

MSAA SUPPLEMENT

2010 MSAA Conference & Show
January 14–16, 2010, Duluth Entertainment Convention Center



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

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Announcements

INVITATIONS

Hello to every one in the MCAA. Just wanted to let you all know we would love to have you attend our NDAA convention in my home town of Jamestown, ND on the 28th-30th of January. See you all soon in Duluth. Sincerely, Troy Orr, 2009 NDAA President

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

The Best Show in all of Minnesota

2010 Conference and Show Preview

John D. Schultz

President, MSAA
Schultz Auctioneers

Contact 



It's January here in the great white north. It was just a few weeks ago that we were gathering with family and friends to celebrate the holidays, and dig out of as much as 18" of snow. With temperatures dropping into the teens, and lower at night, I can't help but be reminded that it's January, and that can only mean one thing...it's time to gather with fellow auctioneers from around the state and beyond for three excellent days of education, fun, reliving memories and making new ones, rekindling old friendships, and establishing new ones all at the Conference and Show in Duluth!

Duluth. In January?! I know, I know...I chose this spot because Duluth ranks as one of my favorite cities in our great state! I can't think of a better way to spend a few chilly winter nights than snuggled up lakeside on the shores of Lake Superior. Not to mention taking in the fantastic educational seminars in a warm inviting conference center with floor to ceiling windows overlooking the Duluth Aerial Bridge, and the Lake Superior Harbor.

You'll find the full conference and show schedule in this issue of the Supplement. But, before you take a peek, I'd like to take a few moments to highlight some of the activities each day.

Thursday

Thursday continues to evolve into a nearly full day of educational opportunities for members. By request, we've brought back real estate continuing education all day. Plus we've scheduled an excellent advertising symposium by Ryan George, a national award winning auction advertising designer (at last count he's won over 50 NAA marketing awards) for Thursday afternoon. You may remember Ryan from several years ago when he spoke at Mitchell's Conference and Show in St. Cloud.

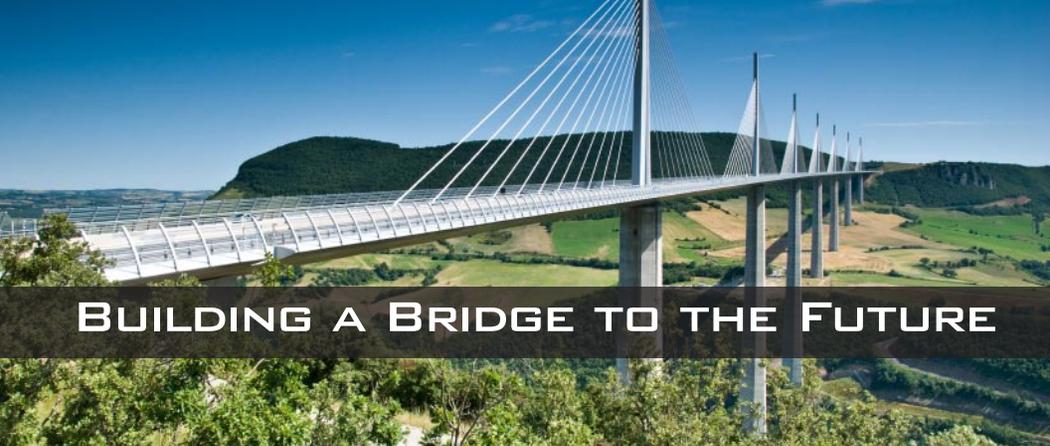
Of course, Thursday night features one of our premier events—the Champion Auctioneer Contest. Paul McCartan has done a fabulous job rounding up 28 skilled auctioneers that will fight for the title of 2010 Minnesota Champion Auctioneer. The contest will be broadcast live online at proxibid.com/msaa. We'll also have pictures and full bios of each contestant and live audio on that site as well. Be sure to watch for some special items that we'll sell during the finals including a specially commissioned Jim Hansel print that is embossed with the association's 60th Anniversary Logo, signed, framed, numbered 1 of 1, and personalized congratulating the association on 60 outstanding years. Plus don't forget we'll be selling two of the 60th Anniversary belt buckles that night (Nos. 3 and 4).

Friday

As you know by now, we're celebrating 60 years as an association. To honor this, we've got a special presentation on Friday morning looking back at the 60 years of the association. We also have several special surprises lined up for the session from some of our most memorable members past and present.



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BUILDING A BRIDGE TO THE FUTURE

EXCITING SPONSORSHIP NEWS!

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

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

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

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

Samantha Ediger-Johnson, Rod Johnson, Tony Elfelt
Vendor & Sponsorship Committee Co-chairs

From there, we'll kick into seminars by Peter Gehres on Art Pottery, and social networking (the buzzword for 2009 and beyond), and also seminars from Aaron Traffas on technology and websites. Both seminars will be excellent. I've had the pleasure of working with Aaron on a number of projects for the NAA, and can attest to his knowledge and enthusiasm for the auction industry. Both Peter and Aaron will push our boundaries and help us to reach new heights in our businesses!

Not to be outdone, Paul McCartan has organized an auctioneer super-session for the afternoon. This super-session will feature the judges from the previous evenings Champion Auctioneer Contest, providing mini-seminars on becoming a champion auctioneer every day. There will also be ample time for one-on-one time with the judges and several past NAA International Auctioneer Champions.

Of course don't forget the fantastic fun auction that evening. All the funds raised go directly to the foundation to underwrite the costs of hosting the conference and show. Don't forget to bring your items, and get them checked in for a night

of fun as only auctioneers can do it! We'll also be selling the 60th Anniversary Belt Buckle No. 2.

Saturday

Saturday promises to be a fun-filled day. There are several excellent seminars scheduled for the morning including a sure to be lively seminar on transitioning from a traditional auction company to an online only auction company by our very own Greg Christian with additional input from other members that are experiencing similar transitions in their businesses. We'll also be educated by Duane Hoversten who is a small business consultant. Duane will focus on two topics that most small businesses can benefit from: "Strategic Planning" and "Why Small Businesses Fail." Plus, Ryan George will be back with an excellent seminar entitled "Adapting to the American Buying Culture."

That evening will be as lively as ever, as two new hall of fame members will be inducted into the MSAA Hall of Fame, and the auxiliary will induct a new member into the Auxiliary Hall of Fame. Plus, the famous passing of the gavel will take place as Frank puts me out to pasture and we usher in the reign of "Les



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“If you’re not attending the conference and show, I guarantee you’re missing out on a substantial amount of business provided by endless networking opportunities...Without the association, and specifically the networking opportunities provided by conference and show, I can honestly say that my career in the auction industry would be a shell of what it is now.”

is More” Stromberg as our 61st President of the Association. Plus, we’ll sell the 60th Anniversary Belt Buckle No. 1, and what better way to go out than dancing the night away on the shores of Lake Superior to a wonderful live band!

Annual Meeting

As a past director, and soon to be past president of the association, I can tell you that my experiences within the association have been greatly enhanced by the giving of my time to the association. I encourage you to take the time to attend the annual meeting. There are some exciting announcements that the board will be making concerning the direction given to the board by the membership in January of 2009 that has resulted in some important changes for the association. Also, if you’re interested in getting involved in leading the association, consider taking the time to be a candidate for the board of directors, and if you’ve served as a director in the past, consider making the commitment to run for vice-president. I can tell you the time spent is often hard, thankless work, but it is some of the most rewarding work!

Get Involved

If you find yourself wondering how you can be more successful in the industry during these hard economic times, and wondering why some members are more successful than others, I’ve got a secret to share with you. A good portion of the success comes from rubbing shoulders and networking with some of the most successful auctioneers in the state. As an association we work hard to provide ample opportunities for new and old members to mix-it-up and exchange secrets of the trade. If you’re not attending the conference and show, I guarantee you’re missing out on a substantial amount of business provided by endless networking opportunities. In the past year, I can’t begin to count how many times I’ve leaned on a fellow member for advice, input, or assistance with auctions and vice-versa. Without the association, and specifically the networking opportunities provided by the conference and show, I can honestly say that my career in the auction industry would be a shell of what it is now. Simply put, get involved, expand your horizons, and get yourself to Duluth. It may be the best thing you do for yourself all year! See you in DULUTH! ■



MSAASUPPLEMENT

A Penny Saved is a Penny Earned

Tracking and Limiting Expenses

Kevin Hiller

Director, MSAA
Hiller Auction Service, Inc.

Contact 



Like many of you, at years end we look at where we are in the auction business and where we are headed. We try to improve in our weak areas and keep good ones going strong. We also look at where we are spending our money, to see if there are ways to keep more of what we earn. I encourage you to do the same.

Have you had your insurance rates re-quoted? Just because company XYZ was a better deal 5 years ago doesn't mean it is today. Before I was able to work full time as an auctioneer, I worked as a machinist. The owner of that company changed health insurance companies every year or two. Insurance companies will give you a good rate for the first year to get you to change to their company and then raise your rates.

Telephone service should also be checked on. We use AT&T for our long distance and cell phones. They offer package rates that are a good deal, but the catch is that package rates can expire and if you don't call and check, you might not be using the best plan that fits your needs. It happened to us and we didn't catch it for several months.

Yellow page ads also like to offer new ad incentives, such as a free secondary listing, bold type, or color. The next year they not only take away the discount, but also increase the price. It never hurts to ask if they would be willing to give the same discount to an existing customer as they would a new one.

Newspaper ads are a big expense. Look at how much you are spending with a particular paper and see if they offer any discounts. If you are already spending \$1,800 a year at the Star Tribune, bumping that up to a \$2,000 per year contract will save you a lot of money. Just because a paper doesn't say they offer a volume discount doesn't mean they won't come up with one. Also, how big of ad do you really need? We have gotten in the habit of running smaller ads and directing buyers to our website for a more complete list.

Another thing you may want to look at is: Are you doing things just because that's how you have always done them? It's very easy to fall into a rut. You place your ads in the same papers, make the same number of auction flyers and hang them in the usual locations and mail to the same contact list. Do you look at your current buyer list to see where your attendees are coming from? I have heard it said that 90% of your business comes from 10% of your ads. If that's true, you might want to re-think your advertising strategy from time to time.





Over the last few years, printing costs have come down and many auctioneers have gone to color flyers. While they are cheaper than before, they still cost more than black and white. Do buyers come to the auction because the flyer was in color or was there something they were interested in? We print most of our flyers in house and print color to hang on bulletin boards and black and white on tinted paper for mailing.

If you have free time, don't waste it. What difference does it make if you have an extra \$1,000 at years end because you saved it or did more work? It's still \$1,000.

Finally, after sending in our registrations to Frank for the convention, I think we should have a conversation about how our convention location is determined. I know the President works hard and deserves the right to make the decision, but it doesn't give him or her much of a bargaining position. If we were to put it out on bids and let locations compete for our business we should be able to either lower the cost to come to the convention or give the president a better budget to get speakers with. Either way it's a win. I know I could have stopped without this last paragraph and may be ruffling some feathers, but what fun would that have been.

See you at the convention. ■

“If you have free time, don't waste it. What difference does it make if you have an extra \$1,000 at years end because you saved it or did more work? It's still \$1,000.”



Should You Co-brand?

Powerful Product Pairings

Ryan George

Owner,
Biplane Productions

Contact 



Especially in a tight economy, the more you can add value to your transactions, the more transactions you'll garner. Whether you leverage that extra value for a higher price or to beat competitors at the same price point, the more coordination of offerings you can do, the better.

At some point, though, you will reach the edges of your core competencies. You can outsource some services, if you want the headache (or the ability to markup or leverage for lower pricing). You can create a recommendation list that you hand to clients to coordinate separately on their own. Or you can co-brand with reputable firms you trust.

Co-branding is the tactic of combining brands visually as a means of cross-marketing the respective services or products.

For example:

- An obscure brand to benefit from the market recognition of a larger one.
A new artificial sweetener advertising on a diet soda can.
- Two (or more) brands with different segments to introduce their following to each other.
"America's Next Top Model" and Walmart creating a joint clothing line.
- Two (or more) premium brands to reinforce their quality.
BMW advertising its vehicles' integration with Apple's iPod line.

Corporate America has been employing this tactic for decades in advertising, packaging, and public relations. But few entrepreneurs

unleash the marketing boost into their small business strategies and practices.

You can trade web site links, verbal mention, advertising space, signage, and/or other perks for items such as discounted (or even free) services, advertising investment, and/or reciprocal advertising.

If you're considering this strategy, have you considered these potential co-branding opportunities?

Home Inspections

Fight the stigma of "as is, where is" with verifiable reports. Post those reports in your Property Information Packet (PIP).

Commercial Staging

Auction day decisions are often made by live impressions of the property. So, make superlative impressions or recommend such to your seller.

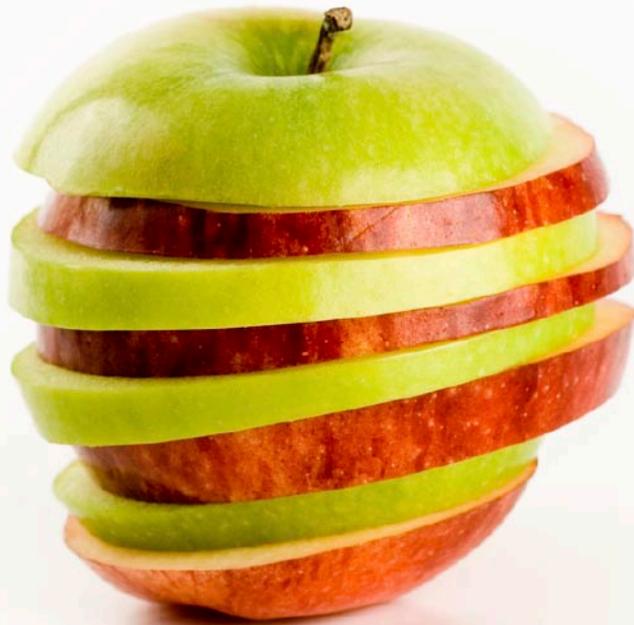
Landscaping/Lawn Maintenance

Every HGTV expert will tell you that retail buyers are highly swayed by curb appeal. Raise the floor on your bidding.

Professional Photography

Pictures win more NAA awards than design and printing do (and cost less than either), and they tell your prospects more than your words do.





“Corporate America has been employing this tactic for decades in advertising, packaging, and public relations. But few entrepreneurs unleash the marketing boost into their small business strategies and practices.”

Financing/Closing/Title Searching

Many buyers already have these in place before the transaction; others have no preference. If you share the same source, you’ve gained credibility.

Security Systems

Illustrate to people that they’re about to buy something valuable by directing them to vendors who can reassure them that their purchase will be kept safe.

Shipping/Trucking

Answer the question, “How am I going to get this home?” If possible, a co-branded calculator on your web site would put you at the front of the industry.

Maintenance/Tuneup

If it has an engine and moving parts, it will eventually need service. Show forethought by addressing future concerns with vendor direction.

Equipment Rental

Whether it’s portable bathrooms or tents—or even the hosting facility of an off-site auction—you aren’t the only one who needs to use them.

Catering

Display your choice of Chick-fil-A/ Panera/Subway catering or your

connection with a fundraising non-profit.

Advertising Medium

Signs, magazines, print shops, web sites, etc. You trust them with your business. Maybe your bidders should, too. What if your postcard asked recipients, “See more information in [insert publication/web site name here]” with a cover of the publication or web site screen capture?

If you market to wholesalers and the investor class, this extra touch will probably not gain you enough extra credibility or deals to reward the effort. But if you interact with the retail market, you want consumers to connect as many positive, professional brands they might know with yours. This will give them added confidence to buy from you. You can also use this tactic in your proposals to show that you’re doing your homework—and more homework than your competitor is. Co-branding could be a successful part of your brand-building program. ■

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.



Low Priced FULL Color Printing & Award Winning Design



Quality Design from an Auction Professional
 imms79@gmail.com

Dealing with Life Changes

Live to Online Only Auctions—Pros and Cons

Greg Christian, CAI

Owner, Auction Masters

Contact 

Switching from live to all online auctions can have unforeseen effects. I was having pain in different parts of my body. For days at a time it would go away and come back in another spot. After months of trying to treat it by stretching or using ice and heat, I figured it might be mental health. After a couple of sessions with a therapist we discovered it was the change of going completely online with our auctions. After 30 years of having to use intense energy on live auctions my body did not know what to do. I needed to come to terms with the change and put that energy to work.

Listen to your body. It has a wisdom of its own.

Intrigued? Check out Greg's session with Bryce Hansen on Saturday, January 16 at the MSAA Conference and Show.



MSAA SUPPLEMENT

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
- 10:00 a.m.** Coffee Break
- 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
- 2:00 p.m.** Coffee Break
- 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 Grand Ballroom | 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.



MSAA SUPPLEMENT

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 & 204
- 8:45 a.m.–10:15 a.m.** Strategic Planning for
Small Business: Duane Hoversten
Room 301 & 302
- 10:15 a.m.** Coffee Break
- 10:30 a.m.–12:00 p.m.** Adapting to the American
Buying Culture Ryan George
Room 203 & 204
- 10:30 a.m.–12:00 p.m.** Why Small Businesses Fail: Duane Hoversten
Room 301 & 302
- 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/MSAF Board Meeting
Rooms 203 & 204
- 1:15 p.m.–3:15 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