

MSAASUPPLEMENT



ISSUE 50



MSAASUPPLEMENT

November 2012 | Issue 50



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

If some sections have print that is too small for you to read easily, go up into your VIEW menu at the top of your screen and scroll down to ZOOM, or even click on the "View at Full Screen/Full Screen Mode" option in the VIEW menu. You can also print the document if you wish.

Upcoming Events

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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Contents

4	MSAA
	A Leading State Association <i>Rod Johnson</i>
6	WORD OF MOUTH
	The Good and the Bad <i>Chris Fahey</i>
8	EXTRA EXTRA
	Working with a Changing Newspaper Landscape <i>Ryan George</i>
11	PLAN P
	There is no "Plan B" <i>Mark Mayberry</i>
12	TOP-NOTCH EDUCATION
	2013 Conference and Show Schedule
13	NEGOTIATING TIP
	Avoid One-Issue Negotiations <i>John Hamilton, DREI</i>



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- 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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MCAASUPPLEMENT

November 2012 | Issue 50



MSAA

A Leading State Association

Rod Johnson

Johnson Auctioneering
MSAA Vice President

Contact 



The Minnesota State Auctioneers Association has been a leader among state associations for years, which is something we can all be proud of. I certainly hope we can continue this trend, with active members who will take on the challenge of the future.

I would like to urge all members of the MSAA, whether you're a brand new member or a seasoned veteran, to become more involved in the organization. We all have certain skills that we are good at. Maybe you excel in accounting... education... technology... public relations... marketing... legislative affairs or other areas. The Minnesota State Auctioneers Association has over 20 committees dealing in areas such as the ones I mentioned. These committees are not just for board members, but for all members. We can certainly use your expertise in serving on one of these committees, so please think it over and let someone on the board know if there is an area you'd like to serve in. Bring your talents to add value to the MSAA.

It's not too early to start thinking about next year's Conference and Show and the elections we will have for directors and vice president. One of the responsibilities of the board is to determine and advance the mission and purposes of this organization. The board of directors consists of 12 members and three of those spots will be

open next year. If you have any questions about what it's like to serve on the board, feel free to contact me, a current, or past board member to find out more. If you've served on the board in the past, please consider a run for the vice-president position. We need good, active members to continue the fine tradition of the Minnesota State Auctioneers Association.

Yes, we are all busy, but I would urge you to think about investing some of your time into this organization. Let me assure you that what you put into this organization you will get back in a number of different ways.

If you're a member of other state organizations or have attended other Conference and Shows, you know what I mean when I say that the Minnesota State Auctioneers Association is a leader among other states. I truly believe we can continue this trend with the strength of our active membership. We have some unbelievable talent out there and we hope you'll consider sharing it with the MSAA.





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MSAASUPPLEMENT

November 2012 | Issue 50



Word of Mouth

The Good and the Bad

Chris Fahey
 Fahey Sales
 MSAA Director
 Contact 



Word of mouth advertising in our field of business is a primary source of creating future business relationships, as well as retaining customers. From time to time, clients may feel that their experience in working with your company did not meet their personal expectations. As we strive to provide excellent customer service to everyone, we must always keep in mind that without sellers we would not have buyers.

Perhaps the most important part of keeping customers happy revolves around one word: communication. For those of you who are in partnerships, you understand the importance of keeping open lines of communication amongst all owners including all of your employees. Everybody needs to be on the 'same page' to ensure buyers and sellers do not receive mixed messages which leads to misunderstandings and broken promises. It is important that everybody involved, from the person taking the phone calls all the way to the employee who helps to load the items that were auctioned off or about to be auctioned off, remain informed on company policies and protocol for dealing with certain situations that may arise. At the same time, always keep in mind that we are all human and mistakes do occur; if you or one of your employees mishandles a situation, take the opportunity to make the incident a learning experience for everyone involved.

Times may occur when a customer, regardless of what a person may say to them, remains upset and simply needs to have something tangible to feel that their concern was taken seriously. So what are some tangible items that you

may quickly provide? First off, a simple gift card to a local business can go a long way; whether it be a gas card, restaurant gift certificate, or even a Visa gift card. Providing customers with your company's hat, a sweatshirt, or a jacket will demonstrate to them that you genuinely are concerned and that you wish to maintain a professional relationship with them. By networking with your local city chamber, as well as surrounding communities, you can partner with other businesses as they are a vital link in keeping business local. Always show appreciation towards the customer for bringing their concern to your attention and giving you the opportunity to correct the situation. Sometimes it may be difficult to hear about a fault of your company; however, keep in mind that customer feedback provides all of us the opportunity to grow and improve upon our customer service.

Over the course of the year, it is essential to maintain those relationships with your previous clients. A fun way to maintain positive relationships is to host an open house to simply show them that you appreciate their business. Your open house could be anything from hamburgers and





hot dogs to a fully catered meal. Around the holidays, send your past year's clients a simple thank-you card. A phone call, an email, or even a more personal touch, such as stopping by their residence or business to let them know they are appreciated and to simply shake their hand, goes a long way towards maintaining a healthy relationship. If you have an auction around the holidays, have a drawing for those in attendance and surprise those lucky winners with a ham, turkey, or even a cash prize! You could even use your company's hat or clothing as a prize and at the same time you

are advertising your business in a very cost-effective way.

In closing, bear in mind that keeping the customers happy is your company's number one priority. We are always being interviewed by buyers and sellers, whether we realize it or not. Bad word of mouth is advertised a lot faster than a good one. It is vital to keep your clients' attitude towards your company positive.

I look forward to seeing everyone in January for our annual Conference and Show in St. Cloud!



Extra Extra

Working with a Changing Newspaper Landscape

Ryan George
Bi Plane Productions
Contact 



The death knell of the newspaper business has been ringing for a decade now. Newspaper syndicates are laying off literally hundreds of staff. Across the industry, the workforce has plummeted almost 30% in the past five years. ^[1] Some publications are closing their doors entirely, their company obituaries listed here. Others are selling out to conglomerate ownership groups and sharing editorial and advertising content, hoping efficiencies of scale keep them in the black.

Most of the advertising money draining from newsprint is flooding to Internet advertising outlets like Google, whose 2011 revenues totaled \$4 billion more than the cumulative revenues of all newspapers in the country. ^[2] While large-circulation newspapers are developing traffic and advertising revenue from their websites, smaller newspapers are relying on hometown news and photos of local citizens to keep the presses rolling.

These changes directly impact the businesses whose analytic measurement shows buyers still responding to their newsprint advertising. [You are measuring where your customers heard about your sale items or events, right?] Knowing a few of the new realities will help you better adapt to them.

Multi-Paper Conglomerates

The newspapers that have survived thus far are owned by fewer and fewer companies. Some of the syndicates are national entities that cherry pick seemingly-random cities to cover. Most, though, are regional corporations that start or buy publications in the same county or part of a state.

When I research publications in an area new to me, I regularly ask the salesperson if their company

publishes other papers. That question has saved me a lot of time by not having to research other papers individually. It also puts asset-based publications like real estate inserts on my radar, as these subsidiary media aren't typically listed in newspaper directories (even online ones).

Conglomerates organize their multiple advertising sections three ways:

1. Each publication has its own classifieds section, but dollar amounts or percentages are deducted from the unit costs of the second, third, etc. paper you add to the mix.
2. Publications are grouped by geographic zones. If you want one paper, you have to pay for that ad to appear in multiple newspapers in a region (usually several suburbs or areas in a county) but not all of the publications are owned by the corporation.
3. All papers share the same classifieds. If you want one paper, you have to pay for all of them. The bigger the group, the scarier this can be. If you were planning to hit all of the publications anyway, though, the unit price value can be good.



Typically, you don't have a choice in which of these models are available. So, it's important to know which one you're facing before submitting a marketing

plan to your seller. Because these groups regularly acquire and sometimes close newspapers, it's good to keep your rate cards up-to-date.

Column Size Shell Game

In addition to cutting costs, newspapers are looking for ways to increase revenues from the same advertiser base. One method they use is changing their column format. This works two ways:

1. They add a column or two to the page, which shrinks each column; but they charge the same price for that column. Example A (below) illustrates this. The advertiser gets 11% less square inch area for the same price. In other words, the newspaper raises their rates 11% without changing the price they quote you per column inch.



2. Or, as I've seen in the past year, they drastically drop the quantity of columns as in example B below. The publication then raises the price per column inch, justifying it as paying for the additional space. If you measure the actual cost per square inch—as opposed to cost per column inch—you might be surprised to find the rate increase is not proportional to size increase.



Not only does this tactic jack with your newspaper ad templates [You do have print ad templates, right?], it can cause embarrassing situations after the marketing plan has been approved. Sadly, I know this from experience. The ad size and/or price you had in the budget ends up looking very different than expected during the marketing period. This newspaper ploy gives another reason to verify advertising costs and sizes in the proposal stage—at least if you haven't used a publication in more than six months.

High Staff Turnover Rates

With tight margins, most newspapers are paying their sales representatives somewhere between burger flipper and day laborer rates. Okay, it's more than that, but not much more. And with all the stress of coordinating literally hundreds of advertisers each week, it's understandable that classified departments burn through employees as fast as NASCAR drivers burn through tires.

This means that if you pull up an email address from your contacts list or an old email to copy, it might not get answered. Sadly, it's not enough anymore to email before the space reservation deadline to make it into the issue. Combat

this by emailing the advertising representative as soon as you know you'll have some kind of advertising—even if you don't know the size or all run dates yet. If you don't get a quick answer, call the department. What I like even better is asking the paper for a generic department email address to which I can carbon copy advertising emails, something I regularly do here in Virginia.

As backup, I've built an Excel spreadsheet of my most regularly-used newspapers that shows the best day of the week to run, deadline days and times, column or unit sizes, pricing, and contact information. One of the information fields shows the last date I updated the record. If that date is more than six months old, I know to inquire about price changes, sales representative updates, etc.

Statewide Classified Networks

Most states have newspaper associations, and most of those associations offer distribution of classified advertising in all of their member publications for a nominal fee. All states with this service offer in-column line ads; most also offer two-column by two-inch displays ads; and some even offer two-column by four-inch display ads. You can tell your sellers that you





canvassed the state for about the cost of one metro print ad. The rep from your home state can place ads in any of the other state association networks as well.

The major drawback to this product is not knowing where that ad will appear in those publications. When you deal individually with publications, you can request specific sections or classified categories. While many network papers might go through the work of putting your ad in the appropriate column, your ad might also end up in a grouped statewide section with erectile dysfunction and “make thousands working from home” ads.

Also, if you skip an online distribution service for press release submission and want to

focus on media within a particular state, many of these state networks offer press release distribution not only to their print media members, but also to the broadcast news media members (for an extra fee).

All media is adapting to technological advancements and changing audience habits, but the newspaper industry seems to have the toughest road to relevance. An observant eye will help us as advertisers take advantage of the deals.

[1] “LinkedIn: Newspaper Industry Shrinks at Fastest Rate” by BtoBOnline.com. March 19, 2012.

[2] “6 Trends for Newspapers in 2012, from a Sunday Boom to an Executive Bust” by Rick Edmonds, Poynter.org. March 19, 2012.



Plan P

There is no "Plan B"



Mark Mayberry

Professional Speaker &
Customer Service Expert

Contact 

Van Morrison's new CD is titled, "Born To Sing: No Plan B." Van is one of my favorite musicians, and in reading an article about Van's new CD, he explained that he has always had a passion for music. There is – and never was - a "Plan B." He followed his dream and became one of the world's most successful artists.

What business are you in? Is this your passion? Hopefully, it is your "Plan P," your "Passion Plan!" In this topsy-turvy economic climate, "passion" is a key ingredient to your success. There is no "Plan B."

It's important that you are passionate about:

Your Team Members – I hope that you instill passion in their hearts. Instead of looking at working in your company as a "job," you should help them discover the benefits of being part of your team. Guide your team members – show them the excitement and the opportunities that this great green industry holds. Every day is different, every challenge is an opportunity to get better. Hire great, passionate people and guide them to become part of your "culture."

Your Customers – Mark Haromi runs Rosati's Pizza near our home. His pizza is fantastic, and his friendly service is even better. Mark used to offer spaghetti and his sauce was awesome. A couple of months ago, I called him to get an order of spaghetti. Lynn and I were disappointed when he told us that he had taken the item off his menu. Last weekend, out of the blue, one of his team members called us to offer some of Mark's amazing sauce, as he had mixed some up for a catering customer. Lynn and I were delighted that Mark remembered us, and we rushed right over to pick up enough spaghetti sauce for dinner that night – and extra sauce

to freeze for a future meal. A real "Shazzam!" How well do you know your customers? Are you listening to their requests?

Your Product/Service – What do your customers say about the products and services that you deliver? With so many internet "ratings" sites, it's easy to find out. If people are raving about your company on "Yelp," you're doing the right things. Build on their praise and make it even better!

Yourself – Do you look forward to the daily challenges and opportunities? Are you having as much fun today as you did the day you opened your business? Are you spending enough time with your family? If not, it's time to step back and develop a "Plan P," a "Passion Plan."

I've seen Van Morrison in concert several times, and I can tell you this – Van Morrison has a passion for what he does. Do you? Does your Team? I hope that you do enjoy a "Plan P" – a "Passion Plan!" Remember, as Van Morrison tells us, "There is no 'Plan B.'"

The Shazzam Challenge

What's your "Plan P?" (Passion Plan)

© Mark Mayberry



MSAASUPPLEMENT

November 2012 | Issue 50



Top-Notch Education

2013 Conference and Show Schedule

01.17.13 Thursday

- 7:30 a.m.–5:00 p.m.** Registration
- 8:00 a.m.–3:00 p.m.** Vendor Setup
- 8:00 a.m.–5:00 p.m.** Real Estate continuing Education
Mike Brennen
- 8:00 a.m.–5:00 p.m.** Advanced Negotiation Techniques
John Hamilton
- 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

01.18.13 Friday

- 8:00 a.m.–9:00 a.m.** Breakfast
- 8:00 a.m.–9:00 a.m.** Marketing Contest Check-In
- 8:30 a.m.–3:00 p.m.** Registration
- 9:00 a.m.–10:00 a.m.** The Theater of the Mind
Robert Priest
- 10:00 a.m.–11:00 a.m.** Mystery Guest from the NFL
- 11:00 a.m.–12:00 p.m.** NAA Hall of Fame member
Benny Fisher
- 12:00 p.m.–1:00 p.m.** Lunch
- 12:30 p.m.–2:00 p.m.** Fun Auction item Check-In
- 1:00 p.m.–2:30 p.m.** Benefit Auctions–
Five Ways to Increase the Revenue Over and
Above the Silent and Live Auctions
Christie King

- 1:00 p.m.–2:30 p.m.** Online Fraud Prevention and Risk Management
Jacqueline Glassman & Jason Nielsen of Proxibid
- 2:45 p.m.–4:15 p.m.** Nomination Committee Interviews
- 2:45 p.m.–4:15 p.m.** Real Estate Auctions
Benny Fisher
- 2:45 p.m.–4:15 p.m.** Successful Online Marketing Strategies
for Auctioneers
Russ Hilk of Wavebid
- 4:30 p.m.–5:00 p.m.** Social
- 5:00 p.m.–6:00 p.m.** Awards 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

01.19.13 Saturday

- 7:30 a.m.–8:30 a.m.** Breakfast and Town Hall Meeting
- 8:45 a.m.–10:15 a.m.** Humor in the Workplace; Busting Stress
Christie King
- 8:45 a.m.–10:15 a.m.** Best Practices, Products and Tools
for Online Auctioneers
Jacqueline Glassman & Jason Nielsen of Proxibid
- 10:30 a.m.–12:00 p.m.** Executing Better Live Auctions in 2013
Russ Hilk of Wavebid
- 12:00 p.m.–1:00 p.m.** Recognition Luncheon
- 1:15 p.m.–3:15 p.m.** MSAA Bi-Annual / 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, Stubborn Country



Negotiating Tip

Avoid One-Issue Negotiations

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



I'd be speaking the obvious if I reminded you that negotiating is typically a matter of give and take, offer and counteroffer. We've all been there and done that.

What we might be missing out on is the ability to get the best deal possible because we might allow the negotiating issues to become limited. We should avoid negotiating over just one issue which is typically money. Without planning, most negotiations default to that state.

One-issue negotiating almost always - no, I'll say ALWAYS - produces a win-lose result. When there's only one issue on the table, for one party to gain an advantage on that issue, the other party has to yield or make a concession.

On the other hand, if there are multiple issues, one party could gain on one while their opponent gains on another. Each party tends to be a hard bargainer on issues they value heavily, while they're willing to make concessions on other issues they may not value so heavily.

That's all theory to this point, so how does one actually avoid single-issue negotiating? It's as simple as being alert to the benefit of having multiple issues and being creative in introducing multiple issues.

For example:

A fellow is out to purchase a new appliance. The one issue that's most obvious is the price. Our fellow wants a low price. The store manager wants full price. A gain by one is only made possible by a loss from the other. That's win-lose at its core.

Our keen fellow recognizes that limiting the negotiations to just price is something to be avoided. So, as he drives to the store, he diligently seeks to identify other issues to add to the discussions (negotiations). What would you suggest he consider?

Our fellow has identified a few, including:

1. Delivery of the new appliance (which might be an extra cost item)
2. The removal and disposal of the old appliance (another extra cost possibility)
3. Extended warranty (almost always an extra expense)
4. Purchasing another item at a significant discount (quantity discount)





There certainly can be others.

Now when the bargaining begins between our key fellow and the store manager, they're not just negotiating price, but other items come into play. Without the other issues, the bargaining would proceed quite quickly to the highest price our fellow would pay and the lowest price the store manager would accept. They are heading to an impasse or a 'cave in' very quickly.

Don't forget that beyond the price and ancillary issues, our fellow can always ask for the 'courtesy discount' or 'repeat customer discount' (if that applies) and he

can ask, "What do I have to do to get a better price on this item?" One is often surprised at what their opponent finds valuable and what they'd like from a customer.

So what's your next negotiation going to be? Will it be a major purchase where extra issues might be easily identified? Or will it be a family negotiation with a teenager where you have to be creative to inject additional issues. Even if the extra issues don't result in a major price concession by your opponent, at least you're in a position to gain some other items of value and be assured that you did achieve the best deal possible. Isn't that always our goal as we 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

November 2012 | Issue 50



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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