

MSAASUPPLEMENT

Passing the Torch

Discussions with the
Next Generation of Auctioneers



MSAASUPPLEMENT Issue 15

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)

4 WARM, SUNNY, DULUTH

Conference and Show is Right Around the Corner
Col. Frank Imholte

6 BRIDGING THE GAP

Q & A with the Next Generation of Auctioneers
Andrew Imholte

8 AUCTION BRATS

Growing-up Auctions
Jan Schultz

10 BETTER THAN CLASSIFIED ADS

Marketing on a Granular Level
Aaron Traffas

12 CELEBRATING 60 YEARS

2010 Conference and Show Schedule



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Rock on Design 

Announcements

INVESTIGATION

Deputy Kathy Adams of the Spink County Sheriff's Office, would like to hear from any auctioneer who has sold ag equipment during the past year for individuals using the names Jim or James Zeck, Jim Keck, or Ryan Helkenn, probably using a South Dakota address. If you have any information please call, 605-472-4595.

DEATHS

MCAA Life Member, 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

Donna Gilbertson, MCAA Auxillary Hall of Fame Member, passed away Saturday, December 8, 2009. The funeral was Thursday, December 10 at East St. Olaf Lutheran Church in Byron MN.

Anna Hanneken Mother of Rosi Przybilla, passed away Sunday, December 6, 2009 at the age of 90. The funeral was Friday, December 11, at St Michael's church in Buckman, MN.

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



MCAASUPPLEMENT

Warm, Sunny, Duluth

Conference and Show is Right Around the Corner

Col. Frank Imholte

Executive Vice President, MSAA
Black Diamond Auctions

Contact 



This Conference and Show will be the best conference and show. Don't miss it. Don't even be late. The song goes on and on and ends with, "It's the best conference and show in our state!" (I think it was written for the Indiana State Fair.) That is how the board feels about this year's offering in warm, sunny, Duluth, January 14-16. Where better to have a gathering of people that are paid to build fires under bidders and extract money from the tightest of individuals than in downtown Duluth.

We often talk of making memories and this year will be no exception. President Schultz has lined up excellent speakers and has built in time to share and learn from each other as well. Not since Mankato (last January) will this hard-working group be able to hone their chant with national guests, rub elbows with many members that have made a life out of helping others, and visit with Hall of Fame Auctioneers that have plowed their way through good times, as well as hard times. This year you can get a shot in the attitude, and help us direct the path of the MSAA, all while having fun too!

The hotel deadline for \$89 rooms is December 14th, and advanced

registration for the conference is December 31st. Because we need to order meals in advance, please register before the deadline if you want to eat. Six meals are included with registration: three meals are included on Friday and three on Saturday. (Seven total if you take real estate continuing education on Thursday.)

As we all adjust and change the way we run our businesses, come and give the directors and executive committee guidance on changes the MSAA should be making in the future and before we all are put out to pasture. That being said, get involved, have some fun, and join the best of the best in Duluth. ■



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MSAASUPPLEMENT

Bridging the Gap

Q & A with the Next Generation of Auctioneers

Andrew Imholte

Director, MSAA
Black Diamond Auctions

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Over the past few years, I have had the privilege to serve on the MSAA Board of Directors. On more than one occasion the topic of generational gaps has brought about lively discussions regarding the future of the auction industry. Older generations are sometimes seen holding on to tradition. The younger generation of auctioneers are often seen as people who want to change everything with no respect for how the profession came to be. At this crossroad stands the question: Do we hold on to tradition and watch the auction profession slowly become obsolete? Do we throw away years of experience over new “untrusted” methods like the internet?

I propose a hybrid answer to those two questions. To prove this point, I asked a number of young members from the association to answer a few questions about the future of our auction industry. They range in age from 14-28 and represent a 1st, 2nd, and 3rd generation perspective. Our panel includes:

Cassie Kokesh-14, a 3rd generation auctioneer who started working in the sale ring with her grandfather, Steve Reinhart, six years ago. She recently graduated from the World Wide College of Auctioneering in June of 2009.

Isaac Schultz-18, a 3rd generation auctioneer and son of Mike & Jan Schultz. Since he was born into an auction family he has worked since he was very young. He recently graduated from World Wide College of Auctioneering in June of 2009. Isaac was the NAA's International Junior Auctioneering Champion runner up this past summer.

Austin Bachmann-22, a 2nd generation auctioneer who has worked in pretty much every area of the family business. He was the MSAA Rookie Bid-calling Champion in 2007. He is also a licensed real estate agent.

Nathan Johnson-28, a 1st generation auctioneer, he

attended World Wide College of Auctioneering in 2005 with his father and together they have built Johnson Auctioneering.

When asked to look into the future 20 or 30 years everyone seemed to be in agreement with Schultz who stated, “hybrid auctions, or live and online auctions, will always be a part of the industry. I believe they will be the largest part of the auction industry.” Kokesh also felt, “One of the reasons auctions are so popular is the whole entertainment aspect of an auction, such as hearing the auctioneer chant and conversing with neighbors and friends.” Johnson was a bit more hesitant however adding, “It is sad to think about, because I love the atmosphere of the traditional auction, but I think people enjoy the comforts of being able to bid on their own schedule and in the comfort of their own home.” Of course the hybrid auction model supplies both points of view the chance to enjoy auction day however they feel comfortable. Bachmann also noted a few changes in marketing as well, “I can see the way auctions are advertised changing in the future to better suit the younger generations, such as less newspaper ads and more website viewing; less flyers and a lot of advertising done through social





Cassie Kokesh



Isaac Schultz



Austin Bachmann



Nathan Johnson

networks." It was quite clear that while the auction industry may need a few changes, it isn't going anywhere.

New technology is often an exciting undertaking for a young auctioneer. But do they tend to incorporate it faster than older generations? The answer may be yes. Bachmann explained with this example: "Computerized

clerking was something I wanted for our company because in most cases it makes the whole auction process an easier task. Accepting credit cards and offering onsite live bidding opens the window for more potential money!" While creating efficiency is key to growing a business, Johnson also recognizes that "Young people want to do things better, faster,

and smarter. As you get older you know that central to any successful business is a man's work ethic and integrity. Technological advances may help your business, but it is hard to break out of a business model that has worked so well for you for so long." However quickly new technology develops, the younger generation of auctioneers seems to recognize and appreciate the hard work of their predecessors.

Another assumption of the younger generation is that they would rather network online instead of in-person, or would rather take an online class than attend one onsite. "It's true that kids are using online schooling procedures, possibly because they feel they lack the personal social skills needed. But in a business, you need to be confident enough to work face-to-face with a person to be truly successful," Kokesh admits. However, Schultz seems to disagree with the assumption. "Most young people that I come into contact with now love to meet new people and make face-to-face friendships. Young people still get a lot more enjoyment from being together than from just talking online. I believe young auctioneers want to stay in closer contact with each other than the generations before us." It seems that while face-to-face may be preferred, the younger

generation will use whatever means necessary to connect with friends and colleagues.

So how do we reach a younger audience, whether they be future auctioneers, buyers or sellers? "I believe that each auction success story needs to be published. If young people aren't being reached then we need to find the places to reach them," Schultz responds. "I think that internet advertising is an excellent way, or through mass text message. Places like Facebook would be excellent places to advertise to today's youth!"

The future does look hopeful for the auction profession. While none of us have answers to all the questions, Johnson recognizes, "I don't think there is a consensus on whether the industry should change or not with young people." There is a sense of tradition that is best summarized by the youngest member of our panel. "I think it is changing in ways such as the prior-mentioned technologies, but none of us wants to rid the profession of the live bid-caller or live auctions completely. I believe the future is in 'options'—giving our sellers and buyers all options possible to participate in the process," believes Kokesh. ■



Auction Brats

Growing-up Auctions

Jan Schultz

Schultz Auctioneers & Landmark Realty

Contact 



For as long as I have been in the auction business some of the biggest blessings has been the presence of AUCTION BRATS, those wonderful, lovable, obnoxious, competent, delinquent, groups of our children and the children of other auction families on auction day.

The auction business and way of life is one of the few professions left that you can grow your kids along with your business, and is beneficial to all involved. We have been fortunate to work with many auction families/companies through the years and I wanted to share a few of the most memorable of Auction Brats.

If I remember correctly, we were in day two of three days in which we had back-to-back auctions in the Lengby area. It was a warm summer day when 10 year old **Adam Gilbertson**, son of Linda and Dave Gilbertson, who was supposed to be running sheets, was found to be wandering aimlessly through the crowd with a collie dog on a piece of twine, drinking out of the bottom side of a pop can. On the flip side his sister **Kirsten** was an in-charge kind of girl, and ran the auction trailer with total competency.

Auctions can get very long and sometimes those auction kids just need a little rest. Snuggled up behind her father, auctioneer Larry Kroshus, **Amanda Kroshus** was found sleeping in a pile of auction crew coats on the riser. **Curly Kate** as we fondly called her, Katie

Imholte, daughter of Frank and Peg, was the queen of the lunch wagon in her youth and was always bright and bubbly, a delight to be around.

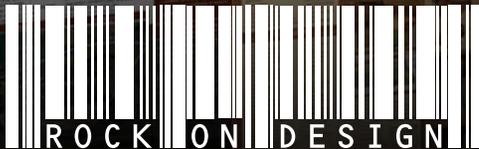
I believe **Hannah Johnson** was about 3 years old when she showed up with her dad, Kurt Johnson, a young aspiring auctioneer in the dawn of his career. In June of this year Hannah became a lady auctioneer at World Wide College of Auctioneering with a lovely livestock Auction chant.

Our days of working with Quinten and Emily Burt and their children **Pam and Steve** included some very good years watching those young people grow up. I remember thinking we had **Cody Aasness**, son of Cary and Anita, convinced he could sell at the NAA children's auction. All of a sudden POOF, he was gone. He was out of the line; he couldn't handle the pressure of selling.

Recently at one of our auctions we had our MSAA friend Romie and Beth Gessell help us. It was an unreal experience when I went to the back of our sound truck and there was our son **Isaac** selling and **Emily Gessell** clerking and our



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Isaac Schultz and Emily Gessel then.



Isaac Schultz and Emily Gessel now.

son **Ethan** working the ring. WOW, where did those little people from yesterday go?

Time flies and so do generations of Auction families. Even though I am not very old I have known many of the members of 3rd and 4th generation auction companies that have been involved in the MSAA. Last summer spending time with the 4th generation of Faheys was such a joy, having met their great grandfather in years gone by.

Just a note: The very obnoxious, irresponsible Adam Gilbertson

is married and is now selling machinery in Montana and lead a brigade to Iraq as their captain for over a year. His sister, Kirsten, is living in Fargo, married with 2 little boys, working for a health care company, I am quite sure she is in charge. Curly Kate is a recruiter for a major Minneapolis accounting placement agency. Amanda Kroshus is married and working for the Veterans Administration office in Minneapolis and spends some of her work time in Washington DC. ■



MSAA SUPPLEMENT

Better than Classified Ads

Marketing on a Granular Level

Aaron Traffas

VP of Technology
Purple Wave, Inc.

Contact 



It used to be easy. Bidders used to check the auctions section in the newspaper for something to do on the weekends. We used to put an ad in the classifieds that listed the type of auction we were holding, trusting that the customers wanted to come to the auction. If you hold it, they will come.

Not anymore. Now, instead of looking for auctions to provide needed entertainment and activity, consumers are taking every opportunity to find a gap in their busy schedules that might provide much needed rest. Weekends are for chores and sporting events and movies, not traveling somewhere in hopes that there might be an item of interest that may or may not sell to a competing bidder anyway. Regular consignment auctions everywhere are noticing a decline in physical attendance, and with a few exceptions due to asset type or geography, it's becoming clear that the interest consumers have in spending hours at auctions is waning.

What does this trend mean for the auction industry? Does it mean we should pack up our gavels and Half Mile Hailers and go home? Of course it doesn't. It means we must recognize this change in consumer buying habits and adapt. There is still value in the secondary market. Consumers are no longer looking for auctions, they're looking for items and they don't really care how the items are sold. If we can present better information about the items to the prospective bidders, they'll make the effort to make the purchase.

An auction event is a collection of auction items. We auctioneers realize this marketing tactic, and it's what sets us apart from other one-off competitive bidding sites like eBay. It allows us to more effectively advertise and use economics of scale to keep our costs down and do a better job for our sellers. What we need to understand and respect is that we must be more granular in our advertising and extend past the event and down to the item level.

The Internet is the obvious answer as a mechanism to list the items at our auctions. Since traditional media is becoming more expensive and less effective every day, our efforts should be focused towards driving consumers from our traditional advertisements to our websites. Only there do we have the ability to convey the amount of information at essentially no cost to us or our clients.

What kind of information should we present and how should we present it?

Descriptions

The more information we convey, the better we can serve our bidders. Aspects such as year, make, model, style, color and condition are obvious components to a good description. If you list an item and





“The next generation of successful auctioneers isn’t going to be successful because they have the best chant or the longest company history. They’re going to be successful because they’ve figured out the most efficient workflow to present the most information in the most places about each individual item they’re selling.”

someone asks a question about it, use that question as a tip to add the answer to the description so the next possible bidder won’t have to ask the same question.

Pictures

Digital cameras are cheap, and so is the film. A big memory stick

and some freely-available picture processing software makes it amazingly easy to present many pictures of each item.

Sale order

Consumers don’t want to wait. While you don’t have to know the exact minute an item will sell,

publishing a sale order on your website will let a bidder know when he’ll need to be at the auction or, in the case of Internet bidding, in front of his computer. Provide a sale order and don’t break from it.

While our websites are the most important places to present this information, they are the not only places we should post our items. Internet auction calendars such as the National Auctioneers Association’s auction calendar, Global Auction Guide, the National Auction List and AuctionZip provide free or inexpensive venues to list our items. Craigslist, niche forums and bulletin boards are other places that may take a little more work but may generate a significant benefit for our sellers and our bottom lines.

The amount of information we can convey about each item is substantial. The more details we post for each item on our websites and those sites listed above, the more likely consumers are going to be able to find our items through auction- and non-auction search channels. If a consumer looks for an item using Google and we’ve posted that item on multiple websites with a link back to the auction listing on our site, that

consumer is more likely to find our item and participate in our auction. If the item isn’t listed in the auction description, the consumer won’t know about it and will make a purchase from somewhere else.

It sounds like a lot of work. We can’t simply string out the items in a windrow on the lawn on the morning of the auction. Picturing, cataloging, data entry and item-level marketing are all important but labor-intensive and expensive components to modern auction preparation.

Buyers are looking for items. Our sellers are looking for buyers. Technology gives us new ways to advertise items to buyers for our sellers. The next generation of successful auctioneers isn’t going to be successful because they have the best chant or the longest company history. They’re going to be successful because they’ve figured out the most efficient workflow to present the most information in the most places about each individual item they’re selling. ■

Aaron Traffas, CAI, ATS, CES, is an auctioneer and VP of technology for Purple Wave, Inc., in Manhattan, Kansas. He writes about auction technology at www.auctioneertech.com.



Celebrating 60 Years

2010 Conference and Show Schedule

With 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
- 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.



MSAA SUPPLEMENT

01.15.10 Friday

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

2010 Conference & Show Registration Form

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Spouse Name: _____

Additional Attendee: _____

Total Number of Attendees (including MSAA member): _____

Complete Conference & Show Registration

(Thursday, Friday & Saturday - Meals & Coffee Breaks Included)

\$225.00	x		=	
Advanced Registration (Before Dec. 31, 2009)		Total Number of Attendees		
\$275.00	x		=	
On-Site Registration		Total Number of Attendees		
		Sub-Total	=	

Return with payment to:
 Minnesota State Auctioneers Association
 c/o Frank Imholte, Executive Vice President
 8160 County Road 138, St. Cloud, MN 56301

Thursday Real Estate Continuing Education

(Thursday Meals & Coffee Breaks Included)

$$\text{\$100.00} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Advanced Registration
(Before Dec. 31, 2009) Total Number of
Attendees

Friday Conference & Show Registration

(Thursday Meals & Coffee Breaks Included)

$$\text{\$100.00} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Advanced Registration
(Before Dec. 31, 2009) Total Number of
Attendees

$$\text{\$150.00} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

On-Site Registration Total Number of
Attendees

Friday Conference & Show Registration

(Friday Meals & Coffee Breaks Included)

$$\text{\$100.00} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Advanced Registration
(Before Dec. 31, 2009) Total Number of
Attendees

$$\text{\$150.00} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

On-Site Registration Total Number of
Attendees

Saturday Conference & Show Registration

(Saturday Meals & Coffee Breaks Included)

$$\text{\$100.00} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Advanced Registration
(Before Dec. 31, 2008) Total Number of
Attendees

$$\text{\$150.00} \times \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

On-Site Registration Total Number of
Attendees

Sub-Total (from left column) = _____

TOTAL = _____



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