

# MSAASUPPLEMENT

**2010 MSAA Conference & Show**  
January 14–16, 2010, Duluth Entertainment Convention Center  
*Session and Speaker Previews Inside*



**MSAASUPPLEMENT** Issue 14

# 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

## 2010 MSAA Conference & Show

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

Thursday, January 14 – Saturday, January 16, 2010

Duluth Entertainment Convention Center (DECC)

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# Announcements

## DEATH

Ervin Herman A. Otto, 91, of Belle Plaine passed away on November 4, 2009 at The Lutheran Home in Belle Plaine. Funeral service was held on Monday, November 9 at St. John Lutheran Church in Belle Plaine. Erv owned the Belle Plaine Livestock Company, built the Sale Barn in 1951 and ran Erv Otto Auction Service.

## 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](mailto:frank@solditatauction.com)



# MCAASUPPLEMENT

# Looking Back at 2009

## Looking Forward to Duluth

### Les Stromberg

MSAA Vice President  
Stromberg Auctioneering, LLC

Contact 



**F**all is here, where did 2009 go? It was a very busy year for many of us. We are planning for the 2010 conference in Duluth and looking forward to the education and fellowship.

2009 was definitely a year in which Real Estate by Auction continued to grow for our auction company. When looking at the growth of real estate auctions, I recommend all auctioneers to explore this market if you haven't done it already. Talk to a board member who is already doing them, or an auctioneer who has the experience you need. We are here to help.

We are doing live, live and online, and online-only auctions. What a learning experience it has been for me this past year. To quote auction technology expert and speaker at our upcoming conference, Aaron Traffas, "We're going to try some things and some will work and some won't. We're going to see all kinds of hybrid bidding systems, including real time internet auctions without

crowds, internet-only auctions with crowds, pre-auction only internet bidding, and every possible combination of real time and pre-auction internet bidding. I think it's still the wild west of internet bidding, and there is a lot of room for evolution in the marketplace before some of these processes and tactics reach maturity."

The education you will receive at the Winter Conference and Show will help you navigate many new concepts in store for the auction industry. Take time to register and book your room; you won't be disappointed.

See you in sunny warm Duluth. How many Auctioneers does it take to change a light bulb? Sixteen. One to hold the bulb and fifteen to drink whiskey until the room spins. ■



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## MSAASUPPLEMENT

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# Registration Terms

## The Online/Onsite Double Standard

### John D. Schultz

President, MSAA  
Schultz Auctioneers

Contact 



It's becoming increasingly common for auction companies to offer online bidding at their auctions. There are a multitude of types of auctions with online bidding, however, I'd like to focus on live auctions that have an online bidding component (i.e. pre-bidding, live bidding, or a combination thereof). In particular, I'd like to examine the registration requirements of two fictitious bidders at an auction with live online bidding. Let's call the bidders Online Guy and Onsite Gal. The auction can be of any asset class you'd like; for argument's sake it doesn't matter.

Online Guy and Onsite Gal both come across an auction that they'd like to attend. They both notice it has online bidding. Onsite Gal has an entire day to spend at the auction. Online Guy on the other hand is taking care of his two toddlers, and finds it more convenient to stay at home than go to the auction with the two toddlers. Online Guy still wants to participate so he decides he'll bid live online from his home.

Let's examine the registration process for each bidder.

### Onsite Gal

Onsite Gal shows up about twenty minutes before the auction is to begin. She heads over to the clerking trailer and asks for a bidding number. In most cases, the cashier asks for a picture ID. In exchange for the information on the ID and verification that Onsite Gal is really who she says she is, Onsite Gal is given a bidding number. When Onsite Gal makes a purchase and is ready to leave she is asked to stop and make payment with the cashier. Payment can be in the form of cash, check, or credit card, and once payment is made, she can take her purchases home. However,

there is nothing stopping Onsite Gal from leaving the auction with her purchases and not paying.

### Online Guy

Online Guy registers a few days before the auction is to begin. He logs in online, and is asked for his address, multiple phone numbers, credit card information, and in some instances is required to provide a bank letter of credit. In exchange for this information, the auction company issues a bidding number. When Online Guy makes a purchase, he is emailed an invoice, and typically his credit card is processed for the purchase (in some instances alternative arrangements are made). Only once payment has been secured and verified as in the account of the auctioneer is Online Guy allowed his purchases. In addition, every transaction that Online Guy makes is tallied and tracked. His complete purchasing history and payment history is logged in a database.

### Something Doesn't Add Up

Somewhere along the line, because we can look a buyer in the face, we'll give him/her a credit card (i.e. bidder's number) with no credit limit, and allow him/her to





take their purchase home prior to verification that the funds are good (i.e. bounced check). However, in instances where we cannot look a buyer in the face, we require additional safeguards, and in actuality have more historical data about the online buyer (i.e. purchase and payment history) than the onsite buyer. Somehow that just doesn't add up, and in fact seems backwards.

Auction companies need to apply the same set of registration terms to both online and onsite bidders. In fact, approving an online bidder to participate in your auction that has a history of purchasing and paying for items is safer than handing bidding numbers out to anyone that produces a valid photo ID in person. Furthermore, it's a matter of fiduciary duty to your client. It's

our job as auctioneers to obtain the most for each item with the least amount of cost to the seller. Basic economic principles reveal prices are primarily driven by two factors - supply and demand. Online bidding increases the demand for an item by increasing the number of bidders for a particular item (onsite + online > onsite only or online only). By overly restricting online buyers by way of cumbersome registration terms, auctioneers dampen the impact online buyers will have on the demand factor, and thus restrict the price for which an item would sell. For your next auction that includes online bidding, experiment with allowing bidders to register with the same terms as your onsite crowd. You just might be surprised at how many more bidders participate and purchase! ■

*“...approving an online bidder to participate in your auction that has a history of purchasing and paying for items is safer than handing bidding numbers out to anyone that produces a valid photo ID in person.”*



# All Work and No Play

## Permission to Have Fun on Social Media

Peter Gerhes, CAI, CES

[theAuctioneerChannel.com](http://theAuctioneerChannel.com)

Contact 

It is easy to become overwhelmed by social media and how to apply it in your auction business. Should I be on Facebook? Should I be on LinkedIn? What is Twitter? Each day seems to bring a new question, a new site, or a new warning. In January, it is my honor to speak to your association on Social Media and Facebook. As a lead up to that presentation I wish to encourage all MSAA members to use social media for what it was originally intended... for fun!

While there are many obvious and not so obvious business uses for Facebook, Twitter, and YouTube, these sites offer a great deal of entertainment and enlightenment. Sharing pictures, jokes, funny videos and memories is just as rewarding as sharing upcoming auctions or solicitations for business. Besides bringing levity to our days using social media to be social will help all of us better understand and utilize the concepts and tools in our business.

I have consulted with auctioneers across the country on how to improve their social media presence. Those who have been using this technology in their personal lives inevitably see the powerful possibilities in their businesses, catch on more quickly and find the consulting more rewarding. Imagine someone who has never, ever attended an auction attempting to understand bid calling in auction school. Eventually they will get it but it might take a while.

Being engaged on a personal level also has the benefit of keeping you up to date on trends and where this technology is going. One fundamental of Web 2.0 is the organic nature of the growth of websites and applications. You

have to play to win and if you are on these sites you will grow along with them. Your convention in January will offer a snap shot of where social media is today, how to use it and some insight into the future. Ultimately, however, the presentation will become dated the minute you complete the evaluations. The rule of thumb for internet and technology is that three months equals a year. By being engaged on a personal and professional level you will be aware of the next big thing and be more nimble and agile with your business' online presence.

The more you use Social Media the clearer the business applications will become. You have permission to have fun online in advance of our time together in January. With the coming holidays, seek out those friends and family who are on Facebook and connect with them again. Maybe they have a farm that needs to be sold and are looking for an accelerated marketing option! ■

*Peter D. Gehres, CAI, CES is a Columbus, Ohio based Auctioneer, Realtor and Appraiser who speaks on business, auction and technology related topics across the country. He is executive director of the new auctioneer social media site, [theAuctioneerChannel.com](http://theAuctioneerChannel.com)*



# The Showcase of Champions

Friday, January 15, 2010 – Duluth, MN

## Paul McCartan

Grafe Auction Company  
2009 MSAA Champion Auctioneer  
2009 NAA IAC Finalist

Contact 



**T**his seminar will include numerous International/World/State Champions sharing their experience, talent, and suggestions for everyone to learn from. This will be your opportunity to listen, ask, and learn not only from *champions*, but from highly-qualified auctioneers and ringmen.

Topics to be covered during this program will include bid calling techniques, contest preparation, interview preparation, voice care, ring work, and just about anything we can think of to assist you in preparing for your future contests, as well as improving and bringing more professionalism to your daily auctioneering.

After the introductions, each member of the panel will present a 10 minute presentation on a topic they feel is of importance related to the auction business or specifically to bid calling and contests.

In the second portion of the session, we will break into small groups to allow more attention to certain topics associated with bid calling techniques and contest preparation. During this time you will be able to receive more personal instruction in areas that you feel you need to improve upon with your auctioneering.

The final session of the program will allow for any additional group discussions, sharing of ideas and information gained from the small groups, and letting anyone who feels they have gained from the experience to show off their new skills.

I anticipate this session will help everyone improve their techniques. Most importantly, I feel this will help new auctioneers feel more comfortable and confident with their career choice.

Auctioneering is a passion of mine, and even though I will be involved from an instructional side, I know that I will come away from the conference having learned something to better myself. I am looking forward to the upcoming conference and show in Duluth. I wish everyone safe travels and we'll see you at the next auction event. ■



## MSAA SUPPLEMENT

# Celebrating 60 Years

## 2010 Conference and Show Schedule

**W**ith 2010 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. This year the MSAA has been approved to provide continuing education for NAA Designations (CAI, AARE, CES, BAS, GPPA, ATS). Pack your bags and join us January 14–16 and take one big step into the future.

### 01.14.10 Thursday

- 7:30 a.m.–5:00 p.m.** Registration  
Level 2–Pre-Function Area
- 8:00 a.m.–3:00 p.m.** Vendor Setup  
Level 2–Pre-Function Area
- 8:00 a.m.–12:00 p.m.** Real Estate Continuing Education,  
Real Estate/Fair Housing: Mike Brennan  
Room 204
- 12:00 p.m.–12:45 p.m.** Lunch  
Level 3–Harbor Side Ballroom
- 12:45 p.m.–4:15 p.m.** Real Estate Continuing Education,  
Foreclosure and Short Sales: Mike Brennan  
Room 204
- 1:00 p.m.–4:00 p.m.** Advertising Symposium: Ryan George  
Room 203
- 3:00 p.m.–5:00 p.m.** Contest Item Check-in  
Level 3–Harbor Side Ballroom
- 4:30 p.m.–5:30 p.m.** Contest Judges Meeting/Dinner  
Holiday Inn Grand Ballroom
- 5:00 p.m.–5:30 p.m.** Contestant Rules Meeting  
Room 203
- 6:00 p.m.–9:00 p.m.** MN State Champion Auctioneer Contest  
Level 3–Harbor Side Ballroom
- 9:00 p.m.–Midnight** Champion Auctioneer  
Reception & Hors d'oeuvres  
Room 302

Conference details are subject to change.



# MSAASUPPLEMENT

## 01.15.10 Friday

- |                              |                                                                                                                      |                            |                                                                          |
|------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------------------------------------------------------------|
| <b>7:00 a.m.–7:45 a.m.</b>   | Roundtable<br>Holiday Inn Grand Ballroom                                                                             | <b>1:00 p.m.–2:30 p.m.</b> | Showcase of Champions Session 1: Auctioneer and Ringman Team<br>Room 203 |
| <b>7:00 a.m.–8:30 a.m.</b>   | New Member Breakfast<br>Holiday Inn Room TBD                                                                         | <b>1:00 p.m.–4:00 p.m.</b> | Marketing Contest Judging<br>Room 202                                    |
| <b>7:45 a.m.–8:30 a.m.</b>   | Breakfast<br>Holiday Inn Grand Ballroom                                                                              | <b>2:30 p.m.</b>           | Coffee Break                                                             |
| <b>8:30 a.m.–3:00 p.m.</b>   | Registration<br>Level 2–Pre-Function Area                                                                            | <b>2:45 p.m.–4:15 p.m.</b> | Nomination Committee Interviews<br>Room 205                              |
| <b>9:00 a.m.–10:00 a.m.</b>  | 60 Years in Review, A Look Back John Schultz<br>State of the Industry Hannes Combest<br>Level 3–Harbor Side Ballroom | <b>2:45 p.m.–4:15 p.m.</b> | Auction Websites: Aaron Traffas<br>Room 204                              |
| <b>10:00 a.m.</b>            | Coffee Break                                                                                                         | <b>2:45 p.m.–4:15 p.m.</b> | Showcase of Champions Session 2: Round Robin and 1-on-1's<br>Room 203    |
| <b>10:15 a.m.–11:45 a.m.</b> | From the Ground Up: Peter Gehres<br>Room 203                                                                         | <b>2:45 p.m.–4:15 p.m.</b> | Fun Auction Item Check-In<br>Level 3–Harbor Side Ballroom                |
| <b>10:15 a.m.–11:45 a.m.</b> | Technology for Auctions: Aaron Traffas<br>Room 204                                                                   | <b>4:30 p.m.–5:00 p.m.</b> | Social<br>Level 3–Harbor Side Ballroom                                   |
| <b>11:30 a.m.–1:00 p.m.</b>  | Marketing Contest Check-in<br>Room 202                                                                               | <b>5:00 p.m.–6:00 p.m.</b> | Dinner<br>Level 3–Harbor Side Ballroom                                   |
| <b>12:00 p.m.–1:00 p.m.</b>  | Lunch<br>Level 3–Harbor Side Ballroom                                                                                | <b>5:00 p.m.–6:00 p.m.</b> | Junior Auctioneer Dinner<br>Level 3–Harbor Side Ballroom                 |
| <b>1:00 p.m.–2:30 p.m.</b>   | Social Networking/Facebook<br>for Auctioneers: Peter Gehres<br>Room 204                                              | <b>6:00 p.m.–6:30 p.m.</b> | Junior Auctioneer Showcase<br>Level 3–Harbor Side Ballroom               |
|                              |                                                                                                                      | <b>6:30 p.m.–9:30 p.m.</b> | Fun Auction<br>Level 3–Harbor Side Ballroom                              |

Conference details are subject to change.



# MSAASUPPLEMENT

# Continuing Education

## Real Estate

**BACK BY POPULAR DEMAND**

**Thursday, January 14, 2010—Duluth, Minnesota**

*Registration will open soon!*

## NAA Designation

**OFFERED FOR THE FIRST TIME**

**January 14–16, 2010—Duluth, Minnesota**

*Attend a course, fill out the evaluation, provide your NAA member number, and receive credit toward your designation requirements.*

### 01.16.10 Saturday

- 6:30 a.m.–7:30 a.m.** Informal Board Meeting  
Holiday Inn Room TBD
- 7:00 a.m.–8:00 a.m.** Breakfast  
Holiday Inn Grand Ballroom
- 7:30 a.m.–8:15 a.m.** Town Hall Meeting  
Holiday Inn Grand Ballroom
- 8:45 a.m.–10:15 a.m.** Live to Online Only Auctions-  
Pros and Cons Greg Christian / Bryce Hansen  
Room 203
- 8:45 a.m.–10:15 a.m.** Strategic Planning for  
Small Business: Duane Hoversten  
Room 204
- 10:15 a.m.** Coffee Break
- 10:30 a.m.–12:00 p.m.** Adapting to the American  
Buying Culture Ryan George  
Room 203
- 10:30 a.m.–12:00 p.m.** Why Small Businesses Fail: Duane Hoversten  
Room 204
- 12:00 p.m.–1:00 p.m.** Awards Luncheon  
Level 3—Harbor Side Ballroom
- 1:15 p.m.–3:15 p.m.** MSAA Bi-Annual Meeting/AANF Board Meeting  
Rooms 203 & 204
- 1:30 p.m.–3:00 p.m.** Auxiliary Annual Meeting  
Room 205
- 6:00 p.m.–8:00 p.m.** President's Banquet  
Level 3—Harbor Side Ballroom
- 8:00 p.m.–10:00 p.m.** Hall of Fame Reception  
Level 3—Harbor Side Ballroom
- 8:00 p.m.–Midnight** Live Music  
Level 3—Harbor Side Ballroom

**Conference details are subject to change.**



# MSAA SUPPLEMENT

# 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, 2009

*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



# MSAASUPPLEMENT