

reward growth potential

# MSAASUPPLEMENT

empowerment responsibility

# Motivation training

education development

attitude challenge promotion



## MSAASUPPLEMENT

December 2014 | Issue 75



# 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

## 2015 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest
- Minnesota Auctioneers Foundation Fundraising Auction
- Educational Seminars
- Marketing Contest

Thursday, January 8—Saturday, January 10, 2015  
 Double Tree by Hilton, Bloomington, MN  
 .....

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# MCAA Board of Directors

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 Matthew Schultz, Vice President   
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 Rod Johnson, Immediate Past President 

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## DESIGN

Rock on Design 

# Announcements

## Announcements?

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

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# Top-Notch Education

## 2015 Conference and Show Schedule

### 1.8.15 Thursday

- 8:00 a.m.–3:00 p.m. Vendor Set-up
- 8:00 a.m.–5:00 p.m. **Real Estate Continuing Education**  
Mike Brennan
- 12:00 p.m.–3:00 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 Auctioneer Champion & Rookie Contest
- 9:00 p.m.–Midnight Champion Auctioneer Reception

### 1.9.15 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.–10:30 a.m. **Silent Impact**  
Joe Schmidt
- 10:30 a.m.–11:00 a.m. Coffee Break/Book Signing
- 11:00 a.m.–12:00 p.m. **Fast Talking Podcast Live**
- 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. **Online Auction Marketing in 2015**  
Russ Hilk
- 1:00 p.m.–2:30 p.m. **Communication Beyond the Chant–Unspoken Bid-Calling**  
Shannon Schur
- 1:15 p.m.–2:45 p.m. **Auxiliary Make & Take Class**  
Jennifer Imholte
- 2:30 p.m.–3:00 p.m. Coffee Break
- 2:45 p.m.–4:15 p.m. Nomination Committee Interviews

- 3:00 p.m.–4:30 p.m. **How to put Social Media to Work for Your Auction Business**  
Rob Weiman
- 3:00 p.m.–4:30 p.m. **You Never Know...So Break Out Your Party Clothes!**  
Kristen Wheeler Highland
- 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

### 1.10.15 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
- 8:30 a.m.–10:00 a.m. **How Google Research Can Make You Money**  
Rob Weiman
- 8:30 a.m.–10:00 a.m. **Leading Your Business**  
Rich Schur
- 9:00 a.m.–10:30 a.m. **Mixed Nuts**  
Family friendly Show with Balloon Art & Glitter Tattoos
- 9:00 a.m.–11:30 a.m. Vendor Fair
- 10:30 a.m.–12:00 p.m. **Lights, Camera, Action!**  
Andy Imholte
- 10:30 a.m.–12:00 p.m. **Personal Safety Consideration**  
Rich Schur
- 12:00 p.m.–1:00 p.m. Recognition Luncheon
- 1:30 p.m.–3:30 p.m. MSAA Bi-Annual/MSAF Board Meeting
- 1:30 p.m.–3:30 p.m. Auxiliary Annual Meeting
- 5:00 p.m.–6:00 p.m. Social
- 6:00 p.m.–8:00 p.m. President's Banquet
- 8:00 p.m.–10:00 p.m. Hall of Fame Reception
- 8:30 p.m.–Midnight Live Music



# What A Different Year 2014 Has Been

## Looking Back



**Col. Frank Imholte**

Executive Vice President, MSAA  
Black Diamond Auctions

Contact 

Looking back on this year, I remember it starting with a bang at the Conference and Show at the Sheridan West in Minneapolis. I even remember having to head back home to get the two LCD projectors we keep packed away for Conference upstairs away from the heat and cold. It was one of the quicker trips we made this year to the cities and back home and back again.

Three weeks later, Matt Schultz and I met in Rogers during a snowstorm to head to Chris and Sara's home to review the Conference and plan for the 2015 show that seemed like a year away. Lots of ideas and changes for the MSAA were laid out that afternoon.

How things changed when Chris and that old train came to meet. More than anything, it showed us all how things change in a second and how Chris and Sara's lives have changed. They treasure every moment they can be together as family and they treasure their auction family too. Let us all treasure our moments here on earth and thank God for our gifts.

Not unlike many auctions where we roll with the changes, Matt Schultz assisted Sara and Chris with MSAA work this year. Uncle Jim Fahey stepped up and helped with our summer meeting and showed members present how much change their family has been involved with as their business continues to evolve. Along with our meeting we had an impromptu

auction to raise money for the HD of MN Chapter (the president's charity of choice this year).

Due to many commitments, the fall board meeting was all work for those present. We have one of the best - if not the very best - Conference and Shows held throughout the United States. However, we must strive to always improve and that comes from our dedicated members and directors working in your behalf all year long.

That brings me to our upcoming Conference and Show, held on Jan. 8-10th at the DoubleTree by Hilton on the NW corner of I-494 & Hwy 100. Chris, Sara, Matt, and Rod have lined up wonderful speakers and have also allowed for time to share with friends and family in the business we love. This is the place to be and get recharged for 2015; here's hoping it will be our best year yet.

Lastly, let's all be present in whatever we do. Life is too precious to watch it pass you by. Be with us and help guide the MSAA in 2015.





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# Kick Your Own Butt!

*It's Sort Of Like The Carrot And The Stick, Only More Effective.*

**Tammy Tisland**  
Director, MSA  
Auctioneers  
Contact 



**E**ver have a bad day? Ever lose a sale you thought you had? Ever have someone say 'yes' to you and three days later just evaporate?

How do you react and respond to these situations?

Do you have all the training you need? Do you watch TV at night when you should be reading the "Minnesota Auctioneer" or the NAA's "Auctioneer?" How about studying some of the Facebook groups dedicated to auctioneers? Or maybe getting onto the NAA website where there is a plethora of great information to boost your career? Or how about some of the great websites dedicated to real estate selling? Do you "party" at times when you really shouldn't?

These are symptoms, not problems. I've been "kicking my own butt" lately. They are symptoms of the fact that you are not self-motivated. That you are not self-starting.

Wanna know what to do about it? Wanna know the surefire way of making certain that you achieve the success and fulfillment and personal gratifications that come with your auction career?

Here's the answer...

### **Kick your own butt!**

No one will do it for you. Very few will inspire you. People care about themselves. Just like you do.

If you want an insurance policy for success in our profession, you better issue it to yourself, name yourself as the policyholder, and down at the bottom, name yourself the beneficiary. Then have the moxie to sign it, and make a commitment to yourself.

Get resources on presentation skills, positive attitude, creativity, and humor. Regardless of your success at this point in time. Regardless of your company. Regardless of your superior. You have a responsibility to yourself to achieve. Achieve a level of success that you set for yourself. Not a quota. People should be wondering how you do it. People should be congratulating you on your successes.

The only way this is going to happen is with self-inspiration, self-determination, and hard work that starts before everyone else gets up and after everyone else has gone to sleep. Kick your own butt is not a statement. It's an axiom. As fast as you can come to the understanding and realization that no one is going to hand you any degree of success. That's something you hand to yourself.

Here's a big secret: work your butt off. Working your butt off leads to





selling your butt off, and selling your butt off leads to banking your butt off.

- Invest in yourself.
- Bad day or bad attitude?
- Philosophy drives attitude
- Develop a YES! attitude
- Celebrate effort, not victory
- You know what to do... you just don't do it
- Time management - what's important now
- Learn for yourself. Do it for yourself.

Get started fresh now by registering to come to the Minnesota State Auctioneer's Association Conference and Show. Learn and be motivated by some of the best in the business that can boost your career. Enter the Auctioneers competition. I guarantee you will learn something about yourself that you can take home and put to work right away. I'm looking forward to seeing you there! My butt is getting sore from being kicked so much...



# Employee Motivation

*Maybe Money Doesn't Matter*

**Richard D. Schur, CAI, BAS, CMEA, MPPA**

Schur Success Auction & Appraisal, Inc.

Contact 

**I**t's no secret that a company's success is directly linked to the performance of its employees. The challenge, of course, is finding the right people to fill positions, and then once found, keeping them performing at peak levels.

Though there are many factors involved in obtaining peak performance, motivation is a key element in obtaining long-term success. Unfortunately, most business leaders simply equate money with motivation. Unless you are dealing with goal-oriented sales folks, pay is not usually a key motivator. Pay and benefits have to be sufficient to maintain a basic lifestyle. Without being able to feed the family and pay basic bills, motivation is tied strictly to dollars. Employees may love their jobs, love the company, be fiercely loyal and content, and leave anyways because the position simply isn't financially viable.

But if you can get past that point of basic needs, pay often has little to do with motivation. Study after study shows that other factors are more important than money. Things such as a sense of belonging; a mission with meaning; being appreciated and valued by their supervisor and their company; and having a sense of contribution, all factor into employee motivation.

According to a Gallup poll, and explored in detail in the book, *First Break All the Rules* by Marcus Buckingham and Curt Coffman, 71% of the workforce is either "not

engaged," or simply showing up to work, or worse, "actively disengaged," meaning that they are intentionally counter-productive. That leaves only 29%, or roughly 1/3 of the workforce that are actually engaged and committed to their employers.

There are many techniques to gauge and identify factors that motivate employees. In our industry, where we typically have smaller, family-oriented workplaces, not all of them work as well as others. The simple truth is, motivation is a direct response the employee has with his or her immediate supervisor. In the auction world, that's a manager, or in many cases, the company owner.

Here's a tip: Understanding motivation from the employee's perspective is the key. Just because we may be motivated by money, or by that champion belt buckle, doesn't mean that your employee is, too. Perhaps they are motivated by finding ways to change and improve processes. Perhaps it's the ability to build relationships with clients and customers. Maybe it's the opportunity to learn the business and advance to greater responsibility.





We'll explore several concepts in our workshop at the Conference, but here's a freebie. Ask. That's it, just ask. Actually have a conversation with each employee and ask what they hope to get out of their experience with the company. What kinds of things make them feel a sense of accomplishment? What makes them feel valuable? You'll be amazed at the information you'll find out if you just ask. But a word

of caution... unless you are willing to act on the answers, don't ask the questions. One sure way to demotivate an employee is to ask for their feedback and fail to act once they give it. On the other hand, even minor adjustments to accommodate the employees wishes and concerns can have tremendous long-term effects on their motivation and their performance.

*“unless you are willing to act on the answers, don't ask the questions.”*



## Negotiating Tip:

### *Positioning the Initial Price*



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

**S**am from Denver sent an email to me commenting on one of the Modules in my Negotiating Blueprint Video Series. He shared that he achieved immediate success from learning how to better formulate and communicate an initial offer or proposal.

He coined the phrase “positioning your initial proposal” and I’d like to expand on what he meant by that.

Don’t underestimate the importance of that first offer or proposal and its influence on the final outcome of negotiations.

Put another way, how we begin determines how we finish.

If we simply state a price and await a response or counter offer, we miss sending a message that could influence our negotiating opponent. Instead of just quoting a price we’d pay or a price we’d sell for, why not add a modifier?

That modifying phrase positions your price and, to some degree, brackets our opponent.

As a seller, you might say, “I’d want \$350 for this.”

Better positioned, you might say, “It’s worth close to \$500, but today I’d consider something under \$400.”

How much effort did it take to add a few words to modify or better position your price?

If your item has a price tag on it that already states the price, don’t give up on the positioning opportunity.

It might sound like, “As you can see this item is available today for \$350. That’s a mark down that we probably won’t be able to duplicate in the future.”

One result that my friend Sam in Denver achieved was that by sharing that he has already “discounted” the price, his opponent seemed more prone to seeing the “good deal” value and, more importantly, he didn’t request a further discount.

Will this positioning of the price work when we’re the buyer?

As a buyer, you might say, “I’ll give you \$350 for that.”

Better positioned, you might say, “This item could very well work for me and I was thinking of paying no more than \$300 for it. I could possibly extend to \$350. Could that work for you?”

Compare the two buying proposals. Can you see the stark differences in how they’d be received?

Again, taking a little extra effort to position your price proposal can dramatically impact the final result.

That’s what good negotiators do. You should, too, 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



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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 \$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 Conferences/ Meetings 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, Belle Plaine, MN 56011, 952.873.2292 or 952.873.6972  
Scholarship Committee: Conny Rime (chair), LuAnna Finnilla, Anita Aasness



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