

MSAASUPPLEMENT

Auction School

page 5



MSAASUPPLEMENT

April 2014 | Issue 67



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 A HEARTFELT THANK YOU**
Looking Back on the 2014 Conference and Show
Rod Johnson
-
- 5 IOWA OR BUST**
An Auction School Adventure
Bridget Siler
-
- 7 2014 HALL OF FAME INDUCTEE**
Chuck Sutton
-
- 9 CODE OF ETHICS**
From the Desk of the NAA CEO
Hannes Combest, CAE
-
- 11 NEGOTIATION TIP**
The Never Say List: Part 1
John Hamilton, DREI
-



MCAA Board of Directors

OFFICERS

Chris Fahey, President 
 Matthew Schultz, Vice President 
 Frank Imholte, Executive Vice President 
 Lowell Gilbertson, Executive Vice President Emeritus 
 Rod Johnson, Immediate Past President 

DIRECTORS

Terms Expiring 2015

Greg Christian 
 Dave Thompson 
 Tammy Tisland 

Terms Expiring 2016

Austin Bachmann 
 Allen Henslin 
 Shelley Weinzetl 

Terms Expiring 2017

Scott Gillespie 
 Jeremy Schafer 
 Bridget Siler 

MCAA Supplement | Publication Staff

EDITORIAL BOARD

Rod Johnson 
 Frank Imholte 
 Chris Fahey 

DESIGN

Rock on Design 

Announcements

MCAA Bus to the NAA Conference & Show

Once again, we are proposing that we consider traveling to the NAA Conference and Show as a group. Ideally, a motor coach bus would leave the St. Cloud area Monday evening and arrive around noon on Tues. July 8, 2014, with a return on Saturday night, July 12th. Because this will be an educational trip, the board is co-sponsoring the bus with our membership. To reserve a seat, please mail a check for \$100 per person for the trip to: MCAA / 8160 Co Rd 138, St Cloud, MN 56301. Although the bus will hold 54, our hope is to have at least 30 to order the bus. PLEASE reserve by May 1, 2014 (do it today). Questions can be emailed to Frank@SolditAuction.com.

Col Frank Imholte, MCAA & MSAF EVP

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

FOLLOW ME ON 

 Find us on Facebook

MCAASUPPLEMENT

April 2014 | Issue 67



A Heartfelt Thank You

Looking Back on the 2014 Conference and Show

Rod Johnson

Immediate Past President, MSAA

Contact 



The 2014 Conference and Show is now history and I want to thank everyone who attended and helped with this annual event. As I mentioned the night of our banquet, it has truly been a pleasure and honor to serve this great organization. When I started in this business, one of my goals was to become involved and active in the Minnesota State Auctioneers Association and I'm so glad I did.

I sincerely hope that everyone enjoyed the seminars, speakers, vendors, and the time spent socializing with fellow auctioneers. My charity of choice this year was St. Jude Children's Research Hospital and I want to thank all of you that donated to this wonderful cause. Between our summer picnic in Cannon Falls and the Conference and Show, we were able to present a check to St. Jude for \$4000! Thank you to our 2014 champion auctioneer John Kuchera and our rookie champion Paul Kruger for each selling an item during the luncheon, with proceeds going to St. Jude. Of course we can't forget to thank our celebrity ringman, from the Minnesota Timberwolves, Crunch!

I was pleased to present the 2014 Golden Gavel award to Mark Rime at this year's banquet. Even though he is the past president, he continued to step up and take care of issues that came before this organization. This annual award of distinction is given to one individual each year that has exceeded the normal expectations of the board and membership. Mark Rime has certainly done that and we thank him for his service.

To everyone who was involved in the conference, thank you for your help. Please know that it is greatly appreciated. To the newly elected board members, get ready for an exciting and enjoyable time serving the Minnesota State Auctioneers Association. To the newly inducted Hall of Fame members, Chuck Sutton and Al Wessel, wow... what an honor and well deserved. Congratulations on being inducted into such an elite group! Your service to this organization throughout the years is greatly appreciated.

I want to wish everyone the very best in 2014! On a personal note, a lot of you know our son, Nathan Johnson. He is currently serving in the United States Air Force and was recently deployed to Afghanistan. Prayers for his safe return would be greatly appreciated.

As we look ahead, this organization is in good hands. President Chris Fahey will do an excellent job in leading us into the future. I have a great love for this industry and more importantly, my MSAA family. Thank you all for a great year.



MSAASUPPLEMENT

April 2014 | Issue 67



IOWA OR BUST

An Auction School Adventure

Bridget Siler

Director, MSAA

Contact 



PRELUDE: Having grown up in the auction industry, I have had the opportunity to experience all types of auctions. My roots go back to toddling around the livestock sales barn and my first “job” was helping the office staff tear and sort tickets at the Midwest Livestock Producers sales barn in Ettrick, WI. Not a bad gig at around 10 years old. Beyond that, I have helped at numerous estate and farm auctions carting boxes, etc. which launched me into my summer-turned-into-year-round job doing complete auction set-ups through high school and into college. From there I had the fortunate opportunity to be accepted for a job opening at a local auction company which within the last seven years has grown into a predominantly online auction company.

AUCTION SCHOOL: My experience in the auction industry has been primarily a behind-the-scenes role, but having main participation in every aspect of the industry aside from bid calling and contracting sales. This past November I had the opportunity to attend World Wide College of Auctioneering in Mason City, IA. It was truly one of the best educational experiences I have ever encountered in my life. The instructors brought in various topics to teach auction fundamentals and as an added bonus you can gain confidence in yourself and build some great relationships with classmates and instructors creating a network introduction into the auction industry.

During the nine days in class, instructors travel in from across the country to teach about every aspect of the auction industry - business planning, ethics, the various auction types (fundraising, real estate, auto, etc.), marketing, auction process, and of course, bid calling. They did an excellent job bringing forth basic auction principles while keeping the standard high for auction professionals entering the industry. Learning to bid call and working on auction chant was certainly an experience that cannot

be replaced; to look back and see how you and your classmates started on Day One and to see the leaps and bounds of progression, implementation, and practice by Day Nine is truly noteworthy. Bid calling and daily dozen drills certainly was not a new concept to me mentally, but to flip it and execute it verbally was a brand new challenge. Honestly, the most challenging part was not getting the tongue twisted but getting the numbers clear and concise. Having clerked hundreds of auctions I could see the number sequence in my mind, however the verbal expression just would not connect! Working with the instructors and practicing outside of auction school can only lead to improvement.

An added perk of learning to bid call and getting up in front of people was finding a certain confidence in yourself that you never really knew was there. On Day One you dread getting up in front of your classmates and counting from 1 to 25, but by the end of the course and even by the night of the public auction you can't wait for mic time and rattle off what you have pieced together as your chant. And as you practice this bid calling in and out of class, you build relationships with your classmates



MSAA SUPPLEMENT

April 2014 | Issue 67





and instructors as you grow personally and professionally in the school setting. These relationships really can be the springboard to launch you into the auction industry. My FFA advisor once quoted, "It's not what you know, it's who you know," and I recall being very put off by that statement. However, growing up in the auction industry and being able to meet people who carry the same passion, I am finding more and more truth in that statement. The greatest perk is to pursue and maintain education within whatever industry you may be a part of and build relationships and network from there.

PERSONAL WEIGH IN: My expectation of attending auction school was to learn the auction chant, but the personal growth and

fundamentals I received above and beyond that truly made it one of the best educational experiences to date. I often think back to Ag class in high school where my instructor posed the question, "Do you want to build yourself in a job, or do you want to build yourself in a career?" I never dreamed I would be so fortunate to have been offered the opportunity to pursue a career in something I have become truly passionate about. Auction school brought me out of my comfort zone and has reminded me to challenge myself to step out of my comfort zone on a daily basis. I'll leave you with this thought: what steps are you taking daily to challenge yourself to step outside of your comfort zone to build yourself personally and professionally?



2014 Hall of Fame Inductee

Chuck Sutton

(as presented by LaDon Henslin)



This new MSAA Hall of Fame member is a 3rd generation auctioneer. His family has been involved in the auction and real estate business for 80 years. He sold his first item at the age of nine.

We have watched him and his family attend almost every MSAA and NAA Conference and Show. He graduated from NDSU in 1979 and has been a full-time auctioneer ever since. Throughout his career he has sold thousands of auctions of all types. He continues to sell land, acreage, homes, commercial, and other types of real estate auctions, as well as personal property including farm equipment, business liquidations, antiques, and collectibles. This inductee is recognized as a leader in the auction profession due to the fact that he conducts 175-200 auctions annually. This does not include the many charity auctions he conducts every year.

In 1991, this inductee bought NAA Hall of Fame member Vernell Johnson's auction business and his business continues to grow today. He and his family have offices in Flandreau and Sioux Falls, South Dakota. In 2012 he bought out Pipestone Realty and opened an office in Pipestone, Minnesota.

Our inductees motto over the years is, "successful auctions don't happen; they are planned." This inductee has recently been inducted into the South Dakota Hall of Fame. Now let's welcome our newest MSAA Hall of Fame inductee, Chuck Sutton.





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

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



MSAASUPPLEMENT

April 2014 | Issue 67



Code of Ethics

From the Desk of the NAA CEO

Hannes Combest, CAE

CEO, National Auctioneers Association

Contact 



I've heard a complaint about NAA time and time again, and I think I need to clear up the misperception. I keep hearing that NAA has this Code of Ethics, and no one enforces it. Not true.

I know that many of the state associations have their own Code of Ethics, and I can't speak to their process, but I can clarify what happens when complaints come into our office.

We probably receive one phone call a day from someone wanting to file a complaint against an auction company. The first thing we ask them is: Is the person against whom they want to file a complaint an NAA member? NAA can only field complaints about NAA members because we have a voluntary Code of Ethics. In other words, we have no legal ability to make anyone follow our Code. However, when members sign up for membership, they agree to follow the Code (see auctioneers.org/code).

So, after we determine membership status, we inform the caller that we cannot help someone recover money or their asset. We also connect them to their state's licensing authority (if one exists). If the caller believes that the NAA member has violated the NAA Code, the caller may file a complaint in writing and submit it to me (hcombest@auctioneers.org). A copy is then sent to the accused individual so they may provide their version of the facts

(they have 30 days to return their response). Then, the names (and any other identifying information) are redacted from both sets of documents and sent to the NAA Grievance Committee. Redacting the names is important because we don't want the Grievance Committee to make a decision based on who the individual is.

The Grievance Committee reviews all documents provided to them and discusses the issue that has been identified. If they find the person guilty of an ethical violation, they can decide to publicly or privately censure someone or suspend their membership — or even expel them from membership.

Many of the complaints do not fall within the parameters outlined by the Code of Ethics. Many of them, frankly, are customer service issues and many are just the way some companies do business. We cannot regulate the way an individual conducts his or her business — that is the individual's choice. But each time a consumer calls, we at NAA have an opportunity to educate them about the way auctions should be conducted.

Since I have served as CEO (almost six years), we have reviewed several



MSAASUPPLEMENT

April 2014 | Issue 67





cases. The outcome has been different each time. We have sent letters to members telling them that they need to change the way they are doing something because that practice violates the Code of Ethics, and we have even expelled people from membership. What we have not done is made those outcomes public. In any case, those grievances have been taken very seriously — and always will be.

Even if you are not a member of NAA, check out the NAA Code of Ethics. And find the one that your state association uses. Read it and become familiar with it.

Now, I get it — not every NAA member follows the Code. But unless we know about what is

happening, we can't do anything about it. Any Code of Ethics — whether it is NAA or a state code — relies on the industry policing itself.

Auctions provide the most transparent way to sell assets (regardless of what asset it is!). But if the consumer doesn't trust the seller, the method won't matter.

So, take a look at the Code of Ethics. And know that NAA takes it seriously!

Hope to see y'all in Louisville at the International Auctioneers Conference and Show – July 8–12, 2014. See conferenceandshow.com for more details!



Negotiation Tip

The Never Say List: Part 1

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



There are number of things good negotiators never say, but there are a select few that are just downright disastrous. Examine these words and phrases and add them to your “Never Say” list.

1. “Between”

When a seller says, “I’d take between \$500 and \$650 for it” or when a buyer says, “I’ll consider paying between \$80 and \$100 for that.”

What message is their negotiating opponent likely to receive? You’re right. They’ll jump on the number that’s best for them. A buyer takes the low one and a seller takes the high one. And you’ve already indicated that this number would be acceptable.

A better word to say might be “around.”

“I’d need something around \$650 to let this item go,” or “I might be able to afford around \$80 for that.” Using “around” still gives the impression of flexibility, of being open for discussion, but it doesn’t quantify it and lock in a number you’ll later regret.

2. “Why don’t you throw out a number?”

We’ve all heard this question and know that one party is trying to get

the other to make an offer and put the first number on the table. So what’s wrong with that?

Well, study after study has revealed that the first party to put a number on the table gets closer to that number than their negotiating opponent. Certainly other factors come into play, such as motivation, value, benefit, relationships, etc.

But perhaps it would be better if you rephrased that question so it sounds like, “My mechanic told me that \$6,600 was a fair figure. Why don’t you share the number you had in mind?”

Guaranteed, their number will be influenced by the figure they heard from you.

Remember you can’t unring the bell. You can’t retract words that you’ve already spoken.

Let’s keep building on our personal “Never Say” list. More to come in the next tip. In the meantime, watch what you say as you 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

April 2014 | Issue 67



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 \$1500 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:

Connie Rime, Committee Chairperson
4838 Tri Oak Circle NE, Wyoming, MN 55092

Scholarship Committee: Connie Rime (chair), Holly Hotovec, and LuAnn Finnila



MSAASUPPLEMENT

April 2014 | Issue 67

