

MSAASUPPLEMENT



Networking

The Universal Handshake



MSAASUPPLEMENT

Issue 09

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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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2009 MSAA Summer Picnic & Board Meeting

Sunday, August 2 Family Picnic & Camping Activities

- Softball
- Volleyball
- Paintball (please bring your own equipment)
- Campfire
- Family Fun

Monday, August 3

- Board Meeting
- Educational Seminar

- Town Hall Meeting

Join us for a great time!

Inholte Ranch
8160 Co Rd 138
St. Cloud, MN 56301

For more information:

www.minnesotaauctioneers.org



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Announcements

Death:

Gerald B. Trocke, father of MCAA member Peter Trocke of St. Peter, passed away Thursday, June 11. Funeral services for Gerald Trocke are Tuesday, June 16, 2009 11:00 a.m. at Zion Lutheran Church 814 W. Brooks St. in Arlington, MN. Visitation is 4–8 p.m. Monday, June 15 and one hour prior to the service, all at the Church.

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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Is Your Net Really Working?

The Talented Handshake



Col. Frank Imholte

Executive Vice President, MSAA
Black Diamond Auctions

Networking. We all hear that word and think we know the meaning of it. When it comes to networking, we must first understand a few basic guidelines for this term:

- #1 *Few people are better at this than auctioneers.*
- #2 *It happens whenever you're awake, and sometimes when you're not.*
- #3 *Most shy people consider it a task, type-A personalities consider it fun.*

On the first point, I have met very few auctioneers that don't love to talk. Networking just takes you to a higher level where you can build your business on this talent. For many years, I have attended Friday morning meetings hosted by the Chamber of Commerce called Chamber Connection. I was introduced to it by my brother, who said it was a great way to network with other business people in the community. It is a great way to establish TOMA (Top of Mind Awareness) in the community. If your community does not have a Chamber Connection-type meeting, consider starting one up. It is a great way to meet new people that can help you as you help them. I am hosting a Chamber Connection meeting on Friday, July 24, 2009. If you would like to learn more, contact me and plan to join us for some early morning fun.

On the second point, please understand we live in a marketing world where everything is tied to a network. It is now global and when

you sleep others are networking somewhere in the world. They just might be talking about you, your last auction, or the service you provided to your community.

My last thought has to do with having a type-A personality. Our parish often has breakfasts and they are always looking for help. I ask if I can greet people or be the cashier for the event so I get to talk to everyone. When someone in my community thinks auctions, I hope they think of our company first. We can be beat on price; however, those that only shop price will be harder to deal with than a referral from your network. An auctioneer once told me that 'it takes less rope to catch a critter coming toward ya than running away.' I, too, like clients coming toward me. Years ago the local coffee shop was where you got leads for auctions. Now you need a network helping with auction leads. May the leads be many and the auctions great, and until we meet again, happy networking! ■



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Spring Training

Make Sure Your Auction Team is Ready for the Summer Season

Samantha Ediger-Johnson

Director, MSAA
Ediger Auctioneers



With spring here, it is fun to watch all the reminders that come with it. The grass is green, the hostas are shooting up and out of the ground, the lilacs are budding, the animals are shedding their winter coats, the farmers are in the fields, and times are moving fast again. It's worth paying attention to the fields now and watching as the crops sprout up in the days or few short weeks after being planted. As a kid, this stuff was not even a thought in my mind, but as we get wiser, not older, it's the small stuff that you notice and enjoy.

Another thing spring normally brings to the auction industry is more business. With more business it is time to evaluate how you and your staff operate. If you didn't have a busy winter or offseason, maybe it's time to refresh everyone on what is needed or expected of them.

As an auctioneer, remember that your job description includes capturing the audience, keeping their attention, and setting the pace for the auction, along with bringing your seller(s) top dollar for their item(s). The line-up of a sale will also make a difference. The first item you sell can set the pace of the auction. It is typical for an auction to start with a good item, but maybe not the best item. You want to grab your crowd's attention and keep them enticed with what is going on so you don't lose their interest or let them control the auction. If you sell too slow and let the crowd set the pace, the crowd will then "take charge." Remember, you want to keep the auction rolling and the crowd ready. Try to use different tones and pitches in your voice so as to not put the crowd to sleep with a monotone chant. It is also

important for the auctioneer to be clear about what is being sold and what the price is at so there isn't confusion for the buyers. It is nice to only sell the item once instead of reselling because the buyer thought he was buying a different lot.

On the day of the auction, it is very important to be sure you have good help that is ready to work. If you have items that need to be lined up yet or brought out, remind the help to be careful, whether it is family or staff. Have the appropriate people moving the heavy items so you don't injure anyone in the meantime or damage property. When setting up, the item(s) should be cleaned if time permits. It is common sense that the product(s) typically bring more if it is clean and looks like something that was taken care of. That goes for machinery, glassware, real estate, livestock, automobiles, etc. If items won't be brought out until the sale day, make sure you have enough help lined up for the day of the auction to get everything out in a timely, safe manner so there is plenty of time for viewing.

If possible, keep similar items in the same vicinity of selling. Try to avoid



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having the depression glassware next to the manure spreader (something most sellers won't stand behind). Set items up so there is a good flow and an easy to follow order for the buyers and for the sound system. Keep tarps or covers on hand for unpredictable weather. You don't want the old postcards, advertising items, etc. getting wet and becoming useless to the buyers or decreasing in value for the seller.

Make sure your office crew is ready to work with the customers, greeting them when they get a buyer number, etc. You can help the customer feel at ease by creating small talk. Explain to the staff the order of the auction so when approached by a customer, they can help them. It is also important to look things over and know where things are in case they ask "where is this" or "where is that."

When the auction starts, make sure the ring people are ready to go, too. They are a very big part of the interaction between the auctioneer and the bidders. Not only do they work for the next bid, they can also

be an interpreter for a possibly confused bidder. It is also helpful to have somebody write the buyer's number somewhere on the item they bought so when they load up their purchases, it is clear on what it is they should be loading.

Don't forget the clerk. Without the clerk, we wouldn't be able to remember what each item brought and who the buyer was in order to complete the sales transaction. Make sure when you say "Sold" your clerk is attentive and ready to document the price and buyer number. The more the clerk works with the auctioneer, the more comfortable the routine is. Every auctioneer is different when they sell an item. Some auctioneers repeat the price and buyer number twice, which can be helpful for the clerk.

Overall, make sure you and your staff are ready to work as a team. In the end, you are working to obtain the highest price for the product(s) and it cannot be done alone. Compliment the staff and let the customers witness your appreciation. Have a great summer! ■



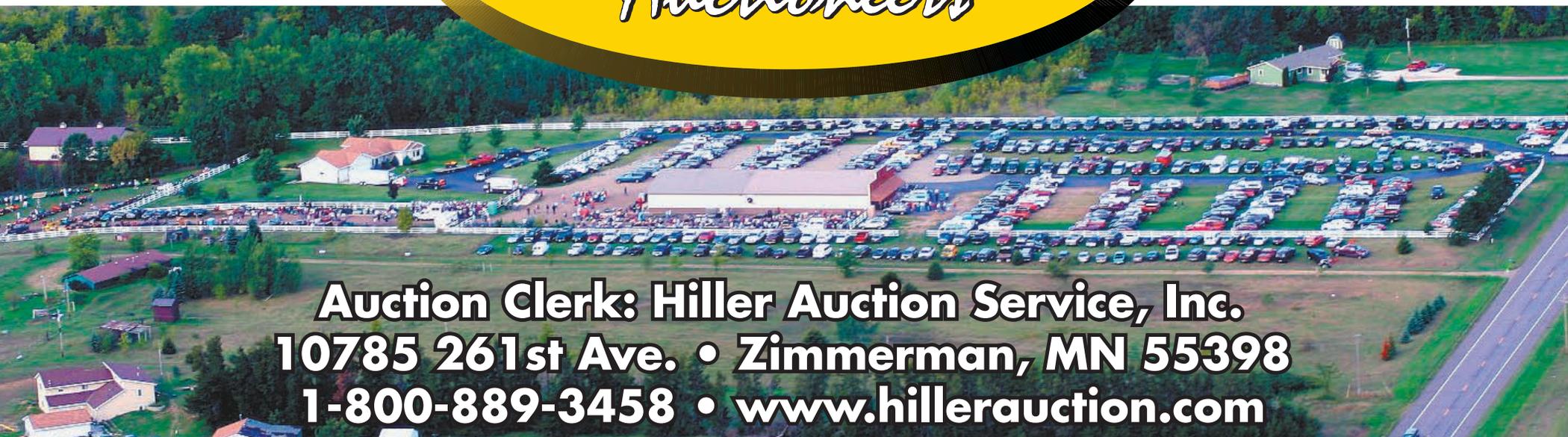


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Are you Twittering your Facebook across the Blogosphere?

Social Networking for Auctioneers

Dwayne Leslie

President,
Global Auction Guide Media Group

If you have no idea what the title of this article means, well, don't feel bad. Not even the most tech savvy among us knew what it meant 2 years ago.

Everyday social media expands and encroaches more into our daily lives. Whether it is truly useful or simply another tech fad is yet to be seen. But with the younger generations living and interacting online this appears to be where the future is and if you want to reach them there is no use advertising in a printed newspaper.

If you want to skip learning about this latest fad, hire a high school student as a summer intern to setup your social media branding and advertising. This generation lives and breathes social media (for good or bad) and they know the ins and outs of how to get started. Another great starting point would be your local bookstore or amazon.com and search for books that cover social media web strategies.

MySpace, and now Facebook, have taken over many people's lives and the time spent per week by all ages of people is more than the time they spend watching TV or reading newspapers according to surveys. How do you get your message across to these people?

Most importantly, if you are using these sites, you can't blatantly advertise like you would in a newspaper. You must slowly work into and become part of the community. Don't simply sign up for an account and begin blasting your upcoming sales to everyone that will be your friend.

You have a large group of real world friends at every auction, try to get

them involved online to work with you and help promote your sales to their online friends. Also be sure to join any auction communities such as the friends of AuctionZip.com Facebook group.

Linkedin.com

Linkedin is referred to as Facebook for the business professional. It is a great networking tool and can help you find some fresh contacts that can help you down the road. It is largely used by corporate level employees, and if you are dealing with lawyers, bankers, large corporations, etc. on a regular basis it looks good to them that you are also using the site. After making a proposal to handle a foreclosure for a lending institution, you can bet they will be checking your Linkedin profile shortly after you leave their office.

Twitter.com

We knew that Twitter had become mainstream when Oprah signed up and began "twittering" on her show. If you have never seen it, think of twittering as being able to text message everyone you know at





“The best part is all these services are free, and will only take up your time to successfully cultivate a long term ROI. Makes you wonder what we will be learning about 2 years from now? or 5 years?”

once, and your messages are public so you are able to attract new followers.

I attend an Internet Marketing convention in Las Vegas every year, and have watched the early evangelists and adopters of Twitter hype it extensively but I personally could not find a practical use for it in my business or in my life. It was handy to find all the last minute meet-ups at the conference, but how could I use it to market my business or help auctioneers attract more business?

I can honestly say I don't know if I see the full value of this yet, but I have begun twittering auction prices live from the auction sales. I am able to take a picture of a tractor, for example, with my BlackBerry, and send it along with information and the selling price live to my twitter stream for anyone following me to see. I can see the value of this for people like Greg Peterson

(machinerypete.com) to collect data who started his own twitter stream several weeks after I started.

AuctioneerTweet.com is a site recently launched by Aaron Traffas in Kansas, which allows you to join their group of auctioneers who are twittering. It is an interesting way to form a community of auctioneers who want to communicate more effectively.

The best part is all these services are free, and will only take up your time to successfully cultivate a long term ROI. Makes you wonder what we will be learning about 2 years from now? or 5 years? We'll talk about Blogging in our next article.

Follow me on Twitter at twitter.com/auctionguyyy or search for me at [linkedin.com](https://www.linkedin.com) ■

Dwayne Leslie is founder and president of the Global Auction Guide Media Group at globalauctionguide.com



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• Elk River • Becker • Ramsey
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763.441.3500

The Argus Shopper

• Caledonia • Spring Grove • Mabel
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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Facebook Tips for Entrepreneurs

A Quick Guide to the NEW 'book

Ryan George

Owner,
Biplane Productions



If you read any number of the nation's business magazines, you'd think that Twitter, Facebook, or LinkedIn could make your other marketing obsolete or at least archaic. As someone who has one of these open on my iPhone, laptop, and/or desktop about eight hours per typical day, I can tell you that you'll need more than any or all of these silver bullets in your six shooter.

That said, you can use all of these for commercial purposes—each in a different role. Today, let's look at Facebook and some pointers on how to get the most out of it.

Know why you use the 'book.

If you're looking to Facebook for free advertising, you'll "get what you pay for." Facebook can bring you clients and prospects, but you'll find the greatest and most likely benefit to be the ability to build into the professional relationships you already have. You'll get to know clients, vendors, and industry peers as people. When you show people you are interested in them for more than just the transaction, they are more likely to give the next transaction to you.

Facebook is one of several prime places to build a personal brand, maybe even the expert brand. Your character, personality, experience, and lifestyle reflect on your business. Environments like Facebook allow you to intentionally manage and broadcast your public personae.

Be "content generous."

Just like in marriage, you'll reap the greatest benefits when you give more than you take. If you want something out of Facebook, you need to add value to the environment. Post interesting

articles and links—and tell people why you're sharing. Show that you never stop learning, that you're constantly trying to grow—and that you want others to join you on that journey. Subscribe to RSS feeds or magazines, so that you have a constant stream of ideas to share. You don't have to know everything to be an expert; you just have to know where to get answers. If consumers see you as a source of good ideas and solutions, why wouldn't they trust you with their professional challenges?

Share lots of encouraging, affirming, congratulatory comments on others' content. Drop quick notes to tell folks you're glad to know them, that you're thinking of them, that they deserve the cool weekend or vacation they just lived. Let your professional contacts know that you think about them, even when you're not working together.

Build Facebook fences.

Facebook includes a robust range of privacy settings. You can allow some people to see only your resumé-level information and others your most personal pictures (and several steps in between those extremes). You can determine the accessibility of specific photo albums or videos and who can see them. You can even choose specific people or





Above: The [MSAA official Facebook group](#)

“You can be successful without Facebook. Facebook just makes success a community benefit.”

groups of people you don't want to see certain pictures. Your college days pictures are great fun with your frat brothers but probably not appropriate to show your largest client. Not everybody you invite or accept as a Facebook friend has to see everything you post. By setting audience boundaries, you can post with more freedom and personality—and be yourself—limiting only who can interact with specific content.

Predetermine your Facebook interaction.

Facebook is the new solitaire/ mine sweeper, only guised in marketing clothes. You can easily tell yourself that you're networking on Facebook, when you're really just shirking work. So, just like any other social engagement, budget time for it. Then stick to that schedule. Facebook is only one networking environment; don't let it infringe on other opportunities to build relationships. If you don't want Facebook interrupting your productive hours, Facebook allows you to turn off some or all of the notifications it can send to your email box.

Many entrepreneurs check their Facebook feed in the morning after running through their email inbox and/or at the end of the day before they head home. My generation sifts through their RSS feeds and google notifications like our parents used to read the paper. Facebooking fits neatly into this segment of your day. Maybe it's during breakfast or lunch for you, or maybe it's a weekend appointment.

For me, Facebook is intrinsically woven throughout my day. Working in my basement cave, it's a connection to the outside world, an environment for personal ministry, a break room with a water cooler, a year-long auctioneer convention without the suits and hotel room keys. I use it to enrich and secure the friendships I already have and to cultivate friendships from working relationships.

You can be successful without Facebook. Facebook just makes success a community benefit.

Ryan George manages Biplane Productions, an auction advertising design agency working in 40 states. He writes an advertising blog available at [AdverRyting.com](#) and is a member of Auctioneer magazine's Editorial Board.



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, 2009

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: Grace Fladeboe
 Committee Members: Rosi Przybilla & Sara Fahey



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