



MSAA SUPPLEMENT

MSAA Members Attend NAA C&S in Spokane, WA



MSAA SUPPLEMENT

July 2012 | Issue 46



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 Summer Seminar and Board Meeting

Monday, August 6, 2012

- Seminar and Business Meeting
Rime Residence

4838 South Tri Oak Circle NE, Wyoming, MN 55092
.....

2013 MSAA Conference & Show

- Minnesota State Champion
Auctioneer Contest

Thursday, January 17—Saturday, January 19, 2013
Holiday Inn, St. Cloud, Minnesota
.....

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EDITORIAL BOARD

Mark Rime 
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DESIGN

Rock on Design 

Announcements

Obituary

John O'Brien Elfelt, father of MSAA member Tony Elfelt, died peacefully in his sleep on Saturday, July 14, 2012 at his home in Anoka, Minnesota. John loved to garden and read the real estate notices in the newspaper. John was an inspiration to all. Mass of Christian Burial was Friday, July 20, 2012.

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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2012 MSAA Summer Picnic & Board Meeting

Monday, August 6
9:30 a.m.

11:00 a.m. Educational Seminar

A representative from the Bureau of Alcohol, Tobacco, and Firearms will be here to present a seminar of the sale of Firearms at public auctions.

12:00 p.m. Lunch

1:00 p.m. Round Table Discussion on Collecting Sales Tax at Public Auctions

1:00 p.m. Bi-Annual Business Meeting

MSAA Auxiliary Board Meeting

We live on the north side of Coon Lake and have a nice sandy beach, so feel free to bring your kids and grandchildren. They are more than welcome to go swimming and enjoy the summer fun. My youngest daughter Nicole has volunteered to take anybody who wants to go for a pontoon ride. Please call or email Frank Imholte or myself if you would like to attend so we can get an idea of how much food to prepare.

Thank you,
Mark and Conny Rime

Rime Residence

4838 South Tri Oak Circle NE
Wyoming, MN 55092

Directions: From Wyoming, MN on 35W: Go 9 miles west on County Road 22. Or from Soderville, Minnesota: Go North on Hwy 65 two miles to County Road 22 or Viking Blvd., then 5 miles east to Tri Oak Circle. If you need more directions, call 763-434-5769 or 612-205-9368.

For more information:

www.minnesotauctioneers.org



Annual Summer Gathering

Summer Picnic and Board Meeting

Mark Rime
 President, MSAA
 Rime Auctioneering
 Contact 



Greetings to all MSAA members and your families. I hope none of you have been flooded out by the recent rains. I just learned at the end of June (after the summer edition of the magazine was printed) that one of the main roads leading to our house will be closed on July 2nd. County Road 22 or Viking Blvd. will be closed the rest of the summer. Here are some new directions:

If you are coming from the southwest or west, when you get to Soderville, MN, go east on Crosstown Blvd. or County Road 18 for four miles to Lexington Avenue or County Road 17. Then take a left or go north two miles to 185th Avenue; there will be a stop sign there. Take a right and follow that road around the lake 3.6 miles to the stop sign on County Road 22. On your left will be a bar called EJ's, on your right will be a store called Corner Express. Take a left and go west on County Road 22 for about two blocks and there will be Tri Oak Circle to the left. Come straight down the street to 4838; we are on the right side.

If you are coming from the northwest and you are on Highway 65, you will go south of Isanti, MN. You will come to an intersection called Coopers Corner. This will be 237th Avenue or County Road 24. On your left will be a gas station, a Subway, and a liquor store. At this intersection, take a left and go east, 8/10th of a mile to the stop sign. Take a right on County Road 26 and follow that for 3.4 miles to County Road 15. Then take a right and go

south on County Road 15 for 4.5 miles to County Road 22 or Viking Blvd. Once you get to Viking, on your left you will see EJ's bar. Take a right on County Road 22 and go about one block. You will see Tri Oak Circle to the left.

As far as I know, if you are coming from the southeast, east, or the northeast, you can come down or up Interstate 35, get off on the Wyoming exit, and go nine miles west on County Road 22 or Viking Blvd. Once you've passed Corner Express and EJ's bar, Tri Oak Circle will be the next street to turn left on to come to our house.

Don't forget, we live on a lake. If you want to bring the kids or grandkids, they are more than welcome to go swimming. Also, it's a pot luck. If you would like to bring a dish to share, that would be great! Please RSVP to either myself or Frank so we can have an idea for food for the main course. Sorry about the inconvenience. When I sent the article in for the summer magazine, I didn't know that they were going to close the road.





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The Power of a Smile

Building Relationships

Greg Christian, CAI

Director, MSA
AuctionMasters.com

Contact 



Who would think that such a small action could change a person's day entirely? Humans instinctively smile in response to another smile. That is why nearly 100% of the time your smile is reciprocated by the person you are smiling at. Everybody has heard that smiles are contagious. Most of us have experienced it ourselves. A smiling baby makes us smile. A joyful friend makes us joyful too, and the corners of our mouths turn up.

Research strongly supports this claim. When we see a happy face, certain areas of the brain are involuntarily activated that cause a congruent response within us. We smile too. Smiles are not only

contagious, but numerous studies link smiles to positive emotions. One particular study conducted at the University of Alaska entitled, "Effects of self-generated facial expressions on mood," found that a sincere smile is linked to positive emotion and related changes in the brain. For example, a smile is accompanied by a feeling of happiness, along with a decrease in heart rate and a more relaxed general state.

Of course there are some people who have trained themselves not to react to emotion but you can bet they often are smiling inside. A smile offered is a gift. When we smile, we feel better. Why not make yourself and others feel better? Even if it is for a short time it can have a lasting effect on a person's day. You can make a game of trying to get someone to laugh. This can be a real challenge in some cases. Over the years at MSA meetings I have seen many masters at this craft. Great fun.

I am sure many of you know about daymakers. Many auctioneers have a lot of experience with this because we love to be with people, laughing and empathizing with them. When you make a true connection with someone

and make a point to say or do something to make them feel special, that can be a daymaker. You don't always know if you've hit the mark, but it is still a fun and positive thing to do.

Sometimes you may not feel like smiling. It takes practice and awareness to make it a habit to smile. One little trick you can do in the morning is to take a look at yourself; you don't need a mirror, but it sure gives you something to laugh at. If you can start your day smiling about all the good things in your life - or better yet laughing at yourself - it is a great start to the day.

Not only can smiles trigger positive emotions and make someone's day, but smiles even have added health benefits, like helping with insomnia. It can be beneficial to think of a funny movie or crazy personal experience when going to sleep at night. It will allow you to smile or laugh to yourself, which in turn allows relaxation and peace of mind to set in before sleep.

In business and life it is all about relationships. A meeting started with traded smiles is already well on the way to trust and friendship.



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NAA C&S Highlights

Fun in Spokane, WA

It was another fun year at the National Auctioneers Association Conference and Show in Spokane, WA. Past president John Schultz arrived early as an instructor for the NAA's Auction Technology Specialty course. However, by Tuesday night, the opening party/cookout was overrun by MSAA members sharing stories, catching up with friends, and making some new ones.

List of MSAA members in attendance at the NAA 2012 C&S

Cary Aasness**	Russ Hilk	Paul McCartan*
Austin Bachmann*	Jack Hines	Clifford Orr
Vince Bachmann	Jeff Hines	Conny Rime
Paul C. Behr**	Andrew Imholte, BAS	Mark Rime
Ray Caruso	Frank Imholte	Frank Roering
Jim Fahey	Connie Johnson, BAS	John Schultz
Kristine	Kurt Johnson, CAI, BAS*	Robert Steffes**
Fladeboe-Duininck**	Rod Johnson, BAS, AARE*	Scott Steffes**
Judd Grafe	Stephen Karbelk, CAI, AARE	Chuck Sutton
Bryce Hansen	Kurt Kiefer	Tammy Tisland*
Roger Hansen	Kaija Kokesh**	Bret Walters
Allen Henslin	Joani Mangold	Al Wessel
La Don Henslin	O.C. Mangold	

This year we had five compete in the IAC and had our President, Vice-president, Past-president, Executive vice-president, and four of the board of directors at this conference. We also had six past champions in attendance. Thanks to all that made the effort to attend the 2012 National Auctioneers Conference and Show in Spokane, Washington.

* IAC Contestant

** Past IAC Champion

After Wednesday morning's opening session you could find past presidents John Schultz and Andy Imholte team-teaching a session with Peter Gehres of Ohio on technology. Past IAC Women's division champion, as well as MSAA member, Kristine Fladeboe Duninick also helped lead a session on bid calling. Later in the week, John Schultz once again led a session on technology and Judd Grafe taught an informative session on intermediate business liquidation.

MSAA member Russ Hilk presented an IGNITE Session on both Friday and Saturday morning and the conference wrapped up with round table discussions, some of which were led by MSAA members and spouses, including John Schultz and Connie Johnson. It was very clear that the education this year

was top notch and that the MSAA was well represented each day as experts in the auction industry.

At the Thursday morning business Meeting, MSAA Hall of Fame member Paul C. Behr was elected to the office of Vice President of the NAA. (Paul is the first MSAA member to be elected to the office of Vice President.)

As usual, Friday played host to the International Auctioneers Championship. While many MSAA members competed, none walked away with the title this year.

As the week came to a close, many members in attendance continued to talk about the upcoming conference in Minnesota in 2015. There is great excitement from the NAA and MSAA members alike!



A Duty – And A Thrill

Answering the Call

Mark Mayberry

Professional Speaker &
Customer Service Expert

Contact 



You are summoned to be on jury duty. I received this notice a couple of years ago, and had mixed feelings. On one hand, I did not want to take time away from my business – a selfish thought, I must agree. On the other hand, I knew that it was my duty to serve on a jury, if I was selected. And so I went.

The trial was about two young men who allegedly robbed several banks and at least one Taco Bell. A few years before, I had been called for jury duty and chosen as an “alternate.” That was a real challenge, as I had to pay attention to the testimony, knowing that I probably had no “say” in the verdict. As it turned out, I stayed on the outside, looking in.

At this trial, I was very much involved. Not only was I picked for the jury, I was chosen to be the foreman. Certain things stand out in my mind about the trial. First, when one of the defendants was asked why they robbed the banks and fast food restaurants, he replied, “We never thought that we would be caught.” Huh???

Second, two of the witnesses were bank tellers. The robberies had taken place about a year prior to the trial, and yet, they were still intimidated by the defendants. It left a lasting impression on me. Banks talk about caring for their Team Members, but don’t even have the same quality videos that the Taco Bell did. Bank tellers are... an “easy target.” I wish that bank presidents were required to go to court with their Team Members, and see what damage has been done to these Team Members that they “care” about. Maybe then someone would come up with a way to make it safer to be a bank teller.

Finally, I was amazed by the dedication of my jury members. Each member of the jury took their duty very seriously. My experiences as a facilitator in strategic planning sessions for my clients came in very handy, and a verdict was reached.

What does serving on a jury have to do with Customer Service? In this case, the fellow members of my community were my “Customers.” If I ever find myself, or a friend or loved one, on trial, I want a “jury of my peers” to be present. It is our duty, as citizens of our communities.

On a personal note, a few days ago, there was a knock on our door. I opened the door and was greeted by someone with a “bouquet of cookies.” On two of the cookies, these words were written: “Congratulations Grand Dad...Baby Mayberry is due December 19th!” My son, Scott, and daughter-in-law, Sarah, live in Macon, GA. Since they couldn’t give me the news in person, they chose this fantastic way to break the news to me. What a thrill!

I hope that you serve on a jury when you are called...and that you open many doors that will “thrill” you too!

The Shazzam Challenge

What do you do when you receive a summons to be on jury duty? Try to find a way out of it...or serve your community of Customers?

© Mark Mayberry



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Power of Investment

Negotiation Tip

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



The Power of Investment, simply stated, holds that the more time one INVESTS in a negotiation, the more likely they will make concessions.

Good negotiators can use the power of investment two ways:

The first way is as a strategy to achieve concessions from one's opponent.

Concessions are typically hard to come by early in a negotiation. They come easier when the bargaining or discussion phase takes a substantial amount of time (hours, days, weeks, etc.) Its success stems from a party saying to themselves, "I've been working on this deal for a long time. I need to have something to show for my efforts (investment of time)." Silly as it sounds, many will grant a concession just to have a result, even if it is contrary to what they would normally do.

Strategy: Get your opponent to invest more time.

(Ask more questions, seek explanations of positions, etc.)

The second way to use the power of investment is to recognize that it works on us, too. We have to be on guard to not make concessions, agree to deals, or strike a bargain just because we have been working on it for a long time. A bad deal is a bad deal no matter how long or no matter what the investment has been.

Strategy: Don't agree to a deal just because you have a lot invested in it. We all like to have something to show for our efforts, but not something that we would regret later. How many times have we looked back and asked ourselves, "What was I thinking?" Maintain an exit strategy for use no matter how long you've been negotiating.

Remember, good negotiators know that the Power of Investment has the potential to work for us or against us. Tap that power as you 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



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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, 2012

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, 2012

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:

Conny Rime
4838 South Tri Oak Circle NE Wyoming, MN 55092
Scholarship Committee: Peg Imholte (chair), Holly Hotovec, and LuAnn Finnilla



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