

# MSAASUPPLEMENT

A Lesson in Trust  
Page 4



# MSAASUPPLEMENT

June 2016 | Issue 93



## 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 THE SHOE'S ON THE OTHER FOOT

---

A Lesson in Trust

*Col. Frank Imholte*

### 6 6 REASONS FACEBOOK HASN'T YET KILLED DIRECT MAIL

---

The Values of a Tactile Medium

*Ryan George*

### 8 NEGOTIATING TIP:

---

The Higher Authority

*John Hamilton, DREI*



# MCAA Board of Directors

## OFFICERS

Greg Christian, President   
 Vince Bachmann, Vice President   
 Frank Imholte, Executive Vice President   
 Lowell Gilbertson, Executive Vice President Emeritus   
 Matthew Schultz, Immediate Past President 

## DIRECTORS

### Terms Expiring 2017

Scott Gillespie   
 Jeremy Schafer   
 Bridget Siler 

### Terms Expiring 2018

Kevin Swanson   
 Dave Thompson   
 Lee Ann Vande Kamp 

### Terms Expiring 2019

Kristine Fladeboe Duinick   
 Larry Mages   
 Paul McCartan 

MCAA Supplement | Publication Staff

## EDITORIAL BOARD

Greg Christian   
 Frank Imholte   
 Vince Bachmann 

## DESIGN

Rock on Design 

# 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](mailto:frank@solditatauction.com)

FOLLOW ME ON 

 Find us on Facebook



# MCAASUPPLEMENT

June 2016 | Issue 93



# The Shoe's on the Other Foot

## A Lesson in Trust



**Col. Frank Imholte**

Executive Vice President, MSAA

Contact 

**A**fter 30+ years of trying to convince (or sell) a client that I was the right one for their auction, I had a bit of a new experience this past week. As a matter of fact, the first and only time this will happen to me in my lifetime.

Over three years ago our daughter Katie decided it was time to take up the family tradition. No, not playing music (she already does that very well). She attended the MSAA Conference and said she would attend Auctioneer School. I do remember Katie sending me a text saying she was the only girl in a class of 33 students. Of course I said, that is pretty good odds. She said Dad, that is not why she was there and I agreed. As I have said in the past, she can auction with a smile and enjoys the auction business. I also remember meeting many of her classmates - Jon, Alex, and Erich to name a few. Dan sang the auctioneer song while I played the accordion (kind of a song and dance act without the dance) and I remember Col. Paul C. Behr working with each student as they auctioned their very first items. He told Katie she would do well in this business and she has done very well. About two days after that weekend, Katie called Peg to say she and Erich were gonna start going out. I'm thinking, Erich lives in Billings and does conventional real estate...this will be interesting. Last fall he moved to the Cities and has

helped us with many auctions. As Paul Harvey says, "Now the real rest of the story."

Last week Erich left a bid on a mower and came up to get it. He said he'd buy lunch and so we took in the Park Diner where Katie used to work. As we are having lunch, he asks me a question regarding Katie's hand in marriage. Much like I ask folks to entrust me with their life's possessions when I ask them to allow me to do their auction, he asked for the one thing I had never given to anyone. I asked if he would take good care of her and with that yes, I told him I would be very honored to have him as a son-in-law. There was just one more important part, and that was he needed to ask Peg, too. I drew him a map to her work and sent him off to find Peg. I expected a call from Peg; however, she waited until she got home and we were both "SOLD" on adding another auctioneer and son to our mix.

I sure hope most folks experience this excitement when we do their auction too.





# MILLIONS Of Visitors

HIGHLY RANKED IN SEARCH ENGINES

UNLIMITED LISTINGS

UNLIMITED TEXT & PHOTOS

NO LINKING RESTRICTIONS

GLOBALAUCTIONGUIDE.COM  
AS LITTLE AS \$1 PER DAY

AUCTIONGUY.COM  
100% FREE LISTINGS

## SHARE YOUR DATA

FREE WEBSITE HOSTING

FREE CALENDAR WIDGET

100% FREE LISTINGS!

COMPLETE CATALOGS



AUCTION  
**GUY**

CALL 1-888-669-3981

OR VISIT US ONLINE AT

[GLOBALAUCTIONGUIDE.COM](http://GLOBALAUCTIONGUIDE.COM)

& [AUCTIONGUY.COM](http://AUCTIONGUY.COM)

## 6 Reasons Facebook Hasn't Yet Killed Direct Mail

### *The Values of a Tactile Medium*

**Ryan George**

Biplane Productions

Contact 



I got a big surprise in the mailbox yesterday. The cover of Auctioneer, the auction industry's international trade journal, teased a story about the Auction Technology Specialist (ATS) program. Since I was on the panel that rewrote the curriculum for ATS and have been one of the instructors of the course since last summer, I was excited to see the coverage.

The surprise, though, came in the opening paragraphs of the article, when it was declared that the instructors had ditched all print media and used print advertising only to prove to sellers that it was a waste of advertising dollars.

You'd be surprised, too, if—on the same day you read that story—you had also designed three different postcards for one of those instructors and had consulted about a brochure with the other instructor. In fact, I designed 139 postcards last year for Grafe Auction, the company used as the case study throughout the course. Plus 15 already in 2016 (more than I have for any other client).

John Schultz, Robert Mayo, and I spend the vast majority of the course talking about digital media and analytics of all media. So, I understand if direct mail might seem like a tumbleweed ghost town to the casual observer.

I make money creating advertising for both Facebook and direct mail. Facebook is the biggest innovation in advertising ever. I truly believe that and am thankful for the times it bails me out of tough strategy situations with my clients. While Facebook collects a mind-boggling

amount of data about its users, there are still audiences it can't reach that direct mail can.

#### **Your In-House Bidder, Banker, or Attorney Lists**

Sure, you can email your registered bidders, biggest hitters, and referral agents; but we all know that direct mail is more disruptive. It has to be physically touched at least once, even to be tossed in the garbage. While Facebook can match 40-50% of your email addresses, that leaves 50-60% in limbo. With email open rates averaging in the 15-25% range, are you willing to take the chance that a number of your proven prospects won't be bidding?

#### **Acreage Owners (Including Absentee Owners)**

I can buy direct mail lists of people who own specific amounts or ranges of acreages in many locations around the country. This is a critical list for farm real estate auctioneers—both in acquiring new sellers and in appealing to farmers looking to buy more land. Facebook doesn't have any data remotely close to this category.



# MSAASUPPLEMENT

June 2016 | Issue 93





### Owners of Fishing & Hunting Licenses

Facebook can give me fans of Realtree and Mossy Oak, Bass Pro Shop and Cabela's. I can tap into lists of people who like kayak fishing, bow hunting, and trophy whitetail deer. If I want people with actual hunting or fishing licenses, though, I have to use direct mail. Also, since Facebook doesn't allow the overt advertisement of guns and ammo, you're going to need other disruptive media to advertise those wares.

### Every Door Direct Mail

If your property needs the attention of everyone on a United States Postal Service (USPS) mail route, Facebook can't match direct mail. No digital or other print media can, actually. With some ingenuity (that my mail house uses) this USPS tool can be expedited to almost first class delivery times.

### SIC Code Businesses

Facebook can match a lot of professional roles—more than any medium I've found. What it can't grab yet are businesses. For instance, today I was working

on a proposal for a self-storage facility. I can get a direct mail list of those; Facebook didn't have that category for entities, employers, or professions.

### Chamber of Commerce Members

Facebook can't tell you who takes part in offline groups like Rotary, the Chamber of Commerce, or other trade associations. If you're lucky, you might have access to your group's email database, but that's usually not an option. Since most groups don't have daily or weekly (or even monthly) print publications, how do you reach those movers and shakers? Hint: it rhymes with "correct sail."

As my clients and industry peers can tell you, I'm an evangelist for almost everything in the ATS course. It was a game-changer for my business and for the firms I serve every day. The part it didn't change, though, is my belief that a tactile medium holds more value than ever in a digital world. For me and my clients—including both of my fellow ATS instructors—Facebook and direct mail are complementary tools, not zero-sum competitors.



## Negotiating Tip: The Higher Authority

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



**T**his strategy - Higher Authority - when named outside of a negotiating context might be construed as calling on the Lord. Frankly, that's always a good idea in my book, but in the arena of negotiating, the higher authority is reserving the right to put off a decision until approval or input is secured from some other party.

**By definition, authority is the ability to make a decision.**

From a pure strategy standpoint, good negotiators don't want to have 'authority' if they can avoid it.

### **Classic Case:**

I read years ago about a small company who encountered some tax problems. The IRS wanted to meet with them to resolve some issues that would likely call on the company to pay additional taxes and penalties.

The company president, a Type A Rambo-Wanna-Be, reacted by going in person to 'handle this problem.' At that meeting, as every issue was brought up, the IRS pressed him to state what he was going to do about this or that. The president, a proud 'decision maker/ make the tough calls' type of guy was painted into a corner on issue after issue.

If he'd simply had sent a representative, a vice president, his controller, anyone else, they could have heard about the issues but never been pressed to decide. They wouldn't have the authority. They'd have to have 'checked with \_\_\_\_.'

Think of the power we'd have as negotiators if, when bargaining with the other side we say, "That sounds fair (good to me), but I'll have to run this by \_\_\_\_."

Upon our return with input from our higher authority, many issues can be creatively grouped, alternatives suggested, new issues introduced, and a better result achieved.

Who are the higher authorities? Common ones are a wife, a husband, parents, children, relative, friend, advisor, committee, board, manager, officers, attorney, investors, and so many more. It can be anyone.

Who's to say?

Using the higher authority allows us to be cordial, even cooperative with our negotiating opponent while letting our higher authority be the 'bad guy.' I've known good negotiators that use higher authority in a department or an appliance store when trying to negotiate a better deal. They typically don't leave and come back to the clerk with a counter offer. They simply step away by stating, "Let me call \_\_\_\_ on my cell phone."





I have to check with them before I can proceed.” This strategy will give you power even if you don’t actually talk to anyone. You know the clerk is watching and wondering if the news will be good. It typically activates their competitive senses.

For years, real estate agents have been impacted by buyers and sellers who couldn’t decide on something until they ‘checked with \_\_\_\_.’ Whether actual or not, going to a higher authority

is an empowering strategy. In subsequent issues we’ll discuss the counter strategy to one who uses ‘higher authority’ against you.

In the meantime, look for more opportunities to use the higher authority strategy. It will structure more measured decisions, help minimize impulse buying/selling and help you get more ‘good deals.’

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

June 2016 | Issue 93



## 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

June 2016 | Issue 93



## 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

June 2016 | Issue 93

