

# MSAASUPPLEMENT

2016 State of the  
Association Address  
pg4



## MSAASUPPLEMENT

March 2016 | Issue 90



## 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 STATE OF THE ASSOCIATION ADDRESS

---

Thank you and a look ahead

*Greg Christian*

### 7 MSAA AUXILIARY HALL OF FAME INDUCTEE

---

Rosi Przybilla

### 8 #AUCTIONSWORK

---

Taking Promotions to the Next Level

*Hannes Combest*

### 10 NEGOTIATING TIP:

---

Extra Effort Pays Off

*John Hamilton, DREI*



# MCAA Board of Directors

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MCAA Supplement | Publication Staff

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Greg Christian   
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## DESIGN

Rock on Design 

# Announcements

## Auction House:

The Shakopee Auction House has been in its current location, 214 Holmes St. in Shakopee, for the last eight years and is now up for lease or sale. If anyone is interested, call Brent Weiss at 612-210-1013.

## In Our Thoughts and Prayers:

Annmarie Trocke, mother of member Peter Trocke, passed away Wednesday, March 2. Mass of Christian Burial was Tuesday, March 8 at St. Mary's Catholic Church.

## Announcements?

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

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# MCAASUPPLEMENT

March 2016 | Issue 90



# State of the Association Address

*Thank You and a Look Ahead*

**Greg Christian**

President, MSAA

Contact 



**T**hank you to Matt Schultz for creating an outstanding conference with powerful education that if implemented, will make measurable improvements in our lives and businesses.

Thank you, MSAA membership, for giving me the opportunity to lead this organization of auction professionals. We join the MSAA to help ourselves and our businesses grow through education and peer support. When we share insights with one another, good things happen. Almost always you benefit from a mini brainstorm session that generates ideas worth trying. The exchange may be between longtime professionals or someone who works in a market different than yours. Either way, when you collaborate with others you contribute to the value of the MSAA.

I want thank Sara Fahey for her work on our publications, as she has made the process very professional.

I am looking forward to working with Vice President Vince Bachman and the first class professionals that make up the board. It was good to see the director election competitive; make next year the year that you go for it.

I am grateful for the outstanding people I have been privileged to have known and built relationships with in this Association. It has truly been a gift. I have been coming to

these conferences for over 40 years, so sadly some of those people have passed on. I still feel their influence and will work to help keep their impact alive.

Our MSAA members include the top professionals in our industry. My goal is to tap into that reservoir of talent, experience, wisdom and humor. I also intend to continue with excellent education programs. The better we are individually, the better we are as a whole.

We need to continue to work on being more inclusive. Not only toward new members, but also by an acceptance and respect for the many ways we choose to conduct our auctions.

Lastly, I am looking for volunteers to record StoryCorps-type interviews with our most senior members. I would like to create an opportunity for everyone to hear the highs and lows of the auction business. Favorite humorous stories, jokes, and anecdotes can be added. Auxiliary members also have a life full of auction memories that we can learn from. The "Interviews with Champions" on Andy Imholte's Fast Talking Podcast inspired me to tap into the wisdom of our elder



## MSAA SUPPLEMENT

March 2016 | Issue 90





members. The Summer Meeting is a great place to start. Hopefully we can add a link on the MSAA website for easy access to the life stories. Contact me to be a part of recording MSAA history.

Please also contact me if you have any thoughts on what we can do to make the MSAA even better.

“Life’s best gifts are not things, but opportunities.” Author unknown

**August 1, 2016**

**Summer Conference, Rogers Community Center.**

21201 Memorial Dr.  
Rogers, MN 55374

**Jan. 19-21, 2017**

**Conference and Show, DoubleTree Park Place,**

1500 Park Pl Blvd,  
Minneapolis, MN 55416



# MSAA SUPPLEMENT

March 2016 | Issue 90





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# MSAA Auxiliary Hall of Fame Inductee

*Rosi Przybilla*



As presented by Holly Hotovec:

**I**would label our new inductee into the MSAA Auxiliary Hall of Fame a “local” girl. And by “local,” I don’t mean “Twin City.” I mean a rural Minnesota “local” girl. You see, this special lady was born, attended school, was married, and has lived her life so far, inside the circle of a 15 mile radius!

When I interviewed her ‘very’ devoted husband, I learned that he was interested in this long haired, pig-tailed, German girl in the 1st grade! When she graduated from the “local” high school, she attended a Vo-Tech just a few miles down the road and then soon married her childhood classmate in their hometown church.

In 1994, she jumped right into the auction business with her husband by becoming the clerk, as well as their advertising specialist. They attended their first convention that same January, where she joined the MSAA auxiliary. For 22 years now, she has been active in the Auxiliary; attending meetings, serving on the Board of Directors, the Scholarship committee, was Vice President and in 2005, was our President. She and her husband have been the proud recipients of many advertising awards at Convention Marketing contests...especially enjoying the People’s Choice award in 2013.

In her “local” area, our inductee has been busy too. She is active in the Little Falls Dandelions, Habitat for Humanity, a local quilting group,

and her “local” church, St. Michael’s of Buckman. The Marshik Insurance Agency in Little Falls was bought by our inductee three years ago, after she had worked there for over 30 years.

Her family is the joy of her life. She is so proud of her daughter and two sons and, of course, her grandson Gus, who will soon turn two! They, however, live outside of her “local” circle...they are ‘NEW YORKERS.’ If only she could figure out a way to move them all home near Buckman, MN, life would be even greater!

Please join me in welcoming our newest member of the MSAA Auxiliary Hall of Fame, Rosi Przybilla!



# #AuctionsWork

## Taking Promotions to the Next Level

### Hannes Combest

CEO, National Auctioneers Association

Contact 



In past newsletters, I've written about NAA's plan (Pathways to 2020) and how we have implemented three strategic initiatives (education, promotion, and advocacy) in order to make progress towards our vision: making NAA members the preferred auction professional used in the marketplace.

While NAA is not a wealthy organization (we are stable!), we are rich with resources. We have 4000 members, each of whom has friends, family, clients, and bidders that can be educated about the auction industry. But we've never reached out to those individuals!

This year the NAA Promotions Committee developed a plan to use social media to extend our reach for our message. They have developed a campaign based on an idea that was recommended to us from the Michigan Auctioneers Association. We have a lot of success stories in the auction industry – most of you have many. Let's start putting those stories on Facebook and other forms of social media, sharing them with the extended audience listed above. The reach could be huge! Particularly if we have one unifying message: #AuctionsWork

A hashtag on social media will help us combine our messages into the larger pool of success stories. It brings a spotlight on our industry and on you the auction professional.

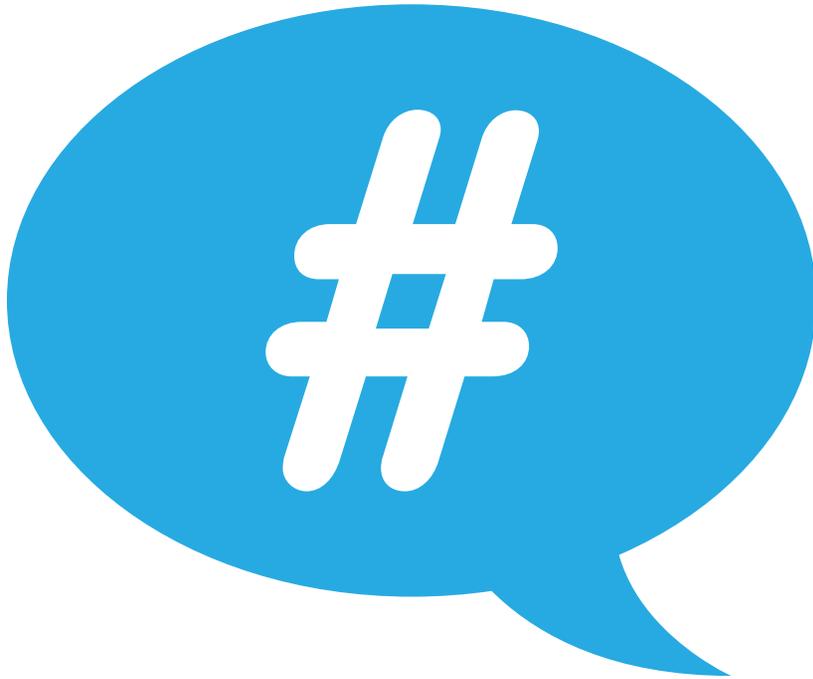
For NAA members, we are requesting that you follow it with another hashtag, #NAAPro; perhaps your state association will want to implement something

similar (if you are an NAA member, you can use both!). This shows you are a member of an organization of PROFESSIONALS who can be trusted to provide auctions that work!

So how does this work? Let's take Facebook for example. I have about 1300 "friends" on Facebook. About half of those friends are from the auction industry. The other half consist of people I met in previous jobs, friends and family, and high school buddies with whom I have reconnected. I don't have to convince my 650 auction friends to use auctions; but the 650 other people are now exposed to how auctions work because I am posting success stories. And if they are really interested, they can search for all posts with the hashtag #AuctionsWork or #NAAPro and see other people's posts.

The result: people call me and ask me how can they use auction to sell their car or their house or conduct their benefit auction. I have had those calls from my friends and other connections that know I work in the auction industry. I know people have gotten jobs because I have directed my connections to use Find An Auction Professional (auctioneers.org).





NAA has a relationship with USA Today; they publish the Auction Showcase every Tuesday and Friday in the business section. Once a month, we provide content for an article. One month it was why you should use an NAA Auction Professional for your benefit auction. NAA member and past IAC Champion, Lynne Zink from Maryland, got a call from a group who saw that article, went to Find An Auction Professional and found her – she got a job because of that article.

With the consistent use of the hashtags on social media and

with our connection with USA Today and other things we are doing, we are confident that we will get the message out that AUCTIONS WORK!!!

But we need your help. Use the hashtag on your posts. Post about your success stories. NAA has almost 4000 members; but there are more people in the auction industry that aren't members. If we all do the same thing, we can move this message forward. And in the end, that means we are all going to be successful!



## Negotiating Tip:

### *Extra Effort Pays Off*



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

**G**ood deals don't just fall in our laps. We have to seek them out. We can't let artificial barriers stand in our way. I made an online purchase today and got a good (let's call it a 'better') deal just by ignoring an obstacle that would stop most consumers.

I was in need of a device to augment some video equipment I've been using and found the exact item I wanted at an online vendor. I've never purchased anything like this before and frankly had no clue as to whether the price quoted was high, low, or just right.

As I clicked on the item and proceeded to 'check out,' I noticed a little box next to the price quote that was labeled "Promo Code." Now who doesn't know what that refers to?

It's a clear indicator that with that code I'd likely get a better price. But I didn't have the code. Most consumers wouldn't, either. Most would march on through checkout and buy the item at list price.

Undeterred, I navigated back to the company's home page, found a toll free number, and gave them a call.

**My objective?** To get a better deal via the "Promo Code."

My thinking? They must give this code to someone. Why not me?

**My rationale?** If they'd make a profit selling items at their discounted "Promo Code" price, they'd be happy to make that same money from me.

The reality? Most people would think the task of trying to get the "Promo Code" to be too much trouble and embarrassing to seek.

#### **Here's what happened.**

I called the company and asked about the item I was wanting to purchase. I asked if the price quoted online was correct. It seemed unreasonably high.

"Is that price correct?" (Phone Flinch)

The lady responded that the price was indeed correct. I said, "I was afraid of that. That price was more than I had budgeted." (Bracket)

Silence from the lady. I continued, "Is that the best you can do?" (Crunch)

"It is." she replied.





“That’s a shame. I will have to see if I can find this item somewhere else. Who else sells these?” (Competition and even asking her to identify the competition for me!)

Again, silence (or at least hesitation). I chimed in quickly, “Hey, I see a “Promo Code” box at your checkout page, could I use that to secure a better price?” (You never get anything you don’t ask for.)

She replied that the “Promo Code” is for their large volume customers and special promotions, but she didn’t see any harm in providing it to me. She did. I thanked her and was able to get a 25% discount. That for just a little extra effort.

Good negotiators know that it often takes a bit of extra effort to get a better deal.

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

March 2016 | Issue 90



## 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

March 2016 | Issue 90



## 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

March 2016 | Issue 90

