

MSAA SUPPLEMENT



Inaugural MSAA Motorcycle Run

2011 Summer Picnic



MSAA SUPPLEMENT

June 2011 | Issue 33



2011 MSA Summer Picnic & Board Meeting

Sunday, July 31

Family Picnic & Camping Activities

- Softball
- Volleyball
- Paintball (please bring your own equipment)
- Campfire
- Family Fun
- Trapshooting
- Motorcycle Run

Monday, August 1

- Board Meeting
- Educational Seminar

- Town Hall Meeting
- Golf Scramble

Join us for a great time!

Frank has graciously offered to host our summer gathering. Whether you plan to come for a day, camp out, or stay at a local hotel, consider joining us for what has become a great group of family activities.

Inholte Ranch
8160 Co Rd 138
St. Cloud, MN 56301

For more information:

www.minnesotaauctioneers.org



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 Summer Picnic & Board Meeting

Sunday, July 31, 2011

- Family Picnic and Camping Activities

Monday, August 1, 2011

- Golf, Town Hall Meeting, Seminar & Business Meeting
- Imholte Ranch, St. Cloud, Minnesota*

2012 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest
- Training Sessions
- Networking

Thursday, January 26—Saturday, January 28, 2012

Marriott Southwest, Minnetonka, Minnesota

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DESIGN

Rock on Design 

Announcements

Thank You

We were unable to attend the January Conference & Show due to our mother, Lorraine's, cancer returning. Thank You for all the cards you sent for her. She is now finally cancer free. Also, a belated thank you to everyone that sent cards after our father, Eddie R. Jokela's, passing.

Jolene (Jokela), David & Logan Veo
 Randy, Denese & Peyton Jokela

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



Member Response

A letter in response to the article, "The Chant Is Not Important!" from the April Supplement, Issue 31.

I was sorely disappointed with Steven Proffitt's educational article in the last issue of the MSAA Supplement. Steven is an attorney associated with JP King Auction Company, Inc., and a fellow member of the NAA. First of all, please let me say that this response is not an attack on Steven, but instead a disagreement of view with a respectful rebuttal.

For those of you who may have missed it, Steven begins his article by saying, "The Chant Is Not Important!" He goes on to say that he "hate(s) the priority that auctioneers give the chant," that the "elevation of chanting is sorely misplaced," and says several times that the chant is "ONLY an art."

I am in complete agreement with the fact that the chant is not what secures auctioneers as market or business professionals. I understand fully that the chant has nothing to do with the legal side of selling assets for a client. I understand that attention to contracts, terms, and fair business dealings from beginning to end with your sellers and buyers is the most important aspect in any business, including the auction business. I, too, understand that no one has been sent to jail for being a poor bid-caller, but many have been sent for non-attention to legal aspects of business.

My problem with what Steven wrote is this: We are auctioneers. The intended audience of this

article is auctioneers or auction-related professionals. What has—and always will—separate the auctioneer from a salesperson of any other variety is one thing . . . OUR CHANT! Auction chant is a truly unique method of property transfer. Without that, we would just be generic salespeople who place a price on a product with or without negotiating a final sales price for said item. To say that the chant is not important, or that other things trump our chant which makes us who we are, is completely. We are identified by the title of auctioneer for one reason—the chant.

Steven stated, "Understanding that contracts and not the chant are the nucleus of the auction . . ." Instead, I would offer this: If contracts are the nucleus, then the chant is the cell body that just goes through mitosis in a slightly different, but very unique way.

Thank you!

*Respectfully, Kaija Kokesh,
Reinhardt Auction Service*

Do you have an opinion about an article in the Supplement?
Write to the editorial staff.





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We All Have Strengths

Working with Family

Col. Frank Imholte
MSAA EVP,
Black Diamond Auctions
Contact 



As a youngster growing up on a farm, my parents hired folks to help us both inside and outside. Some of my best friends were the people that stayed with us and helped out my parents until we were old enough to assist. Actually, we reduced our farm ground and added a broiler barn for Mom and the kids to fill their time. I remember Dad saying one thing over the years, and that was to not hire relatives. He said it would just be easier in the long run.

Fast forward 50 years. My wife and I have built a family business, one that counts on the help of family. Unlike many folks, I know where my kids are most every Saturday morning. They are the most important part of our team. I love spending time working together because I have good memories of my Dad and I working together when I was young. I am able to help them learn about dealing with people and providing service, and they have all learned this well. They can back up a trailer and load furniture when needed. They know it's not only deciding when you get to go to bed, but also that you need to be ready when it's breakfast time. That's when you get the low down on the day's activities. Yes, we work with our family.

Now we have two daughters-in-law. This changes our makeup when we look at each person's strengths. In order to understand each other better, even family members we grew up with over the years, we all completed "The StrengthsFinder" test. We shared what was common and unique with each of our family team. Needless to say, there are many strong-willed and driven individuals, plus many team members that

work well under stress (not that there is any stress in the auction business). One of my strengths is the Activator, or "ready, fire, aim." This particular strength helped explain to the team my energy to move rather than spending time planning. Fortunately, other team members could balance that with their strengths. The waiting part just gets to me when I've already made up my mind. Fortunately, we found strengths in every quadrant: executing, influencing, relationship building, and strategic thinking. We have much more to learn, however. In our infancy, we had the opportunity to learn more about people's strengths, appreciate them, and put them to good use when possible.

I didn't take my dad's advice. We do work with our family. Maybe it isn't easier, like my dad said. However, I wouldn't change the opportunities we gave to our children and now daughters-in-law. It is a whole different world that people everywhere seem to find fascinating.

Ready-Fire-Aim! In the words of Hannibal Smith of the A-Team, "I love it when a plan comes together" with our team and their strengths. ■



Taking Care of Your Voice

4 Tips to Preventing Voice Disorders

Theresa Larson

Director, MSAA

Contact 



We rely on our voices to inform, persuade, and connect with other people. Your voice is as unique as your fingerprint. Many people you know use their voices all day long. Singers, auctioneers, teachers, doctors, lawyers, and sales people are among those who make great demands on their voices. Unfortunately, these individuals are most prone to experiencing voice problems. Approximately 7.5 million people in the United States have voice disorders. Most of these problems can be avoided by taking care of your voice.

A voice disorder is a group of problems involving abnormal pitch, loudness, or quality of the sound produced by the larynx (voice box). Here are some signs that your voice is not healthy:

- Hoarse or raspy voice
- Sudden deeper-sounding voice
- Throat irritation that often feels raw, achy, or strained
- It's becoming an effort to talk
- Repeatedly clearing your throat

If you answered 'yes' to any of these signs, then you may be experiencing a voice problem.

Here are some tips to prevent voice problems. The first is to **drink plenty of water**—six to eight glasses a day. Auctioning for long periods can dry out your vocal apparatus, making it more prone to damage and fatigue. Limit your intake of drinks that include alcohol or caffeine. These are diuretics and cause the body to lose water; this loss of fluid dries out the voice and alcohol irritates the mucous membranes that line the throat.

My second tip is to **breathe deeply**. Practice good breathing techniques when bid calling or talking, taking deep breaths from the diaphragm.

The voice, after all, is a wind instrument.

Tip number three is **learn to relax**. Tension in your upper body diminishes the power of your voice and can cause hoarseness. Before you get up to auction do some vocal warm-up exercises, as this can help you reduce tension in your shoulders, neck, and throat. Relax your body and let whatever bothers you flow out each time you exhale.

Finally, tip number four is to **condition your voice**. Try some tender loving care. To help assure your voice is in the best possible condition, try gargling warm salt water. This is helpful if you happen to have a cold on the day you're bid calling. After you gargle, have a cup of herbal tea or decaffeinated tea with honey as it will coat and soothe your throat. Our company policy that we try to follow is to change bid callers every 20 to 30 minutes. It gives that person a chance to rest and rehydrate their vocal cords. It also tends to wake up the crowd when a new bid caller begins.

Just a couple of things to remember:

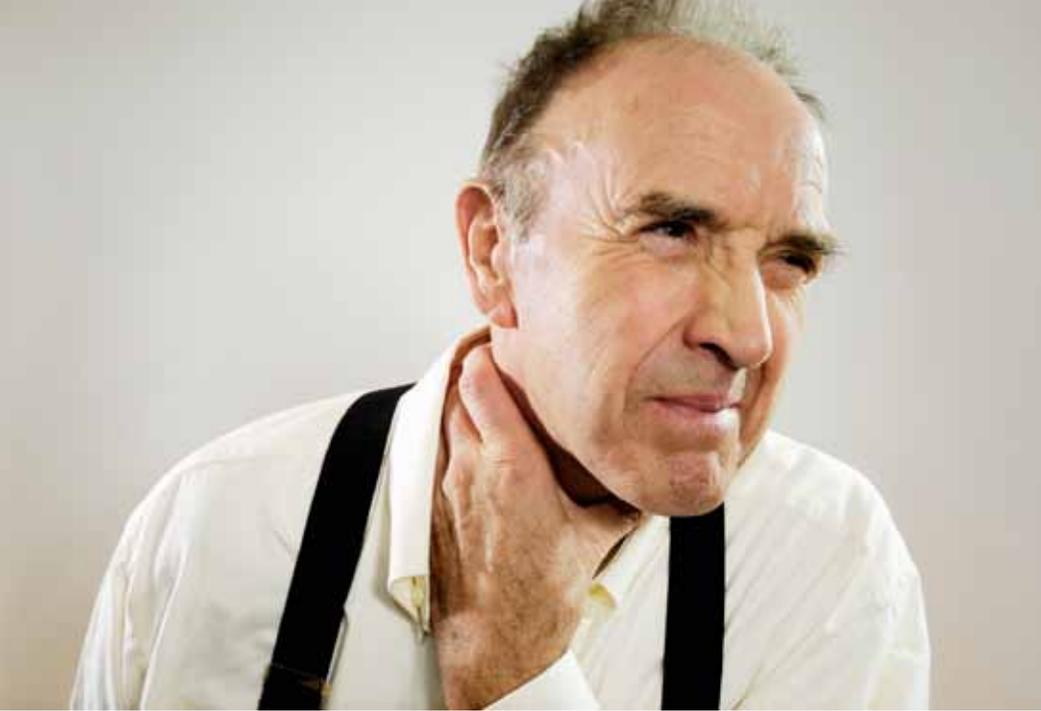
- Do not smoke and avoid second-hand smoke. Cancer of the vocal



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cords is seen most often in people who smoke.

- Try not to overuse your voice; avoid speaking or bid calling when your voice is hoarse.
- Get a good night's sleep; you will have more vocal energy and will avoid sounding tired.

Remember your voice is your most important tool. ■

“Your voice is your most important tool.”



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OJ & Cake

Let Them Eat

Mark Mayberry

Professional Speaker &
Customer Service Expert

Contact 



Most every morning, Lynn and I start our day with a glass of orange juice—one of the few healthy things in my diet. Lynn and I have a favorite OJ—“Tropicana Pure Premium with ‘some pulp.’” Up until lately, we have had a challenge in finding this particular orange juice. WalMart and Logli (part of Schnucks) are two of the major grocery chains in the area, and neither carries this type of OJ. Luckily for us, Hilander (part of Kroger) does stock this. Better yet, they’re the closest grocery store to our house.

Our challenge has been this: We only buy OJ about once a week, and for quite some time, we would have to settle for something other than our favorite blend. Hilander only had one slot for the brand and type that we like best and this slot was empty time and time again. We had to choose something else.

Luckily, one day I was in the dairy section of Hilander, picking up a gallon of milk. There was a young man that was stocking the orange juice and I told him of my dilemma. His response, “Tell me what you are looking for, and I’ll fix the problem.” I told him, and as I stood there, he took his handheld electronic inventory device and typed something in. He then looked at me and said, “Your problem is fixed.”

Needless to say, I had my doubts. A few days later I went to Hilander for something other than orange juice, but took the time to walk back to the cooler to check on the OJ status. As before, I found only one slot for our favorite brand—but there were actually a few bottles in the space. “Just luck,” I thought to myself. The next time I went to Hilander, I needed orange juice, and much to my surprise, there it was again!



Now, just about every time I go to Hilander, I stop by the cooler, just to see if our style of OJ is there—and it’s been there every time. This has been going on for several months. Hilander is a winner, because it’s obvious that other people like this particular kind of orange juice, too, and they’re not losing sales anymore. Lynn and I are winners, too, because we’ve had the OJ that we like for months on end.

Same store—different story. When Lynn’s Aunt Bonnie passed away a few weeks ago, we picked up a couple of cakes at Hilander, to serve at her funeral. The cakes were delicious! So when Pop’s 92nd birthday rolled around, we ordered a birthday cake. I picked it up, and on the cake it read, “Happy





“Right person—wrong birthday.”

95th Birthday Pop!” Right person—wrong birthday. On top of that, they put on the incorrect frosting.

I called Hilander’s bakery, expecting them to make another cake. Instead, they just wanted to fix the one I had. And all they did was

scrape off the “95th” and replace it with “92nd.” The frosting was still wrong, and the “fix” was smeared—and I had to stand around and wait for 20 minutes. Same store, different attitudes. “OJ technology & care” beat “apathy & cake.” ■

The Shazzam Challenge!

What can you do to let your customers have their cake—and eat it, too?!
© Mark Mayberry

Hot off the press!—Mark’s brand-new book, *Lessons From the Links!*, Mark explains how you can apply the lessons learned on a golf course to make your business more successful. Call Mark today to order your autographed copies! (815) 209-1381

Mark Mayberry is a Customer Service expert. He works with a wide variety of organizations around the world, helping companies like yours to deliver “Service with Shazzam” to your Customers. Call Mark today at (815) 209-1381!



Breaking Down Obstacles

Negotiation Tip



John Hamilton, DREI
www.GoodNegotiator.com
 Contact

Good deals don't just fall in our laps. We have to seek them out. We can't let artificial barriers stand in our way. I made an online purchase today and got a good (let's call it a 'better') deal just by ignoring an obstacle that I fear would stop most consumers.

I was in need of a device to augment some of my video equipment and found the exact item I wanted at an online vendor. I've never purchased anything like this before and frankly had no clue as to whether the price quoted was high, low, or just right.

As I clicked on the item and proceeded to 'check out' I noticed a little box next to the price quote that was labeled "Promo Code." Now who doesn't know what that refers to? It's a clear indicator that with that code I'd likely get a better price.

But I didn't have the code. Most consumers wouldn't either. Most would march on through checkout and buy the item at list price. Undeterred, I navigated back to the company's home page, found a toll free number and gave them a call.

My objective?—To get a better deal via the "Promo Code."

My thinking?—They must give this code to someone.

My rationale?—If they'd make a profit selling items at their discounted "Promo Code" price, they'd be happy to make that same money from me.

The reality?—Most people would think the task of trying to get the "Promo Code" to be too much trouble and embarrassing to seek.

Here's what happened. I called the company, asked about the item I was wanting to purchase. I asked if the price quoted online was correct. It seemed unreasonably high.

"Is that price correct?" (Phone Flinch) The lady responded that the price was indeed correct.

I said, "I was afraid of that. That price was more than I had budgeted." (Bracket)

Silence from the lady. I continued, "Is that the best you can do?" (Crunch) "It is." she replied.

"That's a shame. I buy a lot of equipment. I will have to see if I can find this item somewhere else. Who else sells these?" (Competition and even asking her to identify the competition for me!)

Again, silence (or at least hesitation). I chimed in quickly, "Hey, I see a "Promo Code" box at your check out page, could I use that to secure a better price? I'd place the order today, if you'd give me the courtesy of that code." (Ask nicely and you





never get anything you don't ask for.)

She replied that the "Promo Code" is for their large volume customers and special advertised promotions, but she didn't see any harm in making an exception for me.

She provided the code and a 25% discount was immediately made available. A classic Win-Win.

I bought what I needed at a discounted price.

The vendor sold an item, won a customer and made a profit.

Good negotiators invest the extra effort to break down minor obstacles that stand in the way of a good deal. ■

“Ask nicely and you never get anything you don't ask for.”



Member Cause

CAM'S RIDE

Do you have a charity you really believe in? I do, and mine is called CAM'S RIDE (Crusin' for Autism in Minnesota) which is a fundraiser for the Autism Society of Minnesota (AUSM). CAM'S RIDE started as a motorcycle ride in 2007 by Larry and Brenda Karpen (aka my dad & mom) to promote the awareness of autism. The first ride in 2007 had approximately 90 riders; last year's ride had grown to 150 riders. This ride is near and dear to my heart because of my cousin, Cameron Richards, and a family friend, Cole Wilcox, who are living with autism.

There are several people who have been involved in organizing and creating this ride. These people contribute their time, ideas, and talents to make this such a successful event. CAM'S RIDE started with 28 volunteers and has grown to 50. This year, the ride is on Saturday, June 25, 2011. It starts at the Junction/Cave Liquors (registration at 9:30 a.m. and leaving at 11:30 a.m.), then to the Log Cabin in Emily, the Rustic Trail in Palisade, the Lakeview Inn on Dam Lake, and finally to the Andy Kokesh VFW in Garrison. Throughout the ride there are games and giveaways. At the VFW we will have a live auction and a raffle.

AUSM, established in 1971, is an organization of families, educators, caregivers, and professionals committed to supporting individuals with autism spectrum disorders (ASD). The mission of the Autism Society of Minnesota is to enhance the lives of individuals with autism spectrum disorders. AUSM seeks to realize its mission through education support, collaboration, and advocacy. Some of AUSM's goals are:

1. To inform and educate families, professionals, and the community about autism

spectrum disorders and promising interventions that meet individual needs.

2. To advocate for appropriate services and rights for people with ASD and their families.
3. To support families and individuals through services and relationships.

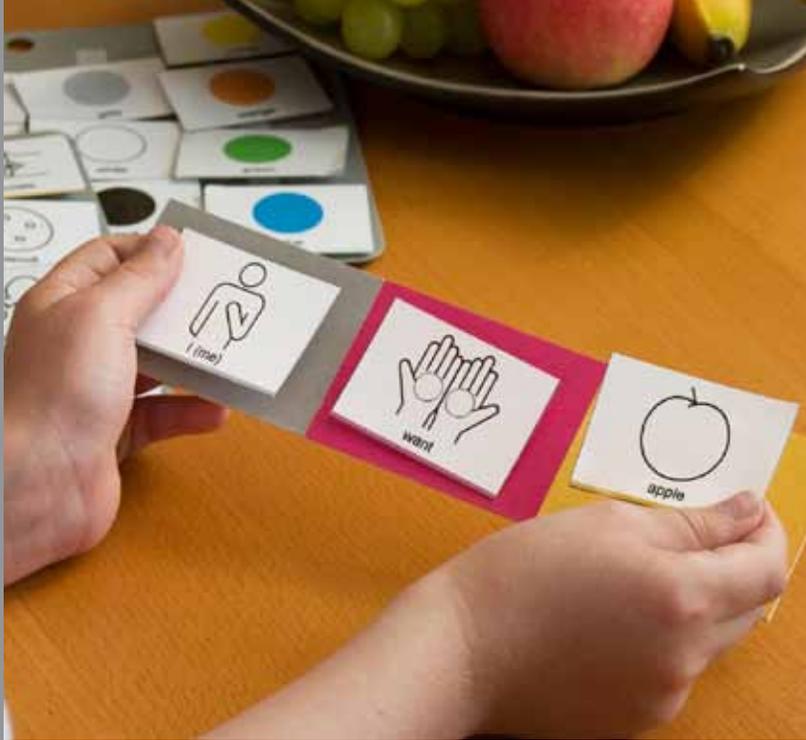
What is Autism? Autism is a puzzling condition affecting an estimated 1 in 110 births in the United States making it more common than childhood cancer, juvenile diabetes, and pediatric AIDS combined. An estimated 1.5 million individuals in the U.S. and tens of millions worldwide are affected by autism. Autism is four to five times more prevalent in boys than in girls. Current estimates are that in the United States alone, one out of 70 boys is diagnosed with autism.

So what causes Autism? Nobody knows. The vast majority of cases are idiopathic, which means the cause is unknown. It interferes with social interactions, sensory processing, and ways of communicating. Autism is treatable. Children do not "outgrow" autism, but studies show that early

Is there a cause that you support?
Write to the editorial staff.



Is there a cause that you support?
Write to the editorial staff.



“With early and intensive treatment, most children improve their ability to relate to others, communicate, and help themselves as they grow older.”

diagnosis and intervention can lead to significantly improved outcomes. With the right services and support, people with autism can live full, healthy, and meaningful lives.

What are the symptoms of Autism? They are normally noticed by parents or caregivers of a child in the first three years of life. Although autism is present at birth, signs of the disorder can be difficult to identify or diagnose during infancy. Parents often become concerned when their toddler does not like to be held; does not seem interested in playing certain games, such as peek-a-boo; and does not begin to talk. Sometimes a child will start to talk at the same time as other children their age and then they will lose their language skills. Parents may also be confused about their child's hearing abilities. It often seems that a child with autism does not hear; yet at other times, he or

she may appear to hear a distant background noise, such as the whistle of a train. With early and intensive treatment, most children improve their ability to relate to others, communicate, and help themselves as they grow older. Contrary to popular myths about children with autism, very few are completely socially isolated or “live in a world of their own.”

Last year CAM'S RIDE raised approximately \$11,000.00, with all proceeds being sent to the Autism Society of Minnesota. For more information about the upcoming CAM'S RIDE go to www.camsride.com. I hope to see all of you at this year's CAM'S RIDE and let's ride to raise money to help children with autism.

*Theresa Larson,
Director, MSAA*



From the Scholarship Committee

It's Not Too Early to Begin

Alice Goelz

Scholarship Committee Chairperson

Contact 

This past January, we were honored to be able to award scholarships to four deserving young people at the MSAA annual Conference and Show in St. Cloud. The recipients of these scholarships are: Isaac Schultz, son of Mike and Jan Schultz; Amanda Hanson, daughter of Jerome and Natalie Hanson; Andrew Maidl, son of Joe and Deb Maidl; and Meg Weimer, granddaughter of Steve and Carol Reinhardt. Each recipient received \$1,200.

This past February, after the death of Myron Nelson (MSAA Hall of Fame 1999), his daughters sent part of the memorial money from his funeral to the Auxiliary for the MSAA Foundation, requesting that it be used for scholarships. What a wonderful tribute to a man who truly loved the auction profession and cared about young people!

It is not too early to begin encouraging your family members to think about applying for the

MSAA and Auxiliary Scholarships for 2012. The application form is found on the last page of this issue, as well as on the website. It is important to follow the directions closely, remembering the deadline and including the required items. We look forward, again, to reviewing the applications and meeting the aspiring applicants.

If anyone has questions, feel free to contact me at jagoelz@means.net or 504-557-8394.



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 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 August 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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