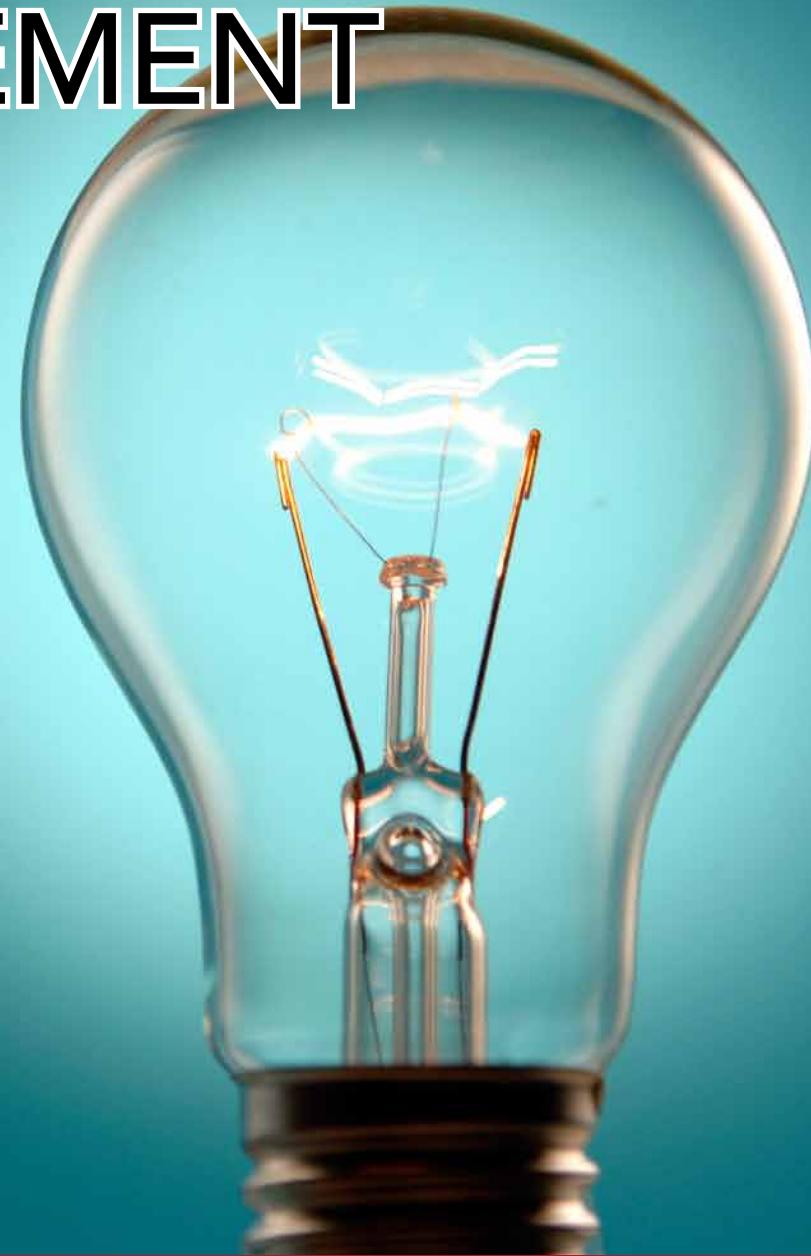


MSAA SUPPLEMENT

Marketing
with Perspective



MSAA SUPPLEMENT

June 2010 | Issue 21



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 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

Call for Proposal:

We need an auctioneer for July 23-24 to conduct the sale of over 1,000 pieces of surplus inventory. These items include: office furniture, dorm furniture, kitchen equipment, Foundry equipment and much more. I have two inventory lists that have been started. I will be inventorying the kitchen equipment next week. Anyone interested in bidding on this job may contact me via email: jhoffman@winona.edu

Please note: WSU prefers a flat fee contract rather than commission based.

Jennifer Hoffman
 WSU Business Office
 Somsen 205M, PO Box 5838, Winona, MN 55987
 507.457.2964

Death:

Col. Duane 'Beno' Benoit passed away peacefully on Friday, June 4th at his home in Dassel at the age of 78. He served as President of the MSAA in 1979 and was elected to the MSAA Hall of Fame in 2002. His funeral was held Friday, June 11th at St. John the Baptist Catholic Church in Darwin, 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



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The Changes We See on Mulberry Street

Perception vs. Reality



Col Frank Imholte

Executive Vice President, MSAA
Black Diamond Auctions

[Contact](#)

Several years ago we had a speaker open our eyes to the possibilities that surround us by reading the Dr. Seuss children's story, "And to Think That I Saw It on Mulberry Street." The boy in the story, Marco, had such an imagination that anything was possible and his father thought it was foolish to use it because he wanted Marco to only see what was real around him.

With that in mind, it brings me to the point of this article. "Perception is everything, reality is nothing." Years ago I had an opportunity to work with a friend booking an auction and afterwards, he told me I should "blow your own horn" about what you can do and provide. He reasoned that if you don't do it, no one else will. Being a musician and owning a few horns, I thought about his comment many times. It goes against what I believe: you under promise and over deliver. We all love to talk, no question about it. I had linked what I thought was shameless promotion and public relations with what it leads to next: bragging and exaggerating about the prices we can attain and services we provide. When prices are falling as they tend to do now and then in the market, it can be a double whammy. Many sellers cannot accept what the market will pay for an item. (They may owe more than it is worth.) All the creative marketing and smoke and mirrors will not reach such a goal.

In the "cash is king" market that we are currently in, the value you attain is the value of the item, provided you did the correct marketing and promotion ahead of the auction.

The change we need to realize is, "Reality is real, perception is ideal."

When we meet with sellers and tell them the real estate is worth \$150,000 to \$200,000, they only hear \$200,000. The reality is that \$175,000 is what it will bring. So we now need to say \$125,000 to \$175,000 to keep the perception real. Sometimes, Real Estate agents also price properties higher than value just to get them listed. These overpriced listings are only costing them money. This spring, the real estate that is selling is off 20-30% from the ideal. That does not mean it is not selling, it just brings a "real value" rather than the ideal value.

With age comes wisdom (the perception); the reality is we can never stop learning. We all must stay sharp and yearn to learn. As my friend Willie says, "If wishes were horses even beggars would ride." Let's all strive to learn something new this summer. The NAA conference is next month in Greensboro, NC and our summer seminar is July 26th at Kevin Hiller's Auction Center in Zimmerman where you can learn how to use Public Relations to assist your marketing and career. ■



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Start Spreading the News

Be Creative and Concise

Rod Johnson

Director, MSAA
Johnson Auctioneering

[Contact](#)



In this very competitive business world, there is nothing better than free publicity. Media outlets today are always looking for interesting news and stories, and you as an auctioneer can provide them with just that.

Take a moment to think about your business. We all have stories of that special item we sold that brought top dollar...or that rare antique we pulled out of the trash...or the interesting story behind a home or farm that was sold via auction...or the benefit auction that broke all records. We need to tell our story and get the word out on the auction method of marketing, and it can be done.

In order to get in the news, you need to inform the media outlets with a *news release*. These are relatively easy to write, but you must include important information within your news release. Besides the obvious of who, what, where and when...include the date of release (many times it's for IMMEDIATE RELEASE) and the date the news release was written. Also, be sure to include contact information with a phone number and email address. Many times the media outlets will look over your release and then decide to contact you to discuss things further.

A few things to remember when putting a news release together: Make sure it is newsworthy and something that would interest people. Do not write it as a commercial for your business.

Be concise and stick to the facts; do not make your release too long. If it's for an upcoming event, make sure your news release is out two weeks before the date of the event.

You need to treat print and broadcast media differently. When sending your release to print media, try to include appropriate photos that they may use, and include a note saying you would be available to talk further. When sending your release to the broadcast media, add a note indicating you (or someone else) would be available for an "exclusive" interview. Radio stations can easily conduct interviews over the phone, and television may want to come to the site to film and conduct interviews.

As an example of how successful this can be, let's look back to the 2010 Minnesota Auctioneer Championship. A news release was emailed to print and broadcast media throughout the state of Minnesota in advance. I followed up the release by contacting the media outlets that had a more vested interest in the contest. Examples include: those media outlets who had a contestant from their local area, larger media outlets that cover the news statewide (example, Minnesota News Network, Linder



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“The power of a news release . . . auctioneer Rod Johnson annually serves as the emcee for Minnesota’s Princess Kay of the Milky Way pageant. This photo ended up in the New York Times.”

Farm Network, Red River Network, Star Tribune, Pioneer Press and Twin Cities Television), and of course ALL of the Duluth media outlets. I personally contacted various radio stations and networks and offered them a chance to interview the new champion the morning after the contest. We kept Matt Schultz plenty busy the morning after doing these interviews and promoting the auction industry. Duluth television covered our event with a “live” shot before the contest, and featured interviews and results that were aired on the news that night. What eventually happened, which is not unusual in television, is that the ABC affiliate in Duluth sent a copy of their story to

the ABC network which of course is nationwide. Pretty soon, this story about the Minnesota Auctioneer Championship was on in Hawaii and throughout the country! It doesn’t always happen this way, but sometimes you get lucky and a story takes off.

The first step is the news release, informing the media of the story you want told. Once you send this out, be prepared for what might happen next. Many times, a reporter will look over the news release and decide if this is a story they want to do themselves. This is when they will contact you and ask for an interview. Be ready for this, and have an idea of what you

will talk about and make sure you come across as a professional. If it’s a print media outlet doing the interview, remember they will probably send a photographer to take pictures, so dress appropriately. If it’s a television station coming out to do a story, remember they love visuals. An auction is a great visual, and you should be well groomed and dressed accordingly. If it’s a radio station calling, keep in mind that this more than likely could be a “live” interview so be prepared and have ideas of what you will say.

If you get a chance, introduce yourselves to members of the media. Let them know that you

are an “expert” when it comes to auctioneering. Be sure they have your business card and contact information, and invite them to call you if they ever have questions concerning the auction industry. If you advertise in various media outlets, ask your sales rep to introduce you to the news director or a reporter and tell them what you do.

Be creative and always think about what you’re doing that could make an interesting news story. The auction industry is an exciting and fun business! Let’s start spreading the news about not only your business, but the exciting auction method of marketing!



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Auction Pornography

They Know It When They See It

Ryan George
Owner,
Biplane Productions
[Contact](#)



During the 1964 Supreme Court case regarding First Amendment rights related to pornography, Justice Potter Stewart wrote, “I shall not today attempt further to define the kinds of material I understand to be embraced within that shorthand description [“hardcore pornography”]; and perhaps I could never succeed in intelligibly doing so. *But I know it when I see it* and the motion picture involved in this case is not that.” [Emphasis added.]

The public knows what we’re selling when they see it. If they don’t, they probably aren’t prospective bidders.

I design more brochures for real estate than any other kind of auction segment. And I can’t tell you how many times my auctioneer will send me advertising copy that starts with “real estate auction.” To be fair, I also get text for agricultural machinery auctions that start with “farm equipment auction.”

If we only have three to eight seconds to communicate our core advertising message, why would we waste redundant words on what the 1,000-word picture says for us? Or are we trying to sell a commodity to someone who doesn’t know what it is?

Since people buy items—not auctions—the word “auction” and its date are secondary information to what you’re selling. So, “Auction” or “[Type of] Auction” should not be your headline. “WWII-era Comic Books” or “Premium Fly Fishing Lures & Tackle” should be, for example. Sell what you’re selling first; sell the auction second (or third after location or bidding platform if online-only).

Well, what if we’re selling real estate and personal property at the same auction?

First, I would consider having different mailer panels for the parts of your list going to each related mailing list. Even without variable-data printing, postcards and brochures can be printed with separate mailer panels. It’s not always cheap, but it holds potential to increase your effectiveness. The inside of the brochure or opposite postcard panel can cover both bases, while your first-impression panel can appeal to specific recipients of your respective mailing lists.

Usually, one of these commodities has a greater worth than the other and should take precedence. So, your mailer might have the factory building big and a small inset picture of a piece of equipment with a smaller headline like, “Also selling presses, CNC machines, and lathes.”

If you’re selling different types of commodities, your headline can be something like “2,450 sf, 4BR, 2BA Home & All Contents” or “Early 1900’s Impressionist Art & 1800’s Original Manuscripts.” You can reinforce the separate markets



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“The public knows what we’re selling when they see it. If they don’t, they probably aren’t prospective bidders.”

under the “Auction: Friday, March 26th” line by listing underneath: “[Commodity A] to sell at 5pm. [Commodity B] to sell at 7pm.”

Even when a benefit auction event is a bigger draw than the items being sold, the beneficiary, cause, or even the venue will usually deserve the primary headline. Pictures from past black tie events (or stock photos) will communicate that a fundraising event with live bidding will take place.

One related, notable exception is when the breadth of sale item categories is wider than what can cleanly be demonstrated visually on the mailer or cover panel—like “Farm Machinery • Antiques • Household • Small Business Machines • Vehicles • Hunting Gear.” In that case, listing

categories can be effective, alongside a picture of the biggest ticket item(s). Sometimes, it’s the quantity instead of the specificity that makes the auction unique: “170,000 Sports Collector Cards—33,000 NIB.” But even that should be accompanied by an image that communicates the size of the collection - maybe a staged shot of them stacked in the back of a box truck or on top of an announcers’ table at a sporting venue.

Your buyers will know what you’re selling when they see it. So show it first, headline it second, and tell them about the auction third (or fourth). On the part of your sign, direct mail, ad, email, or web page that makes your first impression, kill the words made redundant by pictures so that the words that are left get read. ■



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The Case of Your Missing Balance

How to Get Your Groove Back

Peggy Imholte

President, MSAA Auxiliary
Wellness Coordinator,
Resource Training & Solutions

[Contact](#)



Are you finding it hard to say “no” to some requests even though you have too much on your plate? Do you go to bed exhausted many nights? Are you missing out on time you used to have for hobbies and friends?

Maybe you are missing balance because you are lacking margins in your life!

“A margin is the gap between rest and exhaustion...the space between breathing and suffocating. It is the leeway we once had between ourselves and our limits.” (pg. 92 “Margins” by Dr. Richard Swenson)

If people had a gauge like a car that would indicate full, we could measure capacities much better.

What does your body tell you in the following areas?

Area of well being	Over	OK
Physical	Sleep deprived	Feel alert
Emotional	Stressed	Sense of hope/power
Time	Worn out	Time to spare
Finances	Major debt	In control

How can you find your missing balance? Consider this:

Physical - Play daily.

Exercise routinely. Eat a balanced diet. Take cat naps.

Emotional - Take time to think.

Hang out with positive people. Set goals. Remember to take care of yourself first so you can nurture others. Take a break. Listen to music. Laugh often.

Time - Say and accept the phrase,

“Sorry, I have no time” when pushed to limits.

Finances - Live within your means.

Consider items to be shared and not always owned. Simplify your life. Get rid of what you don't need. Cancel unread subscriptions. Use automatic withdrawals. It is an ongoing process.

Find the margins in your life again and you will enjoy the balance it brings back to you.



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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



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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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