

# MSAASUPPLEMENT

State of the Association Address

**MSAASUPPLEMENT**

March 2011 | Issue 30



## 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

### 2012 MSAA Conference & Show

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

Thursday, January 26 – Saturday, January 28, 2012  
Marriott Southwest, Minnetonka, Minnesota

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MCAA Supplement | Publication Staff

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## DESIGN

Rock on Design 

# Announcements

## Thank You

MCAA Friends, I want to thank all of you who sent me well wishes of cards, emails, and phone calls after my car accident in January. I went through two surgeries on my left leg to repair the damage and I am now doing rehab and on the mend. I hope to see all of you this summer at the picnic and Peg—I hope to be able to have a dance with you at the Conference and Show in January. Thanks again to all of my friends in the MCAA.

—Tracy Mikkelson

## Death

Edward Hemze, age 90, died on Feb 28, 2011. He was Annette Henslin's father and father-in-law of LaDon Henslin. Funeral services were held at the Faith United Methodist Church in Olivia on Saturday, Mar 5, 2011.

Mr. Hemze will be buried with full military rites having served from 1942 to 1945 in the Army Air Corps in Central Europe. He fought in Normandy, Northern France, Ardennes, Air Offensive Europe & the Rhineland.

## 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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# State of the Association

## From the new MSAA President

**Andy Imholte**  
President, MSAA  
Black Diamond Auctions  
Contact 



**A** new tradition began a couple of years ago when then-president John Schultz decided to devote his first article as President into an MSAA State of the Association address. This time of year does seem to encourage a notion of spring cleaning, making plans, and setting goals. With that in mind, I consider it an honor to help steer this ship over the next year. So in keeping with tradition, I will do my best to keep our membership abreast of the changing times within our great association.

### Looking Back

While change is not often easy, it is important to note that over the past few years our association has faced challenges head on and come out of each as a stronger, more viable professional organization. We have had to raise our dues to be proactive in a time where member expenses were out stripping our income. We have modified the Life Member program to help our association remain viable while our average member age increases. We have limited expenses with our printed publication while expanding our educational offering using digital technology. We have taken the time to establish the Minnesota State Auctioneers Foundation, a 501(c)3 non-profit organization.

When our leadership speaks with auctioneers from other states and on the national level we, as the MSAA, are recognized for our progressive association. Many professional organizations like ours are still working to approve many of the changes we have already enacted.

However, each step we take forward starts with dedicated members who wish to serve and make a difference.

The board and past presidents need to be applauded for their efforts. Without their leadership and guidance we would not be where we are today.

### Looking Forward

While we can look back at our success and pat ourselves on the back, we must also push forward if we are to remain a quality organization for professional auctioneers. This year we are looking at a few initiatives that, if adopted, will ensure continued growth. While we will certainly tackle many more issue as the year moves forward, here are the top five priorities:

- 1. Membership:** As chair of the Membership Committee, Matthew Schultz is taking on the task of cleaning up the membership database. This is no small task and, as we move forward, we ask that you take time to fill out any surveys this committee sends your way. Your response will help us better serve you as members.
- 2. Governance:** John Schultz will be heading up this new committee that will review





our official standing as an organization within the State of Minnesota. We hope that any changes or updates can be done quickly and easily and are looking forward to any suggestions the Governance Committee brings forward.

**3. Vendor Review:** This newly-formed committee will be chaired by Bryce Hansen, and will take a critical look at each of the contracts the association has with vendors. After assessing a relationship, if they feel it is time to send out an RFP, they will oversee that process and report their recommendation to the board of directors.

**4. Technology:** During the business meeting in January, it was brought to our attention that members of the association would appreciate an expansion of our web presence into the social media area. Isaac Schultz was kind enough to accept a position on the Technology Committee to oversee our new Facebook pages, Twitter account, and LinkedIn group. Take time to check these groups out by clicking on the links on the Table of Contents page here in the MSAA Supplement.

**5. Family:** Members often speak of the association as “auction family.” However, this year one

of my goals is to bring our real families together with activities and events for everyone. Too often it seems that a choice must be made between work and family, but this year our goal is to bring those two together. We are in the planning stages for our summer picnic which will be held once again at the Imholte Ranch in St. Cloud, Minnesota. From golf, to paintball and trap shooting, and a motorcycle run, there should be something for everyone this year. My wife and I are also excited to welcome the whole membership to the Marriott Southwest in Minnetonka next January 26–28, 2012. Once again we are planning a great conference with

a few surprises to really help our association not only make a difference in our businesses, but also for the community as well.

As you can see we are hoping to make great strides this year. However, the greatness of our association is not measured by what we accomplish, but who we are. We are an organization of dedicated professionals who hold ourselves and our peers to a high standard of excellence. As you plan for the 2011 season, consider the potential we each hold for the year...now go out there and make it happen. ■

# More Input, More Output

## Cooperation amidst Competition

**Rod Johnson**  
 Director, MSAA  
 Johnson Auctioneering  
 Contact 



Once again, I left St. Cloud and the 2011 MSAA Conference and Show energized and enthused about the auction industry. It's an amazing thing, as year in and year out I benefit from being active and attending these gatherings.

As my parents always told me, "you only get out of something what you put into it," and I've tried to live by that philosophy. I have often asked myself, is it really worth the time, effort, and money to belong to associations such as the MSAA and NAA. I personally believe it is well worth it.

**Networking** is one of the benefits. I had so many great conversations and learned so much just by visiting with fellow auctioneers at the conference. Let's face it, networking with anyone and everyone is

essential to the growth of any business. It's not only important if you're new to the business, but also important even if you're a seasoned veteran. We can all work together to increase the exposure of the auction industry, thus increasing the visibility of each individual member's business.

I've also found that being involved can lead to the **opportunity to work with fellow members**. Auction companies often need help either on a per sale basis or even full time help. If they don't know about you, they won't even have the chance to consider utilizing your services. I personally specialize in benefit auctions, but have thoroughly enjoyed helping other auction companies either by selling or ringing. Recently, I helped out at a sale where it rained all day and the temps were in the 30's, and I loved every minute of it! I guess this business is in my blood to stay. Also, most members may specialize in certain areas, and it's always nice to have auctioneers you can refer potential customers to.

Another benefit is how much you can **learn** from your fellow auctioneers. No matter if you are an experienced auctioneer or new to the industry, there is always

something to learn from others. Veteran members have been there and done that so they have the voice of experience to offer. Those new to the industry can sometimes be an excellent source of new and fresh ideas. We're never too old to learn.

And finally, one of the best perks in my mind...**the joy of making new friends**. Being a member and being active in the MSAA results in making new friends with fellow members. These friendships can also result in a mentor-type relationship where the two (or more) of you share ideas that will help to boost each other's businesses and even your personal lives.

Yes, I realize we are competitors and as was mentioned at the recent conference...some view our gathering as a "three day cease fire!" I don't believe we should look at this as "associating with the enemy." Instead, let's look at our relationship with our fellow auctioneers as "cooperation" rather than "competition."

MSAA yearly dues: \$100...  
 Conference and Show registration: \$200...spending time with your fellow auctioneers...PRICELESS! ■



## Three Ways Leadership Has Affected Me

*Give and You Shall Receive*



**Christie King, CAI, AARE, BAS**

NAA Vice President

Contact 

**T**he NAA and my state association have both had a tremendous impact on me and my business. After auction school in the early 1990's, I joined both the National Auctioneers Association and the Alabama Auctioneers Association. I soon became active in the leadership of the Alabama Association and went through the chairs of leadership. In 1999, I served on the Alabama State Board of Auctioneers. In 2006, I decided to seek a position within the NAA Board and later ran for Vice President. My service on both boards has offered me the opportunity to get to know many of my colleagues, their families, and vendors. I have developed friends throughout the country and the world. These are relationships I will always treasure.

Many may ask why they should get involved in their state or national association. The main reason I became involved was to give back to the industry that had served my family over the past five generations. Being a "social butterfly," I love to meet people. What better reason to get involved? While giving was my main reason, I was pleasantly surprised to realize that I received so much more than I gave.

Due to my state and national leadership involvement, three important life changing things have happened. First, I developed as a business-person. I was given knowledge to help me work more effectively with people, to run a board, learn who Robert was (Robert's Rules), and the importance of communication. Second, it opened up a whole new realm of business contacts and friends. We have both grown through sharing information and referrals. It is a wonderful feeling to

know that I could call on numerous friends across the country. Third, it has given me the ability to keep my finger on the pulse of the industry and the issues that affect associations across the country. With these ever-changing economic times, the experience has been invaluable.

You are never too in demand to contribute, and there is no time like the present. Many say "I am too busy to take on another volunteer job." While I understand the pressure of becoming involved, what you receive in return is tenfold of what you give. It has always been said that if you want to get something done, seek someone who is busy to get involved. ■

*Christie King, CAI, AARE, BAS is a fourth generation auctioneer and one of three principals of J. P. King. She also is President of C King Benefit Auctions and Vice President of the National Auctioneers Association. She can be reached at [cking@ckingbenefits.com](mailto:cking@ckingbenefits.com).*



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# John Barber

## 2011 MSAA Hall of Fame Inductee



The candidate whom we will induct into the MSAA Hall of Fame tonight was born in Southwest MN. The oldest of five kids, and the only boy in the family, he didn't have it easy with four sisters so he spent a lot of time with his father. The family had a trucking business, so he would ride with his dad to the stockyards, and when they hauled cattle, hogs, and sheep, he would stay and watch them be sold. He was fascinated by the stockyard business and would go to auctions with his dad. When our candidate was old enough, he went to auction school and subsequently graduated from Reisch American School of Auctioneering in March of 1957 (currently known as World Wide College of Auctioneering).

When our candidate came back from auction school, he helped a few auctioneers in the Southwestern part of MN. He missed one of the first auctions by one day because he forgot to write it in his date book. From that time on, he was very careful about writing down the date. He worked in the sales barn in Marshall, MN selling feeder cattle and private treaty daily. Our candidate also sold feed for MoorMan's to supplement the auction business.

During this time frame, he married the love of his life, Toots.

In 1968, they moved to South St. Paul and our candidate went to work at the stockyards. He worked there for 40 years until they closed the doors. While working at the stockyards, they moved to a farm near Randolph, MN, where they live today and raise horses.

Our candidate and his lovely wife have three daughters, which are here tonight. The whole family has been involved with the auction business, such as getting sales ready and clerking. They all loved the business and did a very good job. I had the opportunity to work some sales with the candidate and his family. It was an honor - he

knows how to treat people with respect.

Our candidate became an instructor at Reisch World Wide College and worked for Joe Reisch, Gordon Taylor, and Ken Scott. He has worked many charity auctions, such as Ducks/Trout Unlimited in MN and Pheasants Forever, as well as for the Minnesota Twins and also the Dakota County Fair, selling the blue ribbon champions.

He has worked for the Prettyman family, doing millwork auctions for many years. He provided the auctioneers, as well as his own family, to make sure that the auctions were successful.

Our candidate has auctioned horses in Hutchinson, Canada, Wyoming, Colorado, Wisconsin, Iowa, and North Dakota. He is also the past president of the Quarter Horse Association. He really loves his horses!

I know there is more that I could say about this candidate, but I think that it's time to welcome him into the MSAA Hall of Fame. Let's give John Barber a big MSAA welcome. John, would you and Toots please come up to the podium and bring your family. ■



## Aspirations Influence Outcomes

### Negotiation Tip



**John Hamilton, DREI**  
[www.GoodNegotiator.com](http://www.GoodNegotiator.com)  
 Contact

**W**ithout a doubt the mindset and attitude of a negotiator influences how any negotiation will be concluded. Put another way, our expectations and aspirations impact the final result of any hard bargaining.

One can master and even memorize all the negotiating strategies, negotiating rules and negotiating techniques, but they will never be fully successful unless they add the positive power of the human mind.

I suspect many of you are already disciples of Earl Nightingale's "The Strangest Secret." No one has ever taken the power of the human mind and reduced it to words as well as Mr. Nightingale did.

You might be interested to know that his original presentation of that "Secret" was over 40 years ago. The recording of that speech was so wildly powerful and so in demand, it has sold over one million copies.

My first hearing was on a reel-to-reel tape player. Over the years I purchased replacement copies on cassette, CD, DVD, and it's now on my iPod. His brief message is a virtual 'battery charger' and confidence booster for me. I think I've heard it so often that I can probably recite the program myself without notes.

If you would like to learn more about Earl Nightingale, visit his website at [www.earlnightingale.com](http://www.earlnightingale.com).

While "The Strangest Secret" does not speak directly to negotiating, it is fully relevant. Our goals in a negotiation, coupled with our aspirations, can make all the difference. I continually read about studies that verify that one's aspirations directly influence the negotiating outcome.

The big question here is, "What kind of aspirations do you have going into a negotiation?" Be assured of this, those goals will influence the results. Having no aspirations is equivalent to having low aspirations. That can change simply by "putting your mind to it."

Think you can't get a discount? You won't. Think they'll never accept your low offer? They won't. Think that a deal will never go together? It won't. Think they won't take your proposal seriously? They won't.

Good negotiators enter every negotiation with high aspirations tempered with realistic expectations. It makes the difference.

Remember, keep negotiating. ■

# 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

# 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 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, 2011

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) \_\_\_\_\_

3. ESSAY: Be unique and creative! Please state what you've learned from your experience in the auction profession and/or what you would do with the scholarship funds. The essay needs to be completed **without** including any names or business names that would identify the applicant or their active MSAA member. **(This is important because the Scholarship Committee is presented the essay with this information removed so the identity of the applicant is not revealed to them. The Committee is judging the content of the essay while avoiding any prejudice by the inclusion of names.)** Please complete on a 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, 2011

*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: Alice Goelz (chair), LuAnn Finnila, and Sara Fahey



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