

MSAASUPPLEMENT



MSAA Members Gather for the Summer Picnic and Seminar



MSAASUPPLEMENT

August 2013 | Issue 59



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.

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Announcements

Accident

Prayers are needed for Scott Henry (Ray and Cheryl's son) who was riding his bike (motorcycle) on Golden Spike Road when a van pulled out in front of him and he broad sided it. The CT scan on Friday, July 26 indicated the swelling had gone down some. An MRI is scheduled for the end of July. All prayers are needed and appreciated while Scott fights his way back.

Special Thanks

I would like to thank all the MCAA members that attended the National Auctioneers Assn. Conference & Show in Indianapolis. When I was sworn in as the 65th President of the NAA and saw all my good Minnesota auctioneer friends it is difficult to put into words how heartfelt my feelings were. MCAA, as you all know means a great deal to me. It is where I started and it will always have a special place to me. THANK YOU, THANK YOU, THANK YOU.

Paul C. Behr

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



MSAA Summer Picnic



MSAA Hall of Fame meets over lunch to decide who will next be inducted into the Hall of Fame.



MSAA Auxiliary meet for their bi-annual business meeting.



Lobbying on our Behalf

Benefits of Membership

Chris Fahey

Vice President, MSAA
Fahey Sales

Contact 



Greetings! It was a pleasure seeing many of you at the summer picnic at Hannah's Bend Park in Cannon Falls. Highlights of the day included updates from the legislative committee as well as the bi-annual meeting. In addition, NAA President Paul C. Behr's educational seminar on bid calling and taking care of your voice was very informational. For those of you who were unable to attend, we hope to see you at the Conference and Show in January 2014 which will be held at the Sheraton Minneapolis West in Minnetonka.

As mentioned, our legislative committee shared important updates during our summer picnic. They have been very busy and hard at work to ensure that all of the MSAA members continue to receive fair representation while protecting the interests of the auctioneer. As a member of the MSAA, you continue to receive representation in the Minnesota State Legislature through the dedicated work of Mr. Vic Moore. He is our eyes, ears, and voice at the Capitol. Please continue to educate non members about the many benefits of being a MSAA member; especially the representation that we all benefit from. We all continue to work together and there is strength in numbers. Recent changes that we all need to be aware of in legislation include the sale of bullion coins, sales tax on commissions earned, and the sale of firearms.

There are times throughout the year when Vic may not be as active in regards to our industry; however, be assured that when we need him – he is there! Having Vic available to keep our interests in mind continues to be a valuable asset. The Minnesota State Auctioneers Association is looked highly upon by other state associations for the ability to be proactive instead of reactive. We can be proud to be a part of this strong, diverse group of auctioneers. Please keep in mind that our legislative committee is available to answer any questions that you may have regarding updates or changes to the laws that affect how you run your company.

Again, it was great to see everyone who was able to attend the summer picnic. It is always great to catch up, gain new educational information, and hear about important changes which will affect us in the coming months and years. See you in Minnetonka in January!





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The Pinterest Effect

Visual Simplicity

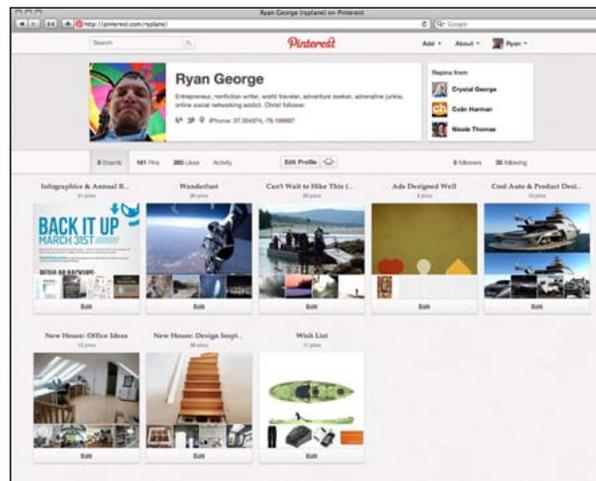
Ryan George

BiPlane Productions

Contact 



I take notice when I hear a question over and over again. And one question I've heard a lot lately is, "What is 'Pinterest?'"



In short, it's a social media environment that pulls inspiration from the bulletin board at your local coffee shop or the pin board in your college dorm room. It's a live stream of images—called "pins"—pulled from other websites and categorized topically both by the website administrators and again separately by its users. Each image comes with three optional interactions: like, comment, and re-pin (to your board of pins).

Whereas other social media are based on users generating their own content, Pinterest's ease of use and popularity is mostly because its users don't create the original content. In fact, approximately 80% of posts are re-pins.† To avoid copyright violation, the pictures are almost all linked back to their originating sites—be they travel, lifestyle, or entertainment websites.

Women typically account for a higher percentage of users than men do on social media*, and they account for anywhere from 68% to 90% of the activity on Pinterest—depending on where you get your stats. Most posts are often associated with fashion, decor, cooking, crafts, and inventive solutions for household organization.

Unlike Facebook, it's not intended for conversations. Pinterest has grown so much and so quickly that Friendsheet.com, a site that makes your Facebook stream look like Pinterest, has garnered the favor of Mark Zuckerberg††—and might someday be a native Facebook option. Unlike Twitter, it's not intended to keep users updated on current events. Unlike YouTube, it's exclusive. You can curate your own pin boards and list of followers only if you are invited by someone who is already a Pinterest member. Unlike Google+, it's growing like a weed both in number of users and the amount of time those users spend on the site (more than four times longer than Twitter users per month and almost 30 times as long as Google+ users average per month***)—exponentially expanding to over a million average daily visitors.*

So, why do we need yet another social media site? And what does Pinterest have that we can't get anywhere else?

Visual simplicity.

Facebook has images. Twitter is succinct and sortable, too. Pinterest, though, simplifies everything to one thing: pictures. No profiles to



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manage for its content creators and little, if any, reading required by its consumers. It lets our short attention spans be satiated quickly—or drawn into the bowels of online daydreaming.

If Pinterest were running for president, it's campaign supervisor would be explaining its surge in the polls emphatically: "It's the photos, stupid!"

Facebook, the major social media player with more average minutes of use per month than Pinterest, understands our culture's draw to images, as it sees 70% of its users' activity centered around its photos.** But that pales to the photo-centricity of Pinterest, which by default, has pictures at just under 100% of activity.

There's a lesson there for every marketer. What makes content quickly absorbable is

compelling imagery, imagery which Pinterest users tend to pull from predominantly-commercial websites. Words—even headlines—are secondary. As a culture, we don't care about explanations and slogans if we aren't drawn to them through the picture(s) they accompany. As a marketer who helps other marketers, I can tell you that if the design of our marketing media centers around large, singular imagery—and those images are professionally staged and captured—our advertising will be far more effective than the current average of small business advertising media. That goes for small businesses at large and the auction industry, which I serve, in particular.

Message is important. And honing your message is crucial. But Andre Agassi was right: image is everything. And, last

time I checked, advertising is part of everything. If the first thing your media recipients and viewers sees is text—no matter how large or bold or colorful—chances are good that you're doing advertising wrong. If they see a solid background with a collage of pictures, we are making them work harder (than if we had used one big, full-bleed image) and, in many cases, watering down the

primary draw. Look at advertising for Apple, Nike, Ford, TNT, and BOSE. They get it. So should we.

If potential buyers don't like what they see in the primary image, what makes any retailer, wholesaler, or auctioneer think potential buyers would care what other pictures we have or what the advertisement has to say?

† "Why Is Pinterest So Addictive?" by Stephanie Buck, Mashable.com. March 24, 2012. <http://mashable.com/2012/03/20/why-is-pinterest-so-addictive/>

†† "Friendsheet: The Zuck-Approved Pinterest-Style Facebook Photo Browser" by Josh Constine, Techcrunch.com. <http://techcrunch.com/2012/03/07/friendsheet-the-zuck-approved-pinterest-style-facebook-photo-browser/>

* "A Very (P)interesting [infographic]" by Tim, DailyInfographic.com. March 9, 2012. <http://dailyinfographic.com/a-very-pinteresting-infographic>

** "In Age of Pinterest, Instagram, Marketers Need An Image Strategy" by Chas Edwards, Adage.com. March 15, 2012. http://adage.com/article/digitalnext/age-pinterest-instagram-marketers-image-strategy/233270/?utm_source=digital_email&utm_medium=newsletter&utm_campaign=adage

*** "The Mounting Minuses at Google+" by Amir Efrati, Wall Street Journal. February 28, 2012. http://online.wsj.com/article/SB10001424052970204653604577249341403742390.html?mod=dist_smartbrief



Ringman & Bids

Who's In?

Mike Brandly

Auctioneer, Keller Williams Auctions and
Goodwill Columbus Car Auction

Contact 



In discussions with other auctioneers, topics such as “tie bids,” “reopening the bid,” and “who’s on or not,” usually arise when discussing bid calling.

Typically, someone will mention that “My ringman had a bid,” or “My ringman was in,” in regard to where the bid was and who was in or out.

I would agree that the ringman’s bidder (the bidder the ringman is indicating he has in) can be in, or out. I also agree that a ringman can be “on” in the sense that their bidder is the one actually “on.” Yet, there is one aspect of ringman taking bids which is perilous — ringman accepting bids.

We submit here:

- When an auctioneer is bid calling, he opens the auction and invites the bidders to make him an offer. When an offer is made, the response is normally acceptance — so long as it is a higher offer than previously accepted, and doesn’t contain adverse conditions.
- Primal contract law dictates that the only one who can accept an offer at an auction is the one who invited the offer and the one to whom the offer is extended — the auctioneer.
- The auctioneer alone has a client/agent relationship with his seller, and thus the clerks, cashiers, ringman or other staff have no authority to actually

accept bids; the auctioneer is the only person who can accept offers from bidders.

- What ringman do is relay, or communicate bids to the auctioneer, and communicate with bidders as to who the auctioneer has in or out.

Where this issue is most discussed is when an auctioneer will say that he had a bidder (say bidder # 171) and the ringman had another bidder (say bidder # 97). Some describe this situation as a tie bid, because two bidders are “on;” however, there is only one bidder on — the bidder the auctioneer has (bidder # 171) and the other bidder (# 97 and all other bidders) are out.

If a bidder asks a ringman, “Do you have me?” the question should be thought of as, “Does the auctioneer have me in as the high bidder?” and not whether or not the ringman has him — as it matters not if the ringman thinks he is in, tells him he is in, indicates he is in ... unless the auctioneer has him “in.”

There are some auctions where the auctioneer conducting the bid calling doesn’t see (or can’t see) any of the actual bidding. In such events, the ringman are critical





components of the auction, as they relay all the bids to the auctioneer.

Given the auctioneer actually sees no bids or bidders, the auctioneer will say that he “Has Gary’s man,” if Gary is the ringman and has a bidder, or “I’m with Roger” if Roger is the ringman with a bidder.

In these cases, the auctioneer will defer to the ringman to tell him who is “in” or “out” and who, ultimately, is the buyer. Yet, even in these situations, the ringman are still merely relaying (communicating) the bid to the auctioneer, and the auctioneer is accepting the actual bid.

Good communication between the auctioneer and ringman is critical.

Auctioneers and ringman use certain words and hand signals to tell each other if the ringman’s bidder is in or out, and who’s in or out. Ringman will yell and hand

signal to the auctioneer when they see a bid, and the auctioneer must advise the ringman if that bid is accepted — or not, because another like bid was accepted instead.

Steve Proffitt, attorney and auctioneer noted:

“The auctioneer ought to always be in charge of the auction, and the ring people should communicate bids back to him, not have the authority to accept bids. The only bids accepted ought to be those taken by the auctioneer himself.”

We agree.

Mike Brandy, Auctioneer, CAI, AARE has been an auctioneer and certified appraiser for over 30 years. His company’s auctions are located at: Mike Brandy, Auctioneer, Keller Williams Auctions and Goodwill Columbus Car Auction. His Facebook page is: www.facebook.com/mbauctioneer. He serves as Adjunct Faculty at Columbus State Community College and is Executive Director of The Ohio Auction School.



Negotiation Tip: *Concede Slowly*



John Hamilton, DREI
www.GoodNegotiator.com
Contact

In virtually all negotiations, both sides make concessions. While we won't, in this discussion, concern ourselves with the amount of our concessions, we do need to talk about the speed of our concessions.

The concession strategy worthy of serious consideration (and adoption) is simple: concede slowly.

The reasons for doing so are most compelling.

First, quick concessions send a message that there are many more coming. There may be more, but tipping our hand to that probably works against our best effort. Slowing down hints of the opposite - that there might not be many or any concessions left.

Second, the more slowly one concedes the more value our opponent will likely attach to that concession. The extra time in anticipation of a concession

tends to force an opponent to over analyze the concession itself. That slow pace can prompt an opponent to rethink their current position too.

Third, slow concessions adds another a benefit, namely the "Power of Investment." That power source stems from the fact that the more time we can force an opponent to invest in a negotiation, the more likely they will make a concession. It is somewhat irrational, but it's true.

So the next time you're into bargaining, don't be too quick in offering a concession. The winner of this battle is not the fastest, but the slowest.



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

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



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