

MSAA SUPPLEMENT

Take Care of Your Health
While Taking Care of Business



MSAA SUPPLEMENT Issue 08

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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.

Upcoming Events

2009 NAA Conference & Show

Tuesday, July 14 – Saturday, July 18, 2009

Overland Park, Kansas

2009 Summer Picnic & Board Meeting

Sunday, August 2, 2009

Family Picnic and Camping Activities

Monday, August 3, 2009

Town Hall Meeting, Seminar & Business Meeting

Imholte Ranch - St. Cloud, Minnesota

2009 Fall Board Meeting

Sunday, September 20, 2009

12:00 p.m. – 3:00 p.m.

Duluth, Minnesota

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• Little Falls • Long Prairie • Pierz • Foley
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DESIGN

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Announcements

Deaths:

Theresa "Tracy" Winter, mother of MSAA Director Kevin Winter, died peacefully, Thursday, May 7, 2009 at St. Michael's Nursing Home in Sauk Centre, Minnesota. Mass of Christian Burial was held at 2:30 p.m. Monday, May 11 at St. Paul's Catholic Church in Sauk Centre. Tracy enjoyed quilting, baking, playing cards, attending auctions, garage sales, and spending time with her family.

Beware Email Viruses:

Awhile back I received an e-mail from United Parcel Service. When I tried to open it, my computer was infected with a virus. I had to spend a great deal of time and money to clean it off my laptop. I did talk to UPS and they told me that they do not e-mail any customers. Today, I received two more of the same email. I thought I better spread the word and save you some money. DO NOT OPEN ANY UNITED PARCEL SERVICE E-MAILS.

—Col. Frank Imholte , MSAA EVP

Help Wanted:

Thank you to Dennis Biliske, Greg Christian and Kurt Kiefer for donating machines, supplies and money to assist with the need for basic treadle sewing machines and sewing supplies for the Peace Corp. in Africa. One village had been saving seven years to purchase a machine, and because of the generous donation of these members, the village will be receiving a machine and supplies for free. If you have or come across any treadle sewing machines (even if only for parts), and would like to help - feel free to contact John Kruesel. kruesel@msn.com

ANNOUNCEMENTS?

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



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Life Membership

MSAA Member Benefit



Les Stromberg

Vice President, MSAA
Stromberg Auctioneering

There are many benefits of being a member of the MSAA. In this article I'm going to address one benefit that has had a great deal of discussion recently: Life Membership. A Life Member is a member who had been a dues paying member of the association for over 15 years and has reached the age of 66. At that point the member in question does not have to pay the yearly dues to the MSAA.

I can speak to this issue because in April I turned 66. I have chosen to keep paying my dues. At our winter convention we had a lot of fun with my name: Les is more, you can do more with Les, etc. The fact is, you cannot do more with less when it comes to money. Last year we raised our dues because it was prudent to do so and keep the MSAA financially viable. Many years ago when the motion passed for Life Membership (no dues paid after age 65), I voted in favor of it and believed it to be a great benefit. However, now looking at the loss of revenue I begin to wonder if it was the right thing to do. The NAA is looking at a similar problem with Life Membership because they are also seeing a loss of revenue. We

are not in financial trouble now, but as our membership ages it is something we all need to think about.

As the current legislative session in St. Paul comes to an end, our lobbyist is fighting for all auctioneers in the state of Minnesota to protect our ability to sell firearms. So far we have seen success, but having a lobbyist costs the association money. I don't want to give up a great benefit like our lobbyist because our membership is aging. Since I don't know how to work through this issue, I welcome your thoughts and ideas. I, for one, will continue to proudly pay my yearly dues and enjoy the many benefits of membership. ■





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Taking Care of Your Voice

Tips for your Professional Instrument

Rod Johnson
Director, MSAA
Johnson Auctioneering



As auctioneers, most of us have conducted auctions that have lasted hours...or all day. We have done back-to-back auctions and sometimes many in one week. This puts a lot of added pressure on our vocal chords...and we all know that if we don't have a strong voice, we may be in trouble.

I have been using my voice to make a living for the past 34 years...either in announcing or auctioneering, or both. I remember when I first started working as the public address announcer for the Minnesota Timberwolves, Dr. Sheldon Burns (the team doctor) approached me and asked what I planned to do to take care of my voice. Before I could answer, he told me..."drink water, water and MORE water!" I truly believe this is one of the main factors in taking care of your voice.

At the World Wide College of Auctioneering anniversary last year, I had the opportunity to visit with and listen to comments from the great Ralph Wade. He also endorsed drinking water and I agree with him completely. One of the greatest inventions for an auctioneer is bottled water! Although I very seldom buy bottled water, I keep my empty bottles and fill them with my delicious tap water from home. I have a bottle of water at my desk, in the car, by my bed and about every other place imaginable. They say it's good to drink six to eight glasses of water per day. When I'm conducting an auction, I always bring bottled water with me. Although it may seem awkward at times, I still pause during the auction to take a sip of water now and then...this practice

definitely helps the vocal chords. During a Timberwolves game, my ritual is a 20 ounce bottle of water in the first half...a 20 ounce bottle of water the second half...and at the conclusion of the game...it's a mad dash to the rest room!

There are, of course, liquids that are not good for your voice. Try to stay away from drinks that include caffeine or alcohol prior to an auction. These act as diuretics (substances that increase urination) and cause the body to lose water. This loss of fluids dries out the voice. Alcohol also irritates the mucous membranes that line the throat. I don't know about you, but I love my coffee in the morning. However, on auction days I try to cut it down to a cup or two. I also try to stay away from alcohol the night before conducting an auction (and of course the day of!).

I love spicy foods...the spicier the better. However, this also is not good for the vocal chords. I didn't want to believe this, but spicy foods can cause stomach acid to move into the throat or esophagus and this is not good for the voice. I still enjoy my spicy foods just not on or before an auction day.

Try not to over-use your voice if at all possible. I'm the first to admit that this may not be possible with





“As auctioneers, we are in a group of people that are most prone to experiencing voice problems. That is why I think it’s important to consider taking care of our voices and hopefully we won’t run into any problems.”

our busy schedules. I recently had a week where I announced four Timberwolves games and conducted three auctions...my voice was active for seven straight days! I could definitely feel it, but I tried to drink lots of water and get as much sleep as possible. At the end of the week, I tried to rest my voice as much as possible.

A few other things to consider when taking care of your voice: avoid smoking, practice good breathing techniques, include plenty of whole grains, fruits, and vegetables in your diet. These foods contain vitamins A, E, and C. They also help keep the mucous membranes that line the throat healthy, get enough rest (physical fatigue has a negative effect on voice), avoid mouthwash that contains alcohol or irritating chemicals, exercise regularly as exercise will increase stamina and muscle tone, and always try to use a good sound system so you don’t strain your voice trying to be heard.

I’ve always tried to stay away from throat lozenges that are mentholated, because this tends to numb the vocal chords. If your vocal chords are “numbed” you are more apt to damage them. Dairy products can be another problem, as they

tend to create thick mucous in the throat.

So, how do you know if you actually have vocal chord problems? If you suffer from symptoms such as your voice becoming hoarse or raspy a lot, your voice becoming sore or strained, repeatedly clearing your throat, harder to hit the high notes or your voice sounds deeper, or if it is becoming an effort to bid call or even talk...you should consider getting your vocal chords checked out by a qualified physician. Most voice problems, if detected early, are reversible and can be successfully treated.

As auctioneers, we are in a group of people that are most prone to experiencing voice problems. That is why I think it’s important to consider taking care of our voices and hopefully we won’t run into any problems.

I have been blessed and have not experienced any major problems with my voice in over 30 years (knock on wood!). I know I’ve been lucky, but I’ve also tried to do what I could to keep my voice healthy. Caring for your voice is a life long process, especially in the auction industry. ■



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One Good Link

The Power of Internet Networking

Dwayne Leslie

President
Global Auction Media Group

One good link per week. If you want to be serious about increasing the traffic to your website and the value you receive from your internet marketing, you will want to make this part of your business goals every week.

Linking is an integral part of the way the Internet works, second in importance only to having your bidders bookmark your website and navigate directly to it. It is impossible for anyone to know about every website that is online, but being linked from another site in a good neighborhood is the best way for new visitors and search engine's spiders to initially find your site.

How do you get one good link every week?

Buying Links

There are many local websites and directories that want you to advertise with them. While they may tell you how much traffic they get, and are able to tell you how many times your ad or link is clicked on, sometimes the greatest value is simply having the link there because they are in a good neighborhood. Your small town newspaper website is probably your greatest local example. While you may question the immediate effectiveness of that ad placement, it can be the intangibles that you may benefit from the most in the long run.

When Google's algorithm decides where to rank your site when someone searches for you, a significant amount of the score they allocate to your site is based

on how many incoming links you have and more importantly where they are from. Even if you never get someone to click that link, surprisingly it can still be worth the time and cost to get that link.

On Global Auction guide all our auctioneers get a link back to their own website, and several web savvy auctioneers have told me over the years they would pay our annual membership fee just for the link they get, and the exposure they get to their sales is a bonus.

But beware of websites or phone marketers that tell you they can get your website listed on 200 - 500 - 10,000 web directories or search engines for only 99\$. Like everything that sounds too good to be true, it probably is. These sites are known as "link farms" and being listed on them can actually penalize your ranking on Google.

Swapping Links

Every Auctioneer considers their website to be in a good neighborhood. Why not swap links with other auctioneers? You may not want to link to your competitor in the same town or area, but at the next convention be sure to swap your business cards with like minded auctioneers from the other side of the state so you can exchange links on your sites.





“If you want to take it a step further, you can also request that instead of the link showing Joe’s Auctions linking to Joe’s website, you can ask that the link read Joe’s Fundraising Auctions in Minneapolis and link to his website. This will help his website rank better for those terms.”

If you participate on the Auctioneer forums at the NAA site or AuctionZip.com , that is a great place to find auctioneers across the country who want to swap links.

Free Links

There are ways to get good free links, but you have to be selective about where you want your name mentioned. The easiest way is once again on the Auctioneer Forums mentioned above. Be sure to have your website address linked properly in your signature files when you make a post. Because they are partially password protected, be sure to comment once in a while on the public portions so that the Google Spider is able to see your link. Find other collector websites you are interested in and become part of those communities so that your links are able to be posted.

Auctioneer directories are another good link to get. Most of the auction sale aggregators have them, but there are a few such as www.luv2bid.com and www.auctionguide.com that have been around for a long time and though their content is dated, it can help your site do better with a link from them. Your local Chamber of Commerce is another great website to get a link from.

What is a Clean Link?

Many times when you have a link or an ad placed on a website, when someone clicks on it the browser actually has to check with the original website first to find the proper link to redirect the visitor to. Your website link is not actually on the page with your ad, but rather it is redirected to your site. This is done for several reasons as the site is able to track how many times your ad is seen and also clicked on.

This is important if you are paying for an ad per number of impressions or how many times it is seen. This will especially happen if the site is rotating several ads in that spot as every time someone sees the page a different ad is seen.

These type of links do not help your site improve your SEO or Search Engine Optimization. As an advertiser you want your ad linked directly to your site with no redirect scripts if you want to gain the most value from your ad.

If you want to take it a step further, you can also request that instead of the link showing Joe’s Auctions linking to Joe’s website, you can ask that the link read Joe’s Fundraising Auctions in Minneapolis and link to his website. This will help his website rank better for those terms.



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Quality Design from an Auction Professional
 imms79@gmail.com

Using specific anchor link text still helps to rank better in Google but is not as effective as it was several years ago. This was the same method of link bombing that when done on a massive scale put George W. Bush at the top of the search results when somebody searched Google for "miserable failure."

If you are interested, you can also use Google's Advanced search or Yahoo Site Explorer to see which sites are linking to you, and then see who is linking to your competitor down the street.

As you start to get links, don't expect an immediate overnight increase in your ranking. Seeing improvements is a long process,

and if you get too many inbound links too fast it can raise red flags for Google.

If at the end of the year you can look back and be satisfied that you got 52 quality links to your website, you can be happy that you have accomplished more than most other auctioneers have done and perhaps made some good business connections along the way.

We'll talk about Social Media, Blogging, and Twitter in the next column. Don't know what Twitter is and if it can help you? Stay Tuned. ■

Dwayne Leslie is the founder and President of the Global Auction Media Group at www.globalauctionguide.com



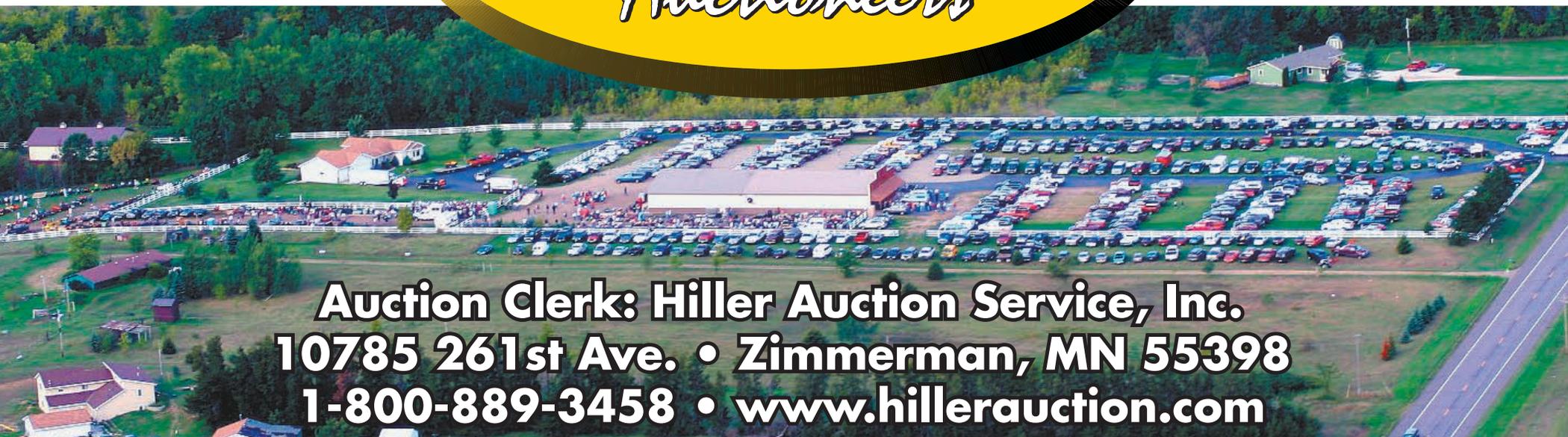


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Sleep on This...Please

The Importance of Rest



Peggy Imholte

Regional Wellness Education Specialist
Resource Training & Solutions

The height of the auction season can be a change of schedule for everyone. Prospective clients to contact; contracts to sign; advertising deadlines to meet; details to hammer out; staff to direct. Before you take another step, consider one important key to keeping energized...sleep.

Did you know that sleep is as important to your body as food and water? Did you also know that most people don't get enough sleep? When your sleep cycle is interrupted with shift work, traveling and other schedule changes, fatigue sets in.

A fatigued person is at high risk for accidents and impaired judgment. This person may make more mistakes and bad decisions. Although you may not realize it, driving while sleepy is very similar to driving while intoxicated. That's one reason we have for so many road accidents and work injuries. Falling asleep driving is now regarded as the most preventable cause of all traffic related accidents. Lack of sleep can also affect children's school performance and could lead to an increased risk of emotional problems such as depression.

Symptoms of sleep deprivation in adults include constant yawning, grogginess when waking in the morning and all day long. It also includes poor concentration and mood swings. For children, it can mean moodiness and irritability, temper tantrums, tendency to explode, and overactive behavior. They may be reluctant to get out of bed in the morning, groggy when they wake and need day time naps.

What can you do to get enough sleep?

Sleep requirements vary from person to person. Primary school age children as well as teens need about 9-10 hours/night. Adults need about 8 hours. You need to be guided by your state of alertness.

If you are short on sleep, consider the following:

- Purposely go to sleep a little earlier each night.
- No smoking, alcohol or caffeine in the hours before bedtime.
- Improve your sleeping environment any way you can-ear plugs if needed or white noise with a fan running.
- Use relaxation techniques (as in deep breathing) to help you fall asleep quickly.
- Seek professional help for sleep disorders like snoring.

Do yourself a favor. Nourish your body with the food, water and sleep you need to be the best you can be. Enjoy your auction profession in the best of health.

Sources:

Sleep Deprivation; Better Health Channel Fact sheet; www.betterhealth.vic.gov.au

The Well Workplace Healthletter from Welcoa Vol. 10; #2, April ,2008.



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: _____

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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

