

MSAASUPPLEMENT

From Customer Service to FCC Regulations
Find it ALL Inside



MSAASUPPLEMENT

May, 2010 | Issue 20

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



Fundraising:

Auctioneers Joe Fahey, Matthew Schultz, Chris Fahey, and Andy Imholte along with friends and family participated in the 2010 Hunt for the Cure paintball game to benefit the Huntington's Disease Society of America. This year's game raised over \$15,000.

Announcements?

Do you have an announcement or thank you to pass along to our membership? This space is reserved for items of note each month for our membership to know. If you have any announcement to post, please send them to Frank Imholte. frank@solditatauction.com

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Guerrilla Marketing

The Battle OUTSIDE the Box

Andrew Imholte

Vice President,
Minnesota State Auctioneers Association

Contact 



Recently I had the opportunity to participate in the Hunt for the Cure paintball game to benefit the Huntington's Disease Society of America. The Fahey family invited me for a day of fun and fundraising. It was my first time in a large-scale, 8-hour paintball game and we all had a great time.

As I thought about the game I realized it illustrated a marketing lesson I could share with members of the MSAA. During the game, the 300 players were split into two teams. Each team was given missions to accomplish

throughout the day to earn points and win the battle. As I went into the event I had no idea how much organization and planning had taken place so that we could all play this high-energy game. Once our team was assembled, our

general started to give commands and send us out into the field. We had small teams who were sent to retrieve items and larger teams sent to secure outposts. If you are shot during the game you had to run back to the home base and tag to get back in the game. Sometimes when trying to accomplish an objective you are met with an overwhelming force and as a group of people come back to base, the general had to rethink priorities or reassign assets. Sometimes we were sent out to bother the other team and keep them from accomplishing their objectives. It was a small taste of guerrilla warfare. The experience got me thinking about guerrilla marketing.

In his book, *Guerrilla Marketing*, author Jay Conrad Levinson first coined the term 'guerrilla marketing.' The basic approach is to have a high impact, low cost unconventional marketing solution. In my opinion, the auction industry is ideal for this type of marketing. We already use an unconventional, extremely successful sales method. The next step is to look at our marketing and see if there is a way we can think outside the box. We all probably have the equivalent of a

boring household auction from time to time, but that is not where we should apply off the wall marketing. However, when you come upon an interesting collection, high-end home, or even simple business liquidation, aggressive marketing may be your answer. The keys to an effective guerrilla campaign are often as simple as time, energy, and imagination instead of a large marketing budget.

A common example of this type of marketing is when a video goes "viral" on YouTube. A viral video is best described like a disease that spreads throughout the internet. It doesn't cost the producer any money, but soon millions of people have viewed your content and many people have become famous for this. One example is a young boy who acts out the Herb Brooks speech from the movie, "Miracle." He is making appearances everywhere giving that same speech.

Next time you are stumped with a small budget, consider grabbing your marketing weapons and going to war. After all, it is a battle to get the consumer's attention and you don't want to be unarmed. ■



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Auctioneer Championships

Learning While Listening to the Best

Samantha Ediger-Johnson

Director,
Minnesota State Auctioneers Association

Contact 



Once again, the annual conference and show was absolutely terrific. Between the contest, education, camaraderie, entertainment and the view, it was simply awesome. And how strange it was, being so far north in January, yet it was probably one of the warmest MSAA conventions on record. Who would have thought that? I don't think anybody needed jumper cables for the obvious reason this year.

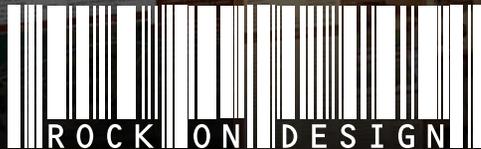
As I said, there were several great seminars and compliments that accompanied them this year at the conference and show. One of the seminars in particular, Showcase of Champions: Auctioneer and Ringman Team, goes hand-in-hand with the annual contest that is held each year at the conference and show. This seminar allowed for the presenters, who were the judges at the contest on Thursday (past auctioneer/ringman champions at different contests) to display their technique and express their opinions and tips for auctioneer contests. They offered items that work for them and tried to give advice on what judges might be looking for. When the presenters were done with their portion, they invited members, new and seasoned, a chance to introduce themselves, sell something and conclude as if they were in a contest. Then the judges critiqued them on things they might be able to add or do differently in their style or chant. The Minnesota State Champion Auctioneer Contest is not the only contest that some of our members participate in throughout their careers. There are several other contests held within the state as well as specific auction contests. If you, or anybody you know, enjoy auctions, contests are a great place

to witness and hear the difference in auctioneers and their style. And thanks to our technology, you don't always have to physically be there in order to be a part of it, although it adds excitement when you are. Our association has had the opportunity to have the Minnesota State Champion Auctioneer Contest streamed live via Proxibid for the past few years.

This year, Lanesboro Sales Commission in Lanesboro, MN (southeast corner of the state) was selected to host the Greater Midwest Livestock Auctioneer Championship on January 30, 2010. This was also available online at www.CattleUSA.com for viewing. Not only could you hear the auctioneer, you could actually see the drafts of cattle they were selling along with the way the auctioneer conducted themselves. Professionals from Minnesota, Iowa, North Dakota, South Dakota, Montana, Ohio, Illinois, Missouri and Wisconsin competed, including some of our own MSAA members. You could see that the auction ring was packed with spectators and buyers and there was standing room only. Similar to the state contest, a panel of five judges evaluated the auctioneers' initial command, proper use of the microphone, voice clarity, salesmanship, poise



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and expedition of sale, among other things. There were 27 contestants who drew for sale order and each one sold six drafts of cattle in the preliminary round. Each lot may have been different, from a small consignment to a big load. The top 10 auctioneers in the preliminary round moved on to the final round. In random sale order, they each sold 10 drafts. Then, the top three winners were named. They did not have an interview portion, however.

I have always enjoyed livestock sales and listening to livestock auctioneers, so this contest was especially intriguing to me. There is just a different chant to livestock auctioneers with the almost constant humming they have in the voice. It is amazing how the method of auctioneering is basically the same, yet the chants can be so different: you have something that needs to be sold in a timely fashion and you have buyers wanting to obtain the item(s). As long as that is the theme, it doesn't matter what you are selling, or if it is a contest

or not, you will have the same game plan.

It sure is interesting though, how auctioneers' chants and style can differ from one end to the other. Can you imagine how boring it would be if we all sounded the same? Variety is such a great thing and that's why contests are so neat; you can see several auctioneers and the differences they have all in one place at one time. Not that one way is better than the other, or one auctioneer is better than the other, it is just fun to be able to hear that much variety. You can apply what the judges have to offer to your style and chant and continue watching contests or just attend other auctioneer's auction sales. Apply what you like to your style and try to avoid what you don't want to incorporate into your method. You don't need to join contests in order to better or change your style, but make sure you use what works for you and you will continue to succeed. ■



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Simple Acts of Shazzam!

Customer Service With a Little Kick

Mark Mayberry

Professional Speaker &
Customer Service Expert

Contact 



“I’d like to find some silver cleaning dip,” said Pop, as we drove home from lunch. I had no idea where to find something like that, but asked if he thought that Ace Hardware would be a good place to look. He thought it was certainly possible, so we stopped at our local Ace store. But...no silver dip. I then guessed that a jewelry store would be a good place to look, but again, no silver dip. There was one more place that came to mind – Lowe’s.

By the time we reached Lowe’s parking lot, Pop was too tired to come in the store with me (He’s 90!). So, I walked in and found four female clerks at the Customer Service counter. I asked about the silver dip, and all four looked at each other, with no one offering a solution. Finally, one suggested that I try Aisle 9, and look next to the Brasso. Now, Aisle 9 narrowed it down, but I was skeptical that I could find Brasso in a long, long aisle. But I headed off in that direction.

Luckily, I found the product that they had recommended quite quickly. I wasn’t sure that this would do the trick, so instead of purchasing the item and then having to return it, I asked the 4 women if I could give them my credit card to hold while I took the item to the parking lot and show it to Pop. I explained that he was just too tired to walk in the store. “No, no, we can’t do that,” was the response. Disappointed, I started to walk towards the checkout counter when one of the 4 women, Suzanne, called out to me. I turned back to see what she wanted. “Sir, I’m not supposed to do this, but if you’ll give the bottle to me, I’ll walk with you out to the parking

lot and we’ll show Pop together.” And that’s just what we did! Unfortunately, Pop did not think that this product would do the trick, so Suzanne took the bottle and headed back in the store. She did not make a sale, but she made two friends. I understand that Lowe’s just can’t have their Customers walking out in the parking lot without paying for an item, and I was delighted that Suzanne took ownership of my challenge and helped me find a “Shazzam” solution.

The very next day, I went looking for Halloween candy at Walgreens. I expected to have several Trick-Or-Treaters, so I had quite a few bags of candy in my arms as I looked on the shelves for one last treat. All of a sudden, a Walgreens Team Member approached me with a shopping basket. “I noticed that you have your hands full and thought that this would help,” she said. I gratefully took the basket, and thanked her for her kindness.

Neither of these “Random Acts of Shazzam” cost Walgreens or Lowe’s a penny, but Suzanne and the Walgreens Team Member went beyond their job descriptions to deliver a “Shazzam” to me!



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“Are your Team Members paying attention to your Customers? Is it time to remind them of the importance of ‘Acts Of Random Shazzams?’”

The Shazzam Challenge

Are your Team Members paying attention to your Customers? Is it time to remind them of the importance of “Acts of Random Shazzams?”

The Nega-zzam Extra

Lynn called the 800 number for Office Depot to order a shredder for her law firm. I’ve bought one shredder in my life, and my only concern then was “What is the cheapest shredder that will do a decent job?” With Lynn’s law firm, they needed a much better shredder than that!

Lynn placed the order with the sales representative, and expected to have the shredder delivered in the next couple of days. Instead, the next day, she got a voice mail from “Kapeesh.” (I’m not sure how to spell the name correctly, but this is my best attempt to spell it phonetically.) On the recording, he informed Lynn that the shredder was on back order, and would not be delivered for a couple of weeks.

Lynn called back to cancel the order. She got Kapeesh’s voice mail, which gave her the option to select someone else to speak to. The re-connection just got her another

voice mail, and Lynn told this person to cancel the order.

A couple of days later, to the rescue came Gary, a sales associate at the local Office Depot. Lynn called the store to see if they had the item in stock, intending to pick the shredder up herself. Gary explained that he did not carry a shredder of this quality in his store, and offered to go on-line to see if her order had indeed been canceled. He found that Lynn’s order was still active, and that the shredder was supposed to be delivered that same day.

Office Depot has a terrible system to follow up on phone orders. Thank goodness they have a Team Member like Gary, who delivered a real “Shazzam!” He saved the day! ■

© Mark Mayberry

Are you ready to take an innovative step to increase your sales? Call Mark today to schedule his “Service With Shazzam” Retreat for your Team! (815) 209-1381

Mark Mayberry is a Customer Service expert. He works with a wide variety of organizations around the world, helping organizations like yours deliver “Service With Shazzam” to your Customers. To add “Shazzam” to your organization, call Mark at (815) 209-1381, or send him an e-mail at Mark@MarkMayberry.com.



Microphone and Auctioneer

FCC Regulations We All Should Consider

Matthew A. Schultz, BAS

2010 MN State Champion Auctioneer

Contact 



Recently, I sat down to read the NAA Auctioneer and was reading Mr. Scribner’s article in reference to the FCC and new regulations and how they will affect Auctioneers as of June 12, 2010. His article intrigued me, so I did some homework.

Have you ever tried to set up your wireless Microphone / speaker system and had static, fuzz, or background buzz that was difficult to get rid of? Known as ‘interference,’ this can be caused by weather or other broadcast devices using a similar broadcast band. The FCC has something to say to you as an operator of a wireless Microphone or similar device: if you broadcast on a 700

MHz Band...STOP! The same interference that you experienced with your system may now be interfering with public safety.

1. Why the change in FCC Regulations? With the onset of the digital age and the finalization of the transition to digital television (DTV) on June 19, 2009, the frequencies between 698 and 806 MHz (the 700 MHz Band) are

no longer used by television stations, however, they are now being used by public safety entities (such as police, fire and emergency services).

2. Does this affect other “similar devices” that may use the 700 MHz Band? Yes - all wireless microphones or similar devices that operate in the 700 MHz Band are affected. If you use a wireless microphone or similar device that operates on a different channel you are not affected by this change.
3. If I am using the 700 MHz Band do I need to stop today or can I wait for June 12, 2010? The answer, as defined by the FCC, states “All wireless microphone users that cause harmful interference to a 700 MHz public safety or commercial licensee must cease operations immediately. If a consumer is informed that the device the consumer is using is causing harmful interference, the consumer must cease operations immediately.”
4. What happens if I don’t stop using my 700 MHz Band wireless microphone? For this question, I turned to the FCC website: “Using the 700 MHz Band for a wireless microphone (or similar

device) after June 12, 2010 could be extremely dangerous and could even be life threatening. Police and fire departments, and other public safety groups, use frequencies in the 700 MHz Band. Interference from wireless microphones can affect the ability of public safety groups to receive information over the air and respond to emergencies. Harmful interference to these communications could put you or public safety personnel in grave danger. In addition, use of your microphone can cause unlawful interference to consumer services provided using the 700 MHz Band. Failure to comply with this FCC requirement may lead to civil and/or criminal penalties. This will be determined by the FCC and law enforcement on a case by case basis.”

5. What types of devices that I use as an Auctioneer may be affected by this change?
 - 1) Portable Speaker System, 2) Radios for clerking software, 3) Handheld communication devices, 4) Wireless Microphones.
 This is a small list, which is very broad and may not cover all wireless devices that you use in your business.





I will walk through the steps that I have taken to verify if the systems that I use, and the various auction companies I work for, are affected. First, I identified the portable sound system of choice "Long Ranger," which is made by Lectrosonics. I then reviewed the technical data sheet (www.lectrosonics.com/portpa/Ir4lit.pdf) for the system. The wireless devices that the Long Ranger uses are as follows: M175, M175-LS, and H175DC. I then proceeded to review the FCC website (www.fcc.gov/cgb/wirelessmicrophones/manufacturers.html) and found that the above-mentioned models listed are not affected and can continue to be used as they have always been.

Further more, I decided to check with Lectrosonics and sent an email to the sales

department with the following: "You do not need to worry about your Long Ranger wireless frequencies. The Long Ranger has a VHF wireless mic system on frequencies in the 169-172 MHz range (well below 700 MHz)." If you are a Long Ranger user you shouldn't worry about your system. However, if you use a different system I encourage you to take the necessary steps to verify your system isn't affected, even if you have modified your system.

I also began thinking about clerking software and thought, "hmmm...I wonder what frequency the wireless radios are that are used with MAXA...." As said by Lowell Gilbertson, "The radios that are used with MAXA operate in a 900 MHz frequency." Again, I need not worry about MAXA. If you use different clerking

software you will need to verify your wireless devices.

6. So how do I find out if the equipment I use is affected by this change? First, identify your wireless device, make, model, etc. Second, review the list on the FCC's website www.fcc.gov/cgb/wirelessmicrophones/manufacturers.html and after reviewing the FCC list, contact the manufacturer.
7. Can I sell used equipment that broadcast in the 700 MHz Band? The FCC has prohibited, effective January 15, 2010, the import, sale, offer for sale, or shipment of wireless microphones and other low power auxiliary stations (i.e. similar devices) intended for use in the 700 MHz Band in the United States.
8. If my wireless microphone or similar device uses the 700 MHz Band, can it be changed? For this question, I consulted the article written by Bryan Scribner. During an interview with Rich Basinger, owner of Basinger Audio he identifies that most wireless microphones are frequency agile (adjustable), so you can simply change the frequency. In some cases you will find that you are not able to change the frequency and must replace the device.

Additional information can be found on the FCC's website www.fcc.gov/cgb/wirelessmicrophones/ www.fcc.gov/cgb/consumerfacts/wirelessmic_advisory.html www.fcc.gov/cgb/consumerfacts/wirelessmic_factsheet.html www.fcc.gov/cgb/wirelessmicrophones/manufacturers.html www.fcc.gov/cgb/wirelessmicrophones/FAQs.html

In an ever-changing world, we must change with the times. If you have any questions or maybe need some help with this topic, feel free to email me matt@schultzauctioneers.com. I will try to help the best I can. ■

Works Cited

FCC. (2010). OPERATION OF WIRELESS MICROPHONES (AND SIMILAR DEVICES) IN 700 MHz BAND PROHIBITED AFTER JUNE 12, 2010. Consumer & Governmental Affairs Bureau.

Scribner, B. (2010). Auctioneers Who Use Wireless devices must comply with new government Regulations. NAA Auctioneer.



MSAA Membership 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



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MSAA Hall of Fame Nomination

Nominations must be postmarked no later than July 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



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MSAA Auxiliary Hall of Fame Nomination

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> Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award.

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



MSAASUPPLEMENT

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Annual Scholarship Application

**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, 2010

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 and academic activities)

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

g) _____

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, 2010

Relative of winner will be notified before the annual convention. Winner and MSAA Auxiliary member relative are encouraged to attend the Saturday evening President's Banquet at the annual Minnesota State Auctioneers Convention.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Alice Goelz
31349 Co. Hwy. 11, Franklin, MN 55333

Scholarship Committee Chairperson: Grace Fladeboe
Committee Members: Rosi Przybilla & Sara Fahey



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