

MSAASUPPLEMENT



Business Tips and
Recommendations!



MSAASUPPLEMENT

May 2016 | Issue 92



Welcome

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

Viewing Instructions

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

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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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The Three A's

Keys to More Business

Vincent C. Bachmann

Vice President, MSAA

Contact 



By the time you are reading this I'm sure that the busy auction season is well on its way. There are just a few things to remember and mark on your calendar:

The summer picnic is coming up. I'm sure Greg will have an excellent time planned for all. Also, it's never too early to be planning for the Conference and Show. Keep that in mind.

Auction Attitude

We've all had those customers that... how can I say it...maybe just woke up on the wrong side of the bed that morning or are just plain ornery. Either way, I know this is hard for many to do - including myself at times - but **SMILE**. It's amazing how that takes the wind right out of their sails sometimes (not always, but most of the time). For the rest, there is not anything you could do or say that's going to make them happy anyway. But always remember this is a profession and you are a professional so act like one. Not only to customers, but also when you are out in the public at restaurants, the movies, Church, meetings, etc., and while you're with your family. It will make them - and you - feel good.

Apparel

I've worked with many auction companies and they have their own apparel or dress code. This falls into the category of professionalism. When the public comes to an

auction and the crew is dressed the same, or at least has a shirt or jacket the same, it says a couple of things: First, it identifies that person with the auction company and second, it looks professional. An auction for a fundraiser might call for a 'Ballroom' style look, such as a tux or suit and tie. Whatever the case, dress the part.

Appearance

Keep yourself clean. Have your nails trimmed and clean, take a scrub brush to your hands if you've been working on greasy items. There is nothing worse than shaking hands with a client with filthy hands (unless you just closed a million dollar deal, Ha!) then shake away.

So remember the three A's when dealing with people in the auction business. Attitude, Apparel, and Appearance. It will hopefully help you get more business.

Here's more Auctions to you.



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Tech Corner

A Medley

Bridget Siler
 Director, MSAA
 Contact 



Everyday we look for applications, gadgets, technology, and tools to make our day to day lives easier. Here are a couple of tools and resources I have used regularly that help my day to day:

Category Travel:

Google Flights

If you have not tried Google Flights yet, and are not married to a specific airline for travel, make Google Flights your next stop when planning your next trip by plane. Google Flights allows for searching within a specific date set to/from specific airports or cities and you can choose which flight price and time best fits your travel schedule and budget. Once you have selected your flights, Google links you to that specific airline's website to book directly through the airline. You can also select flexible dates and do multi-city flight searches as well (up to six (6) different flight exchanges). Google Flights has cleaned up the mess of pop-up advertisements and "select at least four of the following sites" in the standard searches of travel planning sites.

Bonus: For those of you that wish to travel more without a specific intended destination, FareCompare.com and the application HitList are worth checking out as well.

Category Email:

Unroll.me

This easy to use application is a free source you can use to help clean up your email inbox if you have ended up on too many promotional mailing lists. You can download as an application on your phone or set it up through their website to connect with your email. The application is easy to use allowing you to quickly go through your email and either keep, rollup, or unsubscribe from any given email. The rollup option allows you to roll all the emails you are interested in seeing into one place to review on your own schedule, versus seeing the disruption in your inbox.

Flipside

This type of application is something to keep in mind when doing your marketing for auctions, knowing that your emails may end up in a tool like this in your customer's inboxes as well. What are you doing to keep your emails standing out?





Sidekick

This is a tool you can install as an extension to your internet browser that works with your email account. Sidekick is a notification tool that will give you a pop-up notification when a recipient has opened an email. Yes, it sounds a bit intrusive, but I personally have found this particularly handy in the instance of connecting for online meetings. I would send a confirmation email for a meeting and it is always reassuring to see the Sidekick notification pop-up minutes before the meeting, knowing that the intended party is planning to connect ontime. This tool I could see being very beneficial email correspondence of real estate contracts as well. Not that I would recommend using this as a “catch-all” knowing your client has opened the email, but it allows for reassurance again knowing they have received the email and opened it to review the contents. And when they do that, it can prompt you to give them a call and ask if they have any questions, etc. as they are reviewing the email and documents.

Category: Self Improvement

Soul Anatomy

This is an online magazine publication that bends the mind on personal growth concepts. Covering topics from anxiety to independence to worry and self doubt, each article seems to offer such a fresh perspective on areas that have becoming overwritten clickbait on other websites and platforms. This publication really covers the human element of interactions in the world and is a kind of minutiae that can become lost in our day to day business transactions.



MSAA Day on the Hill



Thank you to our President Greg Christian and 2016 Champion Auctioneer Isaac Schultz for organizing our first Day at the Capitol on April 7, 2016. Our lobbyist, Vic Moore, met us and helped guide our group through meetings and a tour as well as meeting our representatives and legislatures between sessions.

With Jim Fahey, Mike Schultz, and Kurt Johnson from our legislative committee present, we were able to see proof that work is done and each member is trying to reach the goals of their constituents. It was very hard to ask questions that did not come down on one side or the other of the political spectrum. I, too, was impressed that Isaac Schultz not only has a handle on what is happening inside the Capitol, but he also provided many historic facts regarding construction and changes happening locally. His associate joked that he was a walking reference when it came to questions. It was a day well spent and something we should try to make an annual event.

I find it interesting that out of over 300 members, we had approximately 5% make the commitment to attend. Thank you Isaac and Mike Schultz, Kurt

and Connie Johnson, Christie King, Kevin and Dan Hiller, Frank Ross, Joe Przybilla, Greg and Dave Christian, Jim Fahey, and Larry Mages for attending and representing the MSAA at the Capitol. At one time, we had three auctioneers as representatives in Minnesota. We now have one who is retiring this year. We met with LeRoy Stumpf, the last remaining auctioneer from the Northwest corner of Minnesota, and enjoyed his sharing of stories with our contingency. The hope of those that attended was to build on this base to educate members on both sides of the aisle and improve communication for our membership. Please consider this a challenge to reserve and keep open the day to attend our next Day at the Capitol in 2017.

With Auctions in Mind,
Col Frank Imholte, CAI, AARE, CES,
MSAA EVP



Auctioneers: Always Written Contracts

No Substitutions Accepted

Mike Brandly, CAI, AARE

The Ohio Auction School

Contact 



This is an article I thought I never would have to write. That's because I thought every auctioneer knew this, and such writing would be largely uninteresting; however, I have been convinced of the contrary.

We previously wrote about the 29 things that should be in a contract between an auctioneer and seller (known also as owner or consignee) [here](#).

In that "29 things" blog, I noted at the bottom of that treatise:

It's probably worth saying again...every auctioneer — with every seller — every auction — every time — and prepared by an attorney for that auctioneer to use.

In other words, don't work as an auctioneer (hired by a seller nor another auctioneer) unless you have a written contract in place outlining your agreement. Further, some states mandate that such a contract is in place citing penalties for noncompliance.

Why enter into a written contract if your jurisdiction doesn't mandate one? Because without it, misunderstandings occur — for instance, you think you're being paid \$1,000 for your contract auctioneer services, and yet at the

end of the night, you get a check for \$500.

And why is it prudent to not enter into a written contract every time? There are really no reasons ... if you're working as an auctioneer hired by someone else and don't have a meeting of the minds about that work, what's that reason?

Some states not only mandate a written contract, but also certain contract components are required — such as date of auction, location of auction, all fees, type of auction, etc. In jurisdictions without such requirements contracts aren't hard to find; an attorney can prepare, or an online search can produce a reasonable sample to use/modify.

Using a written contract? Good. Make sure it's compliant and up-to-date. Not using a written contract? You've got something to get resolved today.

Mike Brandly, Auctioneer, CAI, AARE has been an auctioneer and certified appraiser for over 30 years. His company's auctions are located at: Mike Brandly, Auctioneer, Keller Williams Auctions and Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College of Business, Executive Director of The Ohio Auction School and Faculty at the Certified Auctioneers Institute held at Indiana University.



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Negotiating Tip: *Hidden Agenda*



John Hamilton, DREI
www.GoodNegotiator.com
Contact 

What one ingredient is present in virtually all negotiations? It is that both parties conceal **certain facts, motivations, or circumstances from their opponent.**

It's how the negotiating game is played. It's okay. It's acceptable and normal. We call it the "Hidden Agenda."

I'm convinced **the difference between average and good negotiators is their thinking on and ability to deal with this hidden agenda.**

So what should we keep in mind with regard to this hidden agenda? Here's a partial list:

- Good negotiators recognize that, like themselves, their opponent also has a hidden agenda.
- Good negotiators say very little that would expose or reveal their hidden agenda.
- Good negotiators conceal the degree of interest they have in any item being negotiated.

- Good negotiators probe and question their opponent to learn of their hidden agenda.
- Good negotiators recognize that an opponent's hidden agenda isn't an insult. It isn't a devious ploy or a sign of deception. It's simply negotiating as it should be.
- Good negotiators recognize that their opponent has pressures to put a deal together that might never be exposed. Know that they're there as part of that hidden agenda.
- Good negotiators learn to read signals (facial expressions, body language, pace, concession pattern, etc.) from their opponent that tends to reveal part of their hidden agenda.

Handling the hidden agenda makes life interesting 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



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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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