

MSAASUPPLEMENT

Inside: 2010 State of the
Association Address



MSAASUPPLEMENT Issue 18

Welcome

Thanks for taking the time to read the official web publication of the Minnesota State Auctioneers Association. We take pride in our association and are excited to provide this supplement, to assist our members in gaining a greater understanding of their benefits, and the auctioneering profession as a whole.

Upcoming Events

2010 NAA Conference & Show

Tuesday, July 13 – Saturday, July 17, 2010

Greensboro, North Carolina

2010 Summer Picnic & Board Meeting

Sunday, July 25, 2010

Family Picnic and Camping

Monday, July 26, 2010

Town Hall Meeting, Seminar & Business Meeting

Zimmerman, Minnesota

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Announcements

THANK YOU

When laying out Issue 17 of the *MSAA Supplement* we failed to recognize the photographers who provided the photos from the 2010 Conference and Show. Thank you to Matthew Schultz, Jessica Imholte, and Andy Imholte for shooting the photos used in the Conference and Show recap.

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



MSAA SUPPLEMENT

2010 State of the Association Address

Bridging the Gap

Les Stromberg

MSAA President
Stromberg Auctioneering, LLC

Contact 



It will be my pleasure to serve as president of the MSAA in the coming year. Thank you to all who made it possible! I am humbled. MSAA ends 2009 with positive results. We are financially sound, we have a strong board, and a great membership that we will try to grow in 2010. Thank you to John Schultz for strong leadership and a great conference in January. We do not get to relax and rest, however. Already, our legislative committee and our lobbyist are watching gun legislation that could affect the Minnesota auction industry.

Frank Imholte, John Schultz, Andy Imholte, and I have just returned from the State Leadership Conference in Kansas City hosted by the NAA. We will put to use many great ideas that we learned there. We turned it into an excellent working trip by defining the budget for the 2011 Conference and Show on the way to Kansas City and setting up committee assignments on the way home.

“You can’t believe how hard it is for people to be simple, how much they fear being simple. They worry that if they’re simple, people will think they’re simple-minded. In reality, of course, it’s just the reverse”
From Jack Welch, chairman and CEO of General Electric.

I have learned from past presidents that I have much to learn; however, I am a simple person with a simple approach. It is a challenge to grow our membership and I am asking each of you to talk to non-members. Tell them of our organization and ask them to join. Now is the time to provide every opportunity possible to our membership. If we do not

seek to grow our membership, over time it will become a challenge to continue to provide the quality services and representation that defines our association as one of the best in the country. As has been the case in the past, education is the true cornerstone of our organization, and we will be striving to provide the best education possible for our membership to grow into the future.

At the Conference and Show I spoke on my efforts to be a bridge between the “gray haired” members and the younger members of MSAA. The significance of this is that we auctioneers now operate on a worldwide platform, one that needs people with experience, but also youth to explore new territories. We will try to help every MSAA member be ready for the challenge by bringing the education you need to be successful in this fast-changing environment.

I have made a personal commitment to call every MSAA member in 2010. The few that I have spoken to have had ideas to share, and I appreciate hearing them. If I don’t get to you soon enough, call or email me. ■



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Business Competition

Are we Olympic Champions?

Bret Walters

MSAA Director
Grafe Auction Company

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As I ponder what topic to write about, I find myself looking through past MSAA & NAA articles. I found that many of them repeated other articles only in different ways. I was having trouble deciding on what I wanted to write, so I sat down and started watching the Olympics. Seeing so many athletes working toward the gold, I thought it would be appropriate to take a minute and wonder if we, as small business owners and auctioneers, are that different from the Olympians?

If you think about it, we're not all that different: we get up early each day working towards the medal round in our business. We condition the day with fitness or coffee, shaking the cobwebs from our brains, flip on the computer, and grab the newspaper, all the while making sure the kids are on their marks and ready to go out the door and accomplish their little goals. With all that said, the workday now begins. We plot the course for the plan of attack, memorize it, and go. As we race our own hills, we ask ourselves: "Can I do this? My competition is great, but am I better?" We answer saying: "I have prepared long and hard for this day. I will not relax; I will proceed to the finish."

We think of the client in front of us as the opportunity for a new race. Do I not enter the race because of lack of practice or preparation? No. I continue preparing for the auction world each and everyday. I work with the client telling them of the opportunity they have in front of them, while believing all the time that we are the right fit for them. The client may ask questions which we need to be ready for. We

answer with precision and accuracy. The client then signs the contract and has the peace of mind in our ability to make the right decision with their best interest in mind. We are ecstatic. We push on against our hills so that we can maneuver ourselves for the success that we are craving, all the time digging in to win that elusive medal.

We have invested the time for the advertising, brochures, and setup and we are ready for sale day. We give the terms and conditions without a hint of problem. The jitters try to take over. Time is upon us. We roll up on the first lot, our new starting gate. The voice cracks and we are off. Through the sale, we go round and round with speed and accuracy. It is great to see the numbers coming in fast and steady all the while, seeing the end is near. We finish with record sales and the client is jumping for joy that we exceeded their expectations, as well as our own. We have met the challenge and grabbed our medal, all the while thinking, who's your daddy now!

I see so much of what we do as auctioneers and small business





“Stay on course and stay in front of your competition. You know as well as I do, they are always tracking you and your success, wanting to rip that medal from your grasp at any time. So go get your medal, I know I will be working towards it.”

owners as a fight to reach our goal not for one day but each day. The roadblocks are great but we fine-tune ourselves to be the best at whatever it is we need to do, for that sale or even in our everyday life. So take the time to reach for your medal, each and everyday, because someone out there is always going to be trailing you. Stay on course and stay in front of your competition. You know as well as I do, they are always tracking you and your success, wanting to rip that medal from your grasp at anytime.

So go get your medal, I know I will be working towards it.

I'm reminded of one of my idols from my childhood, four-time Olympic Roman Greco Wrestling Champion Mike Houk. He said to us as we sat in front of him at a wrestling clinic, "remember this kid, respect all, and fear no one." So each time you go for your medal, make it happen, plot the course, and let it roll. Therefore, what can I say: go for the gold, you all deserve it! ■



Fun and Games

Improving Your Client's Bottom-line

Kurt Johnson

Kurt Johnson Auctioneering, Inc.

Contact 



Games are not just for parties anymore. I am not talking about 'spin the bottle' or 'guess the contents of a baby food jar.' What I am talking about are fun ways to create additional interactive revenue streams for your benefit auction attendees, adding to your client's bottom-line.

Perhaps your first instinct is to object to how games would not work at this or that event. Let me just state for the record that not every event should have games, nor does every game fit in every situation. This article is intended to get you thinking about how games can be used to generate additional income at your events.

Please know that gaming laws vary from jurisdiction to jurisdiction. What may be considered a game of skill in one jurisdiction may be gambling in another. Every jurisdiction is different, so do your research before recommending specific games. Here in Minnesota there are subtle legal differences between games of chance and games of skill, thus changing the legal implications. I suggest that you do your research and give your client general guidelines, but stress you are not a gambling expert and that they should check with their governing authorities to make sure they act within the law. As always, I steer clear of giving legal advice.

Enough with the legal disclaimers. Let's get on with the games! Games are effective for multiple reasons, not the least of which is that some attendees get bored during the Silent Auction part of the evening. These attendees may enthusiastically endorse anything

that offers a chance to interact with other attendees in a fun way. Games are also effective for guests who have no desire to participate in the Silent or Live auctions, but might be excited about the chance to win a prize.

How do games fit into events? Formats can vary from event to event, but most games are played during the social time of the silent auction and prior to the main event of the evening. Your client should space the location of the games between the silent and live auction display area for maximum traffic. The client will need to determine how many volunteers will be needed to facilitate the game, as well as what the participation and prize will be. The number of games at an event may vary greatly. Some events will have only one; others might have as many as six. The trick is to offer additional revenue impact to your client without distracting from silent auction bidding.

While most games are held during Silent Auction bidding, some games can be played during dinner time. One very popular game is commonly called "Heads or Tails." In this game the attendees buy one chance to play, signified by something visible like a necklace or sticker. Then during the evening, when everyone is gathered in





“This [heads or tails] game does not take long at all to play and has been successful in raising thousands of dollars for our clients.”

one spot, we play the game. We frequently do this right before the live auction as a way of both focusing the crowd and getting them fired up. Game participants stand up and are told to place their hands on their heads or their tails. This will always get a laugh or two. Then the leader, in most situations the auctioneer, instructs them to lock in their decision and then he or she flips a coin. If it comes up heads, every person with their hands on their head stays in the game. Those with their hands on their tails sit down. This is repeated until there is only one person standing. When it gets down to just a few players we will often ask them to come to the front so everyone can cheer them on in the final round or two. This game does not take long at all to play and has been successful in raising thousands of dollars for our clients.

What other games are there? The list can be endless but I will give a few more examples. Ring toss (with wine bottles instead of pop bottles), bean bag toss, spin the prize wheel, putting greens, organizational trivia contests, guess the weight of an

object, dart boards, and pool tables, just to name a few.

If you can find a game that ties into your organization's goal or mission, all the better. We have a client that helps provide work for developmentally challenged. One of their contract jobs is to stuff envelopes. We created a contest where their clients challenged any attendee to beat them in total numbers of envelopes stuffed in one minute's time. The game not only raised a little money, but it demonstrated in a real way how the organization was providing meaningful employment to their clients. I remember watching attendees walking away making many comments about how they felt they had a better understanding of why it was important to contribute to that organization. ■

Col. Kurt Johnson, CAI, BAS, is a fundraising specialist and is an instructor at World Wide College of Auctioneering. You can email him at KurtJohnsonAuctioneering@att.net. Or try the conventional methods: (phone) 651-407-9922, (fax) 651-762-1214, or write 1385 Brandlwood Road, White Bear Lake, MN 55110. Check out our award-winning website at KurtJohnsonAuctioneering.com.©



Loren Seifert

2010 MSAA Hall of Fame Inductee



Hall of Fame Induction speech: Delivered by Richard Houghton, Saturday, January 16, 2010, MSAA President's Banquet

The individual we will induct into the MSAA Hall of Fame tonight was born in the Red River Valley. At an early age, his family moved to west central Minnesota. They bought a farm where they had a cow/calf operation and crops. There were six kids in the family.

While in school he played football and basketball. He was a leader in his class, church and 4-H. He also enjoyed performing in plays. After graduation he went on to college and played football. It was in college that he met the love of his life, once she graduated they were married.

He bought the family farm just out of college and they still live there today. He went into teaching while continuing to farm the land. In 1985 he became interested in auctioneering, and attended Mason City Auction School. He then joined the MSAA. He helped a local auctioneer and in 1987 he and his wife attended their first convention. They have not missed one since. He is a member of the

National Auctioneers Association, and has attended a number of their conferences as well. He always wanted to learn everything he could, and has attended many seminars to work towards this goal. He has earned his CAI designation from the NAA, and has served on the MSAA Board of Directors, and was elected Vice President and President. He won the MSAA bid calling contest in 1998. He still wasn't done learning, and went on to get his real estate license and then his brokers license. He has been very successful in the real estate business.

He has made nine trips to Japan, Manila, and the Philippines to do heavy equipment auctions. He enjoys working with other auction companies. He continues to be a



Above: Members of the MSAA Hall of Fame welcome Loren Seifert as the newest member at the 2010 Conference and Show in Duluth, MN.





leader in his community and has been involved in many community organizations. He is a member of the Economic Development, Rotary, Lions, Ducks Unlimited, Boy Scouts, 4-H, Pheasants Forever, Deer Hunter Association, church and the church council. He has run the line chains for the local football team for 36 years so he can see all the plays. He is known for his gentle and friendly disposition. It is due to this friendly disposition that his wife often says that it takes at least one hour to go to town just to get a loaf of bread. On another occasion he was running a little late to an auction and was pulled over by the highway patrol for speeding. When the officer came back to the car with his ticket, he handed the officer one of his business cards and said if you ever need an auctioneer, give me a call.

He loves the outdoors and driving around the countryside and lakes, looking for the next great spot to go fishing or hunting. In between working, fishing and hunting he finds time to travel with his wife, who has now retired from teaching after 35 years. They enjoy family time at their cabin on the lake by Longville.

He and his wife have two children, a girl, and boy and two grandkids. His children, grandchildren, and many of his dedicated auction and real estate staff, plus some of his siblings are here tonight.

Please give a warm welcome to the next MSAA Hall of Fame inductee, your friend and mine, Loren Seifert of Pelican Rapids, Minnesota. ■

Left: Photos from the induction of Loren Seifert to the MSAA Hall of Fame.

Hall of Fame photos taken by Matthew Schultz



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

