

# MSAA SUPPLEMENT



Consumer  
Perspective



MSAA SUPPLEMENT

October 2010 | Issue 25

# 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*

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# Announcements

## Scholarships

All Scholarship Applications must be sent to Auxiliary President Peggy Imholte by November 1st to be eligible for the 2011 Scholarships.

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

## 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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When business is booming it can be hard to find enough hours in a day or enough days in the week for all of your

How often do you want to miss out on a possible auction because you're just too busy? The answer is

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## Top-Notch Education

### 2011 Conference and Show Schedule

**W**ith 2011 right around the corner, it's never too early to start planning your next MSAA Conference and Show. Take some time to survey the many offerings available to you as a member. This year the MSAA has been approved to provide continuing education for NAA Designations (CAI, AARE, CES, BAS, GPPA, ATS). Pack your bags and join us January 6–8 and take one big step into the future.

#### 01.06.11 Thursday

- 7:30 a.m.–5:00 p.m. Registration
- 8:00 a.m.–3:00 p.m. Vendor Setup
- 8:00 a.m.–12:00 p.m. Real Estate CE: Fair housing and disclosure  
Don Landwehr
- 8:00 a.m.–12:00 p.m. Technology Summit  
John Schultz and Andy Imholte
- 12:00 p.m.–12:45 p.m. Lunch
- 12:45 p.m.–4:15 p.m. Real Estate CE: Short sales and how auctioneers set the value of real estate  
Don Landwehr
- 12:45 p.m.–4:15 p.m. Technology Summit  
John Schultz and Andy Imholte
- 3:00 p.m.–5:00 p.m. Contest Item Check-in
- 5:00 p.m.–5:30 p.m. Contestant Rules Meeting
- 6:00 p.m.–9:00 p.m. MN State Champion Auctioneer Contest
- 9:00 p.m.–Midnight Champion Auctioneer Reception

#### 01.07.11 Friday

- 7:00 a.m.–7:45 a.m. Roundtable
- 7:45 a.m.–8:30 a.m. Breakfast
- 8:30 a.m.–3:00 p.m. Registration
- 9:00 a.m.–11:00 a.m. Service with Shazaam, Keynote  
Mark Mayberry
- 11:00 a.m.–12:00 p.m. Marketing Contest Check-in
- 12:00 p.m.–1:00 p.m. Lunch
- 1:00 p.m.–2:30 p.m. Customer Service Seminar  
Mark Mayberry
- 1:00 p.m.–2:30 p.m. Bidcalling Seminar

**Conference details are subject to change.**



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# Continuing Education

## Real Estate

**BACK BY POPULAR DEMAND**

**Thursday, January 6, 2011—St. Cloud, Minnesota**

*Registration will open soon!*

## NAA Designation

**BACK BY POPULAR DEMAND**

**January 6–8, 2011—St. Cloud, Minnesota**

*Attend a course, fill out the evaluation, provide your NAA member number, and receive credit toward your designation requirements.*

- |                            |   |
|----------------------------|---|
| <b>2:45 p.m.–4:15 p.m.</b> | Nomination Committee Interviews           |
| <b>2:45 p.m.–4:15 p.m.</b> | Customer Service Seminar<br>Mark Mayberry |
| <b>2:45 p.m.–4:15 p.m.</b> | SWOT Analysis Seminar<br>Randy Wells      |
| <b>2:45 p.m.–4:15 p.m.</b> | Fun Auction Item Check-In                 |
| <b>4:30 p.m.–5:00 p.m.</b> | Social                                    |
| <b>5:00 p.m.–6:00 p.m.</b> | Recognition Banquet                       |
| <b>5:00 p.m.–6:00 p.m.</b> | Junior Auctioneer Dinner                  |
| <b>6:00 p.m.–6:30 p.m.</b> | Junior Auctioneer Showcase                |
| <b>6:30 p.m.–9:30 p.m.</b> | Fun Auction                               |

### 01.08.11 Saturday

- |                              |  |
|------------------------------|--|
| <b>7:30 a.m.–8:30 a.m.</b>   | Breakfast and Town Hall Meeting                                  |
| <b>8:45 a.m.–10:15 a.m.</b>  | Business Liquidation 101 Seminar<br>Judd Grafe                   |
| <b>8:45 a.m.–10:15 a.m.</b>  | Becoming the Leader in You<br>Kristine Fladeboe-Duninick         |
| <b>10:30 a.m.–12:00 p.m.</b> | Marketing Wildcard Seminar<br>Andy Imholte and John Mindiola III |
| <b>10:30 a.m.–12:00 p.m.</b> | Real Estate Seminar<br>Randy Wells                               |
| <b>12:00 p.m.–1:00 p.m.</b>  | Awards Luncheon  |
| <b>1:15 p.m.–3:15 p.m.</b>   | MSAA Bi-Annual Meeting/MSAF Board Meeting                        |
| <b>1:15 p.m.–3:15 p.m.</b>   | Auxiliary Annual Meeting   |
| <b>6:00 p.m.–8:00 p.m.</b>   | President's Banquet  |
| <b>8:00 p.m.–10:00 p.m.</b>  | Hall of Fame Reception   |
| <b>8:00 p.m.–Midnight</b>    | Live Music   |

**Conference details are subject to change.**



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# It's Your Future, Be There!

*Take Advantage of the Conference and Show*

**Les Stromberg**

President, MSAA  
StrombergAuctioneering.com

[Contact](#)



**A**s I write this article, we have just finished our MSAA fall board meeting. We are working hard to bring you the best Conference and Show that we can. To steal a line from Past President Richard Berens, "IT'S YOUR FUTURE. BE THERE!"

We have lined up some great speakers. My friend Randy Wells, Past President of the NAA, will be here. We will have Champion Auctioneers to help with your auctioneering skills. Real Estate continuing education and Technical hands on training will be offered for those who need to update computer skills, iPhones, or whatever. The MSAA has a rich history of providing educational support for our membership. This year will be no exception. The seminars and networking that takes place at these conferences is priceless. Bring an idea, share an idea, and learn at one of the seminars. Renew friendships with some of the best auctioneers in the country—your fellow MSAA members.

One of the best ways to learn about the MSAA is to get involved.

Volunteer to be on a committee, run for the board, ask a current board member where you can be of assistance, and be a contributing member. You will get back much more than you give.

Don't forget to polish up on your bid calling for the Championship Auctioneer contest, bring some marketing entries for the Marketing Contest, and bring something for the Fun Auction. The City of St. Cloud has many things to offer for everyone including shopping, recreation, and many restaurants. There should be something for everyone to do and see.

Our association is GREAT because of YOU, the members. So bring the family, an idea, goal, and the willingness to share. IT'S YOUR FUTURE. BE THERE! ■



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# Return on Investment

*Are you collecting data? Are you analyzing the data? Are you using the data?*

**John Schultz**

Immediate Past President, MSA  
Schultz Auctioneers

[Contact](#)



**W**hen times are good, it is easy to do what you have always done. It seems that you can do no wrong. You can miss on the little things and still succeed. But, times have changed. No longer can we afford to throw ideas, marketing dollars, or time at the wall and watch it stick.

To that end, in the past year we have diligently sought to regularly review what is working and what is not working. We have implemented many tools to make this easier to track. Allow me to share a few ideas that we regularly use.

If you attend our auctions, you shouldn't be surprised to be asked by a member of our staff how you heard about the auction. Typically this is accomplished at the time you register for a bidding number. We've developed a quick and easy spreadsheet that makes it easy to tally this information. Either our cashier asks for this information, or on busier days we have a staff member poll our customers as they wait to receive their bidding number. We now know where you heard about the auction, what marketing is effective, and what doesn't work.

Have you ever visited our website? If you have we know it. We aggressively track visits to our website. We know when you visit, how long you visit for, if you were referred from another site, and if you did a search to find us. We know if you type our website address in your browser, if you came from a specific ad on the web, or what specific words you typed

to find us in a search engine. This data is harvested automatically by Google Analytics, a free tracking program from Google. Over time, we can analyze this data to glean important information. For example, we know that the busiest time on our website is 8pm central during the week. As a result, we schedule our emails to be sent at that time of the day. Why not reach our customers when they are most likely to be interacting with us?

We routinely share links online in an assortment of communities. From Craigslist to Facebook, Twitter to the front page of our website, we're always sharing links. But we're also tracking how many times each link is clicked by using a service offered by bit.ly and goo.gl. Using this data, we can determine what works and doesn't work when we share linked information. We know what triggers our customers to click a link, and tailor our marketing to match those triggers.

When you attend one of our auctions, you're automatically added to our mailing list. But, our mailing lists are tailored to match the specific asset we are selling. If you purchase from us online, you are added to our postal mailing list. If you register with us online,



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**“What data are you collecting? Did you know most auction clerking software tracks most of the above information?”**

we add you to our email mailing list. We then track your auction attendance and expenditures. We do this through our online bidding provider, and our auction clerking software. With this information, we routinely write letters to our VIP customers inviting them to an upcoming auction of the type they typically are purchasers. We also routinely hand write thank you notes to our customers that purchase \$x.xx amount or more at any auction.

And most importantly, we keep the question of “where did you hear about...” at the forefront of conversations in our office. It’s not uncommon for one of us to ask the other, “How did they hear

about the auction?” or “how did they hear about us?”—this has provided us with excellent insightful information that has allowed us to effectively market our company while continuing to wisely manage our expenditures.

What data are you collecting? Did you know most auction clerking software tracks most of the above information? Are you using this valuable data to enhance your service? Or, are you staying the course with what works in the past, even if it unknowingly has not been working for years? ■

Respectfully,  
John Schultz



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# AUCTIONEER TECH

## Internet Branding: Part 2 of 3

### *Brand Your Email Address*

**Aaron Traffas**

VP Technology  
Purple Wave, Inc.

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Last time we examined some of the factors involved in selecting a domain name for your business. It needs to be a .com, match your company's name, be short and be marketed in lowercase. In the next installment of our Internet branding series, we're going to look at your email address.

The worst mistake you can make to turn customers away is to use something other than your name for the username. This mistake was at the top of the list in a recent survey. [sxygrl47@domain.com](mailto:sxygrl47@domain.com) and [ladybug\\_lover@domain.com](mailto:ladybug_lover@domain.com) worked great for user names in college, but now it's time to use [first.last@domain.com](mailto:first.last@domain.com) or [firstlast@domain.com](mailto:firstlast@domain.com) or just [lastname@yourdomain.com](mailto:lastname@yourdomain.com). If you have an address that is checked by more than one person, such as a generic company address, then it's okay to find something generic like [auction@domain.com](mailto:auction@domain.com) or [info@domain.com](mailto:info@domain.com), but don't use it for your company account unless it is checked by more than one person. That's not the address to put on your personal business card.

Outside of the above offense, few other concepts seem more obvious than the importance of having an email address that matches the domain name of your website. Nevertheless, we still see some auctioneers who advertise to their customers a generic, free address from email providers such as AOL, Hotmail/MSN/Live, Gmail—or worse, from their Internet service providers such as Cox, SBC Global, or Comcast.

Using one of the above-mentioned providers for a personal email

account is okay, though it's much more fun to register a domain name for yourself or your family to use for non-commercial purposes. Using an email address for commercial purposes that doesn't match your domain name is simply unprofessional.

Your website IS your brand. Why on Earth would there be any benefit in advertising an address that doesn't include your brand? Reasons we've heard cited for using a generic email account for business include the following:

- I've always used this address
- I have multiple domain names
- Using Gmail makes me seem cutting-edge and hip
- I don't know how to set up email for my domain name
- I like the tools offered by this provider
- I want synchronized Outlook but don't want to host my own Exchange server

None of these reasons justifies letting customers see an email address that doesn't include your brand. The only reason listed that doesn't involve lack of configuration or simplicity is the idea that customers somehow perceive Gmail users as advanced. This is



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**“Few other concepts seem more obvious than the importance of having an email address that matches the domain name of your website.”**

true, but only in comparison with other free email providers. We all like to make fun of AOL and Yahoo users, but consumers equally ridicule Gmail users who use Gmail for business. It's assumed that these users are either too lazy or don't know how to set up their own branded email addresses.

The solution is simple. Use a service like Gmail—Google Apps for your Domain is a particularly excellent choice—or a company that provides hosted Exchange servers to allow you to have one powerful interface to check all your email accounts. It's very simple to configure addresses from one or many domain names to have email delivered to one location. Through the use of rules in Outlook or filters in Gmail, you can easily keep track of all your accounts in one central location. When properly configured each email you send will appear to come from the appropriate account. The methods to this configuration are outside the scope of this article and will depend on your registrar and your web host.

We've actually met auctioneers who have removed the website from business cards, relying on different colors to make the domain in the email address stand out, thereby

conveying both an email address and a website on one line. This leap of faith that customers will recognize this strategy isn't for the weak-at-heart, but it's an innovative idea, nonetheless.

When is it okay to use an email address for business that isn't matched to your domain name? There are two scenarios:

1. You're unemployed
  2. You don't have a domain name yet

If the first is true, you're probably not using it for commercial purposes unless it's to send and receive responses from resumes. In this case, a Gmail account—or, better yet, [yourname@yourname.com](mailto:yourname@yourname.com)—will lend the most professional impression to a prospective employer. If the second is true, stop reading now! Go back and read July's article and then buy a domain name. The first year's registration costs less than having your logo embroidered on a shirt, and is many orders of magnitude more valuable and important.

Your domain is your brand. Your email address is an obvious and easy way to promote your brand and show your customers that you run a professional organization.

# What Auction-Goers Dislike

## Ten More Things to Consider

**Steven Proffitt**

J.P. King Auction Company, Inc.

[Contact](#)

I opened my last column with this excerpt from a reader's letter: "Steve, I'm a new auctioneer. Do you have any specific advice for me as I start my new career?"

I began by advising this auctioneer to "always do the right thing."

I stated "[t]here are many things in this life far more important than money" and emphasized he should "never let financial considerations override (his) integrity—NEVER!"

Then I listed ten things that I've learned auction-goers like about auctions. Now I'm going to hit ten items on the opposite side of the fence. Let's see what really puts a thorn in the heels of bidders.

First, bidders are increasingly catching onto the bad and illegal tricks that some auctioneers use. They don't like shills, phantom bids, or bogus "buy backs." These are not practices that will earn an auctioneer a reputation for integrity and fair dealing, but they will tar a reputation with the black pitch of fraud. Once that stain is there, it's next to impossible to remove.

Second, bidders hate unannounced seller bidding. Who can blame them? It's illegal, unethical, and a serious problem. Even honest auctioneers fear it. That's because they have no way to know everyone a dishonest seller might dispatch to secretly bid to illegally inflate prices. Auctioneers must be ever alert for the scourge of unannounced seller

bidding and do everything they can to prevent it.

Third, bidders strongly dislike reproductions being represented as originals. Many auction-goers don't know an original from a fake and they depend upon the auctioneer to provide reliable information. There's nothing wrong with an auctioneer selling announced reproductions, but selling reproductions as originals is fraud. Whatever short-term gain there might be, this practice has negative, long-term consequences for both auctioneers who do it and the auction industry in general.

Fourth, too many auctioneers waste valuable time whining. We've all seen this. I've got seven children and I hate whining—so do auction-goers. Bidders don't care and don't want to know if an auctioneer is upset by low prices, a poor sale, an argument with his wife, or anything else. While on the block, the auctioneer should do the best he can with what he's got—and smile all the while. That's professionalism.

Fifth, bidders dislike auctioneers and their staff members bidding on and buying the merchandise. This complaint seems to be rooted in a combination of distrust as to



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**“Smoking is a huge negative with a lot of bidders, particularly in auctions conducted indoors.”**

whether these bids are legitimate, plus the feeling that the goods are being bought from under the very people who came to the auction to do the buying (the bidders).

Sixth, would you like it if someone insulted you? Of course you wouldn't. Well, bidders don't like insults either. They resent being talked down to by auctioneers and they chafe at being abused and degraded, either individually or collectively. An auctioneer's cashier once wrote me: "Auctioneers should realize that bidders are as smart as they are and should treat them accordingly." There's a paycheck of wisdom in that nugget.

Seventh, move it! That's right—bidders hate slow auctions. People have a lot of competing interests for their time, so they want auctioneers to put the stuff up, sell it, and move along. If the auctioneers fail to do this, the bidders will move along.

Eighth, bidders resent being treated as less than equal to other bidders who they see as receiving preferential treatment from the auctioneer. Auctioneers should work hard to build a reputation for honesty and fairness with everyone. Remember, all money spends alike, no matter the source.

Ninth, smoking is a huge negative with a lot of bidders, particularly in auctions conducted indoors. One auctioneer wrote me that he smokes Cuban cigars, but he added that he had banned smoking at his auctions several years ago. Once the ban took effect, his business improved. Both of my wife's grandfathers spent their lives growing tobacco in southern Virginia and both smoked until they died...of lung cancer! A lot of families have felt this pain, and there's a lot of resentment against smoking even in tobacco country.

Tenth, a potpourri of complaints I've received would include things such as uncontrolled crowd noise, repeated disruptions, general confusion, poor sound equipment, stopping the auction before everything advertised has been offered, and charging for admission and bid numbers. Bidders don't like any of this.

It's important for auctioneers to know what bidders like and dislike, because they're in business to attract these people and sell to them. You won't do much good selling if bidders don't like you or how you run your business.



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**“Ask yourself what it is that you would like to know if you were in the bidders’ shoes—then tell people what you know.”**

Here are a few additional thoughts on dealing with bidders for the new auctioneer who wrote me:

If you want to be a big success that is widely liked and respected, be a good guy—be honest and sincere, do what you promise, and always do your best. When you make a mistake, acknowledge it and say you’re sorry. You’ll have plenty of chances to practice this and you’ll find most people are very understanding and forgiving if you’ve tried to do the right thing. Learn from your mistakes and do better the next time.

Ask yourself what it is that you would like to know if you were in the bidders’ shoes—then tell people what you know. Fair disclosure is not only fair; it’s a great inoculation against hard feelings, legal claims, and costly litigation.

There’s no place in auctions for deceit, lies, trickery, or fraud. Be an honest auctioneer, a pillar of integrity, and always a gentleman.

Finally, guide your life by the wisdom of the golden rule: “Do unto others as you would have them do unto you.” You can’t get better advice than that. ■

*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*



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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



# MSAA SUPPLEMENT

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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:

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

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



# MSAASUPPLEMENT

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