

MSAASUPPLEMENT

Back to the Basics



MSAASUPPLEMENT

September 2010 | Issue 24

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, 2011
 Holiday Inn, St. Cloud, Minnesota

Contents

5 UNBELIEVABLE RESULTS

Only at Auction!

Frank Imholte

6 MAKE TIME TO TAKE TIME

8 Simple Steps

Austin Bachmann

8 WHAT'S GOING ON?

Simple Question . . . Tough Answer

Mark Mayberry

11 NAA PERSPECTIVE

How do State Associations fit
 with Essential NAA?

Hannes Combest, CAE



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Announcements

MSAA Member Accepted to the Air Force Officer Training School



MSAA member Nathan Johnson (left) was actually sworn into the Air Force by his brother, Army Captain Bobby Johnson (right) at the Military Entrance Processing Command in Minneapolis. Nathan is now stationed at Maxwell Air Force Base in Alabama.

Get Well Soon

Merridy Pike, wife of MSAA Hall of Fame member Wayne Pike, recently had a large cancerous tumor removed and will be going through six month's of chemotherapy. Please keep Merridy in your prayers and send her a card if you can at P.O. 387, Princeton, MN 55371.

For the new members that have not met Merridy, she is the person who started the Minnesota Auctioneer back in the late 80's. For all her work with the MSAA many think of her as the "Mother" of the our organization, so please send Mom a card!

Announcements?

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

MSAA SUPPLEMENT

September 2010 | Issue 24



Instead of using loads of technology jargon which only confuses the reader we thought you might like something

After all, there is nothing more frustrating then technology complicating something as simple as taking your business

Your business deserves the chance to compete with the big boys...we can help you do that. After all, we both love

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MSAASUPPLEMENT

September 2010 | Issue 24

Unbelievable Results

Only at Auction!



Frank Imholte

Executive Vice President, MSAA
Black Diamond Auctions

Contact

"Carnival glass bowl brings \$19,000 at Seeck Carnival Glass Auction."

This was the headline in the August 25, 2010 Auction Action Antique News. Some auctions can command incredible prices beyond belief for collectibles. We have found it can even happen with more common, ordinary items. For example, on the hot, humid Saturday of August 21st, balloons fetched an incredible price.

We sold 18 plastic totes of balloons (over 100,000 balloons) for \$840! (You are reading this right.) When we asked the buyer later what she was going to do with them, she replied that she was going to send them overseas to orphanages. We also sold a Grandfather Clock for \$425. Only at Auction.

At our August 14th auction, there was a choice of lots. With beer steins and glasses as an option, the buyer's choice was a copper tea kettle for \$190. Or how about a futon for \$235? Only at Auction.

It is always fun to go over the 'play by play' for an auction after it has ended. And sometimes, it isn't always the high prices that get the attention. Let's get down to the bread and butter of many auctions:

Yes, only at auction can you purchase a microwave, dorm fridge, single bed, chest of drawers, cookware, and a computer for less than \$50! Only at auction can you buy Craftsman 1/2" deep well sockets (used) for over \$50.

Whatever the prices, we are always hoping that when our customers walk away, it is with a smile on their faces because of the fun they had buying their items no matter how high or low of a price they paid. This is why we believe most everything should be sold "Only at Auction."

We also had seven people register with \$10,000 non-refundable down payment for the real estate part of the auction. When it was over, it brought 55% of the assessed value and six people liked their money better than the investment in front of them. Only at Auction.

Many members are watching the market, new regulations and future taxes, and wondering, "is it worth the risk?" We need to say yes and take it a day at a time. The past is history, the future is a mystery, let's live in the present as that is what it is: a present to all of us. And when someone asks, "What do you do?" You say you market the world, Only at Auction. ■



Make Time to Take Time

8 Simple Steps

Austin Bachmann
 Director, MSA
 Bachmann Auctioneers
[Contact](#)



“The really efficient laborer will be found not to crowd his day with work, but will saunter to his task surrounded by a wide halo of ease and leisure.”—Henry David Thoreau

Hello everyone, I hope your summer has been going great and that you’re having a wonderful and successful auction season! I’ve noticed August has come and gone as if it never happened just like most of the summer has already. When time is flying by it’s hard to fit things into your daily routine that you enjoy doing. If you don’t take a break from work once in a while it’s tough to stay **motivated, energized, and excited** about your everyday

work. When you start losing interest in any of those three you need to **Make Time to Take Time** so you can enjoy things more.

Almost everyday I think of a few things I enjoy doing that I haven’t been taking the time to do, and realize I can create extra time if I really want to. The truth is, we all have the same amount of time, and it’s in great demand. But some of us have decided to allow the constant demand and pressures and responsibilities of life to dictate and predict our days, while others have made time to do the things they love. I remember one of the first things my father told me when I started full time with him in the auctioneering and real estate business, “You have to take time to do things you enjoy, or you’ll get burned out, and that’ll take the fun out of everything you do.” If you can’t enjoy the work you do then what’s the point of doing it? It’s not that tough to manage your time better, but it does take effort and diligence. I thought about my weaknesses in my everyday life and what I can do to improve my free time by following a few simple steps.

Here are 8 things you can do to free up some time during the busy season:

- 1. Find out what wastes your time.** What things do you find yourself doing a lot that may not be a priority? Are they really necessary? If not, try to eliminate them as much as possible. For most auctioneers, talking too much might be one of them...
- 2. Think about what you love to do.** Make a list of 4–5 things that you would like to do, and try to fit them in throughout the week. For me, I like to spend time in the gym. It’s a good release, and I’ve noticed my mood and mentality for the day is better when I’m able to find time to go. Also, I enjoy golfing because it makes me challenge myself competitively, while enjoying the time away from everything else, especially my office desk and cell phone!
- 3. Stay Organized.** Keep your desk clean, make files for all of your contacts, prioritize your week, keep your voicemail and email clean and up to date, have a date book and use it. By staying organized you’ll spend less time





“You have to take time to do things you enjoy, or you’ll get burned out, and that’ll take the fun out of everything you do.”

going through everything in the long run, and you’ll be more efficient with your work. If you stay organized, your mind will be cleared and you’ll be able to accomplish tasks with ease throughout the day.

4. **Delegate.** If you have coworkers who can take care of a task for you, try to delegate it. Maybe they’re faster and more efficient at computer work, or even paperwork.
5. **Lunch.** You don’t want to cut out eating lunch altogether, but you can take some of your lunch break to do other things. Experiment by taking time to read or enjoying the outdoors. If you can’t find time throughout the rest of the day, taking some time during lunch can really make the rest of the day go better for you.
6. **Learn to say no.** If you say “yes” to every request, you will never have any free time.

7. **Take advantage of your mornings.** Watch the sun rise, go for a walk/run, eat a good breakfast, and leave early. Small things like these can help you feel more relaxed during the day, and then you’ll be able to fit things in that you enjoy.
8. **Cut out distractions.** When you’re trying to get work done, turn the TV off and disconnect from the internet. For example: If you’re watching football while writing an article it will take longer than it needs to.

Summer is busy for most—if not all auctioneers, and I hope this article helps you to find the time you’ve been passing up. Take time for yourself and enjoy the work week a little more, and I bet your daily attitude will improve. ■

*Austin Bachmann
Bachmann Auctioneers
Ottertail, MN
218-841-2469*



What's Going On?

Simple Question . . . Tough Answer

Mark Mayberry

Professional Speaker &
Customer Service Expert

Contact



I am delighted to be part of The Minnesota State Auctioneers Association's January conference. On January 7th, I'll be delivering a keynote speech in the morning, followed by two innovative seminars in the afternoon. I look forward to seeing you there. Now, on to this quarter's "Shazzam!"

I went online to try and make a bid on Priceline.com to get a couple of hotel rooms in St. Paul. Here was my dilemma—I needed 3 nights for myself and only 2 nights for my son, Scott. With Priceline, I only knew how to bid on one room at a time, and wasn't sure that Scott and I would end up in the same hotel if I put in 2 separate bids. So . . .

I looked at Priceline's website, and clicked on "Contact us." The website did not give me a phone number to call, but did offer an opportunity to send an e-mail and ask my question. Three days later, I was still waiting for an answer. I decided to call Priceline, and the only number that I found on the website was one for their hotel "reservation line." When I called, the person on the other end of the line had no clue as to what I was asking about and certainly no answer for me. On top of that, she seemed very disinterested in the entire conversation. (It must have been getting close to "going home" time.) I was prepared to spend a few hundred dollars with Priceline, but had no idea how to do it so that I would get rooms in the same hotel. What's going on?

Here's another situation. I've flown more than a million miles on

Delta (and that's just since they started counting). I get special benefits when I fly Delta, but since I've moved near Chicago, their schedules aren't that convenient. They're definitely not as "Customer friendly" with their routes as they were in Atlanta. Lynn and I needed tickets to Orlando. Sure enough, if we flew on Delta, we would have to make a stop. On top of that, Lynn would have to pay for her luggage to go along with us. The result—we're flying out of Milwaukee (Yes—O'Hare is no fun at all!). We're flying on Southwest, where they don't charge for baggage. And so far, they don't seem to "hide" additional fees.

In a recent article in the Chicago Tribune, it was detailed that the government is finally looking into the airlines and these "added fees." One airline is even charging their customers for "carry-on" bags! Others have begun to add a "summer travel surcharge." In other words, the airlines (not just Delta) are trying to "trick" us with these add-on fees. And it's become so bad that the government may step in. What's going on?

Travel used to be fun—even business travel. I used to love to get on a jet and fly to locations across



MSAASUPPLEMENT

September 2010 | Issue 24



the United States. Europe was a special treat when I first traveled there in 2000, and returned in 2002 and 2005. I still love when I get on stage to deliver a speech—but getting there makes me long for “the good old days.” ■

The Shazzam Challenge

Are your customers asking “What’s going on?” about your auction business? What can you do to increase the likelihood that “word of mouth” from your customers is positive?

© Mark Mayberry

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 CageMayberry@gmail.com.

“The website did not give me a phone number to call, but did offer an opportunity to send an e-mail and ask my question. Three days later, I was still waiting for an answer.”



MSAA SUPPLEMENT

September 2010 | Issue 24



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MSAASUPPLEMENT

September 2010 | Issue 24

NAA Perspective

How do State Associations fit with Essential NAA?



Hannes Combest, CAE
Chief Executive Officer
National Auctioneers Association

If you attended the National Auctioneers Association International Conference and Show you may have heard about E-ssential NAA. We know that NAA members are essential to NAA (we couldn't exist without them!), but is NAA essential to our members? Probably not.

Our hope is that in the next year or two or three, it will become so.

NAA will accomplish this by determining what NAA members want and what they need to either grow their business or make them more efficient. We know that if we can accomplish the latter two objectives (growing business or being more efficient), it means money in the pockets of our members—and that's what will make NAA essential to them!

NAA will spend time and resources devoted to two major areas: 1) understanding what is happening in the auction industry and 2) ensuring that our organization can deliver the best possible results to our members.

In order to understand what is happening in the auction industry, we will form the Council on Future Practices. This group will be expected to read about trends in the auction industry and talk to experts in those fields to determine how they will impact the auction industry. They will deliver their thoughts to the NAA Board about the industry, who will then determine how to address the challenges identified by the Council on Future Practices. This could be in the form of a new widget that

needs to be developed, a new educational program that should be offered, or a new partnership with an organization that will strengthen our marketing efforts.

NAA will focus on being flexible and able to change to meet the dynamics of the world around us. However, one thing will not change—we must have a strong partnership with state associations.

At the Conference and Show, then-President Scott Musser, CAI, BAS and President-elect Mark Rogers, CAI, AARE, and I visited with the executive directors of the state associations. In that meeting we reiterated our commitment to work WITH the state associations in helping all of us be the best in the auction industry. We do not need an industry that is fragmented—we need strong advocates for auctions on the local and the national level.

NAA is not a large enough organization and doesn't have the deep pockets necessary to mount a massive marketing campaign for auctions. We rely on our partnerships and on NAA members. And we need to rely on state association members to





help us communicate to the public why they should use auctions. At the NAA level, we will make sure that relationships such as what we have with USA Today continue to flourish (USA Today gives preferred advertising rates to NAA members and aggregates them in one area called the Auction Showcase in their Tuesday and Friday editions). We will make sure we keep an eye on what is happening in the industry and we will share that information with the state associations.

Working together we should be able to make Auctions E-ssential to the American public. It will be at that point where we are all successful! ■

“NAA will focus on being flexible and able to change to meet the dynamics of the world around us.”



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

September 2010 | Issue 24

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

September 2010 | Issue 24

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



MSAASUPPLEMENT

September 2010 | Issue 24