

MSAASUPPLEMENT

Better. Together.



MSAASUPPLEMENT

November 2010 | Issue 26

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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DESIGN

Rock on Design 

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



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You have built a successful business and don't want to stop now. Expanding to online auctions, requires an experienced

After all, selling online can be daunting. It's time you found an experienced company you can trust to increase your

Auctioneers don't need to worry about the internet any more. We want to partner with you, and help your auction business

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MSAASUPPLEMENT

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Top-Notch Education

2011 Conference and Show Schedule

With 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 Seminar: How Auctioneers Set the Value of Real Estate
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 Seminar: Question and Answer
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

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.

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

01.08.11 Saturday

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

Conference details are subject to change.



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Do You Know Your Neighbors?

Finding Help in Your Competition

Andrew Imholte

Vice President MSAA,
Black Diamond Auctions

[Contact](#)



As I sit down to write this article, I am greeted by a newfound freedom. Recent high winds have knocked out the power at my home. My wife and I have called our elderly neighbor to make sure she is doing alright. Candles now light my article as I sit at the kitchen table to pen my thoughts.

The question I am asking myself is, "How well do I know my neighbors?" It was a top priority to check on my neighbor, but should I check in with anyone else? Do I have their numbers? Do I even know all their names? Soon I am thinking, "If I had an emergency and needed help, whom could I call locally?" Situations like this cause many to pause and think.

As I write, I can't help but compare this situation to the MSAA. Our membership is made up of many auctioneers: Professionals who specialize in almost any item you will come across, and professionals who don't specialize, but handle any item that comes across the auction block. These differences help us better serve buyers and sellers wherever we go. However, I find myself asking, "What if the power went out? How well do I know my neighbors? Do I know the best auctioneer in the state for collector cars if I come upon a collection? Would they know who I was if I called? Do I trust them or am I afraid they might book the auction before I can?"

The last question is the one many of us often think about but don't verbalize. We seem to think our competition is right down the road. While that may be the case in some instances, when it comes to specialized collections your main competitor might not even be from the Midwest. With the growth of the internet and services like eBay and Craigslist, as well as professional auction companies from around the globe we, as members of the MSAA, can't afford not to know our neighbors. To provide the top notch service to our clients we all claim to provide, we need to set aside our pride and tear down the fences our competitive business practices put up. The MSAA is an ideal place to network with and learn from professionals that can complement your skills and knowledge.

Take some time at the upcoming conference to meet someone new and learn a little about their interests and skills; you might be surprised at how helpful a neighbor can be. ■



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Department of Justice Settles Lawsuit with Visa, MasterCard

Charging Surcharges Under the Scope

John Schultz

Immediate Past President, MSAA
Schultz Auctioneers

Contact



On October 4, 2010, the Department of Justice and seven states filed a lawsuit against Visa, MasterCard, and American Express over their requirement that merchants not discount transactions for acceptance of alternative payment methods. As soon as the suit was filed, Visa and MasterCard announced a settlement and American Express vowed to take the matter to court.

The settlement with Visa and MasterCard allows merchants to offer a discount for forms of payment other than Visa and MasterCard. Prior to the settlement, merchants were barred from such discounts by the terms of their contracts with Visa and MasterCard.

Despite federal and state law allowing for a credit card surcharge, the settlement does not impact Visa's contract provisions restricting merchants from adding a surcharge to transactions.

Minnesota Statutes § 325G.051 allows merchants to charge a surcharge upon the acceptance of credit cards so long as the surcharge is disclosed to purchasers orally at the time of sale, and by a sign conspicuously posted, and the surcharge does not exceed five percent.

Such surcharges are typically in violation of your merchant agreement with Visa. However, the current pending Frank-Dodd financial reform law would allow surcharging by merchants.

Impact On Your Auction Business

Prior to this agreement, state law provided auction companies legally could charge a surcharge for acceptance of credit cards, and federal law provided auction companies could offer a discount for acceptance of other payment types. However, rules within the merchant agreements between Visa, MasterCard, and American Express prevented auction companies from charging a surcharge or offering a discount.

This settlement allows auction companies to offer a discount for payments other than Visa or MasterCard. However, this does not impact Visa's rule against charging a surcharge for payment by credit card. MasterCard typically does not have such a rule, and adding a surcharge for MasterCard usage is allowable so long as state law is followed. ■

(Table of surcharges on next page.)



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	Surcharge	Discount
Visa	State Law: Yes Federal Law: N/A Merchant Agreement: No	State Law: N/A Federal Law: Yes Merchant Agreement: Yes
MasterCard	State Law: Yes Federal Law: N/A Merchant Agreement: Yes	State Law: N/A Federal Law: Yes Merchant Agreement: Yes
American Express	State Law: Yes Federal Law: N/A Merchant Agreement: No	State Law: N/A Federal Law: Yes Merchant Agreement: No

Additional information can be found at the Department of Justice website at www.justice.gov and at the following link: <http://goo.gl/MPOX>.





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It's Not Who You Know

Relationships and Brand Trust

Ryan George
Owner,
Biplane Productions
Contact



We've all heard, "It's not what you know but who you know." In my life and career that has proven true time and again, and I've been on the fortunate end of that equation. But recently, that idiom has grown nuanced for me in—of all places—a movie theater.

Thanks to our town having a second-run [dollar] theater, I got to watch this summer's A-Team movie four times before it left the big screen. I'm not normally an action movie guy, but I'm hoping whichever sibling drew my name for Christmas this year gets me the ensuing DVD. There are too many quotable lines to count, but one of the most practical lines came from "Face." In military prison, living large with luxury amenities, he reveals the secret of his success.

"It's not who you know. It's how you know them."

This is the premise of blackmail and organized crime, extramarital affairs and Free Masonry, BALCO employees and undercover police officers. On a warm, fuzzy note, it's also true of romantic relationships—unless you just heard the death knell of, "I'd like to be [just] friends."

What does this have to do with marketing?

Consumers are more comfortable transacting with vendors who've gained their confidence—local or otherwise. You gain part of that confidence through consistent branding, the sum of advertising and customer interactions that

continually reinforce the culture and quality of your services and/or products. Some of the biggest disappointments that we as consumers face is discovering a disconnect with the expectations companies have created in us, like Apple has recently experienced with their iPhone 4 foibles.

Western culture celebrates the brands we love, even wearing or displaying the logos of our favorite companies on our clothes, shopping bags, and Facebook "like" lists. We recommend the products and services we buy and talk around the water cooler about those with creative marketing or cool stories like TOMS Shoes and Zappos.

So, how do you initiate those relationships? And how do you move from initiating those relationships to brand trust or—even better—customer evangelism?

Evaluate and extrapolate from your current client base

If all you want is more customers in the store, you'll waste your advertising budgets. So, research the common denominators of who





“You’re probably going to have to take the prospects on multiple visual dates.”

already likes you and recommends you. Discover the kind of people or businesses that best match your culture and proficiencies; then research prospects that are as identical as possible to them.

Codify and celebrate your company culture

Chick-fil-A and GoDaddy.com have very different brand images, and both have experienced wide-spread success. You get specific mental images when you think “Geico” or “Yankees” or “VH1.” Determine the mood and message of your brand, then build your advertising and transaction environments around them.

Hire some brand police

Don’t just spend money to fill a media quota, and don’t let advertising leave your office, unless it meticulously matches the rest of your materials and media. The public’s retention of your brand runs parallel to your advertising’s consistency both (1) from one advertising medium to another and (2) between your advertising and your company’s underlying culture.

Keep the hits coming

Most guys don’t propose on first dates, yet entrepreneurs do it all the time. One of my clients recently lamented that their first mail piece to a certain demographic didn’t generate any significant business. They wanted to get to at least second base on their first

date. While that may be possible with some creative marketing or serendipitous matching of their need—at their time of need—and your solutions, you’re probably going to have to take the prospects on multiple visual dates. People may not need your services right away or may need multiple impressions to recognize and remember your message apart from the din of the marketplace.

Get conversational

Go to the trade and home shows where your clients mingle. Host free seminars or cocktail receptions. Take people to lunch or a sporting event. Personalize invoices and/or receipts. Write hand-written notes. Sponsor local fundraiser events or maybe create a float for a parade. Better yet, get behind a

non-profit as a corporate partner or spokesperson. Even if you have to hire someone to do it for you, use social media presence to post helpful links and interact with people as humans. Don’t interrupt their Facebook and Twitter streams only for broadcasted announcements; no, jump into show-and-tell like Local Motors does. The more patient and engaged you are the more interest and/or trust you can capture.

For a lot of this, the payoff seems abstract, if not distant. But I’ve read or witnessed too many success stories to dismiss the value of a brand that’s unique and authentic, creative and engaged. So, discover who you are, and spend your time with folks who like people like you. ■



Becoming the Leader in You

Seven Qualities and Skills

Kristine Fladeboe-Duininck

Fladeboe Auctions

Contact



When was the last time you did a Gut Check? In *Becoming the Leader in You*, Kristine Fladeboe-Duininck of Fladeboe Auctions will take you through a personal journey of being a leader on and off the auction stage.

Growing up on the family farm, Kristine watched her father, Dale, build his auctioneering business by selling everything from cattle to collectibles to real estate. As a co-owner of the business today, she works with her father and siblings Glen and Kimberly to sell farmland by auction, equipment, and conduct charitable giving auctions. In 2009, the family business helped more than 125 Minnesota organizations raise over \$5.5 million for nonprofits.

She credits her success to the personal standards instilled in her of working hard, never giving up, and more importantly, always treating people well. These standards drove her to compete in the International

Auctioneer Championship (IAC). Having been an IAC finalist in 2005, 2007, and 2009, Kristine set her mind to win the championship title. She accomplished her goal on July 16, 2010 during the National Auctioneers Association Conference and Show in Greensboro, North Carolina.

As the 2010 International Auctioneer Champion, Kristine is providing training for the auction industry on leadership

and auctioneer skill development. In *Becoming the Leader in You*, Kristine offers insight on the following qualities and skills:

1. **Lead By Example**—lending a helping hand and maintaining a positive attitude.
2. **Passion**—believing in what you are doing and inspiring others along the way.
3. **Delegate**—you can't do everything.
4. **Believe in Others**—respecting others and building them up.
5. **Take Ownership and Responsibility**—admitting mistakes and learning from them.
6. **Be Brave and Honest**—having integrity in all you do.
7. **Find Humor**—adding a little humor goes a long way.

So, what is a Gut Check? It's asking yourself if your head and heart are in the right place. Join Kristine in January to learn about the leader in you. Are you ready to take your business and yourself to the next level?

(More about Fladeboe-Duininck on next page.)



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“It is so exciting because I will have many opportunities to speak to the public, to share my passion, to talk about the industry. However, it is not about me, but about what I do to touch the lives of others. It is about what I can do at either an auctioneering level or a personal level to make a difference!”

–Kristine Fladeboe-Duininck

About Kristine Fladeboe-Duininck

As a graduate of the University of St. Thomas, Kristine Fladeboe-Duininck became a professional auctioneer in 1995, graduating from the World Wide College of Auctioneering and holds the designation of Benefit Auctioneer Specialist (BAS). She became a Realtor in 1999 and a Broker in 2007. Fladeboe-Duininck specializes in farmland auctions, equipment, and fundraising.

In 2006, Fladeboe-Duininck was named the Champion Auctioneer

by the Minnesota State Auctioneers Association. She placed as a finalist in the same contest in 2004 and named a finalist in the International Auctioneer Championship in 2005, 2007, and 2009. Fladeboe-Duininck is the 2010 International Auctioneer Champion, from the industry’s premier competition held by the National Auctioneers Association.

Fladeboe-Duininck resides in Spicer, Minnesota with her husband Jamie and two children Elsie and Harris. She enjoys running marathons, skiing, boating, and being with her family.



2011 MSAA C&S Registration Form

ADVANCED REGISTRATION DEADLINE: December 1, 2010

Name: _____

Spouse or additional attendee's name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Cell: _____

Email address: _____

The Holiday Inn in St. Cloud has a group of rooms blocked through Saturday, December 4, 2010. You must register separately with the hotel for your rooms. We have a special rate of \$89.95 per night plus taxes. Call 1-320-253-9000 to reserve your room today.

Please send a separate check for dues from registration if paid at the same time.
 Complete this form and send along with your check(s) to:
 Frank Imholte, MSAA EVP
 8160 CO RD 138
 St Cloud, MN 56301
 1-800-440-939

Per Person registration for Friday & Saturday	Price	Qty	Amount
Advanced Registration (postmarked before Dec. 1, 2010)	\$200.00	___	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$250.00	___	_____
On-site Registration	\$300.00	___	_____

Per person one day only (indicate day) <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday			
Advanced Registration (postmarked before Dec. 1, 2010)	\$100.00	___	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$125.00	___	_____
On-site Registration	\$150.00	___	_____

Thursday Education Technology Seminar
(Lunch included/ticket event)

Advanced Registration (postmarked before Dec. 1, 2010)	\$50.00	___	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$75.00	___	_____
On-site Registration	\$100.00	___	_____

Thursday Real Estate Seminar: How Auctioneers Set the Value of Real Estate
(Lunch included/ticket event)
 (Not Approved for Real Estate Continuing Education in Minnesota)

Advanced Registration (postmarked before Dec. 1, 2010)	\$50.00	___	_____
Normal Registration (postmarked before Dec. 15, 2010)	\$75.00	___	_____
On-site Registration	\$100.00	___	_____

Total: _____



MSAA Membership Application

Our Association is an organization of licensed auctioneers. With the support of its membership, the association works to promote the auction profession. We are governed by an annually-elected president, vice-president, secretary/treasurer, and nine board members. These board members serve in revolving three year terms. All past officers and directors comprise an advisory committee.

Membership Benefits

- Multiple educational seminars on topics pertinent to auctioneering, marketing, appraising, government regulations, small business growth & management, and cultural enrichment
- Complimentary subscription to The Minnesota Auctioneer, the official membership publication with news and informative articles from around the state
- Combined legislative influence as membership grows
- Policing body to maintain ethical practice and thus reputation for the industry as a whole in our state
- Mentoring and problem solving with other auctioneers
- Voting privileges in annual business meeting
- Permission to use the MSAA logo in advertising and compete in marketing competitions
- Updated directory of all MSAA members

Any auctioneer with a current license is welcome to join. New applicants become members by submitting a completed membership application (right) with proper payment.

Members must pledge to be faithful to all buyers and sellers. Members are also expected to show loyalty to the organization by actively participating in state activities and events.

Annual Dues Only \$100

(Include dues check for \$100 in envelope with this application.)

- New Membership
 Membership Renewal
 Membership Reinstatement

Name: _____

Company Name: _____

Address: _____

City: _____ State: ____ Zip Code: _____

County: _____ MN License Number: _____

Email: _____

Work Phone: _____

Home Phone: _____

Cell Phone: _____

Signature of Applicant: _____

Auxiliary Dues - \$5.00

Spouse Name: _____

Membership is from January 1 to December 31. Members who join after October 1 will receive membership for the remainder of the current year and the entire following year. All members are expected to act in a professional manner and conduct an ethical business.

Questions? Call Toll Free! 800-440-9398

To submit this form, fill out then print a copy and attach any extra requirements.

Return with payment to:

Minnesota State Auctioneers Association

c/o Frank Imholte, Executive Vice President
 8160 County Road 138, St. Cloud, MN 56301



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MSAA Hall of Fame Nomination

Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award. Mail nomination to:
 Lowell Gilbertson, Hall of Fame Committee.

Name of Nominee: _____

Residence Address: _____

Phone: _____

Business Information:

Name of Firm: _____

Position: _____

Number of Associates or Partners in Business: _____

Business Address: _____

Phone: _____

Personal and Family Information:

Name of Spouse: _____

Does spouse participate in the Auction profession? Yes No

If yes, explain: _____

Is spouse a member of the MSAA Auxiliary? Yes No

Give names and ages of children: _____

General Professional Information:

How long has the Nominee been involved in the auction business?

What percentage of the Nominee's time is actively spent in the auction business?

How long has the Nominee been a member of the MSAA?

Has the Nominee specialized in any particular field of Auctioneering?

List educational background of the Nominee. (Include offices held, current and past):

- 1) _____
- 2) _____
- 3) _____

List regular auctions conducted, if any, and/or special individual auctions conducted which have brought attention and credit to the profession of auctioneering.

- 1) _____
- 2) _____

List at least three individuals who have worked with the Nominee or who have knowledge of the Nominee's worthiness of being considered for this award, whom the Hall of Fame Committee may contact:

- 1) _____
- 2) _____
- 3) _____

Previous recipients of the MSAA Hall of Fame Award have established some general qualifications which they feel each Nominee should possess or have shown. Please reflect your personal assessment of the Nominee with respect to: HONESTY, HIGH ETHICAL STANDARDS, WILLINGNESS TO SHARE WITH OTHERS, STANDING IN HIS OR HER COMMUNITY, AND MASS CONTRIBUTIONS TO THE AUCTION PROFESSION.

Narration: (Attach separate sheet.)

Submitted by: _____

Address: _____

Phone: _____

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:
 Lowell Gilbertson, MSAA Hall of Fame Committee
 2661 Oak Hills Dr. SW, Rochester, MN 55902



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MSAA Auxiliary Hall of Fame Nomination

Qualifications for Nominees:

- Spouse must be a member in good standing in the MSAA (or past member if widowed).
- A member of the MSAA Auxiliary with recent or previous active participation.
- Participation in a related business to the auctioneering profession.
- Active in community, church, charitable or volunteer organizations.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Name of Spouse: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

(Attach separate sheets if necessary.)

Auxiliary Participation:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Community Activities:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Personal Comments: (Attach separate sheet.)

Please include as much detail as possible on all areas. Nominations must be postmarked no later than July 1 of the year preceding the presentation of the Hall of Fame Award.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Deb Ediger, Committee Chairperson
218 W. Main, Belle Plaine, MN 56011
952.873.2292 or 952.873.6972



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Annual Scholarship Application

**Two Scholarships of \$1,200.00 each (subject to change)
from the MSAA & MSAA Auxiliary
One Scholarship of \$1,200.00 (subject to change)
"Vi and Orlin Cordes Memorial Scholarship"
Deadline: November 1, 2010**

Date: _____

Name _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member:

Child Grandchild Niece Nephew Auctioneer Spouse

An Active Member means he/she should attend MSAA Conventions on a regular basis and be interested/involved in promoting the MSAA/Auxiliary auction profession. Must be a member of the MSAA or Auxiliary for 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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