

# MSAASUPPLEMENT

Tell Your Story



**MSAASUPPLEMENT**

August 2010 | Issue 23



## 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

### 2011 MSAA Conference & Show

- Training Sessions
- Minnesota State Champion Auctioneer Contest
- Networking
- Fun!

Thursday, January 6 – Saturday, January 8, 2010  
Holiday Inn, St. Cloud, Minnesota

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# Announcements

## 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](mailto:frank@solditatauction.com)



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# MSAA Digital Summit

## *Hands-on Education for Members*

### Andrew Imholte

Vice President MSAA,  
Black Diamond Auctions

[Contact](#)



Education is a cornerstone of the Minnesota State Auctioneers Association. Less than one month ago, many members were able to come together for our summer picnic at the Hiller Auction Center and hear a national speaker on Public Relations. This particular topic was mentioned at the Conference and Show in Duluth and we were lucky enough to be able to provide education on the subject at our very next meeting.

Much like in January, one of our members approached the education committee with an idea for a session for the 2011 Conference and Show that may be of interest to MSAA members. John Schultz and I are in the process of developing the course material and we are excited to share it with our members. The spark came from Hall of Fame member and Executive Vice President Emeritus, Lowell Gilbertson. Lowell mentioned that all this talk of social media is nice, but HOW does someone get started? We soon realized that there may be others who have the same questions or are beginning to use smart phone devices and want to learn how to use them effectively. John has also spoken extensively on the many products Google has to assist in productivity.

We are excited to announce the creation of the first MSAA Digital Summit. This summit will take place on Thursday, January 6, 2011 (the first day of the Conference and Show) at the Holiday Inn in St. Cloud, MN. Attendees will need to bring with them their laptop computers, as well as any other devices they use for business, and our team will help them set up Social Media accounts as well

as Google Business products to increase productivity. Space will be limited, so when it comes time to register for the Conference and Show, please be sure to send in your forms as soon as possible.

To make this event a success for all who attend, we will need to know WHAT you want to learn. Below is a comment box. Please enter in exactly the type of information you would like to learn and click the submit button. Any feedback you share with us will help us continue to build quality education for our members. ■

**SUBMIT**



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# Mixing Business with Pleasure

## 2010 MSAA Summer Picnic Recap



Once again, as July came to an end, the welcome tradition of the MSAA Summer Picnic and Business Meeting took place. This year Kevin Hiller and his family played host to the two days of activities. Continuing on the fun of last year's event, President Les Stromberg decided that another two days of fun and fellowship was in order. Once members heard there would be some time spent fishing for dinner as well as stories... there was no stopping RV's from descending upon the Hiller Household.

Sunday afternoon, July 25, 2010 auctioneers and families from many states began to arrive in Zimmerman, Minnesota. It did not take long for many to head off and try their hand at angling while others stayed back and enjoyed catching up with old friends and even making some new ones. By dinner time the fish were fried by fry-master, Kevin Hiller, and a whole spread of food was set out for the many who were able to join in the fun on Sunday night. Yard games,

crazy stories, and root beer floats finished off the evening. Soon everyone found their way back to their hotels and RV's to rest up for the following day.

Monday morning, July 26, 2010 began with our yearly auditing committee meeting, followed by a brief informal board meeting, and open town hall meeting for all in attendance. The main event for the morning was an excellent presentation on Public Relations



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given by Chris Longly, Deputy Executive Director of the National Auctioneers Association. An article on Press Releases written by Chris is reprinted later in this issue for those who were unable to attend. After a wonderful lunch, where members networked and shared ideas and stories, we had a special guest auctioneer join us.

Kristine Fladeboe-Duininck, 2010 IAC Women's Division Champion, auctioned off a couple of prints to help raise money to offset the cost of our summer picnic. 2010 IAC Men's Division competitors Matthew Schultz and Isaac Schultz also sold a couple of items as well. At 1:00 p.m. the bi-annual business meeting was called to order. Topics



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such as finances, the foundation, and committee reports were all discussed. The membership also voted to accept the change to the MSAA by-laws printed in the summer issue of the Minnesota Auctioneer Magazine. As members said their goodbyes mid-afternoon, many were grateful for the time and friendships shared.

A special thank you goes out to Kevin and Nancy Hiller for hosting the 2010 MSAA Summer Picnic. ■

*Photos courtesy of Matthew Schultz*



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# Extra, Extra, Read All About It!

## Power of Press Releases

**Chris Longly**

NAA Deputy Executive Director

Contact



*Editor's note: Reprinted with permission from Auctioneer, the official publication of the National Auctioneers Association*

**W**hen writing a press release, it is important to understand that your audience is and foremost the editor or the news director at your local newspaper, radio station, or television station. Whether it is the morning commuter listening to the radio, someone browsing the paper over the lunch hour, or a family watching the news over dinner, these media professionals are constantly focused on entertaining and educating their audience.

Every day newsrooms are bombarded with endless amounts of press releases wishing to educate and entertain consumers, all the while gaining exposure and increasing their brand. As you can expect, the world is filled with sound bites and brief excerpts, which make the world of PR all the more competitive. To pass the test of whether your press release ends up in the hands of an eager reporter looking for a story or in the trash depends on your commitment to quality.

I prefer to look at writing press releases as writing a simple, short story. With the short story I produce, my goal is to attract the attention of an editor or reporter who will be interested in the full story. The goal is to reach out to them, tease them and hopefully persuade them to pursue your story and finish your story. The premise is that a press release is in a sense a short story full of important details that needs to be lengthened. You already have an interesting story, that is why you are building a news release and want to attract the attention of the media, but first you need to piece your story together.

In any story you have characters, a location, a theme, etc. The same

goes for the "Five Ws" of journalism that reporters use every day. They look for the Who, What, When, Where, and Why with every story. Where is the auction taking place? Who is holding the auction? What is interesting about this auction? Once you have answered your "Five Ws," you can begin writing your press release.

Press releases follow a general format. This format includes a release date ("For Immediate Release" is commonly used), contact information, headline, date, "lead," body, and "boilerplate." Your headline should summarize the purpose of your press release. The headline is one of the most crucial elements because if it doesn't grasp the attention of the reader, it most likely will not move forward.

The second most important part of the press release is the "lead." The "lead" is the first paragraph of a press release that introduces the story to the reader by addressing the "Five Ws." Another way to look at the content of your press release is as an inverted pyramid. By placing the most important issues of your press release in the very beginning (the "lead"), you can then expand your focus throughout the remainder of the body. Don't



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stress over making your “lead” read like poetry. Stick to the facts of your story. Remember, a press release is an appetizer for a reporter. Your goal is leaving them hungry for the main course, the rest of the story.

The body of the press release provides additional background and detail to the Five Ws. Finally,

there is the “boilerplate” or “tag.” The “boilerplate” tells the reader about who is sending the press release, whether it is an individual or business. In a sense, the “boilerplate” is a 3-4 sentence biography on the author. To signify the end of a press release, symbols generally used include “###” or “-30-.”

### The following are additional tips that will help you make your press release a success:

*First and foremost*, your press release should always be short, concise and free of spelling and grammatical errors. Nothing turns away reporters quicker than a long press release full of errors. Spell check, grammar check, and spell check again. Ask a friend or co-worker whose strength is grammar and ask them to be your official “proof reader.”

*Timing is also important* when working with the media. The media works on deadline. Planning sessions generally take place in the morning, so schedule your release for mid-morning and focus on distributing during the middle of the week. Friday at 5:00 p.m. is the worst time to send a press release. ■



# Find Your Confidence

## Knowledge and Connections to Help You Succeed

**Scott Musser**

Immediate Past President, NAA,  
Musser Bros. Inc.

Contact



*Editor's note: Reprinted with permission from Auctioneer, the official publication of the National Auctioneers Association*

I begin my final column as President of the National Auctioneers Association, with a quote from the blog of bestselling author Seth Godin. In a post titled, “Failure, success and neither” on [sethgodin.typepad.com](http://sethgodin.typepad.com), Godin writes:

*The math is magical: you can pile up lots of failures and still keep rolling, but you only need one juicy success to build a career.*

*The killer is the category called ‘neither.’ If you spend your days avoiding failure by doing not much worth criticizing, you’ll never have a shot at success. Avoiding the thing that’s easy to survive keeps you from encountering the very thing you’re after.*

*And yet we market and work and connect and create as if just one failure might be the end of us.*

To me, Godin’s perspective on marketing and business translates well for the life of a professional Auctioneer:

- The successful ones have their ups and downs; however, they keep learning and performing and eventually, perhaps more than once, one big auction can be the “up” that defines or significantly furthers a career.
- Many of us have an idea of where we’d like to be personally and professionally 10, maybe even 20 years down the road. Unfortunately, sometimes the road gets bumpy, we let anxiety take over, and we avoid taking

the risks that might help us reach those goals.

What are your biggest fears? What’s keeping you from being the Auctioneer you’ve always wanted to be? Are you trying to avoid failure, or are you constantly striving to succeed?

These are tough questions, yet they are worth reflecting upon as we continue to change and evolve our auction companies to meet the needs of today’s buyers and sellers. We are in a dynamic industry, and therefore uncertainty often clouds our outlook.

Throughout my career and in my leadership capacities with the NAA, I’ve found the best ways to combat our doubts and fears is with confidence, knowledge and connections—both our personal relationships and the friends we make in the auction business.

I was certainly grateful for the latter when Friday, April 16, I found myself stuck in Europe following an auction in Leeds, a city in West Yorkshire, England. The Icelandic volcano had grounded air travel, and along with fellow Auctioneer Kelly Fischer, I was stuck for at least one more night.





Little did I know the ash cloud would extend my stay in England three more nights, and thanks to friends who opened their home to us through Tuesday, we had a place to stay, take care of some business and enjoy a bit of the city.

I had been scheduled Monday and Tuesday to be in Overland Park, Kan., for a Board of Directors meeting. Though communication was limited, I was able to participate in some capacity through Skype and Facebook, technologies that offered a connection I wouldn't have otherwise had.

The trip extended to Amsterdam, The Netherlands, where we finally were able to catch a flight headed to the U.S. on Thursday.

Throughout my business trip and the excursion that followed, doubt, frustration and fear could have definitely taken over. But I didn't let the setbacks, like a plume of ash, cloud my outlook.

I had **confidence** that because of my extraordinary wife and brothers, Musser Bros. Auctions & Real Estate, in Pasco, Wash., was in good hands. I had **knowledge** in technology that helped me do

business from across the ocean. And finally, I had **connections** across Europe that eased my mind during the extended stay and journey home.

Now back on U.S. soil, as I reflect on my year as NAA President, I'm happy to say, with confidence, we've successfully eliminated some of the NAA's old ways.

We've listened to members, and we've put in place some new policies, procedures and programs that I think will make the association better prepared for the future. We're improving NAA education, and we continue to develop fresh ways for membership to connect and network.

Nobody serves in this position without the support of a tremendous amount of people. I want to thank the NAA staff for being so courageous, so dedicated and so positive in taking the organization forward. Thank you to my coworkers, here at home and abroad. Your support has been doubly appreciated.

And finally, most importantly, thank you to my wife and children for helping dad chase another dream! ■



## 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



# 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:

Peggy Imholte  
8158 Co. Rd. 138, St. Cloud, MN 56301

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



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