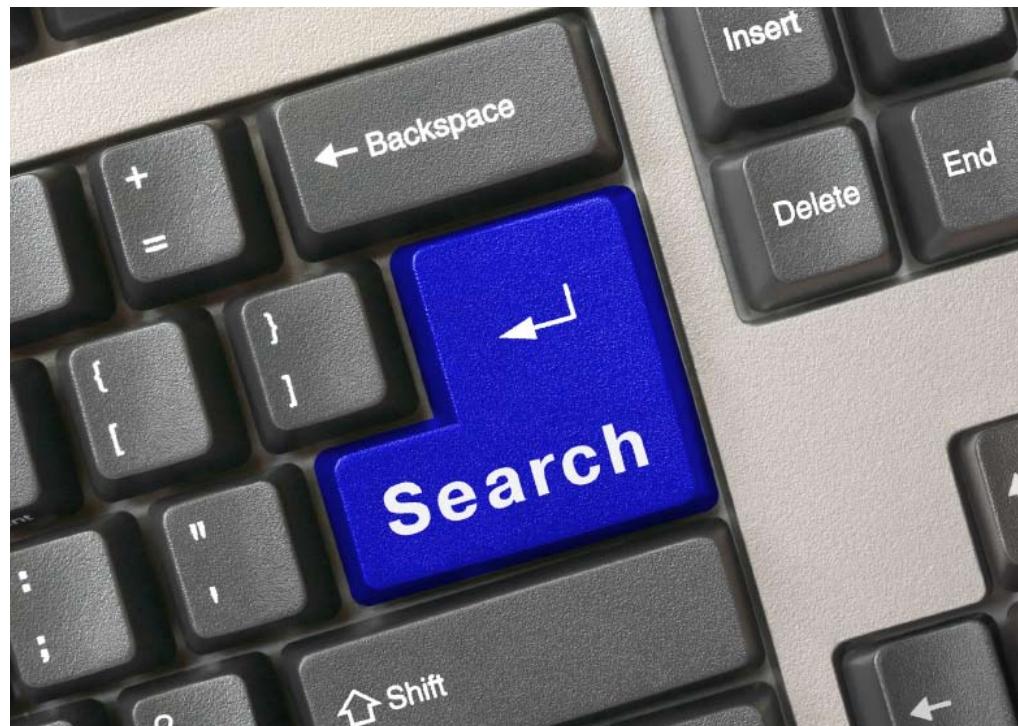
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as you want to have as much text and content as possible to attract the Google Bots that spider the web. In 2008 our server received search referrals to 587,013 different keywords. It is much easier to rank highly for obscure terms than for generic terms, but you need a lot of unique terms to attract the same amount of traffic that a few generic terms do.

This is what attracts attention to your individual sale bills for

upcoming sales. Additionally, archiving your old sale bills keeps the search engines coming back forever. This is free traffic to you so you don't want to delete all the good work you have done by throwing out your old sale bills.

We'll talk about link strategies and how to increase your search engine rankings next time.

Dwayne Leslie is the founder and President of the Global Auction Guide Media Group at [www.globalauctionguide.com](http://www.globalauctionguide.com)



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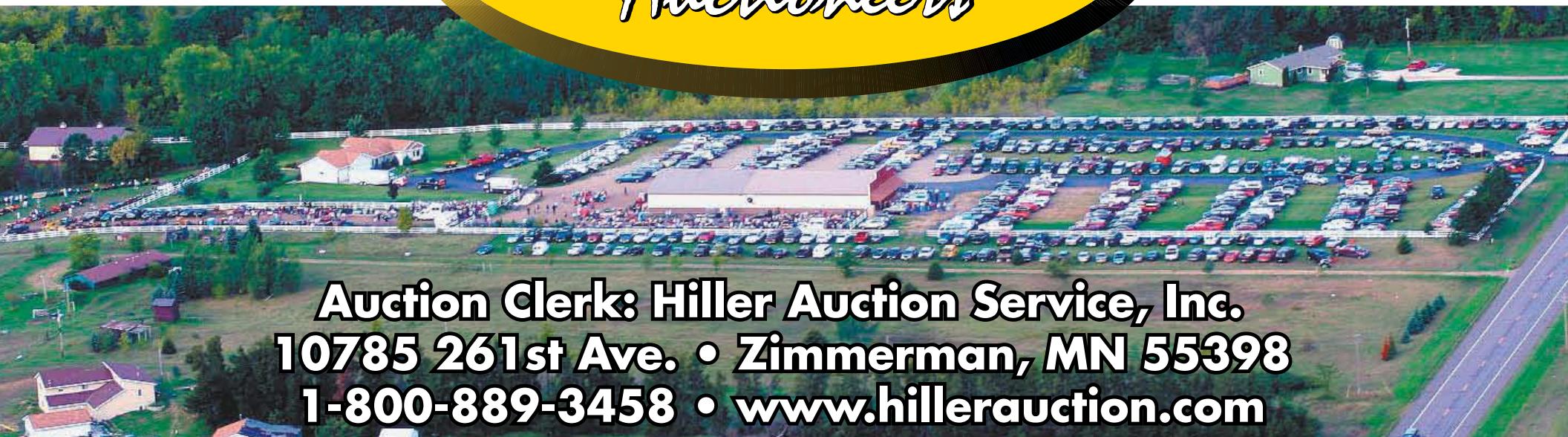
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# The Future is Now 2009

## 2009 Conference and Show Schedule

**T**he 2009 Conference and Show is only a week away! Are you coming? Take some time to survey the many offerings available and plan your days. 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: Reception Hall  
*Jill McCrory – Leadership Outfitters*
- 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** National Auctioneers Association Town Hall Discussion  
*Hannes Combest – NAA Chief Executive Officer, Paul C. Behr – NAA Director, Jay Nitz – NAA Director*
- 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: Banquet Hall East  
*Keynote Speaker – Billy Riggs*
- 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:  
Technology Center  
*Proxibid*
- 12:30 – 2:30** How to Read Your Client's Mind: Banquet Hall East  
*Billy Riggs*



<b>12:30 – 2:30</b>	How to Generate \$1 Million Dollars in Commissions a Year Selling Real Estate at Auction: Room 241 <i>Steve Karbelk</i>	<b>8:00 – 12:00</b>	Auxiliary Pampering Time: Cosmetology School: Bus pick up at Hilton Garden Inn Lobby <i>JoAnna Fahey</i>
<b>1:30 – 3:00</b>	Auxiliary Annual Meeting: Room 279B	<b>9:00 – 10:15</b>	Advanced Bankruptcy Fundamentals for Auctioneers: Room 241 <i>Steve Karbelk</i>
<b>1:30 – 4:30</b>	Marketing Contest Judging: Room 243	<b>9:00 – 10:15</b>	Digital Technology – Session A: Devices: Technology Center <i>John Schultz</i>
<b>2:30 – 2:45</b>	Coffee Break: Upstairs Hallway	<b>10:15 – 10:30</b>	Coffee Break: Upstairs Hallway
<b>2:45 – 4:45</b>	Trials and Tribulations of Being Involved in the Auction Business: Room 241 <i>Jay Nitz – NAA Representative</i>	<b>10:30 – 11:45</b>	Dealing with Changes in Marketing Your Auctions: Banquet Hall East <i>Jay Nitz – NAA Representative</i>
<b>2:45 – 4:45</b>	Internet Marketing – More than Just a Website: Reception Hall <i>Nicole Smallwood</i>	<b>10:30 – 11:45</b>	Challenging the Traditional Approach to Buying Insurance by "Knowing your Alternatives": Room 241 <i>KMA Insurance Consulting</i>
<b>2:45 – 4:45</b>	Fun Auction Item Check-in: Banquet Hall East	<b>10:30 – 11:45</b>	Digital Technology – Session B: Presentations: Technology Center <i>Andy Imholte</i>
<b>3:00 – 4:15</b>	Auxiliary Craft Activity: Room 279B	<b>10:30 – 11:45</b>	Minnesota State Auctioneers Foundation Board Meeting: Banquet Hall East
<b>3:00 – 5:00</b>	Nomination Committee Interviews: Room 279A <i>Board and VP Candidates</i>	<b>12:00 – 1:00</b>	Awards Luncheon: Banquet Hall West
<b>4:45 – 5:30</b>	Social – Banquet Hall West	<b>1:15 – 3:00</b>	Minnesota State Auctioneers Association Bi-Annual Meeting: Banquet Hall East
<b>5:30 – 6:30</b>	Recognition Banquet: Banquet Hall West	<b>2:45 – 4:00</b>	Auxiliary Board Meeting: Room 279B
<b>5:30 – 6:30</b>	Junior Auctioneer Dinner: Banquet Hall East	<b>4:00 – 5:00</b>	Juggler for the Kids: Room 241
<b>6:30 – 7:00</b>	Junior Auctioneer Auction: Banquet Hall East	<b>6:00 – 8:00</b>	President's Banquet: Banquet Hall West
<b>7:00 – 10:00</b>	Fun Auction: Banquet Hall East	<b>8:00 – 10:00</b>	Hall of Fame Reception: Reception Hall
<b>01.24.09 Saturday</b>		<b>8:00 – Midnight</b>	Live Music: Banquet Hall East
<b>7:00 – 8:00</b>	Breakfast: Banquet Hall West	<b>Conference details are subject to change.</b>	
<b>7:00 – 8:00</b>	Job Stress, Compassion Fatigue, and Self Care: Banquet Hall West <i>Breakfast Speaker – Lores Vlaminck</i>		
<b>8:00 – 9:00</b>	Question and Answer Session with Executive Committee – Town Hall Meeting: Banquet Hall East <i>Joey Fahey, John Schultz and Frank Imholte</i>		



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## The Dairyland Peach

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# 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



**MSAASUPPLEMENT**

# 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



## MSAASUPPLEMENT

# 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

1. Scholastic Information – GPA: \_\_\_\_\_

(If senior in high school or current college full-time student. Need not be official.)

2. Honors or Community Involvement:

(list any or all school, community, club, sports, academic)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

3. 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.

4. 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).

5. 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



## MSAASUPPLEMENT