

MSAA SUPPLEMENT



2016 MSAA Conference & Show Recap



MSAA SUPPLEMENT

February 2016 | Issue 89



Welcome

Thanks for taking the time to read the official web publication of the Minnesota State Auctioneers Association. We take pride in our association and are excited to provide this supplement, to assist our members in gaining a greater understanding of their benefits, and the auctioneering profession as a whole.

Viewing Instructions

If some sections have print that is too small for you to read easily, go up into your VIEW menu at the top of your screen and scroll down to ZOOM, or even click on the "View at Full Screen/Full Screen Mode" option in the VIEW menu. You can also print the document if you wish.

Contents

4 **A LITTLE ABOUT YOUR VP**

From the Vice President's Desk,

Vince Bachmann

5 **2016 MSAA CONFERENCE & SHOW**

Recap

9 **2016 MSAA CHAMPION AUCTIONEER CONTEST**

10 **MSAA HALL OF FAME INDUCTEE**

Todd Houghton

12 **NEGOTIATING TIP**

Winning Over Your Opponent

John Hamilton, DREI



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Announcements

Passing of a Great Friend

MSAA Auxiliary Hall of Fame member Eileen Reisch recently passed away. Eileen loved the MSAA and was the secretary/treasurer for 12 years from 1978 to 1990. She and her husband Marcel were active in the MSAA and greeted everyone with a smile. As Paul Behr has said many times, Eileen and Marcel pulled the wagon to help get the MSAA to where it is today.

Stolen Item

Please be on the lookout for an Industrial American 8 bale mover, model 625. It is blue with a black hitch. It was taken this week from the sale barn in Belle Plaine. Contact Erika Ediger if you have any information.

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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MSAA SUPPLEMENT

February 2016 | Issue 89



A Little About Your VP

From the Vice President's Desk,

Vince Bachmann

MSAA Vice President

Contact 

Wow, what a convention! I would like to thank everyone for their overwhelming support and having confidence in me to be the Vice President of this great organization. I would also like to congratulate Greg Christian on becoming President. He will do a very fine job and I know he has some exciting things lined up for our members. Also, hats off to our Immediate Past President, Matt Schultz, for an excellent convention. Congrats to our three new Board Members; I am looking forward to working with everyone in the coming years in the MSAA.

I know at the Annual Meeting I was a man of few words. That's mainly because I know how much everyone likes sitting in meetings for a long period of time. So for those of you that don't know me, I've been auctioneering since I was 12 years old and in the business for 35 years. I have been married to my high school sweetheart, Jane, for 35 years as well. We have four adult children: Cindy, Anthony, Andrew, and Austin, all of which grew up in the auction business. Our three sons are also auctioneers; needless to say it can get very interesting at times, but also very rewarding. We have seven grandchildren to-date and love spending our free time with them. I've been on numerous boards including the MSAA in the 90's, our local MLS (Realtor board), and various Church boards. I have been a member of the MSAA since 1992 and have never missed

a Conference and Show. My family and I have a passion for the auction business and have been very blessed to be able to make a living doing it.

I've worked for and with many you in the past as either an Auctioneer or a Ring man. You can learn so much from one another by doing this and I am grateful for those experiences. This helped me make my decision to run for VP a lot easier. Will everything be perfect? Probably not, but shoot for perfection and with God's help (and yours) it will be awesome! I am looking forward to leading the MSAA as your VP this year and as President in 2017. So please remember to tap into the knowledge of the great members of the association and soar like an eagle because "It's a Great Time to be in the Auction Business!"



MSAA SUPPLEMENT

February 2016 | Issue 89



2016 MSAA Conference & Show

Recap



Minneapolis, MN played host to the 2016 Minnesota State Auctioneers Association annual Conference and Show from January 14–16. Auctioneers, friends, and family descended upon the Marriott Minneapolis West for the finest education and networking in the State.

Education began bright and early on Thursday, January 14th 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. This year's contest was hosted by the 2015 MSAA Champion Auctioneer and 2015 International Auctioneer Champion, Tammy Tisland, and featured some very excellent competitors. In the first round of the competition, each auctioneer sold three items and were scored by a panel of five judges. At the conclusion of the first round the judges took a break while three specialized judges came up to judge the rookie auctioneer competition. Following the rookies, the top five competitors from the earlier contest were announced. At this point the interview portion began. After answering three questions pertaining to the auction industry, each finalist then sold three more items. After all the dust settled, Isaac Schultz of Upsala, MN was awarded the prize of 2016



MSAA SUPPLEMENT

February 2016 | Issue 89





MSAA Champion Auctioneer. For the next year he will serve as the Goodwill Ambassador for the auction industry in Minnesota and will be sponsored in the IAC this summer at the NAA conference in Grand Rapids, MI. The rookie contest winner was also announced and Brooke Gillespie of Graceville, MN took home this honor.

Friday morning's general session began with keynote speaker Darron Meares and his motivating talk on personal growth and strength. After a brief break, the morning seminars took off with a presentation on Successful Online Real Estate Auctions by NAA Director, Will McLemore, and an in-depth presentation on Redwing Pottery by Robin Wipperling. With barely a break for lunch, education was back in session as John Schultz kicked off a full afternoon on Facebook marketing and insights. Meanwhile, Will McLemore hosted his second session entitled, Making Online Auctions Work. Darron Meares dug into one of his specialties with a session Coins and Currency at Auction. Along with education, the Auxiliary also hosted a

crochet make-and-take event for anyone interested.

As the afternoon came to a close, attendees gathered for the Awards Banquet to hear who won marketing awards this year. Friday night once again played host to the very entertaining MSAF Fundraising Auction. The night was filled with laughs and excitement for the whole family. As in years past, the fun auction began with junior auctioneers who wowed the crowd with their stage presence and selling know-how. Once the kids had their fun, the adults did their best to entertain and raise money for the Foundation.

Saturday morning opened with breakfast and a townhall meeting. The townhall meeting format allows for members to ask questions and have discussions on items important to the association outside the business meeting. We have found that this system streamlines our business meetings and members enjoy being able to ask any question that is on their mind. Immediately following breakfast, attendees began filling seats for a variety of educational seminars including: Transform Information into



MSAASUPPLEMENT

February 2016 | Issue 89





Explosive Small Business Growth by John Schultz; Business and Bankruptcy Auctions by Darron Meares; and Focus and Make More Money with Will McLemore. As the educational portion of the weekend came to a close, many attendees had ideas and even plans to put into implementation as soon as they got back to their business on Monday morning. During lunch, a moment of silence was shared to recognize many of the people who had passed away in the last twelve months. President Schultz also took time to recognize all past presidents of the MSAA and the MSAA Auxiliary as well as Hall of Fame members of both organizations.

After lunch, the bi-annual meetings of the MSAA and the MSAF were held. During the foundation meeting Jim Fahey presented on investing our money that was set aside for growth and after a vote it was decided to move forward with the proposal presented. During the MSAA board meeting, elections were held for the offices of Vice President and Directors. For the position of Vice President, Vince Bachmann was elected. For the three Director positions, Kristine Fladeboe Duinick, Larry Mages, and Paul McCartan were elected. The MSAA Auxiliary also held their business meeting Saturday afternoon and elected new vice president Vita Schultz.



MSAA SUPPLEMENT

February 2016 | Issue 89





As the afternoon drew to a close, attendees took some time to unwind before the President's Banquet. As attendees sat down for dinner, the Board of Directors were announced and seated at the head table. After a fine dinner, the program began with the installation of the 2016 Board of Directors conducted by NAA representative, Will McLemore. At that time, President Schultz recognized outgoing board members Austin Bachmann, Allen Henslin, and Michelle Weinzetl for their outstanding contributions. It was then time to award the four Auxiliary Academic Scholarships. This year's recipient was Cassidy McCartan. At this point in the night the Best in Show Marketing Award went to Houghton Auction Service and the Member's Choice was awarded to Chuck Sutton for his promotion remote control cooler. Each year the president awards the Golden Gavel for outstanding service to one member. This year, Mark Rime was given this distinct honor for helping the ethics committee smooth out any grievances during the year. It was at this time that Holly Hotovec came to podium and inducted the newest member of the MSAA Auxiliary Hall of Fame, Rosi Przybilla. After a standing

ovation and her acceptance speech, it was time to induct two new members to the MSAA Hall of Fame. First, Al Wessel stepped to the podium and welcomed Jerome Hanson to the MSAA Hall of Fame. After his acceptance speech, Wally Laumeier stepped to the microphone to welcome Todd Houghton to the MSAA Hall of Fame. Many family and friends joined both inductees as they thanked the association. Matthew Schultz came back to the podium and passed the official gavel of the MSAA to Greg Christian. President Christian gave a short speech and welcomed everyone back next year to the Conference and Show. After his speech, Schultz stepped back up and gave his closing remarks by thanking the many people that helped him over the past year. The night closed as live music from Pull Start Diesel played late into the night. Many new friends and old acquaintances enjoyed each other's company before making the trip home. It was a wonderful Conference and Show and many can't wait for next year.



MSAA SUPPLEMENT

February 2016 | Issue 89



2016 MSAA Champion Auctioneer Contest

*Right: 2016 Champion Auctioneer
Isaac Schultz*

Far Right: Auctioneer contest finalist

*Below: 2016 Rookie Champion
Auctioneer Brooke Gillespie*



- Champion:** Isaac Schultz
 - Reserve Champion:** Cody Aasness
 - Third Place:** Glenn Trautman
 - Fourth Place:** Jeremy Schafer
 - Fifth Place:** Ray Henry
-
- Rookie Champion:** Brooke Gillespie



Isaac Schultz



Cody Aasness



Glenn Trautman



Jeremy Schafer



Ray Henry



MSAA Hall of Fame Inductee

Todd Houghton



This individual that will be inducted into the MSAA Hall of Fame was born in southern Minnesota. In high school he played football, basketball, and golf. After graduation, he worked in a grocery store, and after one year he went to college and graduated with a business degree.

At an early age, he helped in the auction business of his parents and enjoyed both the work and watching things being sold. After college, he then went to Western College of Auctioneering in Billings, MT. After returning from auction school, he joined his parents in the auction business. He joined the MSAA and the National Auctioneer's Association. He is a life member in the NAA. He has attended all of the state conventions and was soon on the board. After completing his three year term, he ran for Vice President and then was elected president of the MSAA.

He has his Real Estate license and also his Broker's license. He is a member of the Wisconsin Auctioneers Association, the Elks Club, and the Red Men Club, and has been very active in both.

He has helped a number of auctioneers over the years in Minnesota, Wisconsin, and other states. He does a number of Ducks Unlimited pheasant, turkey, and other benefit auctions. His main auction business is farm machinery, heavy equipment, real estate, and household.

He met and married the love of his life. She works in the business doing office and clerking work. He also has a stepson who joined the auction business a number of years ago and they work well together. He loves to hunt, fish, and spend time at their cabin in Wisconsin. He also enjoys spending time with family and friends. He and his wife were blessed with a grandson this past summer which they adore.

I think that it is now time to introduce our next Hall of Fame member. Let's give a big welcome to Todd Houghton.





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Negotiating Tip

Winning Over Your Opponent



John Hamilton, DREI
www.GoodNegotiator.com
 Contact

If your goal in negotiating is to crush, humble, and even humiliate your opponent, you've adopted a disastrous philosophy. Winning over your opponent should be more along the lines of being friendly, conciliatory, and even disarming any potential rivalry or hostility.

Let's identify three easy steps to accomplishing the goal of winning over your opponent.

Step 1 Ask Questions About Their Concerns

If you don't know the priorities, stresses, or objectives of your opponent, how can a win-win solution be achieved. Asking, "What do you need from me on this?" or "What are your concerns about what I'm suggesting?" or "I sense you're uncomfortable with my suggestion. Why is that?"

Anytime we voice interest about the concerns of others we chip away at barriers and begin to disarm any potential hostilities. How can they be mad at someone, like us, who are sympathetic to their needs?

Step 2 Restate The Concerns They Share

We do this for two reasons:

- First, to make sure we understand their concerns. It has proved to be disarming when we feedback the concerns we hear from others. Many times when they hear us restate their comment, it sounds trite, selfish, and somewhat insignificant.
- Second, restating their concerns might extract more useful information from them and also provide us time to formulate an effective response.

To restate their concern begin with phrases such as, "So if I hear you right, you're saying..." or "So the tough point for you is..." Let your body language/facial expression reinforce your sincere desire to understand.

Step 3 Propose the Win-Win Solution

Now that you've demonstrated that you want to know their concerns and even asked for clarification of those concerns, be tactfully firm in presenting (and selling the value/benefits of) your position or proposal. Perhaps a concession can be added to somewhat address their concerns.

It might sound like, "I don't think we're far apart here. Regrettably I don't have much price flexibility, but if you could increase your order by ___% I think I'd be able to factor in a price concession. Are you willing to work with me on this?"

If you demonstrate a willingness to know their concerns or pressure points you'll often find them reciprocating in a productive manner. Arguing doesn't work. Partnering with our opponent can pay great dividends 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



MSAASUPPLEMENT

February 2016 | Issue 89



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



MSAASUPPLEMENT

February 2016 | Issue 89



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



MSAASUPPLEMENT

February 2016 | Issue 89

