

MSAASUPPLEMENT



Year in Review



MSAASUPPLEMENT

December 2012 | Issue 51



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

.....

Contents

4 BETTERING YOUR BUSINESS

We All Need a Coach Now and Then

Col. Frank Imholte

5 TOUGH QUESTIONS

Year in Review

Bryce Hansen

8 BACKUP SERVICES: PART 1

Problems with popular backup services Carbonite and Mozy

Aaron Traffas

10 LOOKING FORWARD

Making a List & Checking it Twice

Hannes Combest, CAE

12 TOP-NOTCH EDUCATION

2013 Conference and Show Schedule

13 NEGOTIATION TIP

Reading Your Opponent

John Hamilton, DREI



MCAA Board of Directors

OFFICERS

Mark Rime, President 
 Rod Johnson, Vice President 
 Frank Imholte, Executive Vice President 
 Lowell Gilbertson, Executive Vice President Emeritus 
 Andrew Imholte, Immediate Past President 

DIRECTORS

Terms Expiring 2013

Austin Bachmann 
 Chris Fahey 
 Bret Walters 

Terms Expiring 2014

Bryce Hansen 
 Theresa Larson 
 Matthew Schultz 

Terms Expiring 2015

Greg Christian 
 Dave Thompson 
 Tammy Tisland 

MCAA Supplement | Publication Staff

EDITORIAL BOARD

Mark Rime 
 Rod Johnson 
 Frank Imholte 

DESIGN

Rock on Design 

Announcements

Continuing Education

This year's class on Thursday is approved for 7.5 hours of continuing education for Minnesota licensed real estate agents/brokers. If we have a good turnout, we will try to make it part of a steady educational program.

Conference and Show

The vendor committee is working to make this year's conference the best ever. If you know someone that would like to be part of the fun, contact Chairperson Greg Christian at greg@auctionmasters.com to reserve a spot. Greg will e-mail you a vendor registration form.

Family That Have Passed Away

The mother of MCAA Auxiliary member Nancy Hiller passed away recently. MCAA member Lance Quam's mother also passed away and was laid to rest on December 5th. Please keep both families in your prayers.

Auxiliary Announcement

Oh my gosh! The MCAA Conference and Show is just about a month away! Where did the time go! I have had so much fun working with Peggy Imholte and my Board Members to create an educational and fun filled Conference. For a detailed list of what is going to be offered please read the Auctioneer's Magazine (Winter, 2012 edition). If you will be coming in on Thursday I am sure that you will be attending the seminars but I hope that a lot of you (need at least 30 people) will be joining me at the Wine Tasting affair at B.B. Searle's Restaurant from 2:00 to 4:00 p.m. **If you will be attending the Wine Tasting Affair I would greatly appreciate it if you would send \$10.00 per person to: Conny Rime, 4838 S. Tri Oak Circle N.E., Wyoming, MN 55092.** If you have any questions, please call me at 612-483-3715

Please remember to bring your items for the Food Shelf, a recipe for our Cook Book, an item for the Fun Auction to be auctioned off for the Auxiliary and reserve your spot for the Wine Tasting Affair.

Have a Very Merry Christmas and Happy New Year!

Conny Rime



Bettering Your Business

We All Need a Coach Now and Then

Col. Frank Imholte

Executive Vice President, MSAA
Black Diamond Auctions

Contact 



Most everyone that has participated on a sports team has had a coach. Think of the best coach you've ever had. Was he or she the smartest person you ever met? Did that person know more about the sport than anyone else? Could that person reach you and relate to you on a personal level? Since then, have you coached because someone took time to coach you?

I never had a coach. As a youth, I had R.A. and did not belong in sports. It gave me extra time to do homework and play cards in school. Our band director was the closest person to a coach that I ever had. I enjoyed band and he was an excellent instructor. We just never became close and so I missed that part of growing up. I never needed a coach; I had my Dad who always took time to guide and help me along the way.

Now when most people are thinking of staying the course, not rocking the boat, I got a coach. My team was our auction team and my wife Peg was the co-captain. Our coach was a highly trained business person who asked a lot of questions. It was like going back to school. For six months (seems like a lifetime) we worked on our E-myth homework and prepared to put into place new strategies to bring our business to the next level. To make a long story short, we embraced the thought of improving what we had and tried to plan with written

goals. For 30+ years I've always heard it has to be in writing. We met and exceeded every goal we set. Not to say things could not be better, but we found many ways to improve, and now at the end of year one, our coached "team" is on the move.

Now I have a plan for you. Presidents Mark and Conny Rime have been working on providing some of the finest "coaching," training, sharing, and fun that money can buy at the MSAA Conference and Show from January 17-19, 2013 at the Holiday Inn in St Cloud. Mark has worked to bring in some excellent education to coach us all. Conny has explored many options to provide lots of fun and learning from the auxiliary. Mark your calendar, send in the registration, and save money by pre-registering before the conference. Don't forget to bring your questions, as many a Hall of Fame and Life Member will have the answers.



Tough Questions

Year in Review

Bryce Hansen

Director, MSAA
Hansen & Young Auctioneers

Contact 



As the year comes to an end and we evaluate our business, what questions are we asking for the coming year? What markets are we in? Are we servicing them to the fullest? Do we see any changes in our markets and are we adjusting to those changes? What are we doing to continue to set ourselves apart from our competition? Are there markets that we serve? Of those markets, could we take a larger market share? Is there a market we do not currently specialize in? What are we doing to grow our business? If there are employees involved in the company, this also brings another round of questions: Are we building a company that they want to work at? What can we do better for our employees to build a better team? I will take a couple of the questions and expound on them.

This year, what dates are we writing on our calendar for education?

There are some dates that go on my calendar as soon as they are made available: the MSAA, NAA, and WAA Conference and Shows. They are very beneficial to us and our company and we plan for those every year. There are also dates that can be added that benefit greatly as well, such as the CAI course (if you have not attended), and some of the designations that the NAA offers. I am planning to attend the first Internet-Only Auction Summit on February 5-6, 2013 in Nashville, TN that the NAA is premiering. If you don't commit to these dates to continue and grow in your business, the time will come and you will be "too busy right now."

Do we see any changes in the markets we serve? Are we adjusting?

Are we serving our sellers to the fullest? Have we made any changes in how we market or conduct auctions? Our buyers are constantly changing and we must continue to change and improve how we reach them to stay competitive. Christie's has experienced some changes and are quoted as saying the following: "The best thing

to happen to auctions since the telephone is the Internet," said Mr. Murphy, who added that 72% of the 6,000 people who have registered to bid online at Christie's are new to the auction house. http://online.wsj.com/article/SB10001424127887323717004578155154044897358.html?mod=googlenews_wsj They found that not only has the market changed, but there is a complete market they had not tapped before. We have found that in our business as well, however we just do not have specific statistics to quantify it.

What are we doing to set ourselves apart from our competition?

As our nation goes from an industrial revolution, followed by a technical revolution, we now see almost a service revolution. It is not that we sell this gadget or that gadget because there are several companies doing something similar, but it is changing to how we are SERVING our customers, both buyers and sellers. They want more service with happier people. I experienced an extreme case of absolutely no customer experience this past year when I traveled through the Ukraine. The country is just a few years out of communist rule and customer service is





nowhere close to what we expect in our culture. It is so far removed that it is almost uncomfortable. What do our buyers experience when they come to buy at our auctions? Do they leave with the thought, “that’s the friendliest and most helpful auction company I have ever worked with?” That is what we are striving for, but it does take effort and you have to work for it. How are

you setting yourself apart from the competition?

These are just a few questions that we can think about and evaluate as we plan for another new year. Each of us has different goals and objectives in our businesses and I hope the New Year brings opportunity to achieve your goals and objectives, whatever they are.





Minnesota Auction Guide

A Proud Member of Global Auction Guide

**Want to advertise
your auction to**

OVER 10,000

BIDDERS A DAY,

EVERY DAY?

- **Unlimited Listings & Pictures**
- **Real Estate Listings**
- **Showcase Listings with Video**
- **Facebook Integration**
- **Classified Listings**
- **Central Auction Hub**
- **Top of Google Search Results**
- **Reach Over 50 Websites
For One Annual Fee**
- **Add Your Sales &
Update When You Want**

FLAT ANNUAL PRICING!

www.minnesotaauctionguide.com

Call us toll free: 1-888-725-4504



MSAASUPPLEMENT

December 2012 | Issue 51



Backup Services: Part 1

Problems with popular backup services Carbonite and Mozy



Aaron Traffas

www.auctioneertech.com

Contact 

I take a laptop everywhere, and I know you do, too. When I think about what would happen if suddenly someone were to steal my laptop, there are three aspects about which I worry. What will it cost to replace? What sensitive information was on it that I don't want anyone else accessing? What data was on my computer that I can no longer access?

Outside of simply carrying insurance, there really isn't a solution to the cost of the physical hardware. Theft is theft. The second solution is solved by using TrueCrypt, a fantastic encryption solution about which I wrote in October of 2008. This post begins to address the third problem – a way to ensure that data is safe in the event of theft, crash, or other loss – by defining the problem and detailing some bad experiences I've had with two popular backup services.”

Backing up your data is important, but creating a comprehensive strategy to prevent catastrophic loss can be challenging. The general rule for backing up is easy to remember as 3-2-1. The best solution is to have three copies of your data on two different media types and one needs to be off site. One of the best ways to solve the off-site problem is to use a service that runs automatically on your computer and copies the data securely to the cloud as you work.

Allured by the Carbonite advertisements in my podcasts and other media, I signed up for Carbonite a few years ago. It seemed to work well, didn't slow down my machine too much, and it seemed to work as advertised.

When I built my media center and began to aggregate all of my personal media there, I began to notice a very severe limitation of Carbonite. After reaching a threshold, they limit the upload bandwidth. Unfortunately for me, that limit was about 200 GB. I needed to upload 1.5 TB including a large amount of video from the Aaron Traffas Band, so Carbonite was no longer an option.

I subscribed to Mozy, Carbonite's closest competitor who also advertised unlimited uploads for about \$5 per month. It took a couple of months, but it was finally able to copy all of my data. Shortly after it caught up, the unthinkable happened. The filesystem on the hard drive storing all of my documents and media





became corrupted. I was faced with having only two copies of my data remaining. I had an old copy of everything from a few months before that I stored on my Drobo and I had the current copy on Mozy's servers.

The 1.5 TB was too much to try to download, so I called Mozy to learn how I could get to my data. I learned that Mozy will send data sets over 200 GB to users on hard drives, but at a significant cost. They would send me all my data on three hard drives for \$1,100.

I ended up comparing the old backup with the data on Mozy and downloading the changed files, but it took an enormous amount of time. I learned two very important lessons from my experience. First, the cost of an off-site backup solution isn't just the monthly fee; the recovery costs need to be considered. Second, Mozy wasn't for me. Mozy later discontinued their unlimited plan, meaning that they're not an option for many others either.

Next issue, we'll look at the solution I found that I believe to be the right solution for all scenarios.

Originally Published March 15, 2012



Looking Forward

Making a List & Checking it Twice

Hannes Combest, CAE
Chief Executive Officer, NAA
Contact 



As I write this column, I am multi-tasking! I write. Then I think of something I need to get at the store for my family's holiday dinners. I stop and jot it down on my list. My to-do list also includes getting out my holiday decorations and preparing for the next six weeks of activities.

It's a busy time!

But with a new year knocking on our door, it's also a time of reflection. And that's what we are doing at the NAA — reflecting on where we are and where we have been. And we are taking the next year to identify a path on where we will be going for the next several years.

The Council on Future Practices started this a couple of years ago. It talked about how the industry is changing. With the impact of the Internet, with companies and vendors consolidating, and with the generational changes that we see in the workforce, the industry is undergoing more change now than it ever has. The NAA must be a part of that change.

President J. J. Dower, CAI, AARE, ATS, has appointed three Task Forces to look at the future direction for the NAA. The first Task Force on Advocacy will answer a simple question: Can the NAA, with its size and diversified membership base, be effective in advocating for the industry on a federal or state level with the legislature and with regulatory agencies? If the answer is no, we want to know why. If the answer is yes, we want a plan. NAA

Director Tom Saturley, CAI, is chairing this Task Force.

The second Task Force on Promotions will answer similar questions: Can the NAA, with its size and diversified membership base, be effective in promoting the auction method of marketing and/or the NAA? And should the promotion differentiate between a member and a nonmember? If the answers are no, then why? And if the answers are yes, what is our plan going to be to accomplish this goal? NAA Director Jimmie Dean Coffey, CAI, AARE, ATS, BAS, GPPA, chairs this group.

The third Task Force will look at the future of the NAA Education program. What is the content that is needed based on the changing generations in the industry? How should the content be delivered? What are best practices in Association Continuing Education programs that we can use? Education Institute Trustee Chairman Marc Geyer, CAI, AARE, BAS, CES, will be working with his Task Force to develop recommendations to be considered by the Education Institute Trustees.



Recommendations from the Task Forces and the Trustees will be provided to the NAA Board of Directors in July. From July to October, the Board will work to prioritize the items and to develop a business plan that will direct its efforts for several years.

More than 60 NAA members will be directly involved in this work

— more than at any other time in NAA history. And all along the way, the Task Forces will seek ways to involve even more members and the state associations.

It is a time of reflection — looking at what got us here at this moment in time. But 2013 will be a pivotal year in the history of our

organization, and the result will be an organization of which auction professionals can be proud.

So as I make my list for the holidays and for the first of the year, I am excited. I look forward to spending time with my friends and family, and I look forward to the new NAA. I am grateful for those who came before us and made the organization

strong, and I am grateful for those who will envision an organization representing a profession that will still be here for your children and grandchildren.

Thank you for your support of the NAA. I hope you have a wonderful and prosperous New Year!



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



Negotiation Tip

Reading Your Opponent



John Hamilton, DREI
www.GoodNegotiator.com
 Contact

It is obvious that most of our success in negotiating stems from what we do, what we say, and how we strategize. Good negotiators add to that substantial skills at sizing up or reading their opponent. They have a sense as to what their opponent is thinking, feeling and what pressure points influence his or her actions. If one knows what their opponent is thinking or feeling, effective influence strategies can be implemented.

Body Language

It is a well known fact that we communicate via our posture, expressions, and other non-verbal signals. Watching your opponent for physical movements can indicate if they are vulnerable, agreeable, hostile, or impatient. It is often the eyes. They are the window to so much our opponent might be thinking. Become a student of facial expressions and don't ignore (or capitalize on) the messages they provide.

Timing

People are influenced by the pressures of time. If it is late in the day or late in their shift, people tend to be more fatigued and impatient. They trend toward less bargaining and more toward getting the deed done. It might be effective to arrive late (just before closing). Your opponent's diminished energy and their desire to get on to their 'free time' often eliminates much of the posturing and gamesmanship.

Market Conditions

To be certain, every product or service we would ever want to acquire has value in the marketplace. At the same time, the cost to acquire that product

or service ALWAYS has some price flexibility. Doing a little research in advance will typically indicate whether any price concessions would be in the offing.

Prior Experience

While some negotiating experiences are new and unique, others are repeat performances with the same people or the same firm. Reflecting on how things went 'the last time' can work to one's advantage. If they gave you a deal before, it is reasonable to ask for and expect one this time. If they didn't give you a deal before, you should get one this time because you are a loyal repeat customer.

Personalities

Let's face it, some people are just hard to deal with. Their attitude is sour, they seem to have that 'chip on their shoulder,' or they seem to have something against you (and everyone) personally. Confrontation and aggressiveness rarely wins the day. Humility and courtesy goes much further. In many cases a bold question will change things, such as, "Did I do something to insult you? If so, I apologize." They will be awestruck by such an inquiry and thrown totally off their normal mode.





Additional and unique indicators will constantly be coming into focus if we concentrate on reading our opponent. Knowing what our opponent thinks and what motivates them can provide that negotiating edge everyone seeks.

Good negotiators develop and practice the art of reading people and situations.

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

December 2012 | Issue 51



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

