

MSAASUPPLEMENT

Pokémon GO...
and get some business
pg 5



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July 2016 | Issue 94



Upcoming Events

2016 MSAA Summer Meeting

- 8:00 Doors open, doughnuts, coffee, and music
- 8:45 Opening Ceremony
- 9:00 Some of our seasoned members will share ideas and humor
- 10:00 Russ Hilk, Trends in our Industry
- 10:30 Dave Christian
- 10:45 A Star Tribune rep will talk about their Google AdWords program
- 11:00 Idea Sharing
- 11:30 Vic Moore, Lobbyist
- 11:45 Isaac Schultz will share his experiences at the Capitol
- 12:00 Lunch
- 1:00 Directors Meeting
- 1:00 Auxiliary Meeting

Monday, August 1, 2016
Rogers Community Room
21201 Memorial Dr., Rogers, MN 55374

Sunday Evening, July 31, 2016
Open house and pizza at the Christian home
13730 Berkshire Ln. Dayton, MN 55327

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Rock on Design 

Announcements

Theft:

Another round bale wagon was taken from the Belle Plaine Livestock - Hay Auction sometime between June 24th and June 29th. It is a NOTCH brand 8 bale unit (4 on each side), tricycle front with the driver's side rear fender missing. It is red in color, has 10 ply 16" rear tires and a 235x16 pickup-type tire on the front. A blue one was taken in the first part of April that has not been recovered also. We need to catch this thief! If you see or think that something looks suspicious, please contact the Belle Plaine Police Department in Belle Plaine, MN. (952-873-4307)

Thank You! Pat Ediger

Passing of a Family Member:

Connie Rime's Mother, Dorothy Mae (Martenson) Larson, passed away on June 25, 2016. Her wake and funeral was held at at Oak Hill Baptist Church in Columbia Heights, MN. Please keep Connie and her family in your prayers.

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 Power of Creative Thinking

The Strength of a Great Idea

Greg Christian
President, MSAA
Contact 



Capital isn't that important in business. Experience isn't that important. You can get both of these things. What is important is ideas.

– Harvey S. Firestone

Sometimes it seems impossible to keep up with all the changes in our industry and life. The good news is that a little adaptation can make a big difference. And even better, sometimes it's as simple as looking at "old" things differently, and finding ways they can be refreshed.

A few ideas came to mind when I started thinking about how a little tweak can help keep your business fresh. One suggestion I read about is to take a portable sign with your business name on it with you when you go on a trip. Take photos of it in front of famous landmarks like Mount Rushmore, the White House, Target Field, etc. Then make postcards and send to clients with a note like: "I just sell real estate or estates, but I do it with passion." Another could be something simple like having your team note your consignor or buyers name on the contract or invoice and use it. (I have heard that hearing one's own name is the most beautiful music in the world) Or identify high-value customers and give them something you know they value when they are not expecting it (United Airlines calls it 'Surprise and Delight'). Figuring out pain points for customers, such as parking or loading problems, and addressing them can also bring results. Create

your own creative concept by looking at what you or others are doing and do it differently. It can be marketing, efficiency, or whatever.

We all have creative ideas, but it takes time to implement them and courage because they may not work. So many great concepts sit on the back burner and never get a chance to make a difference. Don't let this happen to you.

We will be getting together for the Summer Meeting on Monday, August 1 to share how we are doing, learn a little, and laugh a lot. Be ready to share with our members about a small or large change that your business made that had an impact - good or bad.

You are all welcome at our home 7 pm, Sunday evening, July 31, for pizza. (13730 Berkshire Ln. Dayton, MN 55327)

Summer Meeting Aug. 1, 2016

8:00 a.m. Meet and Greet
8:45 a.m. Opening Ceremony

Rogers Community Room
21201 Memorial Dr.,
Rogers, MN 55374



Capitalize on the Craze

Don't Miss Bidders by Ignoring Pokémon Go

P.J. Fanberg

Fanberg Auctions

Contact 



In July the hottest new trend in mobile gaming took its first giant step forward - *tens of thousands of steps* to be more precise. “Augmented Reality” is the new thing sweeping the nation in which games are played using neighborhoods and real maps as the game board. Think of it as combining traditional “Geocaching” (seeking hidden objects at certain GPS coordinates) with finding garage sales in a city-wide garage sale event. Lots of people going to lots of areas of the community they might otherwise never go, including Auction Houses.

By the time this article reaches print, the Pokémon Go App will likely have more downloads than Twitter. (Keep in mind that it was released July 6.) It's very possible you have seen groups of people going around your community playing the game and wondered what they are doing. While the marketing world is still figuring out how to monetize this craze for their own benefit, the gamers have hit the ground running, literally. Nintendo has figured out how to monetize this already as their stock jumped 25% in a single day!

It can be easy to dismiss this fad as “something the kids are doing these days,” but not so fast. With the very first release of Pokémon in 1996, those 15 year olds fell in love with this game and are now 35 year olds with disposable income and things to sell. Also, while many kids are discovering the outdoors for the first time in their lives, many parents are fearful to let them do so and escort them to each of these spots.

How can Auctioneers use this to their advantage?

There are three simple (and fairly cheap) things you can do:

First: Download the free app and see if you are a “PokeSpot.” Many

public places are, such as Churches and post offices. If you are a “PokeSpot,” observe the patterns of people stopping near your location to get free in-game items. They are easy to spot: 44 or younger, looking at their phone, and not planning to stick around for long (unless you give them a reason to). The more populated your area, the more locations there are. Keep in mind that the more rural your PokeSpot is, the more of a commodity it is!

Second: “Lure” game players to your location by using a special “tool” inside the game. It will cost you about \$1.00 for 30 minutes but depending on your area could get you hundreds of additional people to your location. If you coordinate your “Lure” with Auction events such as inspections or Auctions, that can increase your traffic. By any account, that is some of the cheapest marketing you can buy to get feet on your property. YouTube has dozens of videos on how to do this, or you can just ask the nearest 12 year old.

Third: Provide something of value to players. A bottle of water or an Oatmeal Cream Pie with your Auction logo on it can go a long way to building a relationship with the next generation of bidders in



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While it is more difficult to participate in this if you were not one of the lucky chosen PokeSpots, it is not impossible. Ask if you can sponsor someone else's spot by manning it and offering water or power to players. Many of these places are statues or plaques so a simple call to the city would probably be all the permission you needed. Additionally, consider sponsoring "lures" for other spots. I recently sponsored a "Lure" for the Boys and Girls Club in our community and they were thrilled to have the additional traffic in their doors. (This might be helpful if you are in the Benefit Auction Industry, hint hint....)

Over time, it is very possible that games such as these will offer the ability to purchase your own PokeSpot or offer incentives to businesses/customers that utilize the app. Much like how Facebook and Google have embraced businesses, games like these will learn how to monetize their impact by selling to entities like us. In the meantime, give it a try – and don't be afraid to have a little fun with it!

your community. Have some fun with it by putting a little tent out front and encouraging them to stop by and chat. This is a very social game! By showing them that you care about their activities it offers a reason for them to investigate what it is that you do. Some of the other things these future bidders

need are places to charge their cell phone (perhaps while they are inspecting your upcoming Auction) or a restroom. Open your doors to them now and perhaps they (or their accompanying parent) will open their wallets to you later.



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The Value of Farmland

20 Factors You Need to Consider

Kristine Fladeboe Duinick

Director, MSAA

Contact 



Over the past six years there have been a lot of articles written on farmland as a possible investment. Why? Because farmland has had incredible profit margins as of late, and what once was just considered a piece of ground is now looked at as black gold.

There a number of factors that affect the value of tillable farmland. Growing up on the family farm in Central Minnesota in the 80s I've seen the values at extreme lows. Then fast forward to 2012 to see the prices at their height. As an example with variance from county to county, some of the "A" quality farmland in the 80s which had values around \$800-\$1000/acre, hit an all-time high in 2012 with close to \$9,000/acre or higher. More than a tenfold gain! The stock market can't touch these profit margins. With investors realizing these incredible profits, we now see several REIT's (Real Estate Investment Trusts) on the DJIA such as Gladstone Land Corp (LAND), Farmland Partners Inc. (FPI), and American Farmland Co. (AFCO). Institutions, however, still own less than 1% of the \$2.4 trillion US farmland market. Their share of the ownership is sure to rise in the future, however sad for the local farmer.

2016 has brought about a slow decline from those 2012 highs. That same ground we're talking about may now be worth \$6,750/acre (a 24% decline in value). So what are the factors involved that cause the prices to fluctuate so much? There are a number of obvious factors

listed, but let's look at some of the not so obvious ones as well.

- 1. Interest Rates:** Back in the 80s it was common for farmers to be borrowing at rates between 18-20%. Today's rates are substantially lower and have been for some time.
- 2. Strength of the US dollar:** When the dollar is high, it costs other countries more money to import our product so we don't sell as much.
- 3. Commodity prices:** Plain and simple, if the commodity prices are low or under break-even levels, the farmers can't afford to spend as much on land. Back in 2012 when the commodities hit all-time highs so did land prices.
- 4. Tiling:** More and more, tiling has become a significant factor involved in calculating land values. Can the farm even be tilled? Does it have wetlands that are farmable or not? If it is tilled, is it pattern tilled?
- 5. Location:** Location in the real estate business is also a huge deal which applies to farmland. Is it right next to other farmland



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that is owned? Farms typically only change hands every 50 years, so if it comes up for sale, people jump on the opportunity. There are several other factors that come into play with location, but I won't go into all of them.

6. **Size of the piece:** With today's farmers using larger and larger equipment, the size and structure of the piece is important. It's hard to get a farmer to drive 10 miles to farm a 20 acre piece or a piece that is really broken up.
7. **Shape of the piece:** Farmers want straight rows. So the more square and bigger the piece, the better.
8. **Neighbors:** It goes without saying that a good neighbor means a lot and a poor neighbor can cause a lot of grief and trouble.
9. **Soil Types:** In the Midwest we have a soil type grading system using CPI (Crop Production Index). A soil score of 90 or above is considered "A" quality soil for example. The "A" quality ground has been holding it's

value longer and stronger than the lesser quality ground.

10. **Strength of Community:** The wherewithal of the neighbors and community plays a big role in farmland prices. They are your first most likely people to be interested in the farm, so if they are sitting well financially, the possible land sale will bring a higher dollar.
11. **Crops grown on farm:** Some crops take more of the soil's nutrients out than others. For example, sugar beets deplete the soil of more nutrients than does corn or soybeans, so you wouldn't want to put a sugar beet crop in following another sugar beet crop. Landlords typically get a lot more cash rent the year they rent the land out to grow sugar beets, but the following year may get less than they would have from a corn or soybean crop unless the tenant puts plenty of fertilizer on the ground to restore the depleted supply.
12. **World demand:** China has been in the news a lot regarding their growing population. One result of this is that they will have a much larger

need for protein which will drive the need for additional row crops to feed the livestock (protein).

13. **Stock market:** When the stock market is bearish, investors look other places to invest their money and vice versa. So investing in farmland has become another place they have come to land on.
14. **Property Taxes:** Taxes have fluctuated a lot lately with the prices of land rising so fast and now declining. They vary quite a bit from county to county so property taxes have become one of the things affecting the value.
15. **Yield data:** As of late, this has become an important factor. With the instant data farmers are now able to utilize while they are harvesting, potential buyers will pay more for the land if they know the yields are impressive.
16. **Weather:** This of course is something no one can control, but does play a big role in the values. If the outlook for the summer is a drought, farmers or investors typically won't





pay as much if the future of their crops doesn't look great. From experiencing El Niño to transitioning to La Niña, some people are a little cautious of a hot and dry summer outlook.

17. **Accessible:** Again with the size of the equipment, some approaches are too small for today's implements. Is it on a tar or gravel road? Do you have to go through a building site to get to it? All these things play into the value.
18. **Current demand:** How much land is currently for sale?
19. **Tenant practices:** Was the previous tenant a good steward of the land? Did he or she replenish the fertilizer and control the weeds for example?
20. **Other uses:** Sometimes the land you buy could have other highest use possibilities for the present or future. There are

government programs that can be utilized such as CRP, RIM, or Fish and Wildlife easements to name a few. Sometimes there are minerals on the property that at the right time, could be mined including gravel and oil. Some land also has commercial possibilities. It's best to keep an open mind and think about the best and highest use.

Listing these factors (and likely more I have forgotten), it's hard telling where the prices will go. In the farming community there are up years, down years, and everything in between. But all in all, it is our opinion that the farmer is in a much better place compared to the 80s and we are looking forward to a bright future. Historically, owning farmland has been an incredible opportunity and of course the Good Lord only made so much of it!



Sauerkraut Soup

Fun Things Happen at an Auction

Dave Christian

MSAA Member

Contact 

After two months of being a widow, she picked up the phone and called me about coming over to talk about having an auction. Her late husband had been a handy man but mainly sharpened saws, skates, lawnmower blades, knives, and scissors. He also accumulated a lot of “you name it.”

As she took me through their home listing the belongings, I noticed a large rock and asked her what was the rock for. “Well,” she said, “that’s our sauerkraut rock. We used it to hold the large plate down on the sauerkraut in the crock.”

When I asked if she was going to continue to make sauerkraut, she said, “absolutely not.” Then I asked her if she would mind if we sold it. She said, “Go ahead.” So I listed it on the Auction Bill as a Sauerkraut Rock.

When we put the rock on the auction block to sell I said, “A lot of you folks have been asking what the difference is between this sauerkraut rock and any other rock.” “Well,” I said, “there is a big difference. This rock has been soaking in sauerkraut juice for nearly 50 years and now you can fill a pot with water, put the rock in and boil it, and you will have sauerkraut soup for another 50 years.”

The rock sold for \$13.00 and we got lots of laughs that day.



Negotiating Tip:

The Power of Time

John Hamilton, DREI
www.GoodNegotiator.com
 Contact 



Advice relating to time and the use of time is abundant: “Haste makes waste,” “Good things come to those that wait,” and “Now’s a good time” help us recall such advice.

In the realm of negotiating, time is a definite source of power. Regrettably in our fast paced world of ‘instant this or that,’ we rush off with proposals and counter proposals before we’re ready or before we should.

Impatience and the ‘rush to agreement’ finds us at a disadvantage and often leaving money behind. Let me remind you of a principle that directly relates to timing:

Principle: The more time someone invests in a negotiation, the more likely they’ll make a concession. We talked about this in a prior tip.

When negotiating for ourselves and directly with our opponent, we’d be wise to adopt a more patient pace. As the above principle indicates, if we can get our opponent to buy in, invest in, and put effort toward a settlement, we can typically gain concessions and arrive at a ‘better deal’ or the ‘best deal.’

Here are a couple of circumstances where this principle of getting our opponent to ‘invest time’ can be better exemplified.

Opportunity #1: Purchasing a car
 Some experts tell us to never buy a car on one visit or the first visit.

Two reasons:

- First, we protect ourselves from getting carried away and making an impulse “gotta have it” decision. If our pre-visit strategy is that we’ll NOT make a decision at our first encounter, we’ll avoid making a snap decision at terms we’ll later regret.
- Second, our entire attitude and demeanor changes during the first visit. Instead of racing to ‘make a deal,’ we know that no matter what the incentive, we’re not going to decide during this initial meeting. By default our actions, words, and techniques find us slowing the process and asking lots more questions. We investigate and suggest more alternatives. If our opponent, this time a car salesperson, thinks a deal can be struck here and now, they’ll likely give more helpful information.

They don’t know that a deal isn’t possible immediately. They’re more apt to suggest ways that it might work right now. Just by



asking more, learning more, and pacing responses we gain a slight advantage. Upon leaving, one simply drops the 'comeback' line, "Let me mull over what you're proposing. Perhaps it could work, but I can't see how right now." You haven't said "No" and the salesperson is still encouraged that a deal is in the offing.

During the gap between the first and second visit, the salesperson will have a range of unconfirmed thoughts. "Are they looking at another car?" "Are they going to another dealer?" "This is a tough negotiator!" "I hope we can do business when they return." All these will provide an edge when you do come back. You might even plant a seed that shares that you're looking for a better deal. Suggesting that the salesperson research something, address a current concern, or 'rework the numbers' before you return sends all the right messages.

Opportunity #2: Protecting Your Price, Fee, or Commission

Everyone wants to close the deal, make the sale, and secure the

business at the earliest opportunity. That's understandable, but rarely provides a 'best deal possible' opportunity.

You're talking to a homeowner about listing their house. You're getting into critical territory regarding list price and commission. Take more time to get this done. Taking a break to make a call, go get some additional resources, or check with your manager or colleague can slow the pace and change the negotiating dynamics.

Too many agents think that if they don't do it all RIGHT NOW that they'll be vulnerable to a competitor who'll sneak in during the break. While that can be a possibility, proper positioning can provide protection. Coming back in the morning, the next evening, or in a few hours can demonstrate a real point of difference, causing the homeowner to realize 'this agent is no pushover' and can positively impact the negotiations when they resume.

Agent after agent has 'rushed to judgment,' jumped to an

agreement too fast and wondered, "What did I just do?" or "How did I let this happen?" Even if later on you do agree to the price and commission originally mentioned, the homeowner will feel that they got the best terms (deal) possible.

So what's the key to using the Power of Time more frequently or effectively? It's simple - establish that 'slow down/two visit' strategy before the negotiations begin. Stay strong. Keep to your strategy. The temptation to 'get the deal done now' will be powerful. It will feel strange, even uncomfortable the first time it's used. Be prepared to ask more questions, get more information, and find out more about their circumstances and priorities.

Remember there are other forces and power techniques in play here. The power of competition, the power of risk taking, and the demonstration of being a 'tough negotiator' will also be in play every time the Power of Time is employed.

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
2826 Wellington Lane SW, Rochester, MN 55902



MSAA Auxiliary Hall of Fame Nomination

Qualifications for Nominees:

- Spouse must be a member in good standing in the MSAA (or past member if widowed).
- A member of the MSAA Auxiliary with recent or previous active participation.
- Participation in a related business to the auctioneering profession.
- Active in community, church, charitable or volunteer organizations.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Name of Spouse: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____

(Attach separate sheets if necessary.)

Auxiliary Participation:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Community Activities:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Personal Comments: (Attach separate sheet.)

Please include as much detail as possible on all areas. Nominations must be postmarked no later than August 1 of the year preceding the presentation of the Hall of Fame Award.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

Deb Ediger, Committee Chairperson
218 W. Main, Belle Plaine, MN 56011
952.873.2292 or 952.873.6972



Annual Scholarship Application

**Scholarships for \$1500 each (subject to change) from the
MSAA and MSAA Auxiliary
Deadline: November 1**

Date: _____

Name _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member:

Child Grandchild Niece Nephew Auctioneer Spouse

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

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

NOTE: Only one scholarship per candidate. If unsuccessful in your application one year, please reapply.

High School Graduated from: _____ Year: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

1. Scholastic Information – GPA: _____

(If senior in high school or current college full-time student. Need not be official.)

2. Honors or Community Involvement:

(List any or all school, community, club, sports and academic activities)

a) _____

b) _____

c) _____

d) _____

e) _____

3. ESSAY: Be unique and creative! Please state what you've learned from your experience in the auction profession and what you would do with the scholarship funds. The essay needs to be completed without including any names or business names that would identify the applicant or their active MSAA member. **(This is important because the Scholarship Committee is presented the essay with this information removed so the identity of the applicant is not revealed to them. The Committee is judging the content of the essay while avoiding any prejudice by the inclusion of names.)** Please complete on a separate page, sign and ATTACH ESSAY TO THIS APPLICATION FORM.

4. Please attach a copy of the letter of acceptance or proof of enrollment in your school of higher education.

5. Current letter of recommendation is required for ALL scholarship applicants.

Absolute Deadline – Must be postmarked by November 1

Relative of winner will be notified before the annual convention. Winner and MSAA Auxiliary member relative are encouraged to attend the Saturday evening President's Banquet at the annual Minnesota State Auctioneers Association Conference and Show.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

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

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



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Rick Berens Scholarship Application

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

Deadline: November 1

Date: _____

Name _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Date of Birth: _____

Relationship to ACTIVE MSAA or Auxiliary Member:

- Child Grandchild Niece Nephew Auctioneer Spouse
 Employee

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

Name of Relative: _____

Address: _____

City: _____ State: _____ Zip Code: _____

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

Name of College or University of enrollment: _____

Address: _____

City: _____ State: _____ Zip Code: _____

CHECKLIST

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

Absolute Deadline – Must be postmarked by November 1

Relative of winner will be notified before the annual convention. Winner and MSAA/Auxiliary member are encouraged to attend the Saturday Night President's Banquet at the Annual Minnesota State Auctioneers Association Conference and Show.

To submit this form, fill out then print a copy and attach any extra requirements.

Return to:

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

Scholarship Committee: Renee Berens and Anita Aasness



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