

MSAASUPPLEMENT



MSAASUPPLEMENT

January 2016 | Issue 88



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

2016 MSAA Conference & Show

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

Thursday, January 14—Saturday, January 16, 2016
 Marriott Minneapolis West

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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

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Top-Notch Education

2016 Conference and Show Schedule

1.14.16 Thursday

- 8:00 a.m.–3:00 p.m. Vendor Set-up
 8:00 a.m.–5:00 p.m. Registration
 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

1.15.16 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.–9:30 a.m. Welcome and Opening Ceremony
 9:30 a.m.–10:30 a.m. **Keynote**
 Darron Meares
 10:30 a.m.–10:45 a.m. Break
 10:45 a.m.–12:00 p.m. **Successful Online Real Estate Auctions**
 Will McLemore
 10:45 a.m.–12:00 p.m. **Redwing Pottery**
 Robin Wipperling
 12:00 p.m.–1:00 p.m. Lunch
 12:30 p.m.–2:00 p.m. Fun Auction Item Check-In
 1:10 p.m.–3:30 p.m. **Auxiliary Make & Take Class**
 Tonya Witte
 1:10 p.m.–3:30 p.m. **Making Online Auctions Work**
 Will McLemore

- 1:10 p.m.–3:45 p.m. **In God We Trust, All Others Bring Data**
 John Schultz
 2:45 p.m.–3:00 p.m. Break
 2:45 p.m.–4:30 p.m. Nomination Committee Interviews
 3:00 p.m.–4:30 p.m. **Coins and Currency at Auction**
 Darron Meares
 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

1.16.16 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
 8:30 a.m.–11:00 a.m. **Transform Information into Explosive Small Business Growth**
 John Schultz
 8:30 a.m.–10:15 a.m. **Business and Bankruptcy Auctions**
 Darron Meares
 9:00 a.m.–10:30 a.m. Auxiliary Family Fun Entertainment
 9:00 a.m.–12:00 p.m. Vendor Fair
 10:30 a.m.–12:00 p.m. **Focus and Make More Money**
 Will McLemore
 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



Having your Cake and Eating It, Too

Do You Have Your Checklist?

Matt Schultz

President, MSA

Contact 



As the previous year closes and a new year begins, we often reflect on the past and look forward to the excitement of the coming year. Over the last year, I have had a lot of excitement in my personal life and professional life, and sometimes we forget to make the effort in both areas...I know sometimes I forget. I want to share with you the plan of our wedding.

Do you plan every detail and hope not to overlook or miss anything? This past fall my wife and I began to plan our wedding that would take place on Thanksgiving weekend. We chose a date that would work for the key members of our wedding party. We then moved on to finding location and food, and planning the list of guests. As we neared the wedding date, we were able to cross off more on our To Do list. Soon it was the day of the wedding and the groomsmen were in charge of decorating the hall (the bride had her reservations about it) which turned out fantastic. As we were going through the final details, we could not find the dessert plates that had been purchased. We went through vehicles three times trying to find the plates. Simple resolution to the problem: one of the groomsmen called my father who stopped and bought plates; however, that information never reached my ears or that of the best man. Fast forward to in between the completed ceremony and the reception. At this point in time, I still do not know that plates have already been purchased. So the best man and I hopped in his truck and went and bought plates. We returned to the reception with plates in hand, thinking we had saved the day

and everyone could enjoy cake. Well, that wasn't the case since we already had the cake plates my father had brought. Breakdown in communication with the team gave us a laughable memory, but in other situations a breakdown in a plan or communication could have a greater impact.

So what are the learning points from the missing cake plates? Of course we laughed about it, but in all seriousness how often do we work hard on an auction and miss the "plates?" Let me explain. You take photos, you list the auction, you advertise the auction, the phone starts to ring, or your website starts getting views. Auction day arrives and you are missing a piece of equipment, or something has happened, you missed advertising a piece, etc. What action plan do have to fix the problem? Maybe it is your voice, a computer, a vehicle, maybe something minor, maybe something major? If we had forgotten the Minister we would have had a real issue. We should always have a plan, but moreover a means of communication with our team so the plan goes smoothly. For example, who is going to solve the problem, who is going to communicate with your team so



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“If your team is attending the Conference, what is your plan to take action on what you have learned?”

that everything is fixed or ready to go, or who is going to make plan B work.

Do you have an Auction day check list or plan? My Auction day checklist has changed over the years, but how detailed is yours? Do you have the following on your list:

- Staff
- Clerking Equipment
- Advertising
- Simulcast
- Sound system
- Notes and details
- Uniform

As we prepare for the coming year, how is your education plan? Are you attending the Conference, or is your

entire team attending Conference? If you are attending the Conference, what is your plan to communicate all that you have learned? If your team is attending the Conference, what is your plan to take action on what you have learned? Have you set your personal and business goals for 2016? If you have not, now is a good time to start.

Remember there is always a team member willing to step in and fix a problem. Take time to have a cup of coffee with a friend, as life's too short not to. With blessings to you in this New Year, Vita and I look forward to seeing each of you at the Conference.

With Auctions in mind.
President Matthew A Schultz, BAS



Empire State of Auction

Pursuing Your Passion

Bridget Siler
Director, MSA
Contact 



As auctioneers, there is a certain love we hold for the industry that is not easily found anywhere else. But as we are all passionate about the industry, what part of the auction process do you find your true calling? Yes, we can be passionate about auctions; however, as you look at the entire process, what do you find gives you the most drive to take on and land the next auction event? Is it landing the sales call, setting up the sale, bid calling, the buyer interaction, or cutting the final settlement check? Where do you draw your passion from?

I had the unique opportunity to participate in an auction event this fall in New York City that was entitled, "Rolling Sculpture" and comprised of a line of

classic European automobiles and automobilia. I think of this event in particular when thinking of passion in the industry because this event brought me a different perspective of sharing passions within the auction industry. The auction was conducted by a prominent company who have made their mark and name not specifically in automobiles, but in antiques and more directly, antique furniture. They have appraised, valued, and sold endless amounts of New England and many other styles of furniture and shaped the creation of the TV series Antiques Roadshow.

So 'Rolling Sculpture?' How does that fit in? Granted it was an experience to walk in a gallery consisting of Lamborghinis, Aston Martins, Bugattis and more, but I had to wonder, how did this all come about? Well my question was answered during the opening of the auction. The business owners took the stage and shared their story of passion. Their father had collected classic European automobiles since their childhood, and they shared the fondness of these memories, captivating the audience into a level of energy that could only be derived from an honest exertion of passion. Now prior to this stage performance, I had not directly

met the owners; however, I was able to witness their interactions with media, consignors, clientele, staff and more, and through every interaction they carried this same level of passion which became contagious throughout the event and seemed to infect all attending and staffing the event.

Now I ask of you, where do you find your passion in this industry? And are you allowing that passion to take precedence and poise in your auction event(s)? Perhaps your passion is in the bid calling. Fantastic! Yes, there is still plenty of auction process to get through to get to the point of bid calling, but weigh out the best scenario for you. Perhaps call on those who carry the same passion in various parts of the auction process up to the bid calling to bring your event live. Or embrace the steps that get you closer to the moment where you are in your element at the auction event. And maybe that is different for each event. Maybe it is onstage bid calling at one event, and maybe the next time it is in a seller negotiation on setting a reserve price. Whatever it may be, do not be afraid to let that passion shine, as it is contagious and infects everyone you interact with.





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Focus in the Auction Business

Make More by Doing Less

Will McLemore

McLemore Auction Company, LLC

Contact 



Success in the auction business requires a single-minded, disciplined focus. If you're trying to be everything for everyone, you're going to end up being nothing for anyone. Each time I have narrowed the focus of my business I have done a better job for my clients and I have made more money.

As most auctioneers know, and most also manage to forget from time to time, deal selection means everything. The wrong seller will cost you time, money, and reputation. The right seller will give you the freedom to be patient enough to select the right seller again in the future.

It's really tough to avoid bad business all the time. Focus is what helps you say no to deals that are not profitable and not sustainable for you. Establish a set of rules that make maintaining your focus easier.

Here are some potential areas of focus:

1. Asset Type - Ritchie Bros. sells only construction equipment. Ritchie Bros. will not liquidate your uncle's stamp collection, no matter the value.
2. Geography - My company has a geographic focus. We work to sell assets located in Tennessee. We will not liquidate a restaurant in Michigan, and will instead refer that deal to another auctioneer.
3. Live vs. Online - My company won't sell out a business at live auction. We're setup to conduct

online auctions. On the other hand, Barrett-Jackson will not sell classic cars at online-only auction.

4. Reserve vs. Absolute - Purple Wave Auction will not sell a wheel loader subject to seller's confirmation. Sotheby's won't begin advertising "Absolute Contemporary Art" auctions, either.
5. Seller Type - Govdeals.com will not settle an estate. On the other hand, my firm would have a difficult time obtaining the contract to serve the US Marshals Service.

We've all felt the feeling in the pit of our stomachs when a seller calls and wants you to go to work for them. You know the deal is going to take a lot of time, attention, and labor, but you're an auctioneer and it's in your very nature to help people, after all. If you don't have a set of rules defining focus in your business, you're going to take that bad deal and it's going to cost you.

I always enjoy reading Warren Buffett's annual letters to Berkshire Hathaway shareholders. He frequently comments on the wisdom of sitting on the sidelines



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when insurance premiums drop. He is content to watch his competitors underwrite at a loss and has the financial strength to wait until the pricing returns to a profitable level before writing additional business. We must do the same.

If you take this advice to heart, there will be times during the year when every other auctioneer is busy and you are twiddling your thumbs. It's much more profitable to do nothing than it is to be busy making a loss.

This means that we must also have the financial strength to maintain ourselves in business until we locate a profitable deal we can repeat. We must keep overhead low and prepare for a time when we cannot find profitable business to book.

We can't do a very good job taking care of others until we first take

care of ourselves. Focus is a bit like a descending oxygen mask on an airplane — put it on yourself first, then take care of your clients.

My friend and colleague, Craig King, once told me, "you get what you sell." For Craig it's important to turn down an \$800,000 real estate auction. It may seem painful because of the lost revenue, but it's a requirement if you want to trade in \$4 million homes like Craig does.

There are no right or wrong answers when it comes to what to focus on in the auction business. The only risk is having no focus at all.

Take a good look at what you are good at and what you enjoy. Choose the deals that are profitable and sustainable within this area and only the deals that are profitable and sustainable.



Negotiating Tip:

Brackets & Limits



John Hamilton, DREI
www.GoodNegotiator.com
 Contact

When it comes to sending bracketing messages, the possibilities seem endless. Often that bracket is established and conveyed in a subtle manner, almost concealed or cloaked in a manner that people are prone to miss. It is often bundled in what we'll call a product, service, or sales presentation.

Examples often provide the best explanation of a negotiating technique. That's certainly true of this bracket package.

Example #1: A customer objects to the price on some lumber they hope to purchase. They explain to the clerk that they need a discount because they have a limited budget. That budgeted amount has to enable them to purchase the lumber, but also the paint and hardware. The price limit is set for the entire package.

Example #2: A home buyer shares with their agent that they would like to buy the house they have recently viewed. They further indicate that they've worked out an affordable budget for acquiring the property and for completing some much needed painting, repairs, and modifications to that property. With the cost of repairs in mind, they could only offer \$_____ for the property.

Example #3: An equipment purchaser is in negotiations with a dealer to purchase a machine that he needs. The price negotiations seem to be going well until the purchaser shares that he is limited

in what he can pay the dealer because he has to pay additional to have the item delivered and modified for his specific use.

What do each of these examples have in common? Each has a purchaser willing to acquire an item but only if the seller 'helps' them pay for ancillary items. **They ask for a price reduction so they can spend those saved funds on a necessary expenditure somewhere else.**

It is quite common for the customer to take their problems and attempt to pass them on to someone else by using a package bracket. In these cases the problem is something else the buyer wants to purchase, and the seller is asked to fund the buyer's extra items by providing a price reduction.

Good negotiators...

- Anticipate that such package brackets might be presented. They are also capable of tactfully rejecting any obligation that the buyer might attempt to shift their way. They don't take on someone else's problems, however logical they may be presented.





- Know that the buyer is already invested in this negotiation and will probably not back out if a seller concession is not forthcoming. They extend the discussions. The longer the negotiations go on the more likely the bracket package will be abandoned.
- Can typically put the 'deal together' by offering/giving a minor, low cost concession. It shows that they're willing to help

their opponent stay within their bracket package limit. It is often more important to say you have achieved a concession than to focus on the amount of the concession.

Brackets and Limits: We need to set and communicate more on our behalf and we need to challenge those we hear from others.

It's all part of the bargaining 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:

Sara Fahey, Committee Chairperson
661 E. Forest St. Belle Plaine, MN 56011, 952-873-2682

Scholarship Committee: Conny Rime (chair), LuAnna Finnilla, Anita Aasness



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Rick Berens Scholarship Application

Funds available will be determined from the proceeds of the Rick Berens Scholarship Fund.

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
 Employee

An Active Member means he/she should attend MSAA Conventions on a regular basis and be interested/involved in promoting the MSAA/Auxiliary auction profession. Must be a member of the MSAA or Auxiliary for three (3) consecutive years.

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please re-apply. If no qualified recipients apply, there will not be a Rick Berens Scholarship award that year.

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

1. Complete and attach the Official Applicant Form.
2. Submit Essay: Be unique and creative! Please state what you've learned from your experience in the auction profession and/or what you would do with the scholarship funds. Please complete on separate page, sign, and ATTACH ESSAY TO THIS APPLICATION FORM.
3. Attach a letter of recommendation from a current, active MSAA member. This is required for ALL scholarship applicants.
4. Use this scholarship toward tuition at an auction school.

Absolute Deadline – Must be postmarked by November 1

Relative of winner will be notified before the annual convention. Winner and MSAA/Auxiliary member are encouraged to attend the Saturday Night 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:

Rick Berens Scholarship
 c/o Sara Fahey
 661 E. Forest Street
 Belle Plaine, MN 56011

Scholarship Committee: Renee Berens and Anita Aasness



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