

MSAASUPPLEMENT



2013 CONFERENCE RECAP



MSAASUPPLEMENT

February 2013 | Issue 53



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 Spring Board Meeting

Thursday, March 7, 2013

Sheraton West, Minnetonka, Minnesota

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DESIGN

Rock on Design 

Announcements

Thank You

To all my friends at the MSAA,

Never have I felt more humbled as I do today. The outpouring of love, support, kind words, calls, cards, and texts has just amazed me. As I sit here today I am so thankful for all my friends! Getting through things like this is made easier when you have the support and encouragement from others. I am continuing to explore different options and went to the University of Indiana looking into a liver transplant.



I really wanted to attend the convention this year, but was just not feeling strong enough. I enjoyed the opportunity to still be part of the president's banquet through the use of modern technology with Skype.

You know, never has the word Auction been more accepted. This might be the year to take your business to the next level. I truly hope that 2013 is your best year ever! Just remember to never get too busy making a living that you forget about making a life. If I can be of assistance, don't hesitate to give me a call. Shelly is still keeping things running and together we would be happy to help in any way we can.

Thanks for continued prayers! I will continue to fight and want nothing more than to see each and every one of you at the summer picnic!

Until then...are you enjoying life? Are you spending time with family and friends? If not, what are you waiting for?

Thanks Again,
Your Friend, Rick

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Announcements

Passing Away

Nancy Hiller's dad, Hank Bost, passed away on January 24, 2013. Funeral services were held on Monday, January 28th at St. John's Lutheran Church in Zimmerman.

Hall of Fame member, Charlie Fisher passed away Thursday, February 7, 2013 at St. Alexius Medical Center in Bismarck, ND. Charlie, Lucy and John were able to join us in St Cloud last month at the MSAA conference. The sound of his brass horn will be missed in the hall of Conferences for years to come.

Past President and MSAA Hall of Fame member Rick Berens passed away on Saturday, February 9, 2013.

"Rick was a past president and Hall of Fame member, but he was so much more to so many of our members. He was a friend to all. He taught me long ago that part of something is better than all of nothing. His goal in life was to build alliances with fellow auctioneers for the betterment of all. It was truly an honor to call him my friend. This was a sad week to lose both Rick and Charlie during the same week. Please keep Renee and their family, as well as the Fischer family, in your prayers and be thankful we could enjoy them both. Lastly, if Rick could impart a final thought to you, he would want you to enjoy life, as he truly lived his saying, 'What are you waiting for?'"

-Col. Frank



Thank You MSAA Members

What Are You Waiting For?

Chris Fahey

Vice President, MSAA
Fahey Sales

Contact 



I am Chris Fahey, of Fahey Sales based out of Glencoe, Minnesota. At January's MSAA Convention in St. Cloud, I was elected to serve as the new Vice President for 2013. My wife, Sara, and I have been married for 12 years and we are the very proud parents of nine-year-old daughter Elli, and six-year-old son, Zach. Born and raised in Belle Plaine, my family continues to make our home there. Being the son of Joe Jr. and the late Janice Fahey, I have been involved with the auctioneering business my whole life. My grandpa, Joe Fahey Sr., began the business in 1947, and I am proud to be a third generation auctioneer as well as a business partner with my brother Joey and my uncle and aunt, Jim and Linda Fahey.

As a member of the Minnesota State Auctioneer's Association since 2003, I have served on the board of directors for the past three years. My duties involved being a chairman for the vendor committee for two years, and this year I was the chairman of the fun auction committee at the annual convention. During my time on the board, I also was a contributor to the MSAA Supplement and magazine. For quite a while I have thought about leading this great organization and after watching the very powerful message from Rick Berens, I was moved by his theme, "What are you waiting for?" He makes a great point - what am I waiting for? I feel that now is my time to step up to the next level and continue to share my experience and knowledge of the industry by giving back. Some of my other personal accomplishments include serving on Belle Plaine's Chamber of Commerce for two consecutive three-year terms. I am also an active member in the Knights of Columbus.

The MSAA has always provided me and my family with not only

guidance for our business, but everlasting friendships as well. I can recall the excitement building up within me as a child as the days grew near for the annual meeting. I can also remember going to the Imholte's and enjoying time with their family; a friendship developed because of the MSAA. Now as a parent myself, it is amazing to see the friendships develop between my own children and the children of other MSAA members. I guess you could say that the wheel has gone full circle again and I hope it keeps spinning for years to come.

In closing, the Fahey family has always been driven to remain actively involved in our community as well as the MSAA. I would greatly appreciate your support with providing me the opportunity to represent this great family, the Minnesota State Auctioneers Association. At any time during the course of the year, if you have any questions or concerns that you would like to address, please do not hesitate to give me a call or send an email my way. I look forward to serving as your Vice President throughout the upcoming year!



2013 Conference & Show

Conference Recap



All eyes were on St. Cloud, Minnesota as the Minnesota State Auctioneers Association held its annual Conference and Show from January 17–19, 2013. It was a weekend filled with fun and fellowship while providing an excellent array of educational offerings for members of the MSAA.

Thursday began with a specialized educational session on Negotiation Techniques, lead by Negotiation Specialist, John Hamilton. Attendees learned techniques and ran drills to learn how to better negotiate their next deal! Thursday also played host to a day of Real Estate seminars presented by Mike Brennan. It was an opportunity for attendees to sit down and share in an open discussion about real estate and auctions. However, by late afternoon, all attendees were anxiously awaiting the start of the MSAA Champion Auctioneer Contest. Hosted by the 2012 MSAA Champion Auctioneer, Austin Bachmann, this year's field of competitors was a strong one. If you are curious, here is how it works: in the first round of the competition, each auctioneer sells three items and is scored by a panel of five judges. Once the scores are tabulated, the top five competitors are announced and then begin the interview portion of the evening. After answering three questions pertaining to the auction industry, each finalist then sells three more items. Andrew Bachmann of Frazee, MN, was awarded the prize of 2013 MSAA Champion Auctioneer. For the next year he will serve as the Goodwill Ambassador for the auction industry in Minnesota and



will be sponsored in the IAC this summer at the NAA conference in Indianapolis. During the competition, the 2013 Rookie Champion was awarded to Cody Aasness of Dalton, MN. (The finalists and champion can be seen on page 10.)

Friday morning began with breakfast, but soon, all attendees moved to the presentation stage for the weekend's keynote speech. The official kickoff of the conference began with President Mark Rime welcoming all attendees and the introduction of keynote speaker





After lunch, education was in full force as Andy Imholte and John Schultz presented a session entitled, “#TechTop10”. Along with attendee questions, the pair presented ten tech tips for 2013. Jason Nielsen of ProxiBid presented “Online Fraud Prevention and Risk Management.” Late in the afternoon, Christie King led a session on five ways to increase revenue for your benefit auctions. Russ Hilk of Wavebid also presented a seminar entitled, “Successful Online Marketing Strategies for Auctioneers.”

Following the dinner, attendees moved to the main stage for the very entertaining Foundation Fundraising Auction. The night was filled with laughs and excitement for the whole family. In fact, as in past years, the fun auction began with the Juniors. This event has been a staple of the Conference and Show. It gives the younger generation a chance to try their hand at bid calling. Once the kids had their fun, the adults did their best to entertain and raise money for the MSAA Foundation.



Robert Priest. Priest presented an entertaining show entitled, “Theater of the Mind,” that you had to see to believe. The next speaker was former NFL player and friend of President Rime, Rich Gannon. Christie King, past president of the NAA, took some time to talk about membership in the NAA and what issues are currently being discussed. She concluded by thanking everyone for being so welcoming in Minnesota and inviting all to attend the NAA’s upcoming Conference and Show in Indianapolis.

As the afternoon came to a close, attendees gathered for the Marketing Awards dinner. After a day of judging, Dave Thompson, chair of the marketing contest, presented plaques to each of the winners. (Those winners can be seen on pages 11-12).

On Saturday morning, members enjoyed breakfast and a townhall meeting focusing largely on a report from Vic Moore, one of the MSAA lobbyists. He warned the association of a possible gun sale legislation and a new proposed bill regarding the sale of coins. The townhall format allows an informal forum for members to ask





questions and have discussion. As the educational sessions of Saturday morning began, attendees had many options: Christie King presented a session on "Humor in the Workplace" while Jacqueline Glassman of Proxibid presented "Best Practices, Products and Tools for Online Auctioneers." Later in the morning, Russ Hilk presented his second session of the conference entitled, "Executing Better Live Auctions in 2013." Meanwhile, the Auxiliary hosted their very first vendor fair with many vendors specifically chosen for their members. This year's vendors included: D.B. Searle's, Floral Arts, Mary Kay, "Simply You" Jewelry, Vault Jeans, 31 Bags and Accessories, Jam Berry Nails, Tastefully Simple, and Norwex.

As the seminars wrapped up Saturday morning, attendees

made their way to the recognition luncheon. Each year the luncheon recognizes Past Presidents, MSA Hall of Fame Members, MSA Auxiliary Hall of Fame Members, and current members of the Board of Directors committee.

After lunch, the MSA Bi-Annual Meeting was called to order. Along with new and old business, elections were held for the offices of Vice President and Directors. For the position of Vice President, Chris Fahey was elected. For the three Director positions, Austin Bachmann, Allen Henslin, and Shelly Weinzelt were elected. President Rime also officially passed the gavel to the next President of the MSA, Rod Johnson. The MSA Auxiliary also held their business meeting Saturday afternoon.

On Saturday evening, members sat down for dinner at the President's Banquet while the Board of Directors were announced and seated at the head table. After a fine dinner, the program began with the installation of the 2013 MSA and MSA Auxiliary Board of Directors conducted by Past President of the National Auctioneers Association, Christie King. At that time, President Rime recognized outgoing board



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members Austin Bachmann, Chris Fahey, and Bret Walters for their outstanding contributions. Each year the president awards the Golden Gavel for outstanding service to one member. This year, Andrew Imholte was given this distinct honor.

It was then time to award a record three Auxiliary Academic Scholarships. This year's recipients of the \$1,200 scholarships included Kassie Kokesh, Andrew Swanson, and Emily Thompson. President Rime welcomed Dave Thompson to the podium to award the Marketing Best in Show award to Alliance-Bid. The award for Members Choice was awarded to Mitchell-Przybilla Auction Co. At this

point, it was time to induct our new members to the MSAA Hall of Fame. Frank Imholte stepped to the podium and welcomed LaDon Henslin to the MSAA Hall of Fame. After his acceptance speech, LaDon stepped down from the stage to be congratulated by many family and friends. Next, Jim Fahey came to the podium and welcomed Larry Kroshus to the MSAA Hall of Fame. After his speech, Larry was also greeted by family and friends as he left the stage. President Rime came back to the podium and gave his closing remarks thanking the many people that helped him over the past year. The night closed as live music from Stubborn Country played late into the night.



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2013 MSAA Champion Auctioneer Contest



Right: Rookie Champion Auctioneer Cody Aasness



Left: Champion Auctioneer Andrew Bachmann Accepting the Honor from 2012 Champion and brother, Austin Bachmann

- Champion:** Andrew Bachmann, Ottertail, MN
 - Reserve Champion:** Bryce Hansen, Prairie Farm, WI
 - Third Place:** John Kuchera, Wyndmere, ND
 - Finalist:** Brandon Nelson, Ellendale, MN
 - Finalist:** Tammy Tisland, Hines, MN
-
- Rookie Champion:** Cody Aasness, Dalton, MN



Tammy Tisland



Bryce Hansen



Andrew Bachmann



John Kuchera



Brandon Nelson



2013 MSAA Marketing Contest



Best of Show
Alliance-Bid



People's Choice
Mitchell-Przybilla Auction Co.



Farm 2-Color
Aasness Auctioneers



Household and Antiques 2-Color
Stumpf Auction Service



Commercial and Industrial 2-Color
Matt Maring Auction Co.



Farm Multi-Color
Aasness Auctioneers



Household and Antiques Multi-Color
R&B Gessell Realty & Auction Co.



Commercial and Industrial Multi-Color
Black Diamond Auctions



Farm Multi-Sided
Aasness Auctioneers

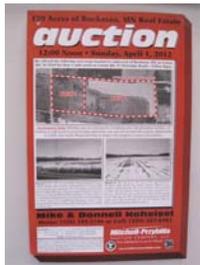


Household and Antiques Multi-Sided
Rime Auctioneering



Commercial and Industrial Multi-Sided
Alliance-Bid





Real Estate 2-Color
Mitchell-Przybilla
Auction Co.



**Real Estate and Personal
Property 2-Sided**
Mitchell-Przybilla
Auction Co.



**Specialty Collections
2-Color**
Matt Maring Auction Co.



**Promotional/Auction
Specialty**
Henslin Auctions, Inc.



Auction Signs
R&B Gessell Realty &
Auction Co.



**Newspaper/Magazine
Advertising**
Black Diamond Auctions



Real Estate Multi-Color
Black Diamond Auctions



**Real Estate and Personal
Property Multi-Color**
Fladeboe Auctions



**Specialty Collections
Multi-Color**
Schultz Auctioneers



Auction Clothing
I.R.A.Y.



**Auction Photographs
(Professional)**
Kurt Johnson
Auctioneering

Website
Fahey Sales

Radio Promotion
Thompson Auction
Service

Digital Promotion
Grafe Auctions



Real Estate Multi-Sided
Alliance-Bid



**Real Estate and Personal
Property Multi-Sided**
Hansen & Young
Auctioneers



**Specialty Collections
Multi-Sided**
Black Diamond Auctions



Auction Specialty Ideas
Mitchell-Przybilla
Auction Co.



**Auction Photographs
(In The Moment)**
Kurt Johnson
Auctioneering



2013 Hall of Fame Inductee

LaDon Henslin

(as presented by Frank Imholte)



This honoree was born in Minnesota in 1952. His father passed away suddenly in 1958 when he was six (if I did the math right). As a child, he attended auctions with his grandfather in western Minnesota. After graduating from high school, he attended radio broadcasting school and Southwest State University for two years. This candidate was married in 1977 and to this day he introduces her as his first wife. They are blessed with a son and daughter which I know, too.

He began his career in the auction business in the late 70's in western Minnesota. He started like many of us, lining up equipment and was a ring man. He also was given the job of going to the airport to pick up auctioneers. As a young man watching these auctioneers fly in and do their thing, he aspired to become like them.

Our honoree not only went to one auction school, but graduated from three of them. He must have not been real smart (sorry about that). He later became a long-time instructor at the Continental School of Auctioneering and Real Estate. His favorite quotes at the end of class were: "Nobody cares how much you know, until they know how much you care," and "Association is life in the auction business, isolation is death."

30+ years ago Bill Penske invited him to join the MSAA (Minnesota State Auctioneers Association). Over the years he has served on the board as Vice President, President, and Past President. I had the honor of nominating him and doing his seconding speech. He changed this association by giving us a shot in the arm and according to Lowell Gilbertson, the stars were aligned because what he did turned a



profit and set the MSAA on solid ground. He was also a Champion Auctioneer and his company has won several advertising awards including "Best of Show" in 1991. It was in the 1980's that his good friend, Lefty Norling, encouraged him to join the NAA (National Auctioneers Association) and he is a Life Member to this day.

Years ago our honoree attended a seminar with my favorite speaker, Zig Ziggler, which had a profound impact on him. He loved these





two thoughts: "If you wish to be successful, associate yourself with successful people," and "By helping others get what they want out of life, you will get what you want." And what do you want? A happy wife, family, and successful career. He got it all.

With very, very, very humble beginnings he has built a successful business with a strong and steady reputation of treating people fairly and honestly. Through his willingness to help others, he has helped many new auctioneers and has shared his talents at fundraising auctions for churches, wildlife organizations, and people in need.

Because of the endless hours of commitment to the profession that he loves, we are honoring and welcoming LaDon Henslin into the 2013 MSAA Hall of Fame.

I also have a short letter from his good friend that I would like to share with you: "LaDon is what you call a "full-service" auctioneer. Over the years this person has watched him grow from selling artificial flowers and snow fencing to a huge farm auction along with thousands of acres of real estate in the past few years. He started work with me in



the early '90s on heavy equipment and always made himself available to make the auction a success. He even brought members of his staff when needed. I did not have to worry that things would get done properly. He was always very good with buyers and consignors. He truly started with nothing. It just goes to show that if you like the auction business and put in long hours, you can make it work. We traveled many miles to places and worked long hours, sometimes not

quitting until late in the evening." Your friend, Wayne Pike.

LaDon, he is very proud of you and what you have accomplished. Now sometime in the winter months you both can sit in Arizona and reminisce about our beginnings - households and artificial flower auctions. Things are no different now than they were 30 years ago - it just takes determination.





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Rethinking the Company Brochure

The Golden Rule

Ryan George
Bi Plane Productions
Contact 



When I started my company ten years ago, my print shop comped me some free company brochures. So, I took full advantage of that and built an eight-page catalog that sold my services. Cumulatively, that was 748 square inches—roughly five square feet of text and pictures—that I put in someone’s hands, trying to convince them. “Overkill” is an understatement.

About five years into the business, I realized that was too much sale content and condensed my message down to text that could fit on three “plane tickets” inserted into what looks like the envelope that airlines give you at the check-in counter.

The other day, I was pulling one of those out of my cabinet to insert into a package of brochure samples. (It’s now down to just two “tickets” of text.) I thought to myself, “That’s a lot of text! They’re not going to read all of this. I wouldn’t.” To be candid, part of me actually hoped the person on the other end wouldn’t read it—that they’d (1) just be impressed by the atypical brochure format that won two national awards and (2) take a pass on the dated statistics and testimonials.

With the Internet literally in our hands, none of us have time or space for company brochures any more. Once they’re printed, company brochures hold content that can’t be changed or updated. In contrast, clients and prospects can see real-time content on our website and should see our most current promotional messages on our social media streams.

I’m not ready to sign a death certificate for the company brochure as a media; but we have to look at them differently, if they are to successfully attract and educate your prospects.

Value the reader’s time.

Often, the quantity of content can discourage readers from even starting to read your pitch. Break your text into small chunks—quick paragraphs, short bulleted lists, or captions for photographs. Boil your text down to a few paragraphs at the most. If you have to say more, divide the content between different (most likely, smaller) topical pieces.

Drip your brand instead of lobbing a massive water balloon.

Don’t make one piece, send it once, and then consider it a failure if only a few people respond. Create a series of succinct pieces that each respectively center around a specific topic or solution. Design these pieces to look like each other—so much so that you could remove the logo and the pieces would still work together. Let the compilation of impressions build on each other to equal more than the sum of the parts. With digital printing, short runs are more affordable than ever. If you have to





cut anything, narrow the number of recipients to more qualified prospects.

Remove some of the piece's responsibility.

Your company brochure might be a first or second impression, but it probably won't be your only impression. If the brochure doesn't tightly match your

auction advertising, your website, your business card, your vehicle graphics, your stationary, or your signage, it has either to compensate for those media or be carried by those media. When all your media is lifting in unison, each piece has less of the weight of your brand to carry. So, don't order an expensive brochure, if your other media is printed

at OfficeMax or designed by the sophomore computer science class.

Replace the brochure with a dimensional product.

Send your prospects something that literally looks and feels different from other advertising. One of my clients sent a package of Oreo cookies to bank asset managers with a message along the lines, "These should be the only OREO's on your desk," along with specific, topical appeals that included a promise to bring milk to sales presentations. My print shop gained over a hundred thousand dollars of business (and national attention in two magazines) by mailing tubes that contained shoestrings, a lottery ticket, and a dollar bill.

Change the text to be prospect-centric.

Most company brochures (like most proposals) say, "Here's a company

resume. Please hire us." Speaking from my experience with Biplane's promotion, the more I have to say, the more insecurity is driving the piece. Make the text address your prospects' potential issues. When you use pictures, choose images that draw the topic into the reader's context and make the scene more relatable.

Business owners often understand the golden rule when it comes to customer service. It's interesting to me, though, how often we overlook that guiding principle in marketing and don't design advertising that we'd want to read, if the roles were reversed. Give advertising unto others that you'd want given unto you; and see what happens to your company brochure—and your bottom line.



Negotiating Tip

Ignore the Rules



John Hamilton, DREI
www.GoodNegotiator.com
 Contact 

We live in a world of limitations, restrictions, and rules. From speed limits to filing deadlines, we have been trained to stay ‘within the lines.’

Good negotiators, however, lead the charge of challenging these rules and reap the benefits of doing so.

Don’t get suckered by the “rules” trick.

When you hear the words, “It’s our policy,” or “Here are our standard terms,” ask yourself if those limitations make sense. If they don’t - challenge (and change) them.

Remember, someone wrote those rules and someone can change them or at least make an exception for us (the few who ask).

Be aware that the party you’re talking to will typically say, “We make no exceptions,” or will more likely say, “I can’t make an exception.” No problem, just call for the higher authority - the manager, the boss, even the president of the

company. If they are not available, be persistent. Someone has their cell number; insist on talking directly to them. Become the tactful squeaky wheel and stick to your position.

Ignore those official sounding pronouncements insisting that “this is the way it’s done,” or “we’re not allowed to do that.” If someone starts trying to box you in by adding rules to the deal, ask them to provide proof that such rules really exist, and better yet, ask them to DEFEND a senseless, one-sided rule.

If they want your business, their efforts to be accommodating will often surprise you.

Remember, good negotiators don’t get boxed in by the rules (even those in print).



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: _____

Spouse Email Address: _____

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

**Three Scholarships of \$1,500.00 each (subject to change)
from the MSAA & MSAA Auxiliary
Deadline: November 1, 2013**

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, 2013

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:

Deb Ediger, Committee Chairperson
218 W. Main St., Belle Plaine, MN 56011

Scholarship Committee: Peg Imholte (chair), Holly Hotovec, and LuAnn Finnilla



MSAASUPPLEMENT

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