

MSAASUPPLEMENT

State of the
Association Address



MSAASUPPLEMENT

March 2014 | Issue 66



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

Thank You

I would like to thank you for my recent induction into the MCAA Auxiliary Hall of Fame. It is indeed a very special honor and I feel so humbled in receiving it! I have been fortunate to make many incredible friendships in this organization, as well as having the opportunity to work on my FAVORITE committee of all time, the Scholarship Committee! Looking forward to seeing you all at the summer picnic.

Holly Hotovec

Passing

Wes Roehlke passed away on Friday, February 21, 2014. Wes was 90 years old and inducted into the Hall of Fame twenty years ago in 1994. Eileen said she is still on the farm and sounded wonderful. If you'd like to send her a card, her address is: Eileen Roehlke, 23185 Co Rd 10, Rogers, MN 55374.

Emery Henn, an auctioneer for 60 years from Lake City, passed away on Sunday, February 23, 2014. He was a past member and a partner with Orlin Cordes for many years.

Quoting Uncle Wally, "you've got to stop and smell the roses."

Law Changes:

Sellers Of Antique Ivory Must Provide Proof Of Antiquity

WASHINGTON, DC.-- On February 11, President Barack Obama unveiled his National Strategy for Combating Wildlife Trafficking, seriously impeding the future sale of antique ivory by putting the burden of proof onto the collector, auctioneer, or dealer. Below you will find several links to be better informed on this topic.

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Antiques and The Arts Weekly's brief announcement story from the February 28 issue, page 36.

The fact sheet from the President's press office states, "We will finalize a proposed rule that will reaffirm and clarify that sales across state lines are prohibited, except for bona fide antiques, and will prohibit sales within a state unless the seller can demonstrate an item was lawfully imported prior to 1990 for African elephants and 1975 for Asian elephants, or under an exemption document." And, "To qualify as an antique, an item must be more than 100 years old and meet other requirements under the Endangered Species Act. The onus will now fall on the importer, exporter, or seller to demonstrate that an item meets these criteria."

Many wildlife and conservation groups are understandably very supportive of the administration's strategy to protect wildlife.

Thoughts and Prayers:

In case you have not heard, our President, Chris Fahey, was involved in a train accident in Green Isle due to high snow banks. The Lord was watching over him and though the car was totaled, he is alright. He suffered a slight concussion, so please keep him and his family in your prayers as he rests under Sara's care.

If you'd like to send him a card, his address is: Chris Fahey, 661 E Forrest St, Belle Plaine, MN 56011.

We just received word that Merridy Pike is fighting liver cancer and would appreciate your thoughts and prayers. Her time with us is limited and prayers will help. For the new members of the MSAA, Merridy started doing the Minnesota Auctioneer magazine back in 1986(?) and really gave our association the base for future growth. For many years it was sent to every auctioneer in the state and many thought they were members and joined because of Merridy Pike.

If you could please send her a card at her AZ address, it is: Merridy Pike, 7246 East Juanita Ave, Mesa, AZ 85209.



Our son, Air Force 1st Lieutenant Intelligence Officer Nathan Johnson, has been deployed and is currently serving in Afghanistan. Prayers for his safety and for his wife and children would be appreciated. Nathan is a 2005 graduate of the World Wide College of Auctioneering and a former MSAA member.

Thanks,
Rod

Greetings from North Dakota:

I would like to congratulate MSAA director Allen Henslin on his Championship Victory at the North Dakota Auctioneers Association annual convention in Fargo on February 7th. MSAA member Cody Aasness placed second in the auction competition as well.

In addition to his contest win, Allen presented two top notch seminars to our members: "Where Our Time Has Gone; the Development of Sellers Expectations," and "Start to Finish-Getting the Contract Signed."

MSAA Past President John Schultz also made an excellent presentation on Leveraging Technology for Increased Revenues.

A very large group of MSAA members were in attendance at the North Dakota convention including Hall of Fame Members LaDon Henslin and Al Wessel. NAA President and MSAA Hall of Famer Paul C. Behr was the keynote speaker and NAA representative.

A fun auction was held in memory of the late Charles J. Fischer, MSAA, NDAA & SDAA Hall of Fame Member, and an excellent time was had by all.

The Greater Midwest Livestock Auction Championship was also held in Fargo the same weekend. We had a wide range of convention attendees, lots of excellent competition, education, fun, and camaraderie.

I would like to THANK every MSAA member who attended the North Dakota Convention and helped take part in our historic weekend!

Best Regards,
Dennis Biliske
NDAA Past President 2014 and 1995
MSAA Past President 1997



2014 State of the Association Address

From the Desk of the President

Chris Fahey

President, MSAA
Fahey Sales Agency

Contact 



On behalf of the board of directors, I would like to thank all of you who attended the 2014 conference at the Sheraton West this past January. As always, a wonderful time was had by all whom attended! I would like to thank Rod Johnson for his dedicated leadership as President, as well as his ongoing support of our association over the years. He put on a great conference and show this year. Next year's conference will be held at the **Double Tree by Hilton in Bloomington**. If you were unable to participate this year, please make your reservations now and mark the event on your calendar. The date for next year's event is January 8-10, 2015.

Upcoming events this year, other than the yearly conference, will include the National Auctioneers Association Conference and Show in Louisville, Kentucky, from July 8-12. The board would like to have the MSAA well represented in Louisville and a charter bus has been discussed for possible transportation. Please contact me, Frank, or another board member if you would like to participate in this opportunity. I personally have attended the national conference in the past and it provides for an excellent networking opportunity to access a worldwide collegial base. A few short weeks later on Monday, July 28th, the summer picnic will take place at the Fahey Auction Complex in Glencoe, Minnesota. Please remember to mark your calendars for all events and check the [website](#) for updated information on the events and links for hotel reservations.

Ongoing professional development and the education of MSAA members is a priority of mine. With an ever-changing and fast-paced society, our industry is not allowed to remain stagnant. I, along with

our Vice President Matt Schultz, will be attending a state leadership conference hosted by the National Auctioneers Association in Kansas City, Kansas. This experience will not only help us to learn new ideas for keeping our association growing and moving forward, but it will also provide us an opportunity to share the wealth of outstanding qualities that work for our association.

As in past years, Mr. Vic Moore will continue representing the MSAA in the state legislature. He is our vocal chords in ensuring that the interests of our industry are protected as new laws and regulations are developed. He keeps us up to date on anything that is coming down the pipe that could affect us. By keeping us "in the know" of what is brewing in St. Paul, we remain committed to being proactive instead of reactive. We also want to ensure that all legislation remains fair for everyone involved across the board.

Membership is steady with over 300 members, of which 30 are new over the past year. It was in 1949 - 65 years ago - that our association



“The MSAA is strong, but there is always more work that can be done. Please feel free to contact me this year with any questions, comments or concerns in relation to the auction industry.”

was formed. As your new president of the Minnesota State Auctioneers Association (MSAA), I want to thank you for allowing me the pleasure and privilege of representing this fine organization. It is a true honor to give back to an association that has provided so much for me and my family over the past years. It is a goal of mine to continue

the tradition of guiding our organization into 2014 as a model for other states to follow. The MSAA is strong, but there is always more work that can be done. Please feel free to contact me this year with any questions, comments or concerns in relation to the auction industry.



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The Life We Choose and Live

It's Time to Prioritize

Matt Schultz

Vice President, MSAA

Contact 



I start with quoted text that is about life, with recent things that have happened to family and friends I want to set the stage.

"A Professor stood before his philosophy class and had some items in front of him. When the class began, wordlessly, he picked up a very large and empty mayonnaise jar and proceeded to fill it with golf balls. He then asked the students if the jar was full. They agreed that it was.

So the Professor then picked up a box of pebbles and poured them into the jar. He shook the jar lightly. The pebbles rolled into the open areas between the golf balls. He then asked the students again if the jar was full. They agreed it was. The Professor next picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. He asked once more if the jar was full. The students responded with an unanimous "yes."

The Professor then produced two cups of coffee from under the table and poured the entire contents into the jar, effectively filling the space between the grains of sand."

By Melik Duyar. Golf Balls in the Jar – The Philosophy Professor

So why choose this topic, we as Auctioneers sometimes miss the golf ball for the sand. The professor went on to talk about the Jar representing our Life. Golf balls being the important things in life – family, children, health, your friends, the things that if all else would be lost life would still be full. The pebbles represented your job, home, car, and the sand is

everything else the small stuff. The cups of coffee is to remind us that there is always time for coffee with friends.

How do you prioritize your life? How do you make decisions about what is important? I recently was asked this simple question, by new auctioneers during their time at auction school. I choose to share my story as I will highlight it here.

As a young and eager Auctioneer the pebbles ruled my life. I would do anything to work an auction, missing weddings and other important things in the lives of friends and family, As I grew older the Golf balls family and friends regained focus. The pebbles are the pebbles and the sand is the sand.

The next time you are thinking about the decisions in life and what is important way out the your jar, look at the golf balls , the pebbles, and the sand, and don't forget the coffee. I have taken a different look at life recently and by thinking about the slices and bogies that we sometimes get thrown our way it has helped greatly. FORE!



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When Is Your Audience Too Big?

Cost Per Qualified Prospect

Ryan George

BiPlane Productions

Contact 



The first Sunday in February, corporations spent roughly \$4 million for each 30 seconds of advertising they obtained. Even at these rates, available commercial slots for 2014's big football game sold out in 2013. It's the most watched TV show in North America every year with an expected audience of 108,000,000 consumers.

If you're doing the math at home, that's 3.7¢ that advertisers spent per potential viewer. Most media won't break it down for you like that—instead going with cost per mil (CPM), which means cost per thousand viewers. In this case, that's \$37.04.

Whenever I see expensive ads like these, I wonder three things:

1. How many times someone has to see this ad before they decide to purchase?
2. How many units does the advertiser need to sell just to break even on this commercial?
3. How much of that product's average price go to just this commercial?

Take, for instance, the Ford F150. Ford sold 763,402 F150's in 2013—the most of any vehicle sold in the US by far. If Ford Motor Company purchased only one 30-second Super Bowl spot and if this were the only ad that they ran all year, every truck's price would include \$5.24 for just this ad. Based on the number of TV and magazine ads for the F series that I see in my limited broadcast media interaction every

year, I wouldn't be surprised if owners of new F150's are paying for more than \$1,000 in advertising.

Whatever the number is, Ford & Chevy, Verizon & AT&T, and Budweiser & Coors have found it reasonable, if not necessary, to spend so much on mass marketing. For my clientele, too, a CPM of \$37.04 would seem a good deal for their small business marketing, especially their event marketing.

That \$37.04 can be deceiving, if not expensive, though.

Half a decade ago, one of my former clients—no longer in business—asked me to advertise a New Jersey construction equipment auction in the Philadelphia Enquirer and the New York Times. I asked him, "How many people looking for an excavator look in the Sunday classifieds of a metro paper?" If every one of the combined 2,342,631 subscribers of those papers on Sunday happened to turn to that ad's page and also perused until they found that tiny ad—still probably only a fraction of 1% of the audience would care about its content.

And that's the best-case scenario.





“I recommend polling your bidders per media outlay to determine what your cost per bidder is from each.”

For the same amount of advertising spent, he could’ve bought sizable ads in construction equipment publications and on related websites—where the percentage of audience being qualified prospects would be exponentially higher. Or he could’ve spent less overall for more conservative advertisements across all of the targeted media. Sure, the CPM would’ve been significantly higher; but the value would be exponentially higher.

Be careful when an ad agency tries to sell you national ads for a campaign that only needs local/regional media or regional/national asset media. Most ad agencies in the States make a commission—usually around 15%—back from the media for the advertising you buy. Commissioned sales reps from both agencies and media alike will sell you on audience size (sometimes called “total reach”); but look, instead, at percentage of likely buyers from that audience.

Instead of CPM, I recommend evaluating media use based on cost per qualified prospect (CPQP). It’s better to pay a lot to reach people who are likely to pay you a lot.

One of my auctioneer friend’s campaign came at a cost of roughly \$65 CPQP, but he only mailed to between 75 and 80 people. From that very small audience, though, he made over \$100,000 in one year. That’s an average of almost \$1,300 in revenue per prospect. Not per sale. Per prospect. That’s a number that no Super Bowl advertiser can match and that no ad agency can promise. While this might be on the high end of expectations, the principle it illustrates holds true.

On a related note, I recommend polling your bidders per media outlay to determine what your cost per bidder is from each. Tim Narhi Auctioneer & Associates do a great job of this and can show a seller what they spent per bidder per media for several years’ worth of auction advertising—including almost any one specific auction. Those numbers trump any statistic an agency or media rep will tout.

The feather-in-your cap ads like those in the Broncos/Seahawks game might appeal to your ego, but targeted marketing will make that net proceeds check appeal to your wallet.





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2014 Auxiliary Hall of Fame Inductee

Holly Hotovec

(as presented by Peggy Imholte)



Our next inductee grew up in Central Minnesota where she graduated from high school. Not ever intending to be an auctioneer's wife, her husband joined the Minnesota State Auctioneers Association after going to auctioneers school. A couple of years later, she joined the women's auxiliary not knowing anyone in this organization.

After a few years of attending conventions and being in the auxiliary, she volunteered to be on the welcoming committee to make sure that every woman who attended the convention would feel welcome and know about the auxiliary. She was elected Vice President, and then eventually auxiliary President, where she served for a few years.

During her auction career, she worked as a cashier in the clerking trailer more times than she would like to count. After working all day at her real job, she lived on an "auction diet" of hot dogs, pull pork sandwiches, cookies, candy, and after the auction - pizza, popcorn, and beer. She found the auction crowd fascinating, especially the farmers. She just loved working the auctions that were especially related to farming.

She initially was just happy to fulfill her lifetime goals of attending college, raising a family, and pursuing a career in teaching. When her husband said to her one day, "I think I will go to auctioneers

school," she was shocked, but not totally surprised. Surprise and shock came a few years later when her husband said to her one night while driving past a set of buildings, "I think we should buy the sales barn!" She replied, "You want what? Are you nuts?" After the initial shock, they met with Gerritt and Inez Smith and made a deal. Many friends have been made through the sales barn, the auction business, and her teaching career. Her teacher training and skills were in use for many years and still are for the auxiliary's scholarship program, where she judges the essays.

Retiring after 28 years of teaching kindergarten, she looks back at nineteen years of also being her husband's partner at the sales barn and thinks this has been a pretty good life. Her son, Ross, and his wife Lori have given her two grandsons - Evan and Alex.

Please help me welcome the newest Minnesota State Auctioneers Association Auxiliary Hall of Fame member, Holly Hotovec.



Negotiating Tip: *Identifying the Deal Sweetener*

John Hamilton, DREI
www.GoodNegotiator.com
Contact 



Good negotiators seem to rely on questions more than statements during their successful bargaining. It's a well-known fact that questions keep one in control.

A famous sales trainer of days gone by, J. Douglas Edwards, rightly said, "There's more money to be made asking the right question than in giving the right answer."

So how's your Question Bank? May I add one for your deposit? Consider asking, "What do I have to do to get a better deal on this?"

We've all been in situations where we were offered an amount below our expectations. We've also been asked to pay more than we thought we ought to. We would rightly flinch and react in a manner to convey our disappointment to such proposals, but where do we go from there?

Many, myself included, are big fans of following the flinch with a crunch. The most famous being the question already in your Question Bank, "Is that the best you can do?"

But if that doesn't shake loose a concession, consider a trade-off whereby you'll sweeten the deal for them if they will sweeten it for you.

It might sound like, "I understand your price is firm, but if I bought three of them could I get the courtesy of a 20% discount?"

Our opponent might not agree to the 20% but counter at 15% or at least 10%, knowing that you've increased the quantity. But if you're like me, I struggle to consistently come up with an effective deal sweetener for my opponent to consider. Well, never fear, simply ask the question I'm highlighting today and allow your opponent to name his deal sweetener. You say, "I have to tell you that this price won't work for me. What do I have to do to get a better deal on this?"

I've been amazed at the modest demands my opponents have suggested. Everything from taking a slightly used model to recommending this party to a friend of mine whose business my opponent is seeking.

How can we know the inner thoughts and pressures of others? Don't panic if you can't identify a great trade-off suggestion. Simply ask your opponent to name it.

Again, ask this more frequently, "What do I have to do to get a better deal on this?"

Pleasant surprises await you as you ask key questions and 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



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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

**Scholarships for \$1200 each (subject to change) from the
MSAA and MSAA Auxiliary
Deadline: November 1**

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 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

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



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