

# MSAA SUPPLEMENT

MSAA State of the  
Association Address

# MSAA SUPPLEMENT

March 2013 | Issue 54



## 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.

## Contents

### 4 STATE OF THE ASSOCIATION ADDRESS

From the Desk of the President

*Rod Johnson*

### 7 WHAT STREAM?

Ustream Lights, Camera, Action

*Matthew Schultz*

### 9 WHAT A JEWEL!

Going the Extra Mile

*Mark Mayberry*

### 10 2013 HALL OF FAME INDUCTEE

Larry Kroshus

### 11 NEGOTIATING TIP

'Sugar Sandwich' Walk Away

*John Hamilton, DREI*



# MCAA Board of Directors

## OFFICERS

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

## DIRECTORS

### Terms Expiring 2014

Bryce Hansen   
 Theresa Larson   
 Matthew Schultz 

### Terms Expiring 2015

Greg Christian   
 Dave Thompson   
 Tammy Tisland 

### Terms Expiring 2016

Austin Bachmann   
 Allen Henslin   
 Shelley Weinzetl 

MCAA Supplement | Publication Staff

## EDITORIAL BOARD

Rod Johnson   
 Frank Imholte   
 Chris Fahey 

## DESIGN

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](mailto:frank@solditatauction.com)

FOLLOW ME ON 

 Find us on  
Facebook



# MCAASUPPLEMENT

March 2013 | Issue 54



# State of the Association Address

*From the Desk of the President*

**Rod Johnson**  
President, MSA  
Johnson Auctioneering  
Contact 



**T**hank you for entrusting me as your president for this coming year. I take this responsibility very seriously and will work hard to do the best job I can. This organization has been good to me and it's an honor to give back to the Minnesota State Auctioneers Association.

Thank you to Mark Rime for his leadership this past year and to both Mark and Conny for putting together an outstanding Conference and Show in St. Cloud. If you didn't make it, you missed a good one!

The biggest challenge so far in 2013 for this association is the politics of St. Paul. We've had a number of issues come up, from the coin bill (Senator Hilstrom has agreed to our amendment to the coin bill, and it will be offered at the House Government Operations hearing on this bill), to the Governor's tax bills (SF 552 and HF 677 contain a provision to extend the sales tax to services, including auctioning services), and the gun bill (Vic Moore was able to include our amendment as part of the author's amendment, and the bill, as amended, will now be part of the omnibus gun bill). A huge thank you to those who have spent a lot of time on behalf of the MSA staying on top of these issues...Kurt Johnson, Jim Fahey, Mike Schultz (who make up our legislative committee), and Vic Moore just to name a few. There were countless others who emailed or called their legislators on behalf of the MSA and it is very much appreciated.

Looking ahead, I hope many of you will plan on attending the National Auctioneers Association 64th International Conference and Show from July 16-20, 2013 in Indianapolis, Indiana. Conference registration and hotel reservations are now open with details available at [www.conferenceandshow.com](http://www.conferenceandshow.com). There has been some talk about the possibility of renting a motorcoach bus that we could travel on... if anyone is interested in that mode of transportation, please let us know. The date for the summer picnic has been set, so mark your calendars for Monday, July 29<sup>th</sup> in Cannon Falls. Further details will be available soon on our summer get together.

Be sure to mark down the dates for the 2014 MSA Conference and Show, January 9-11, at the Sheraton West in Minneapolis. If anyone has thoughts or ideas on speakers, seminars, educational topics or anything else, please contact me. I am already exploring various seminars and speakers and am certainly open to suggestions.

I do have a favor to ask of the membership, and that is to please encourage auctioneers who are NOT a member of the MSA to consider joining. I am surprised





when I meet an auctioneer who is not a member and it's hard for me to understand why they wouldn't take advantage of what this organization has to offer. Please remind these non-members that with the support of its membership, the association works to promote the auction profession.

By the time you read this, our spring board meeting will probably be history. I want to welcome new board members Shelly Weinzetl, Allen Henslin, and Austin Bachmann (re-elected), along with new

vice-president, Chris Fahey. We have a wonderful leadership team in place!

As we continue to work hard and try to be successful in this business, let's not forget what our good friend and colleague, the late Rick Berens had to say...*"just remember to never get too busy making a living that you forget about making a life. Are you enjoying life? Are you spending time with family and friends? If not, what are you waiting for."*

Thank you Rick, I miss you my friend.





# **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](http://www.minnesotaauctionguide.com)

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



**MSAASUPPLEMENT**

March 2013 | Issue 54



# What Stream?

## *Ustream Lights, Camera, Action*



**Matthew Schultz**

Director, MSAA

Contact 

**R**ecently at the 25th Annual Minnesota State Auctioneer's Championship, the technology committee elected to use *Ustream* to stream the championship live online. Now, one would think this would be a rather challenging task, but it really is not that hard to do. In the next few minutes of your time I will outline the the basic steps to streaming live online, and how it might help your next auction or event.

So who uses *Ustream*, and what do they do with it? News, Sports, Music, Education, and Technology are a few of the categories that you might find when looking at *Ustream*. Name anything you watch on TV and you most likely will find it on *Ustream*, from amature broadcasters to professional networks.

There are a few things that you will need in order to broadcast live, or if you want to pre-record and broadcast, you can do that too. Below is a simple list of things you will need, or may want to think about getting, if this is something you are looking at doing.

1. A computer or laptop
  - You are also able to use other devices such as a smartphone or tablets
2. An external camera or
  - An external webcam
  - A good quality video camera that has the ability to be used as a webcam
  - Professional grade camera
3. A good quality audio source
  - External microphone
  - A line in from a mixing board

So let's get started. The very first thing that you will need to do is create an account. Once your account is created you then create a channel. A single user can have multiple channels. For instance, if you have different types of events that you want to share with the world, it would make sense to have multiple channels. When setting up your channel, do the following:

1. Create a show name
2. Select a category that your show fits into
3. Select a subcategory
4. Provide channel tags for people that are searching for shows to watch
5. Provide a picture for your channel
6. Give a brief description of you and your channel

Once you have done this you are almost ready to start broadcasting. You have some choices on doing a live show or doing a show that has been pre-recorded. In the case of the championship, we elected to do a live broadcast. A live broadcast is simply something that is happening



live and you want to catch the action raw as it happens, much like that of breaking news. With *Ustream*, you can record the broadcast at the same time and rebroadcast it if you want. With the use of video editing software you can create clips that you can use in the future with other shows or broadcasts of your liking. On your channel page you are able to create and schedule events either live or pre-recorded video.

One of the softwares that *Ustream* has for use is *Ustream Producer*. This acts as the brains of your broadcast. You are able to have multiple inputs depending on what you are trying to accomplish. You can have still images, live video or even pre-recorded media, and various audio inputs. During your broadcast you can switch/cut from one resource to another

much like the way they do on TV. The first step to making a great show is to test all of your media sources that you will be using while broadcasting or that you are using to pre-record. When I used this tool, I elected to use the free version. It has many options for the user, from picture in picture, to split screen, and many more.

So let's get broadcasting. Now that all your resources (audio, video, and still images) are ready, it's time for "Lights Camera Action." Simply click on "Start Broadcasting" and you are live on the internet. You may find that before a live show you need to do a test run with all of your media resources and have a third party review your show's live feed. This was something that I did for the Championship, and was able to fix a few errors.

How do you pay for your broadcast? Well, there are multiple levels for payment, and when I used it I opted for the FREE version. This puts commercials into your live broadcast just like watching TV and doesn't cost anything.

Some things to know:

1. While broadcasting you can interact with viewers via a chat forum
2. You can schedule events like you would if you were on TV
3. You can have recorded material for your viewers to watch
4. You can do pay-per-view shows to make money

You can stream to Twitter, Facebook, or even embed this into your website depending on what package you have elected to go with.

You can review your viewership demographics to get a better understanding on who is watching.

This is a powerful tool that can expose you and your company to a whole new world. You may want to try using it, or may want to explore some of the channels already on *Ustream*. "CUT and that's a wrap." For more insights, or questions that you may have on live broadcasting using *Ustream*, feel free to contact myself.



## What a Jewel!

### Going the Extra Mile



**Mark Mayberry**

Professional Speaker &  
Customer Service Expert

Contact 

It's a real "Shazzam" when Lynn and I discover a store that is truly unique - different from the rest. We had that opportunity when we went to Georgetown, right outside of Washington, D.C. If you haven't been to Georgetown, all I can say is that it's got lots of stores that are different from your "cookie cutter" shopping centers across the U.S. You know, the shopping centers that all have "Old Navy," "Kohls," "Office Max," and stores like that. Those stores are nice, except for the fact that they are so "vanilla." You've seen one, you've seen them all.

Back to Georgetown - one of the stores we visited was "Appalachian Spring," an amazing store with lots of things, including jewelry. Lynn bought a wonderful necklace, along with earrings that matched. While looking at the jewelry, Lynn really liked another necklace, but didn't

buy it. Shazzam! An opportunity for an upcoming birthday! When we returned home, I called the Appalachian Springs store, and ordered it. Lynn flipped out when she opened her present a couple of months later.

I decided to try Appalachian Springs again for a Christmas present. This time, I was able to make a connection with Dawn Hill, the jewelry buyer for Appalachian Springs. I was looking for a necklace with matching earrings and bracelet. Dawn made a couple of suggestions, and I chose one. Once again, Lynn was thrilled with the set.

Unfortunately, the bracelet had a piece that broke. I called Appalachian Springs and asked what could be done. The woman that I talked to was very helpful, and sent me an e-mail with a return label, postage paid by Appalachian Spring. She promised me a replacement as soon as she received the broken bracelet. To my surprise, a short time later, I received a copy of an e-mail that Dawn sent to someone at Appalachian Springs, after she learned of the broken bracelet. Here's what the e-mail said:

*"Hi Deb - your assistant called and said send the customer's address when we send you the bracelet for repair; however, this is not how I want to proceed."*

*"This is a good customer and I wanted to expedite his web sale by asking you to drop ship him a B-ASTER as soon as possible. We will return the damaged one to you at a later time. Please let me know that you received this and then I will email you the customer's address. Thank you! Dawn"*

Dawn really delivered a "Shazzam" - instead of me having to wait until the broken bracelet arrived back in their warehouse, she was proactive and took that extra step to make me feel very special!

Needless to say, I have ordered other items from Appalachian Spring. Dawn went out of her way to make me feel important, and earned my loyalty for many birthdays to come. Dawn is a real "jewel" in the Land of Shazzam!

#### **The Shazzam Challenge**

What has your Team done to make your Customers feel extra special lately?

© Mark Mayberry



# 2013 Hall of Fame Inductee

## Larry Kroshus

(as presented by Jim Fahey)



It has been said that before you can get someone to communicate, they need to feel safe. This person has had great relationships with his clients and colleagues over the years for just that reason. He makes people feel safe. He is a trusted man. He is not a person of great fanfare.

Each of us who knows this person finds a man of great character. He is a wonderful mate, dad, grandfather, and friend. And, this person tonight would say that these are his greatest gifts. But there is a lot more to the story:

As a child he would sneak under the fence at the fairgrounds by his home and listen to the chant of an old auctioneer selling cattle. He was caught up in the excitement, hook-line-and sinker, and thought that this could be the life for him, but his dream was put on the back burner.

Fast forward to adulthood; he married, went to college, and started a family. Life was good, but after several years of running a drug store, and being a pharmacist, he needed something new and exciting. Let's call it a "mid-life" thing.

He remembered that old cattle auctioneer as a child, so our little "Tom Sawyer" headed for Mason City, Iowa, graduated from the World Wide College of Auctioneering, and went on to become a champion Auctioneer!

Many of us have worked with this auctioneer during his exciting, successful 28 years in the business. Those who have, have most likely heard him say, "I'm not sure if we're gonna make any money today but we sure are gonna have some fun."

I first met this Champion while hosting my MSAA convention as



president in 1987. That was also the first year the Hall of Fame inducted members. And now it's time to complete the circle.

Larry has six children and their spouses, 15 grandchildren, and his loving soul mate, Connie.

It is with great honor that we welcome the newest member of the MSAA Hall of Fame, our trusted friend Larry Kroshus.



## Negotiating Tip

### 'Sugar Sandwich' Walk Away



**John Hamilton, DREI**  
[www.GoodNegotiator.com](http://www.GoodNegotiator.com)  
 Contact

**O**ur last few tips dealt with the technique of breaking off or walking out of a negotiation. We discussed that this can be tremendously effective if planned in advance and implemented properly.

But, what's the proper way to make our departure? How do we structure proceedings that would allow us to come back and comfortably rejoin the negotiations later on?

There are a number of ways to walk out effectively, but perhaps none as effective as the 'Sugar Sandwich' technique.

When formulating exactly how you will walk away, remember your objectives:

1. You want time to reevaluate your position.
2. You want (to force) your opponent to reevaluate their position and reflect on the fear of losing the deal.
3. You want to create an avenue and atmosphere for a cordial return.

I've never taken the Dale Carnegie courses, but friends who have told me they teach the 'Sugar Sandwich' technique: if you have to tell someone something uncomfortable or potentially insulting, sandwich it between two soft, friendly, and polite statements.

That three part formula (sweet-sour-sweet) can work effectively as a technique to walk out of negotiations. It gets the message across but leaves them with a sweet taste in their mouth.

An example might help clarify.

You're negotiating with an appliance store manager over a pricey new refrigerator. It has all the bells, whistles, and deluxe features. The item is just what you want, but the price is a challenge for you to accept.

Despite your effort to gain a price concession (you've flinched, crunched, bracketed), the manager is holding firm. You've also employed the Power of Time by 'taking up a substantial portion' of the manager's time with endless inquiries about the item, the reviews, the features, the warranties, etc. Again, no movement on price from the manager.

You decide to employ your walk away technique in line with your pre-negotiation strategy.

Using the 'Sugar Sandwich,' it would sound something like this:



You again grimace while examining the price tag and say something sweet, "I have to admit this is a quality item and to have you (and your store) standing behind it is a great benefit. Your good reputation precedes you. That's why we are here today."

Now the sour, "But I can't see how I can justify paying that price for this model. It's something I just can't get past."

End with the sweet, "Look, you know what flexibilities you have better than I. Could we both take a day or so think about how we could put a deal together. I'd really like to do business with you but will need your help to make that happen."

The manager might agree to the 'cooling off' period or play 'hardball' and say the price won't change in a day or so from now. Either way, smile, ask for reading material about the item, and

thank him/her for their time. Also mention that you will check back with him/her.

Imagine what that manager is thinking as they watch you (and a sale) depart. Is the groundwork set for your return a day or so from now? Can you see opening that conversation with "I'm still interested but can't get past the price. Do you have any suggestions for how we can proceed?"

Now, we can predict only so far as to how things will unfold. To be sure, pressures unknown to us might tip things in our favor or away from us. Even if we get no price concession, we can be assured that we did receive the best price possible. Could you use the 'Sugar Sandwich?'

Know that other walk away techniques are also available. Our next tip will explore some of those.



## 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



# MSAASUPPLEMENT

March 2013 | Issue 54



## 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

The Scholarships of \$1,200.00 (subject to change) will be 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 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

March 2013 | Issue 54

