

# MSAASUPPLEMENT

2015 Conference & Show



# MSAASUPPLEMENT

February 2015 | Issue 77



## 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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# MSAA Board of Directors

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Rock on Design 

# Announcements

## Thank You

Dear MSAA Family & Friends - I want to sincerely thank all of you for the well wishes and warmth you have expressed to me regarding my induction into the MSAA Hall of Fame - it was a night I will never forget. I am so amazed by the quality of people in the MSAA and I truly feel blessed to have you as friends and peers in this remarkable industry. Thank you again and blessings to your family in 2015 and always. – Dale Fladeboe

## Our Thoughts and Prayers

John O. Olson, Monticello, MN, father of Sue Biliske (wife of MSAA member Dennis Biliske) passed away Sunday morning, January 11. John was an ironworker by trade and frequented auctions throughout MN, WI, and ND. One of the first people he met and became friends with when he retired and settled in the Monticello area was MSAA member and fellow card player, Dave Christian.

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It is with a heavy heart that we share this news. Merridy Pike, wife of Hall of Fame member Wayne Pike and shepherd of the MN Auctioneer magazine for over 20 years has passed away. Below is announcement sent out to MSAA members:

Merridy Lord Pike was born December 26, 1945 to Walter and Helen Lord in Brainerd, MN. She moved to Minneapolis when she was 17 and then spent a short time in California before returning to Minnesota in 1967. Merridy married Wayne Pike in May, 1968. Together, they built Wayne Pike Auction Company and operated it until 2012. During that same time, Merridy operated a typesetting and graphic design business, Country Compositors.

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Throughout her life, Merridy was a giving soul with deep compassion. In 1979, they adopted their daughter, Carrie. Four years later, they adopted again, their son Cory. In 1991, Merridy and Wayne began to open their home to exchange students. Chela (San Luis Potosi, Mexico) was first and returned many times. Next was Cris (Manaus, Brazil) and in the same year was Luisana (Chihuahua, Mexico). Aneel (Mazatlán, Mexico) came next in 2000. And finally, Kathy (Austria) was the last in 2002.

The past 12 years, Merridy has spent her winters in Arizona, where she enjoyed barefoot golf with her friend Kathy Etchey and visitors stopping by for conversation. Merridy was passionate about cooking and rarely did someone leave her table hungry.

Merridy is preceded in passing by her parents, Walter and Helen Lord. She is survived by her husband, Wayne Pike, Princeton, MN, two children, Carrie Pike, Stillwater, MN, Cory Pike, Princeton, MN, brother Marlin Lord, Alexandria, VA, sister Kathleen Lordbock, Brainerd, MN and many cousins.

### Conference and Show Items:

If you would like to view or download photos from the 2015 Conference and Show please [click here](#).

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The live Fast Talking Podcast show we recorded at the MSA A Conference and Show has been posted. Feel free to click here or copy and past this link: <http://www.verbmill.net/fasttalking/49>

It was a great pleasure recording a live show for all in attendance and we hope that by having the opportunity to listen back to the session each member may be able to take home some more great information. If you weren't able to attend C&S this is a great way to hear the first interview with our new MSA A Auctioneer Champion Tammy Tisland!



Thank you for listening,  
Andy Imholte  
Host, Fast Talking Podcast  
[www.fasttalkingpodcast.com](http://www.fasttalkingpodcast.com)

-----

Rob Wieman has provided links below for you to see his seminars:

Here is a link to what I have from the classes I gave that I uploaded to Youtube. Some of the video did not get uploaded due the camera shutting itself down on the first day.

[https://www.youtube.com/playlist?list=PLHqAoPMpuDcOFYUnt6WT0n\\_LBTNvAiSU1](https://www.youtube.com/playlist?list=PLHqAoPMpuDcOFYUnt6WT0n_LBTNvAiSU1)

You will be getting a link for the prezis as well but I may have to get everyones email addresses for them to work. I think I have to add them one by one. I do not think if I share it with just you that you can share it and have it work.

Here are the links to view the prezis:

[http://prezi.com/xxg9x4tigulp/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/xxg9x4tigulp/?utm_campaign=share&utm_medium=copy)  
[http://prezi.com/w6dbzqk01\\_ck/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/w6dbzqk01_ck/?utm_campaign=share&utm_medium=copy)

### 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)



# Only Opportunities Ahead

*From the Desk of the Vice President*

**Greg Christian**

Vice President, MSAA

Contact 



**T**hank you for your vote of confidence; your trust in me is an honor. My time is yours if you have questions, ideas, or concerns.

Our association is strong and it is good to see youth in our growth. With that growth we are seeing change. Many of our members have not stood in front of a crowd and asked for a bid. The day of the auctioneer being the do-all is changing. We have marketing, tech, and other specialists to help us conduct an auction to its maximum potential.

The ways of business may change, but sharing and relationships are what needs to stay the same. Being part of this organization has truly made all the difference in the success of our business. By embracing the variety of ways we do business we all become stronger.

It is an exciting and challenging time to be in the auction business; being part of the MSAA is a distinct advantage. Although just being a member is not enough, the real difference comes from attending the winter and summer meetings. These conferences always feature education geared to the auction industry. Yes, some classes are better than others, but very rarely have I attended one where there wasn't at least one solid nugget to

take home. Often my head gets so full of great ideas I have to sort out a few and make sure they get implemented in our business or life. For example, I am learning how to market auctions on Facebook and I am listening to podcasts on the smart phone when driving.

I have been coming to these conferences for many years and had the good fortune to be around some of the early great Auctioneers. They gave me encouragement and example. That is what the MSAA is about. I want to help continue that mentorship through education and openness.

Online auctions may be the way of the future, but I feel the Auctioneer's bid-calling contest is a critical event for the MSAA. It builds camaraderie and brings attention to our industry. Bid-calling is a mysterious talent that people love. It is important to keep it strong.

We have a powerful group of Board Members and only opportunities ahead.

"Alone we can do so little, together we can do so much." -Helen Keller



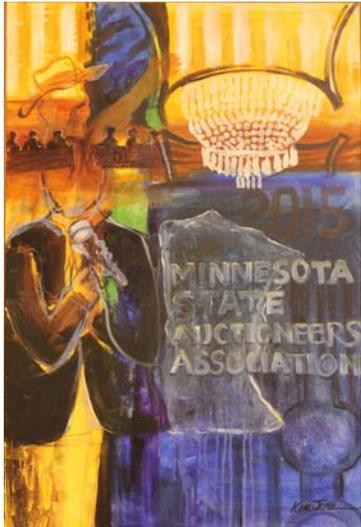
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# 2015 MSAA Conference & Show

## Recap



Education began bright and early on Thursday, January 8th with a Real Estate Continuing Education course. However, as the afternoon came to a close, all attendees were anxiously awaiting the start of the MSAA Champion Auctioneer Contest. Hosted by the 2014 MSAA Champion Auctioneer, John Kuchera, this year's field of competitors was a strong one. If you are curious, here is how it works: in the first round of the competition, each auctioneer sells three items and is scored by a panel of five judges. Once the scores are tabulated, the top five competitors are announced and then begin the interview portion of the evening. After answering three questions pertaining to the auction industry, each finalist then sells three more items. Tammy Tisland of Hines, MN, was awarded the prize of 2015 MSAA Champion Auctioneer. For the next year she will serve as the Goodwill Ambassador for the auction industry in Minnesota and will be sponsored in the IAC this



All eyes were on Bloomington, Minnesota as the Minnesota State Auctioneers Association held its annual Conference and Show from January 8–10, 2015. It was a weekend filled with fun and fellowship while providing an excellent array of educational offerings for members of the MSAA.



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summer at the NAA conference in Addison, Texas. During the competition, the 2015 Rookie Champion was awarded to Russell Lamp of Letts, IA. (The finalists and champion can be seen on page 11.)

Friday morning began with breakfast, but soon, all attendees moved to the presentation stage for the weekend's keynote speech. The official kickoff of the conference began with President Chris Fahey welcoming all attendees and the introduction of keynote speaker Joe Schmit, TV sports anchor. To finish out the morning, a special live edition of the Fast Talking Podcast hosted by Andy Imholte and Russ Hilk entertained the audience. To hear the episode recorded live at our conference, [click here](#).

After lunch, education was in full force as Russ Hilk presented a session entitled, "Online Auction Marketing in 2015," and Shannon Schur presented "Communication Beyond the Chant." With breakout groups and built-in conversation, attendees got the chance to learn exactly what they needed from both sessions. Meanwhile, a special make and take event was hosted by the

Auxiliary and Jennifer Imholte. Late in the afternoon, two more sessions closed out the day. Kristin Wheeler Highland presented, "You Never Know... So Break Out Your Party Clothes," and NAA Education Institute Trustee Rob Weiman presented, "How to put Social Media to Work for Your Auction Business."

As the afternoon came to a close, attendees gathered for the Marketing Awards dinner. After a day of judging, plaques were presented to each of the winners. (Those winners can be seen on pages 12-13).

Following the dinner, attendees moved to the main stage for the very entertaining Foundation Fundraising Auction. The night was filled with laughs and excitement for the whole family. In fact, as in past years, the fun auction began with the Juniors. This event has been a staple of the Conference and Show. It gives the younger generation a chance to try their hand at bid calling. Once the kids had their fun, the adults did their best to entertain and raise money for the MSAA Foundation.



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On Saturday morning, members enjoyed breakfast and a townhall meeting. The townhall format allows an informal forum for members to ask questions and have discussion. As the educational sessions of Saturday morning began, attendees had many options: Rob Weiman presented, "How Google Research Can Make You Money," followed by NAA Education Institute Trustee Andy Imholte's session, "Lights, Camera, Auction." Also during the morning, Rich Schur presented two sessions entitled, "Leading Your Business," and "Personal Safety Consideration." Meanwhile, the Auxiliary put on a very entertaining program for children called "Mixed Nuts," and once again hosted their own vendor fair.

As the seminars wrapped up on Saturday morning, attendees made their way to the recognition luncheon. Each year the luncheon recognizes Past Presidents, MSAA Hall of Fame Members, MSAA Auxiliary Hall of Fame Members, and current members of the Board of Directors.

After lunch, the MSAA Bi-Annual Meeting was called to order. Along with new and old business, elections were held for the offices

of Vice President and Directors. For the position of Vice President, Greg Christian was elected. For the three Director positions, Kevin Swanson, Dave Thompson, and Lee Ann Vande Kamp were elected. The MSAA Auxiliary also held their business meeting Saturday afternoon.

On Saturday evening, members sat down for dinner at the President's Banquet while the Board of Directors were announced and seated at the head table. After a fine dinner, the program began with the installation of the 2015 MSAA and MSAA Auxiliary Board of Directors conducted by NAA Hall of Fame and MSAA Hall of Fame member, Wally Laumeyer. At that time, President Fahey recognized outgoing board members Greg Christian, Dave Thompson, and Tammy Tisland for their outstanding contributions. Each year the president awards the Golden Gavel for outstanding service to one person. This year, for the first time ever it was given to a non-member. This deserving honor was given to Sara Fahey.

It was then time to award a record five Auxiliary Academic Scholarships. This year's recipients of the \$1,500 scholarships included





Alexandra Nissen, Liam Witte, McKenna Hages, Marin Grace Anderson, and Sonny Marie Mangold.

Afterwards, the marketing Members Choice was awarded to Henslin Auctions for their amazing tradeshow display. Then it came time to induct our new member to the MSAA Hall of Fame. Al Wessel stepped to the podium and welcomed Dale Fladeboe to the MSAA Hall of Fame. After his acceptance speech, Dale stepped down from the stage to be congratulated by many family and friends. President Fahey came back to the podium and officially passed the gavel to the new President of the MSAA, Matthew Schultz. After President Schultz shared a few remarks, Past President Fahey gave his announcements thanking the many people that helped him over the past year. The night closed as live music from Pullstart Diesel played late into the night.



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# 2015 MSAA Champion Auctioneer Contest



*Right: 2015 Champion Auctioneer  
Tammy Tisland*

*Far Right: Auctioneer contest finalist*



- Champion:** Tammy Tisland, Hines, MN
- Reserve Champion:** Scott Mihalic, Wabasha, MN
- Third Place:** Brandon Nelson, Ellendale, MN
- Fourth Place:** Dave Thompson, Lansing, MN
- Fifth Place:** Paul Witte, Lake City, MN
- Rookie Champion:** Russell Lamp, Letts, IA



Brandon Nelson



Scott Mihalic



Paul Witte



Tammy Tisland



Dave Thompson

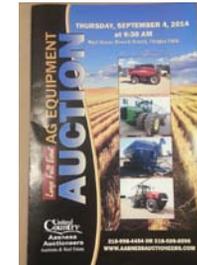


# 2015 MSAA Marketing Contest

**People's Choice**  
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(Advertising Display Booth)



**Farm**  
Matt Maring Auction Co.  
Inc.



**Farm Multi-Sided**  
United Country Aasness  
Auctioneers



**Household and Antiques Multi-Sided**  
Henslin Auctions, Inc.



**Commercial and Industrial**  
Matt Maring Auction Co.  
Inc.



**Commercial and Industrial Multi-Sided**  
Premier Assets, LLC.



**Real Estate**  
United Country Aasness  
Auctioneers



**Real Estate Multi-Sided**  
Black Diamond Auctions



**Real Estate and Personal Property**  
United Country Aasness  
Auctioneers



**Real Estate and Personal Property Multi-Sided**  
Black Diamond Auctions





**Specialty Collections**  
Matt Maring Auction Co.  
Inc.



**Specialty Collections  
Multi-Sided**  
Aasness Auctioneers



**Specialty Collections  
Multi-Sided**  
Schultz Auctioneers



**2 Color Advertising  
(all categories)**  
Matt Maring Auction Co.  
Inc.



**Auction Specialty Ideas**  
Henslin Auctions, Inc.



**Auction Clothing**  
Premier Assets, LLC.



**Auction Signs**  
Schultz Auctioneers



**Auction Photographs  
(Professional)**  
Kurt Johnson  
Auctioneering Inc.



**Auction Photographs  
(In The Moment)**  
I.R.A.Y. Auctions



**Newspaper Advertising**  
I.R.A.Y. Auctions



**Magazine/Periodical  
Advertising**  
Ediger Auctions



**Postcards**  
Schultz Auctioneers



**Auction Catalog**  
I.R.A.Y. Auctions



**Auction Technology**  
Hansen & Young



**Online Only Auction  
Promotions**  
Houghton Auctions



**Website-Internet**  
I.R.A.Y. Auctions



# MSAA Hall of Fame Inductee

*Dale Fladeboe*



I am proud to introduce this year's Hall of Fame winner. He wanted to be an auctioneer since he was a little boy and talked and dreamed about going to auction school for many years before he actually went. He is a first generation auctioneer with a strong work ethic, positive mental attitude, and has great passion for the auction industry and the auction method of marketing. This man has lived his life with integrity and is a highly principled individual on and off the auction block, well respected for his high ethical standards.

He built his career out of hard work, honesty, and a down-to-earth personality that always has the best interests of the sellers he is working for at heart. With over thirty-five years of experience, this auctioneer's business has grown to be very successful and he has been very encouraging to the next generation of auctioneers in his family and everyone in the auction business! He was well prepared for auction school by practicing his chant with the vinyl records from the World Wide College of Auctioneering and selling the cows in his barn many times over! In his March Class of 1978, this auctioneer was voted "most likely to succeed" and with that...some of you have already figured out that the 2015 MSAA Hall of Fame auctioneer winner is...Dale Fladeboe!

Here are some highlights from 37 years in the auction business: Dale's bride, Grace, of 47 years, has been his number one fan and supporter. With excitement to start a new venture in his 30's, Dale told Grace that he was either going to buy a herd of milk cows or go to auction school. With those being the only options on the table and having grown up on a dairy farm herself, Grace quickly and adamantly encouraged Dale to sign

up for auction school and order the training records. When Grace drove Dale down to Mason City, IA and dropped him off, he told her "If I don't like it, will you please pick me up tomorrow and we can go to the sale barn to buy a dairy herd." Grace was quick to drive all the way home and soon heard that Dale was not just beginning to like the auction business, but love the business!

Dale conducted his first auction for Stanley Emberlin, a longtime family friend and Dale's mother bought the first item he sold, a Samsonite suitcase. Dale has always credited his start and much of the success he enjoyed in the business to his early, and long-time mentor and partner, Abner Jacobson, a Minnesota Hall of Fame auctioneer from Benson, MN. When Dale started working for Abner in 1980, Abner was conducting well over 100 farm and antique auctions a year and was one of the most well established auctioneers in western MN. Abner also owned the John Deere dealership in Benson and his son Kenny Jacobson owned the funeral home, so there were a couple occasions during busy auction weeks that in addition to helping sell an auction, Dale helped move a new piece of John Deere



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equipment or helped Abner and Kenny haul a body out of a house and into a hearse!

When asked what he learned about the auction business from Abner Jacobson, Dale could speak for hours, but always mentions the following: treat the richest and the poorest people in a café the same, build likability and trust with the public, and to be successful you have to be positive and excited about the day and appreciative for the business.

There was one funny time selling a rural general store auction, when Abner asked Dale to sell and in the middle of the hayrack there were several cases of feminine products, so then Dale asked Abner for a description of the next lot and Abner announced in his dry sense of humor that it was a case of "Cornflakes" instead of Kotex.

Another funny day in the auction business occurred when Dale was selling the last few items at a sale, and at the same time, the port-a-potty company had arrived to remove the toilets from the auction premises. All of a sudden he heard a major commotion

from the mini biff across the way as it was being raised by the hoist on the forklift, and there out of the corner of his eye, he could see Grace waving her hand out the door and screaming to let her down!

During those busy years, Dale sold at more and more auctions reaching 4-5 per week during the spring and fall. Dale would instruct Grace to pack him a lunch and come get him off the tractor two hours before the sale, and would often return to his farm after an auction and then plant or plow well into the middle of the night to get his own farm work done. The next morning he would be off to the next farm auction and drive as fast as his red '69 Chevy pickup could get there, sucking on cough drops the whole way. People often ask how an auctioneer can chant for 8-9 hours at a sale and Dale discovered the best home remedy for a sore throat and strained voice, was to mix up a hot concoction of water, lemon juice, and honey to sip before bed and to gargle regularly with good old fashioned Listerine!

Dale was never shy to hire another professional auctioneer to work



alongside of him. He believed he owed it to the family who entrusted him with their sale to use every tool available to make the auction successful, so he would often hire Jack Hines, Al Wessel, or John Barber to assist with dairy and horse auctions.

Early in his career Dale became a strong believer and advocate of auctioneers selling real estate on auction and worked to get his real estate license during the winter months in 1988. He had heard of the excitement and success of selling real estate by public auction throughout the country and spent a lot of time reading and talking about it with other auctioneers

and real estate brokers. For more than 25 years he has been a tireless promoter of families selling farmland on auction. Today Dale spends most of his time in the auction industry selling farmland, but on rare occasions he'll trade in his cowboy hat for a tux at a fundraiser.

Many people agree that Dale's biggest contribution to the auction profession is his passion and promotion of the auction industry. To the public, he is always speaking positively about the auction business and builds awareness for others to simply learn more about the profession or reap the benefits of a successful auction. Dale has



spent countless hours with sellers, non-profit organizations, groups and individuals, simply educating others, whether it ends up in an auction contract or not. He has conducted many benefit auctions over the years, believing in the importance of giving back to the community and sharing his time and talents with many organizations and individuals in need. Dale is eager to tell anyone that will listen: at the local cafe, the grain elevator, at the county or state fair, and even during coffee hour after church on Sunday morning about the benefits of auctions and his passion for the auction method of marketing is contagious! Dale has also enjoyed promoting auctions in parades, singing Leroy Van Dyke's "Auctioneer Song," and some refer to him as the singing auctioneer.

Dale built, sustained, and has grown his business because of

the honest and ethical foundation he established from day one and hasn't wavered since. Ethics and a quality reputation has meant everything to Dale and Grace and they have passed that on to their children. Anyone who has had the opportunity to work side by side with him, will have the privilege of assessing how he handles himself and his business. Dale never compromises his reputation by misleading the public. He is always going the extra mile for the sellers and buyers and makes it his concern that they have a positive auction experience.

Dale inspired all three of his children into the auction business - Kimberly, Kristine, and Glen - who also graduated from the World Wide College of Auctioneering in '94, '95, and '96, and Dale has been instrumental in mentoring them as they have grown Fladeboe Auctions into an even bigger second

generation auction company. Today, Fladeboe Auctions specializes in agricultural land auctions and benefit auctions. In 2014 Fladeboe Auctions sold farmland across Minnesota and conducted over 260 benefit auctions, raising more than 17 million dollars for non-profit organizations from the Midwest to California to Hong Kong.

There is no doubt that working with his children has brought Dale a lot of joy and one of his career highlights was watching his daughter Kristine win the 2010 International Auctioneer Champion Contest at the NAA.

Dale's son Glen says two of his dad's favorite sayings are: "It's no hill for a climber" and "I am just getting started." Glen says those two sayings sum up his dad really well. "He just isn't afraid of hard work and gets up every day with a positive attitude. That has been

absolutely instrumental to my sisters and I in our careers."

Kristine says, "I feel strongly that we are all highly principled auctioneers today because of a father and mother that have conducted their lives with integrity and instilled the passion and positive framework for the profession within us."

Kimberly says "We thank the Good Lord above for our dad's full recovery to good health and are honored for him to receive this prestigious award and be inducted into the 2015 MSAA Auctioneers Hall of Fame. We truly believe that the auction industry in Minnesota is stronger today because of the quality of hard work our dad put into the business, promoting the auction industry, the MSAA and the NAA, and we are committed to do the same!"



# Welcome to the MSAA

*From the Desk of the First President of the MSAA*

**R**ecently MSAA Member Fred Radde found some of his father's or grandfather's items and came upon this letter that was typed and sent out to MSAA members from our first president, Col. Russell M. Davis.

Dear Colonel:

We take pleasure in advising you that an organization meeting of Minnesota Auctioneers was held in St. Peter on the 11th day of May last, at which meeting the Minnesota State Auctioneers Association was duly launched and established.

Owing to incomplete lists of the auctioneers of the state at that time, many of you perhaps did not receive notices of this meeting, but up-to-date lists are now being compiled and we hope to have more complete records as we go along.

The meeting was called for the purpose of organizing a state association of auctioneers with the worthy purpose in mind of

establishing our business on a higher professional plane, by adopting and following a higher standard of ethics, and by creating more favorable consideration and reaction from the public by such higher standards of conduct, and at the same time not only enjoying the good fellow-ship generated by association with each other, but the improvement of our business by the exchange with each other of new ideas, methods and successful plans of conducting sales. We feel that we cannot always hope to be taking something out of a business that is not worth putting something back into.

We were very fortunate in having Col. Paul F. Bockelman, 1st. Vice-President of the National Society of Auctioneers attend our meeting and to speak to us and help our group with our preliminary plans of organization.

We are inviting you to become a member of the Minnesota State Auctioneers Association. The membership is open to qualified members of the auctioneering profession who are Non-Communist and who are of good moral character, and each application for membership shall be approved by the Executive

Committee and accompanied by remittance for the annual dues of \$5.00, of which amount \$2.00 goes to the National Society for affiliation with that organization. When your membership is approved, and your card is signed by the President and Secretary-Treasurer you become eligible to vote.

Our next meeting will be held June 20th, this month, at Willmar, Minnesota at 7:30 o'clock at the Puritan Cafe, at which time a Board of Directors, one from each of our Congressional districts, will be elected. You should be at this meeting without fail.

We are enclosing an application blank for membership and trust you will join with us in creating a large and vigorous organization of auctioneers; assist us, and yourself as well, in elevating the important profession of auctioneering to the high place in the conduct of American business what it deserves.

**MAKE RESERVATION NOW.**

Very sincerely yours,  
Russell M. Davis  
President Minnesota State  
Auctioneers Association





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## Negotiating Tip: Sugar Sandwich Walk Away



**John Hamilton, DREI**  
www.GoodNegotiator.com  
Contact 

**W**hat's the proper way to break off negotiations and make our departure? How do we structure proceedings that would allow us to come back and perhaps comfortably rejoin the negotiations later on? There are a number of ways to walk out effectively, but perhaps none as effective as the 'Sugar Sandwich' technique.

When formulating exactly how you will walk away, remember your objectives:

1. You want time to reevaluate your position.
2. You want (to force) your opponent to reevaluate their position and reflect on the fear of losing the deal.
3. You want to create an avenue and atmosphere for a cordial return.

I've never taken the Dale Carnegie courses, but friends who have told me they teach the 'Sugar Sandwich' technique. That technique holds that **if you have to tell someone something uncomfortable or potentially insulting, sandwich it between two soft, friendly, and polite statements.** That three-part formula (sweet-sour-sweet) can work effectively as a technique to walk out of negotiations. It gets the message across but leaves them with a sweet taste in their mouth.

An example might help clarify.

You're negotiating with an appliance store manager over a pricey new refrigerator. It has all the bells, whistles, and deluxe features.

The item is just what you want, but the price is a challenge for you to accept. Despite your effort to gain a price concession (you've flinched, crunched, bracketed) the manager is holding firm. You've also employed the Power of Time by 'taking up a substantial portion' of the manager's time with endless inquiries about the item, the reviews, the features, the warranties, etc. Again, no movement on price from the manager. You decide to employ your walk away technique in line with your pre-negotiation strategy. Using the 'Sugar Sandwich', it would sound something like this...

### Sweet

You again grimace while examining the price tag and say something sweet, "I have to admit this is a quality item and to have you (and your store) standing behind it is a great benefit. Your good reputation precedes you. That's why we are here today."

### Sour

"But I can't see how I can justify paying that price for this model. It's something I just can't get past."

### Sweet

"Look, you know what flexibilities you have better than I. Could we





both take a day or so think about how we could put a deal together. I'd really like to do business with you but will need your help to make that happen."

The manager might agree to the 'cooling off' period or play 'hardball' and say the price won't change in a day or so from now. Either way, smile, ask for reading material about the item, and thank him/her for their time. Mention too that you will check back with him/her.

Imagine what that manager is thinking as they watch you (and a sale) depart. Is the groundwork set for your return a day or so

from now? Can you see opening that conversation with "I'm still interested but can't get by the price. Do you have any suggestions for how we can proceed?"

Now we can only predict so far as to how things will unfold. To be sure, pressures unknown to us might tip things in our favor or away from us. Even if we get no price concession, we can be assured that we did receive the best price possible. Could you use the 'Sugar Sandwich'?

Know that other walk away techniques are also available. In the meantime, 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

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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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