

# MSAA SUPPLEMENT



## MSAA Members Recognized at NAA Conference and Show



**MSAA SUPPLEMENT**

July 2010 | Issue 22

# 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 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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# MSSA Board of Directors

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MSSASupplement | Publication Staff

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## DESIGN

Rock on Design 

# Announcements

## Theft:

Stolen Honda Four Stroke Boat Motor:

This motor was taken from our online facility in Ellsworth, WI the week of June 7. No serial number was available. It was probably taken for use but just in case it would show up at an auction it was taken right off the boat! A police report has been filed in Ellsworth.

[http://www.minnesotaauctioneers.org/stolen/Hines\\_Stolen\\_June16.cfm](http://www.minnesotaauctioneers.org/stolen/Hines_Stolen_June16.cfm)

## Auctioneer Needed:

A request has come in for an auctioneer/auction company to auction a coin collection on-line. If you have an interest in this, please send your contact information to Frank Imholte and he will forward it to the representative. Please send it to [Frank@SolditAuction.com](mailto:Frank@SolditAuction.com)

## 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@solditauktion.com](mailto:Frank@solditauktion.com)

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# 2011 MSA Summer Picnic & Board Meeting

Sunday, July 25

- Family Picnic & Camping Activities
- Boating
  - Fishing
  - Camping
  - Campfire
  - TV and Nintendo Wii for the Young at Heart
  - Family Fun

Monday, July 26

- Board Meeting
- Educational Seminar
- Town Hall Meeting

Join us for a great time!

Hiller Auction Center  
10785 - 261st Avenue  
Zimmerman, MN

(Directions: 2 Miles East of Zimmerman on County Road #4)

For more information:

[www.minnesotaauctioneers.org](http://www.minnesotaauctioneers.org)



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## 2010 NAA Conference and Show

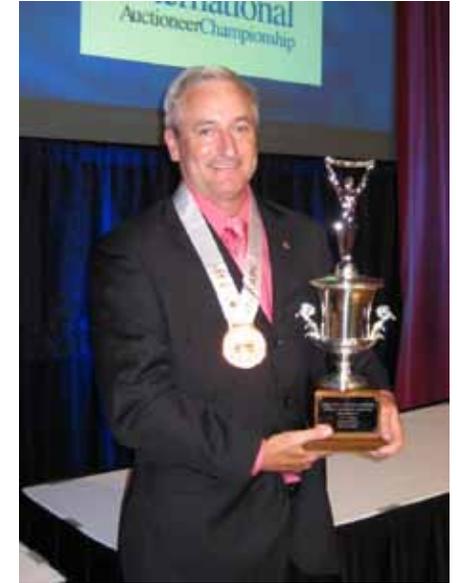
*MSAA Members Make a Splash  
in Greensboro, NC*

**G**reensboro, North Carolina, played host to the 2010 National Auctioneers Association Conference and Show. Throughout the week educational sessions were hosted by nationally recognized speakers, including MSAA Immediate Past President John Schultz. However, while the education and networking the NAA Conference and Show provides is second to none, MSAA members we recognized in a few other ways as well.

### International Auctioneer Championship



Kristine Fladeboe-Duininck, 2010  
IAC Women's Division Champion



Paul McCartan, 2010 IAC Men's  
Division Second-Runner Up

### National Auctioneers Association Auxiliary Hall of Fame

The NAA Auxiliary was proud to announce MSAA member, Joani Mangold of Wickenburg, AZ, as a 2010 Hall of Fame inductee. Congratulations Joani for the distinct honor, and thank you for your years of dedication. ■



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# Internet Auctions and Advertising

## *Building Bidder Traffic*

### Les Stromberg

President, MSAA  
StrombergAuctioneering.com

Contact



**W**e know at a live auction that when the crowd shows up, the advertising worked. Several hundred bid numbers are issued, and on with the auction. It is a little different with the online crowd.

We can track where our online hits are coming from in the world (World Wide Web). We can also tell when they look (day of the week) and track where the ads were placed that brought the most people to our site. We can direct advertising dollars to give our clients the best value for the money spent. We used to ask bidders at live auctions how they heard about the auction. It worked well but now we know before the auction and can change our advertising if we have to. This makes for more satisfied sellers.

Online auctions are not for every seller or auctioneer. I was a skeptic five years ago. Now I am very excited about online auctions, with the challenges and benefits that it brings. I hope at the summer picnic round table discussion we can bring more ideas to share with fellow MSAA auctioneers. We can all learn and benefit from each others' strengths and ideas.

Aside from Internet auctions and advertising, I also want to

encourage you all to join us for the 2010 MSAA Summer Picnic and Board Meeting.

Sunday, July 25, 2010 - Family Fun and Fishing. Kevin has 2 pontoon boats lined up and I will bring my boat (it holds three). If someone wants to bring along a boat of their own, that sounds great. On Sunday evening we will have a fish fry. There are TVs for some Wii games, too. We will sit around and tell fish stories until we retire. There are places to set up your campers and RV's.

Monday, July 26, 2010 - Town Hall Meeting, Board Meeting, and Educational Seminar.

Come and join us for a great time and some family fun. Maybe softball, volleyball, and a campfire. Please bring your own equipment.

I hope to see all of you at the summer picnic and board meeting. ■



# The Auction Profession

## *Past, Present and Future*

### Chris Fahey

Director, MSAA  
Fahey Sales Agency

Contact



Coming into the auction business as a third generation auctioneer, I have heard of and seen many changes in our profession. It is kind of fun to look back and reflect.

Back in my grandpa's auctioneering days and even into my dad's early days in the business, auctioneers would not travel far from home to conduct an auction. The auctioneers would typically stay in a three to four county area. There were many small farms in a community compared to the larger operations of today. The crowd at an auction consisted of the local neighbors and people from the surrounding communities. The auctions were a social event with many being held on Sundays.

The auctioneers were not afforded the luxuries of today. They were expected to stand and conduct the auction outside in all types of weather. It didn't matter if it was 110° in the shade with high humidity in the summer or if it was -10° and blowing snow in the winter, the auction still took place. There weren't any microphones to amplify their voice so their voice was strained and tired by day's end.

The clerking of an auction was typically done by banks and handwritten on paper using names for identification instead of numbers. One of my first duties at the auction was running sheets and then helping my mom tear the tickets apart and sorting them.

Then, we would have to add up each buyer individually. Wow, how things have changed!

Beginning with my dad's generation and moving on to today, there have been great advancements with the way our profession has evolved. The use of auction toppers or sound trucks has made the auctioneers work more efficient. The auctioneer sits up higher soaring with the eagles where bid spotting is easier vs. being on the ground with the turkeys at eye level with the crowd. The use of microphones and speakers has been an effective tool saving the auctioneer from straining the voice.

Instead of using a card table for the office at an auction, companies are investing in cashier trailers or mobile offices. These offices are not only used for handing out numbers and settling out, but also keeps all the electronics safe from the elements.

The list of electronics that are used at an auction continue to grow. With the advancement in computer technology, the auction is now generally pre-clerked on a computer instead of written on a piece of paper. Check-out and bookkeeping is more timely





*“As we have learned through the growth of our company, we need to further our education and technology in order to stay abreast in the auction industry.”*

and efficient. Bidding numbers are now provided to customers and background information is collected on the person.

Auctions are no longer widely viewed as a social event. Customers have come to appreciate the speed affiliated with computerized clerking and check-out. Time is valuable to the customers and they don't like to wait in line to settle-out.

With the advancement in online auctions, instead of a four county audience, our crowd is located all over the world. Customers can listen to and watch an auction from the comfort of their own home anywhere in the world. Online only auctions are becoming more popular with today's market. This type of auction gives our clients the opportunity to bid when they can and not feel as rushed into making a decision.

With the advancement in technology, auctioneers have been able to take advantage of global networking. When an auctioneer is unsure of an item they are selling, they only need to search the internet or contact another

auctioneer to gain knowledge so they can get top dollar for their product.

Auctions are more widespread now. There are no longer the days of being able to stay close to home. It is common for an auctioneer to travel throughout the country to hold auctions. One can be on the west coast conducting an auction at the beginning of the week and then moving to the east coast by week's end to hold another auction.

Auctioneers are expected to have knowledge in many different areas – from antiques to heavy equipment – in order to stay competitive in today's market. This will only be visible more in the years to come. I feel that without diversification it will be challenging to survive in the auction profession. As we have learned through the growth of our company, we need to further our education and technology in order to stay abreast in the auction industry.

We must be willing to embrace the idea of change within our profession as one can only begin to imagine the endless possibilities that lie within the future. ■





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# AUCTIONEER TECH

## Internet Branding: Part 1 of 3

### Selecting Your Domain Name

**Aaron Traffas**

VP Technology  
Purple Wave, Inc.

Contact



Today we embark on a three-part series regarding Internet branding. Specifically, we'll discuss how the choices you make for your domain name, your email address, and your blog begin to build your brand before you think about designing a logo or writing a word of copy.

There are some rules to follow when choosing a domain name for your site:

#### Select a .com TLD

A TLD is a top level domain. The first, and most common, TLDs in the United States are .com, .net, and .org. Unlike other TLDs (such as .gov and .mil), anyone can register new domain names with these three TLDs without restriction. The .com TLD is for companies or commercial endeavors. Non-profit organizations use .org, while .net is for more personal projects that aren't as official as .com or .org. There are now many other TLDs, and the [Internet Corporation for Assigned Names and Numbers \(ICANN\)](#) is planning to begin to allow essentially an unlimited number of new TLDs soon, increasing the number from perhaps 100 current TLDs to possibly thousands.

The problem is that nobody remembers websites that don't end in .com. Now you're going to object, reminding us that the new domains offer specialization. "But .pro would be a great choice since I'm a professional!" No, it wouldn't. Professionals choose .com. "But .ca is available and I'm located in



Canada!" Your location doesn't matter. If you're in the United States and advertising your commercial website, .com is for winners.

#### Own the domain that matches your company name

"We're a US company and someone already has aaaauction.com. Wouldn't .us work just as well?" No, it wouldn't. If someone already has the .com name for your company, you absolutely need to change your business name. It is extremely important that your domain name matches your company.





*“they never think to ask if it was .net or .org or .us or .idiot.”*

If your website is [kansasbid.com](http://kansasbid.com), make sure that your company name is Kansas Bid and vice versa. If you try to get cute with your domain name, few will remember it.

### Shorter is better

If your company is named for you, your first and best bet is your last name. In other words, if our auction company is called Aaron Traffas Auctioneers, we would look for [traffas.com](http://traffas.com). It suffers from being difficult to spell, but we'd get around that problem by registering [travis.com](http://travis.com), [traffis.com](http://traffis.com), [trafas.com](http://trafas.com) and so on, having each of the alternate misspellings point to the main account. However, since [traffas.com](http://traffas.com) is taken, we'd settle for [aarontraffas.com](http://aarontraffas.com), knowing that it was a little less desirable than [traffas.com](http://traffas.com) but not quite a deal breaker.

However, let's say that we're John Smith Auctioneers. Obviously [smith.com](http://smith.com) is taken. Obviously [johnsmith.com](http://johnsmith.com) is taken. Do we look for [johnsmithauctioneers.com](http://johnsmithauctioneers.com)? Now we're getting into the problem of a lengthy domain name. The longer the name, the more difficult it is to predict misspellings, the harder it is to fit on business cards, the harder

it is to read on billboards, and—worst of all—the harder it is to get customers to remember the site. Was it [johnsmithauctioneer.com](http://johnsmithauctioneer.com)? Was it [johnsmithauctions.com](http://johnsmithauctions.com)? Notice they never think to ask if it was .net or .org or .us or .idiot.

### Own your domain name

This problem is rampant within the auction industry. Many auctioneers are approached from an upselling [read: predatory] website hosting company with a sales pitch that goes something like this: “We'll host your website for you and even register your domain name so you don't have to deal with a registrar or mess with any of that techy stuff.” We really like it when they use the word techy, by the way. The company then registers your domain name for themselves and creates your website. Should you ever wish to leave, you can't simply point your domain name to another provider because you don't own it, they do.

Find out if you own your domain name. Go to <http://www.whois.net/> and enter your website. Sometimes, as in the case with Network Solutions, it will tell you that you have to go to the registrar





“Professionals choose .com”

used to register the domain name to see who owns it. Stay with us... this exercise is important. Your web host can be listed as the technical contact, but you must be listed as the registrant or you don't own your website.

### CamelCase isn't for websites

This rule isn't necessarily about selecting your domain, but it's about how you present it to your users. It will probably generate some opposing comments, but we feel it's both true and important. Websites are case-insensitive. That means that `auctioneertech.com` is just as valid as `AuCtIoNeErTeCh.com`. Why don't we write our website using CamelCase like `AuctioneerTech.com` since that's the way it looks in our logo? Because websites should ALWAYS be written exclusively in lowercase. Writing your site using intermittent capital letters may make it seem easier to read, but it also makes you seem a little less—to use the word from our patronizing, predatory salesperson

from above—techy than the competition. Your customers notice the details; don't give them the opportunity to think less of you because of something as simple as how you write your domain name.

### Priorities

In summary, your website is the most important marketing component to your business. While many people will come to your site by clicking a link, far more will visit your site because they saw your website in an ad or because they've been there before. Make it easy for them not only to remember, but to guess. The first thing most everyone does when trying to load a site is to type the company name and add `.com`. If that doesn't work, and we're interested enough, we may look up to see what it was supposed to be, either by referencing the ad or searching in Google. In this case, it's already a strike against the site and the milk is a little more sour before we've even arrived at our destination. ■



# What Auction-Goers Like

## *Ten Things to Consider*

**Steven Proffitt**

J.P. King Auction Company, Inc.

Contact

“Steve, I’m a new auctioneer. Do you have any specific advice for me as I start my new career?”  
That’s an excerpt from a letter I received.

Yes, I have some advice that will help you, if you faithfully follow it—always do the right thing. There are many things in this life far more important than money, so never let financial considerations override your integrity—NEVER!

After that point, everything else is easy. But it will help you, too, if you know what auction-goers like most and least about auctions. This time we’ll look at what they like. In my next column, we’ll consider what auction-goers most dislike about auctions.

Here are ten “likes” that I’ve learned from both experience and the letters readers send me.

First, bidders want to deal with honest auctioneers. In a seller-buyer relationship, nothing is more important than trust. Legitimate auction practices appeal to bidders—not hocus-pocus. Auctioneers must establish a level of unshakeable trust with bidders if they expect them to bid freely and spend generously. Dedicate yourself to being an honest auctioneer and you will earn a wide reputation for integrity that will bring good business your way.

Second, bidders appreciate auctioneers who are polite. No one wants to be on the receiving end of sarcasm, indifference, or unpleasant treatment. They also enjoy the spice of a pleasing chant, along with some periodic humor by the auctioneer to lighten the mood and provide a little entertainment. It’s also a good idea for an auctioneer to occasionally take a moment to thank those who are bidding and, thereby, helping her achieve the selling prices that she’s reaching.

Third, bidders like auctions that have good quality goods. People work hard for their money. When they spend it, they want value in return. If bidders were interested in buying junk, they could shop at yard sales and flea markets galore. Serious bidders come to auctions to find a higher quality of merchandise and a far more sophisticated selling environment. As a professional auctioneer, always give the people what they want.

Fourth, have you noticed how hectic most people’s lives have become? Everyone is rushing everywhere and no one has time to waste. It’s just go-go-go-go-go! Well, there’s an important message





*“Many bidders also enjoy a mix of merchandise at various price levels to keep everyone’s attention, and to give everyone a chance to bid and buy something.”*

here for auctioneers—you have to be organized, fast, and efficient. That means you need to start the auction on time, get into high gear quickly, and stay in that groove until the end. As a lady who wrote me said, “Tell them to hold it up, say what it is, and sell it—and then move on!”

Fifth, bidders like a competent and helpful auction staff. Good ring people can be a real plus to maintaining a fast and efficient selling pace, as is a clerk who “invisibly” does a smooth and accurate job of recording the sales. Likewise, it’s important to have a solid cashier who accurately and promptly helps customers settle their accounts and get out the door. Some folks also need help loading larger items.

Sixth, bidders want auctioneers to ask realistic prices for what they’re selling. Many people see it as an unnecessary waste of time when an auctioneer reaches for the moon by asking for \$500 for a \$50 piece. An auctioneer’s experience and good product knowledge will eliminate this problem. Many bidders also enjoy a mix of merchandise at various price levels to keep everyone’s attention, and to give

everyone a chance to bid and buy something.

Seventh, bidders are grateful for good directions to the auction site. It sounds simple, but it’s a regular problem with quite a few auctions. It’s doggedly aggravating to be searching for that turn in the road you can’t find, as your watch indicates the auction’s starting gate is about to open. Being close may count in horseshoes, but it means nothing when it comes to finding an auction site.

Eighth, when the last bid is signaled and the dust settles, bidders want the high bidder to be the new owner of whatever was offered. Bidders universally dislike the phrase, “no sale.” This means unreserved auctions, or auctions with reasonable reserves, are always preferred. Most auctioneers understand this and endeavor to avoid offering items that won’t sell. Just remember that every “no sale” cools “auction fever” by a few degrees. Don’t bring to auction what you know you can’t reasonably hope to sell.

Ninth, all bidders want to be comfortable. Clean and adequate restroom facilities, decent food,





and seating for those who need it appear on many bidders' "must have" lists. Auctioneers should impress this upon sellers, because it's only logical that people will stay longer at an auction and spend more money if they're comfortable. If you go to an auction and encounter insufficient restroom facilities, where do you think that problem originated? It almost invariably goes back to a seller who refused to pay the cost of providing the toilets that were needed. Unknown to bidders, auctioneers sometimes have to "eat" such costs just to ensure their crowds are adequately accommodated. If a seller is unwilling to pay reasonable costs, that might be a strong indicator of an auction you would do better to avoid.

Tenth, people like the excitement of the bidding competition and they revel in the thrill of "winning" the bid. This is one of the hallmarks

of auctions not found in any other form of selling. Auctioneers should exploit this advantage by working to make their auctions fun, exciting, and worthwhile events. If auctioneers do this, bidders will keep coming back, and so will sellers.

Next time we'll consider some of the things bidders don't like at auctions. ■

*Steve Proffitt is general counsel of J. P. King Auction Company, Inc. ([www.jpking.com](http://www.jpking.com)) in Gadsden, AL. He is also an auctioneer and instructor at both Reppert School of Auctioneering in Auburn, IN and Mendenhall School of Auctioneering in High Point, NC. This information does not represent legal advice or the formation of an attorney-client relationship and readers should seek the advice of their own attorneys on all legal issues. Mr. Proffitt may be contacted by email at [sproffitt@jpking.com](mailto:sproffitt@jpking.com).*

*John Stephen Proffitt III  
© February 10, 2010*

*“people like the excitement of the bidding competition and they revel in the thrill of ‘winning’ the bid.”*



## 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



# MSAASUPPLEMENT

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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



# MSAASUPPLEMENT

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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 three 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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