

MSAASUPPLEMENT

Benefit Auction Tips **Page 5**

MSAASUPPLEMENT

October 2013 | Issue 61



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

2014 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest

Thursday, January 9—Saturday, January 11, 2014
 Sheraton Minneapolis West Hotel, Minnetonka, MN

Contents

- 4 2014 CONFERENCE & SHOW PREVIEW**
 From the Desk of the President
Rod Johnson

- 5 TIMING IS EVERYTHING**
 The BENEFITS of Keeping a Schedule
Andy Imholte

- 8 EXTRA! EXTRA!**
 How to get the Media to Cover your Next Auction
Carl Carter, APR

- 10 TOP-NOTCH EDUCATION**
 2014 Conference and Show Schedule

- 11 NEGOTIATION TIP**
 It's the Details: Part 1
John Hamilton, DREI



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Announcements

Prayers and Support Greatly Appreciated

We wanted pass on to our friends in the MCAA that Tanya has recently found out she has appendix cancer. We are still in the learning phase, as this is a rare form. Thoughts and prayers are greatly appreciated. A benefit dinner and silent auction is set for Saturday, October 26 from 5-8 p.m. at the Aitkin American Legion. For more information, please contact me at 218-251-0412.

Thank You,
Lance Hoss

Rick Beren's Auction

Dear MCAA members,
If you like guns and toys, you may want to attend Rick Beren's "What Are You Waiting For" Auction.

President Rod Johnson will be assisting the Champion Bachmann Auctioneer team running two rings on October 19th starting at 9:30. Located at 1337 Cty Rd 37, Buffalo, MN.

Announcements?

Do you have an announcement or thank you to pass along to our membership? This space is reserved for items of note each month for our membership to know. If you have any announcement to post, please send them to Frank Imholte. frank@solditatauction.com

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MCAASUPPLEMENT

October 2013 | Issue 61



2014 Conference & Show Preview

From the Desk of the President

Rod Johnson

Johnson Auctioneers
President, MSAA

Contact 



It's amazing how fast this year has gone by - I'm wondering if that's a sign of age or what! We were blessed with wonderful weather and a great turnout for our MSAA Summer Picnic and Meeting held at Hannah's Bend Park in Cannon Falls this past July. Thanks to all who attended and I sincerely hope you enjoyed the speakers and fellowship of your fellow auctioneers.

As we head into fall, I wanted to once again urge you to seriously think about running for office within this fine organization. Please consider a run for the Board of Directors or for the office of vice-president at our annual Conference and Show, which runs January 9-11, 2014 at the Sheraton Minneapolis West in the Twin Cities. It's

a wonderful opportunity to become involved and help be responsible for the direction of this organization. The MSAA Board of Directors develops policy and sets a course for the future. Personally, I like a diverse board made up of a variety of folks from within the auction industry. Please feel free to contact any board member if you have questions. Serving on the Board of Directors is a rewarding and important responsibility and I hope you decide to become involved.

I believe we have a great lineup of speakers and seminars for our 2014 Minnesota State Auctioneers Association Conference and Show: we'll open with Real Estate Continuing Education on Thursday, January 9th and conclude that evening with the Minnesota Auctioneer Championship. One of our speakers is Steven Proffitt, of the JP King Auction Company. Proffitt is uniquely qualified to address the many legal complexities of the auction business. A graduate of the University of Virginia School of Law, he has practiced for 26 years with an emphasis on auctions, contracts, commercial law, litigation, and torts. He is also a graduate of the Missouri Auction School and a licensed auctioneer. SSG

John Kriesel lost his legs and two buddies in a roadside bomb explosion in Iraq, and no one expected him to survive. He died three times on the operating table. Medical miracles put his body back together, but it was an incredible confluence of angels at every step along the way and SSG Kriesel will share his story with us. Also appearing at our conference will be benefit auctioneer expert Kathy Kingston, professional ringman Sam "The Hitman" Grasso, event planner Fran Murnane, a special online auction panel of experts and much, much more. Make plans now to attend our Conference and Show for 2014!

A benefit was held recently for Scott Henry, the son of MSAA member Ray Henry, who was injured in a motorcycle accident this summer. Please keep Scott and the Henry family in your prayers. According to Ray, he was recently moved to a long term care center in the St. Cloud area.

Good luck to all during this busy fall auction season and be safe. We hope to see all of you at the 2014 Minnesota State Auctioneers Association Conference and Show, January 9-11 at the Sheraton Minneapolis West!



MSAASUPPLEMENT

October 2013 | Issue 61



Timing is Everything

The BENEFITS of Keeping a Schedule

Andy Imholte

Black Diamond Benefits
Past President, MSA

Contact 



It was going to be an amazing night. The pre-event VIP reception with the string quartet was perfect for rubbing shoulders. The silent auction had some of the best donations in the organization's history. Dinner was prepared by one of the region's top chefs. The keynote speaker was inspiring and understood the importance of the mission and vision. The six live auction items were sought after by all in attendance. The pledge section was going to give every person in the room a chance to support the organization at any level. Finally, the entertainment for the night was a band the organization had been trying to book for the last three years.

With so many elements that went right when planning, what is the one thing an organization has complete control over, but so often can wreck a great event? Timing.

The saying, 'timing is everything,' is extremely important when it comes to raising money. At an event like a benefit auction it can mean the difference between success and failure. So why do we let something we control hold us hostage during an event? There are a variety of reasons, but most commonly time slips away from us in very reasonable ways. A volunteer wants to extend the silent auction by 15 minutes. The dinner service takes 20 minutes longer to set than we expected. A last minute conversation with the MC delays the start of the program five minutes, or maybe the MC was waiting for a cue to go onstage when the organization expected them to do it on their own. None of these examples seem dangerous individually, but they never seem to travel alone.

When working with organizations, whether you are being paid or volunteering your time, it is always important to remember that you are there to help them raise some

much-needed funding to help their cause. As professionals, there are some tips and tricks to timing we should share with our clients.

Much like there are many ways for time to slip away, there are also just as many ways to keep it in check. Here are three ideas I like to share with organizations to help them stay on time:

- 1. Have A Plan:** At the very beginning of this article I gave an example of an excellent event layout. However, I did not include the times for each element. I did not refer to all of the hidden tasks that needed to happen behind the scenes to make that great event happen. That is where detailed plan is important.
 - **Pro tip:** Be realistic. If it takes 45 minutes to serve the food, then don't put 40 minutes on the timeline. If you are unrealistic in your plan, your plan will fail.
- 2. Who's the Boss?:** The best laid plans are only good if you stick to them. The most successful events have one person who makes the decisions which often keep an event running smoothly and on time. That





“Every minute an organization loses, there is an increased chance of attendees leaving the event.”

one person will say ‘no’ when a volunteer wants to extend the silent auction. They are also the person that forces the MC away from his or her dinner and on stage to keep the show moving.

- **Pro tip:** Stick to your guns. If you are the person who is ultimately responsible for the success of an event, don’t listen to the volunteers and others who think you should throw out the timeline because they want the bar open longer. They are not the one whose shoulders a bad decision will fall upon.

3. **Master of Ceremonies:** Finding an experienced and professional MC can be a challenge. However, that person can make or break an event. It’s the little things. If you have an MC who checks their watch all night and even is a little rushed when onstage

moving through announcements, then you have found the PERFECT person for your group.

- **Pro tip:** Time is our most important commodity. Respect your attendees and stay on task. Put yourself in your attendees shoes and make the most of each minute that they are in the room.

As you can see, there are many ways to lose track of time in your event, but remember that every minute an organization loses, there is an increased chance of attendees leaving the event. Once an attendee leaves, the opportunity to support your client’s cause financially is lost. No matter how entertaining an event is, the reason for the event is to raise money, so consider the timeline and how your clients will implement it this year.





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MSAASUPPLEMENT

October 2013 | Issue 61



Extra! Extra!

How to get the Media to Cover your Next Auction

Carl Carter, APR
NewMediaRules.com
Contact 



Good news coverage about your upcoming auction can give your business a welcome boost. But it usually doesn't just happen by itself. Here are a few things you can do to encourage media coverage without having to hire a public relations pro.

Survey the local media landscape.

It may seem laughably basic, but you can only "pitch" your auction story to media who are around to hear you. If you're promoting an auction in a rural community with no daily newspaper and no TV stations, you obviously will need to either extend your reach or just gear your expectations to that reality. In smaller rural communities, you may be able to score a few minutes on a talk radio station by calling the show's producer. Don't overlook local news blogs and newsletters. I've seen a local garden club newsletter stoke interest in an auction.

Determine what your purpose is.

Do you want to promote an upcoming sale? Or is it your aim to attract future business for your auction company? This will drive both your timing and your message (not to mention whether any costs come out of the auction budget or out of your own pocket). If you're hoping to promote the auction, your outreach to media needs to begin at least three or four weeks before the sale date. Once you're within about a week of the sale date, it's hard to get any helpful pre-auction coverage without rushing the media outlet – a very bad practice.

Identify the story. And here's the tricky part: It's probably not your auction. Editors are up to their eyeballs in announcements of upcoming auctions. But within the details, there may be an item that'll get people talking. It could be as small as the button off a Civil War uniform. A good way to see the hidden story is to think about what you go home and tell your spouse about. I was once getting a ho-hum media response on a famous basketball player's house until I mentioned that his bed was selling with the house, because at seven feet, he required such a huge bed it wouldn't fit through the door. Editors love surprises and unexpected twists.

Respect the "reach." Before 1999 or so, local newspapers (and to a lesser extent, TV stations) would often cover news within a radius of 100 miles or more. Today, their coverage area is far more local. A mid-size daily (let's say one with a circulation of 50,000) won't usually venture far past its own county line. If an editor says your auction is outside the coverage area, accept it without whining and arguing. Otherwise, you may annoy him to the point where you're not welcome next time you have a story to pitch.





*“Target the reporter, not the outlet.
To borrow a phrase from Ronald Reagan,
newspapers don’t write stories. People do.”*

Respect media staffing cuts, too. Since 2006, some 15,000 newsroom jobs have vanished as newspapers have closed or cut staff. TV stations, likewise, have cut back severely. Even if you have a great story, you’re probably not going to get a reporter and photographer to come out for the afternoon. You may have to settle for a quick phone interview, and maybe a request for you to provide a photo. If the TV station sends someone out, it’ll probably be a “one-person crew” which consists of the camera operator and no reporter. Even the Chicago Sun-Times recently fired its entire photo staff and started teaching reporters how to take better pictures with their iPhones. (Seriously, I can’t make this stuff up!) The editor can’t send people he doesn’t have, and you want to nurture a good long-term relationship.

Target the reporter, not the outlet. To borrow a phrase from Ronald Reagan, newspapers don’t write stories. People do. Find the web site for the newspaper or TV station you’re hoping to interest in your story, and look for stories compatible with yours. Check the byline. You’ll probably even find

the reporter’s email address right alongside the story. Remember that most “pitches” and press releases go to editors, so if you can find the right reporter, you may have a better chance of getting his or her attention.

Decide on a delivery method. You don’t always need a press release. A well targeted e-mail may do the job. You don’t need to blanket the entire news staff with emails. Should you call? Maybe, but only to make sure the reporter still works there and ask for permission to email her a story idea. Don’t try to pitch it on the phone. Once you’ve sent the email, don’t call again. If she likes the idea, you’ll hear from her. Remember that reporters hate phone calls more than measles. If you do call, try to keep it to less than 30 seconds unless the reporter starts asking questions.

In short, keep it simple. Find a good story and tell it to someone who can pass it along. Give yourself a chance to get lucky.

This article first appeared in the September 2013 edition of Auctioneer, the official publication of the National Auctioneer Association.



Top-Notch Education

2014 Conference and Show Schedule

1.9.14 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
 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

1.10.14 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. Still Standing
 SSG John Kriesel
 10:15 a.m.–11:15 a.m. Steve Proffitt - Vice President of Legal Affairs &
 General Counsel for J.P. King Auction Company
 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. Death of a Benefit Auctioneer
 Kathy Kingston
 1:00 p.m.–2:30 p.m. The Art and Science of
 Working the Auction Ring
 Sam Grasso

- 2:45 p.m.–4:15 p.m. Nomination Committee Interviews
 Steve Proffitt
 2:45 p.m.–4:15 p.m. Fran Murnane - Event Planner
 3:00 p.m.–4:00 p.m. Auxiliary Town Hall Meeting
 4:30 p.m.–5:30 p.m. Social
 5:30 p.m.–6:30 p.m. Awards Banquet
 5:30 p.m.–6:30 p.m. Junior Auctioneer Dinner
 6:30 p.m.–7:00 p.m. Junior Auctioneer Showcase
 7:00 p.m.–9:30 p.m. Fun Auction

1.11.14 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
 8:45 a.m.–10:15 a.m. Technology Update
 Andy Imholte & John Schultz
 9:00 a.m.–11:00 a.m. Family Fun & Vendor Fair - Auxiliary
 10:30 a.m.–12:00 p.m. Online Auction Panel – discussion, questions, etc.
 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
 3:30 p.m.–4:30 p.m. Women in the Auction Business –
 Reception & Networking
 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



Negotiation Tip

It's the Details: Part 1



John Hamilton, DREI
www.GoodNegotiator.com
 Contact

The difference between success and failure in negotiating is that the winners seem to know the rules of the negotiating game and attend to the details. Those details often come to us in an unrelated and disjointed manner. But they still rule the day.

Here are a few for your consideration and implementation. More will follow!

1. Never be the party that suggests, "Let's split the difference." Instead insist on a specific proposal from your opponent, even if that proposal is splitting the difference. Our strategy stems from the fact that it's tough to counter a "split the difference" proposal but easy to counter a specific one.
2. Remember that 80% of the concessions and movement seems to come in the last 20% of the time. Knowing that, don't leave crucial issues to the very end. Get them on the bargaining agenda early.
3. Consider including a "throw away" issue to the items being negotiated. A "throw away" is an issue that sounds important but is of little concern or value to you. That issue can be conceded during that last 20% of the time (near the end of the negotiations) and prompt your opponent to accept a deal which is advantageous to you.
4. The person under the greatest time pressure generally loses in a negotiation. Knowing that, we should seek to learn the time pressures of our opponent and keep our time options secret and flexible.

Think ahead of time, "What could I reasonably ask for that sounds crucial but isn't a big deal to me?" That's your throw away.

Good negotiators stand out because they attend to the details as they 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: _____

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

October 2013 | Issue 61



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

Scholarships for \$1200 each (subject to change) from the
MSAA and 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.

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 Association Conference and Show.

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

October 2013 | Issue 61

