

MSAASUPPLEMENT

State of the Association Address
pg 4



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March 2015 | Issue 78



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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Rock on Design 

Announcements

Passing

Dorothy M. Kruesel, mother of MCAA member John Kruesel, passed away in her home on Tuesday, February 10, 2015. A celebration of life was held on Saturday, March 7, 2015 at Ranfranz and Vine Funeral Homes Chapel.

Member Request

Does anyone know an art appraiser or is there a member with experience in this field? A local church in Zimmerman has a painting by LeRoy Neiman and they need an appraisal for insurance purposes. Any help would be appreciated.

Thanks much,
 Kevin Hiller
khuction@sherbte.net
 800-889-3458

Announcements?

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

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The State of the Association

From the Desk of the President

Matthew Schultz

President, MSAA

Contact 



The year was 1949 and a few auctioneers joined together to create what today is known as the Minnesota State Auctioneers Association. I am thankful for the trust that the members of this great association have given me as I prepare to lead us through the coming year.

I must first start off by saying thank you to our Auxiliary President, Sara Fahey, and Immediate Past President, Chris Fahey, for such a wonderful convention that was held at the DoubleTree in Bloomington, Minnesota. I also commend the Board of Directors for running the Champion Auctioneer Contest, the Marketing Contest, and the Fun Auction. A special welcome to our new board members - I look forward to working with all of you.

So far in 2015, the politics at the State Capital have not raised any flags for the Association or the auction industry. Our Lobbyist Vic Moore is doing a wonderful job at keeping us abreast of any issues that may arise, as well as our Legislative Committee comprised of Jim Fahey, Mike Schultz, and Kurt Johnson.

At the beginning of the month, myself, along with VP Greg Christian, EVP Frank Imholte, and three Board members (Bridget Siler, Kevin Swanson, and Lee Ann Vande Kamp) made our way to Kansas City for the NAA-hosted State Leadership Conference. This Conference was a chance to talk to other state association leaders, as well as the NAA, about what is happening in the auction

profession at the state and national levels. This year the topics of discussion were Conference and Show planning, emergency planning, and social media to name a few. The six of us had a wonderful time networking with auctioneers from around the nation and learning from each other on our trip.

One of the things we will put into place this year is an Emergency Board Succession plan. This plan will outline what would happen in an emergency (whether it be medical, natural disaster, or fatal). In the unlikely event that something tragic would happen to our current Executive Vice President Frank Imholte, there is no clear plan on what would happen and how we would continue to function - not only on a daily basis, but also on a monetary basis. This is something the executive committee will be working on after discussion with the board at the spring meeting.

The Board will be looking at reducing the board size as a result of the bi-annual meeting that took place at the Conference and Show. If this is something the board would go forward with, there are a number of sections that would need to change in the bylaws to reduce the size of the board. If you recall the



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late 80's/early 90's, it was a struggle to get board members to want to commit their time, their dedication, and leadership to serve the MSAA. If you had a chance to hear my address at the conference, I gave you three things to think about: What is the MSAA, what is the MSAA to you, and who are you in the MSAA. These are all things that will be used as a guiding light as we talk about board size.

Before I leave you with my final thoughts, VP Greg Christian, EVP Frank Imholte, and myself met the last week in February to review our goals for the year and talk about committee assignments. We are excited for some of the changes that we will be making at the spring board meeting. I invite you to stay tuned to the updated committees and how we think they will make this association better.

What is the MSAA? It is an organization that was founded in

1949 by like-minded individuals that has provided current and relevant education to its members since that time.

Who are you in the MSAA? You may be a Past Leader, an Educator, a Champion Auctioneer, a Hall of Fame Member, a Volunteer, a Committee member, etc.

What is the MSAA to you? Is it family? Is it Education, etc?

These three questions can help any member be an advocate for the MSAA as a start to a conversation with a non-member or new Auctioneer. Think about these three questions when you are talking to auction professionals and think about what these questions mean to you (everyone has their answers). I will leave you with this: remember to stop and smell the roses and enjoy life. There is always time for a cup of coffee with a friend.



MSAA SUPPLEMENT

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Four Common Mistakes of In-house Mailing Lists

Quick Tips for Your Success

Ryan George

Biplane Productions

Contact 



Years ago now, an auctioneer told me that I was too expensive for him to consider as a graphic design vendor for his auction brochures. He told me this after bragging that his direct mail list held 70,000 recipients. His marketing budgets didn't have any money left for me, because he was spending tens of thousands of dollars on postage alone per auction.

I asked him how many people came to his auctions. His answer came in around 500 to 700 registered bidders on average. "You're mailing to too many people," I told him.

I don't remember this auctioneer's name or company off the top of my head, but I've bumped into multiple auction companies that tout their decades-old prospect list or the quantity of people on their in-house list. It's an odd boast, since those lists are filled with budget-sucking ghosts. The age of a list isn't inherently bad, but it can contribute to the following four issues most auctioneers face with their in-house database.

Not Connected to Auction Participation

How many of the people on your mailing list regularly attend your auctions? How many of them have registered to bid in the past eighteen months? How many of them have purchased something in the last year? If you can't answer these questions, there's a good chance that you're mailing unwanted advertising to satiated buyers. They may have been bidders or even buyers in the past, but that doesn't mean they are now.

Most auction clerking software allows you to query purchase information so that you can compare it with (or export it to) a mailing list. Some even allow you to query for spend levels to weed out the tire kickers. For real estate auctions that often don't run through such software, it's relatively easy to keep a spreadsheet of registered bidders and buyers.

The hottest list you should have in your database are back-up bidders, because they didn't get what they came to buy.

Not Segmented for Asset

Unless you're operating on a robust database system that can be queried via various criteria, you will need to maintain multiple mailing lists. If you have one list for all asset categories, a large portion of your list is wasting you and your sellers valuable budget space. Even within general categories like real estate, equipment, estates, and agriculture, you need to have multiple subcategories—unless you operate only in one subcategory. The more segmented your list, the more efficient it will be.

If you've got an old list that you'd like to segment, you can mail a postage-paid piece to your old list





and ask for recipients to mark what categories of auctions interest them (and whether they prefer direct mail or email). That can get expensive, and it's reliant on the recipient basically asking for more mail. It's much more reliable to research auction bidder registrations from auctions of known assets and categorize your records accordingly. That's also a good way to see if they're active bidders, anyway.

Too Dependent on Investors

One way auctioneers defend the age of their list is by categorizing the names on it as investors. These are the dealers, flippers, developers, or portfolio builders who know that auctions bring them revenue potential. Investors bring a beneficial floor to the bidding—the wholesale price. They get the "SOLD!" rider on many, many auction signs. In most cases, though, we're trying to get our sellers retail prices. For those, we need end users; and end users are a moving target.

It's a lot easier to find end users in other media, particularly social media and search advertising. That said, you can also buy inexpensive mailing lists of like-kind owners sorted by demographic criteria or trade categories to supplement

your investor database. Many of those lists allow indefinite usage; and comparing your bidder lists to those purchased lists will help you pluck both investors and end-users to be grafted into your in-house lists.

Not Updated with USPS CASS Certification Reports

Most, if not all, mail houses now use the Coding Accuracy Support System to presort your mailing list. This kicks out undeliverable addresses before you have to pay postage for them, and it garners significant first class postage discounts. It also updates addresses according to the USPS' most recent database of addresses, which is especially helpful when prospects move. That software can generate reports to tell you which addresses failed and why. My preferred print shop gives these reports to my clients at no additional charge, so that they can update their records.

Direct mail often has high response rates as a percentage, but that doesn't make it cheap. Don't waste advertising dollars on vanity advertising when you could use it on efficient marketing.



Shrink the Generation Gap

Y Not?



Hannes Combest

CEO, National Auctioneers Association

Contact 

I use plane time to catch up on reading and recently I read a great article that Richard Kiko, Jr., an auction professional from Ohio gave me. The article is called “Secrets for Unlocking Gen Y Talent at Work” by Jason Dorsey at the Center for Generational Kinetics.

I am a member of the Baby Boomer generation – that means that I was born at some point between 1946 – 1964 (pretty much smack dab in the middle at 1956!). And I remember growing up hearing my grandparents tell me that my generation was “going to the dogs.” Boys had long hair and girls had short shorts and we listened to – wait for it – Rock and Roll!

The other day I was in a meeting when I heard one of my colleagues complaining about this

new Gen Y generation (according to Dorsey, Gen Yers were born between 1977 and 1995). He said that they couldn’t communicate and that they expected everything to be handed to them on a silver platter. And while he didn’t say it, he certainly inferred that things were “going to the dogs.”

That’s not my experience with this group (and I have several on the NAA staff who fall into these birth years!). My experience has been great! So when Mr. Kiko handed me this article, I was curious what the “research said.”

Did you know that in the U.S. alone, there are 79.8 million members of Gen Y? This is the fastest growing generation in the workplace! And Gen Y includes the greatest number of college graduates ever in a generation and certainly more graduate degrees ever. But as a result of their education, they are entering the workforce later in life.

This is the generation whose defining moments included the Challenge tragedy, the fall of the Berlin Wall, the Gulf War, and of course 9/11. They never had a world without computers. But according to Dorsey, this is also the first generation to enter the workforce

without any expectation of lifetime employment by one company. All of these factors have shaped Gen Yers.

Gen Y may not leave you a detailed voice message, but they will send text messages without looking at their phones. And while many people think they are all about instant gratification, they really are outcome-driven. They don’t care about how the work gets done, but about the outcome that is achieved. This group wants to make a difference and as a result, they will likely challenge the status quo.

And here’s why all of this matters – you must learn to deal with Gen Y. Not only are they going to be the largest generation in the workforce, by 2017 Gen Y will outspend Baby Boomers for the first time. They will be the largest consumer group in the market!

Whether you are part of the Greatest Generation, Baby Boomers, or even Gen X, maybe it is time for you to get to know Gen Yers. This group will be our future – for our workforce, for our consumers, and for the auction industry. And trust me, they aren’t “going to the dogs.” Personally, I’m looking forward to the ride – it’s going to be great!



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Negotiating Tip

Pulling a Concession



John Hamilton, DREI
www.GoodNegotiator.com
 Contact

When we negotiate there is an expectation, by both parties, that there will be movement toward each other's anchor or original position. Can you picture a series of offers and counter offers which seem to be trending toward a "somewhere in the middle" agreement?

It is even likely that a momentum has developed and one or both parties are thinking, "This is going to end up close to where I'd hoped it would." Anxiety turns to optimism. Concern is displaced by excitement. One can even picture an upcoming "high five" until...

Until one party disgustingly goes off script, breaks the momentum, and messes everything up. It's not just disappointing, it's demoralizing. What happened?

Well, one party signals a pending change by injecting, "I've gone as far as I can go." The other party is somewhat taken back because there is still considerable distance between their positions. Then the hammer drops when that same party goes on to say, "Actually, on second thought I'm not even sure I was wise in stating my last offer. I fear I spoke too quickly. I'm sorry, I can't see that working for me!"

Taking back a concession, using words similar to those above, really changes the dynamics. The wording you use to take it back must be carefully crafted.

Now how things proceed from here is never known with certainty. But if both sides really want this deal, the party taking back their last concession will exert more control of the settlement terms.

He can, as a grand gesture of conciliation, reinstate that withdrawn concession to close the deal. That opponent won't seek anything additional and lock in an agreement at that point.

Good negotiators have a sense of how badly their opponent wants a deal and can achieve significant advantage by strategically taking back a concession.

It's another option on the table as we 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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