

MSAA SUPPLEMENT

Steps for Success



MSAA SUPPLEMENT

November 2011 | Issue 38



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

After the first issue it was brought to our attention that some sections may be too small to read easily. A quick way to remedy this is to go up into your VIEW menu at the top of your screen and scroll down to zoom, or even turn on the "View at Full Screen" option. These are just a few of the simpler options available. Plus, don't forget you can also print the document.

Upcoming Events

2012 MSAA Conference & Show

- Minnesota State Champion Auctioneer Contest
- Training Sessions
- Networking

Thursday, January 26—Saturday, January 28, 2012
 Marriott Southwest, Minnetonka, Minnesota

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Top-Notch Education

2012 Conference and Show Schedule

With 2012 right around the corner, it's never too early to start planning your next MSAA Conference and Show. Take some time to survey the many offerings available to you as a member. This year the MSAA has been approved to provide continuing education for NAA Designations (CAI, AARE, CES, BAS, GPPA, ATS). Pack your bags and join us January 26–28 and take one big step into the future.

01.26.12 Thursday

- 7:30 a.m.–5:00 p.m. Registration
- 8:00 a.m.–3:00 p.m. Vendor Setup
- 8:00 a.m.–5:00 p.m. Video Summit
Jeff Maynard
- 5:00 p.m.–5:30 p.m. Contestant Rules Meeting
- 6:00 p.m.–9:00 p.m. MN State Champion Auctioneer Contest
- 9:00 p.m.–Midnight Champion Auctioneer Reception

01.27.12 Friday

- 8:00 a.m.–9:00 a.m. Breakfast
- 8:00 a.m.–9:30 a.m. Marketing Contest Check-in
- 8:30 a.m.–3:00 p.m. Registration
- 9:00 a.m.–10:30 a.m. Welcome/IGNITE MSAA
- 11:00 a.m.–12:00 p.m. Marketing Contest Check-in
- 10:30 p.m.–11:30 p.m. Council of Future Practices Presentation
John Schultz & Stephen Karbelk
- 11:30 p.m.–12:30 p.m. Lunch
- 12:00 p.m.–1:30 p.m. Fun Auction Item Check-In
- 1:00 p.m.–2:30 p.m. Understanding the Chaos
Stephen Karbelk
- 1:00 p.m.–2:30 p.m. Gaining the Competitive Advantage
J.J. Dower
- 2:45 p.m.–4:15 p.m. Nomination Committee Interviews
- 2:45 p.m.–4:15 p.m. Inside Online Auctions
Russ Hilke
- 2:45 p.m.–4:15 p.m. 75 Ways to Make More Money in Benefit Auctions
Jenelle Taylor

Conference details are subject to change.



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Continuing Education

NAA Designation

BACK BY POPULAR DEMAND

January 26–28, 2012—Minnetonka, Minnesota

Attend a course, fill out the evaluation, provide your NAA member number, and receive credit toward your designation requirements.

- 4:30 p.m.–5:00 p.m. Social
- 5:00 p.m.–6:00 p.m. Awards Banquet
- 5:00 p.m.–6:00 p.m. Junior Auctioneer Dinner
- 6:00 p.m.–6:30 p.m. Junior Auctioneer Showcase
- 6:30 p.m.–9:30 p.m. Fun Auction

01.28.12 Saturday

- 7:30 a.m.–8:30 a.m. Breakfast and Town Hall Meeting
- 8:45 a.m.–10:15 a.m. It's Time to BOOST Your Brand:
The 7 Essentials to Attracting Qualified Clients
Jenelle Taylor
- 8:45 a.m.–10:15 a.m. Elephant Hunting:
How to Secure Deals that Change Your Life
Stephen Karbelk
- 10:30 a.m.–12:00 p.m. Changes in the Real Estate Market
J.J. Dower
- 10:30 a.m.–12:00 p.m. Online Marketing Integration:
When Google met Facebook
Johnathan Harsdorf
- 12:00 p.m.–1:00 p.m. Recognition Luncheon
- 1:15 p.m.–3:15 p.m. MSAA Bi-Annual Meeting/MSAF Board Meeting
- 1:15 p.m.–3:15 p.m. Auxiliary Annual Meeting
- 6:00 p.m.–8:00 p.m. President's Banquet
(Black Tie Optional)
- 8:00 p.m.–10:00 p.m. Hall of Fame Reception
- 8:00 p.m.–Midnight Live Music

Conference details are subject to change.



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What Has the MSAA Board Been Doing?

Making Children Smile



Mark Rime

Vice President, MSAA

Contact 

Greetings to all members of the MSAA! Hopefully you all have had a great auction season in 2011 and are excited to come to the annual convention in January. I am happy to report that there have been very few issues brought in front of the MSAA Board of Directors this past year.

On October 19th, several MSAA members met at the Gillette Children's Hospital in St. Paul, Minnesota for a charity auction. MSAA President Andy Imholte and his wife, Jessica, chose Gillette Children's Hospital as our donation for this year. Andy, Jessica, Frank and Peggy Imholte, Chris and Sarah Fahey, and myself met at Toys 'R' Us at 2 o'clock on October 19th and purchased numerous toys for the kids. We were later joined for dinner by Kurt Johnson. We then headed to Gillette Children's Hospital and were met by Matthew Schultz, Les Stromberg, and Rod Johnson. We had a tour of the hospital and were informed on what they do for the kids that are staying there. At approximately six o'clock, the nurses brought down the children that could attend the auction. We gave each one of the kids a bidding number and we were each assigned a child to help bid on the specific

item the child requested. Kurt and Matt gave a great presentation on what the auction profession was all about and did some tongue twisters with the kids. Then we started the auction and each kid was allowed to purchase one item. It was a lot of fun for the kids and their parents, as some of the \$30 toys brought ten thousand dollars with no money changing hands. They later loaded up the toys for the kids who couldn't attend the auction and delivered them to their rooms. The kids and their parents had a wonderful time courtesy of the Minnesota State Auctioneers Association. You will have an opportunity to donate to this wonderful organization at the 2012 convention in January, courtesy of Andy and Jessica Imholte. Have a great Christmas and New Years and we will see you in January. ■



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Problem Solving

Five Steps and a Tractor

Austin Bachmann
 Director, MSA
 Bachmann Auctioneers
 Contact 



I was in the middle of conducting an auction when the owner approached me and said that there was a customer complaining about an item he bought on the auction. When I approached the customer, he was expressing his feelings loudly and seemed to be very unhappy with a tractor he bought. He certainly didn't want to listen to what I had to say.

In everyday life we all have to go through problem solving. Whether we want to or not, it's going to happen eventually, especially in the auctioneering business. You can't make everyone happy 100% of the time, but you can certainly try. Statistics show that 70% of complaining customers will return if a problem is resolved in their favor. That number grows to 95% if the problem is resolved on the spot! So if you could, wouldn't you rather try to fix the problem on the spot?

In the situation I had with the tractor, the customer was complaining about a patch on the bottom of the tractor that he didn't notice prior to purchasing it. He had three hours during the auction to look at the tractor, run it, test it, and ask questions about it before it was sold. I know everything is sold as is-where is and no guarantees, but we had an unhappy customer and I wanted to do something about it regardless of the situation.

This issue, along with many other issues, requires us as auctioneers and businessmen and women to listen and read the situation correctly before we make a decision on how to handle it. Handling it incorrectly could make us lose a customer, a friend, or even business.

Here are a few tips that might help when you're trying to solve a problem with a customer:

- 1. Keep your composure.** Focus on what the problem is and be flexible with the options you have with fixing it. Break the link between your emotions and the action that needs to occur.
- 2. Play the issue back.** Put yourself in the customer's shoes and see it through their eyes.
- 3. Be firm, but agreeable, to further negotiation.** Respond to reason, but not to force or personal attacks.
- 4. Go around personal disagreements and keep talking about the actual problem.** If need be, inform the customer about different things that can happen, but do not threaten.
- 5. Look to the future.** Think about ways your company can learn from this, and think about what can happen if you don't resolve the issue in a professional manner.

Odgers. The World of Customer Service, 2nd edition.





“Successful problem solving early in the process is critical to a company’s success in the long run.”

In the instance with the tractor, I was able to talk to the customer to find out what he wanted, then I talked to the owner and negotiated between the two of them to resolve the issue. In the end, the customer, the owner, and our auction company were all happy. Lucky for us this turned out well; however, not every situation will have the same outcome. How we handle the situations at hand, and how we prepare ourselves and our auction companies to handle these kinds of situations can make a huge difference on the outcome

of any problem. Successful problem solving early in the process is critical to a company’s success in the long run.

Regardless of the situation, we’re all in business to stay in business. Any step that you can take to better your company can promote future business. I hope this article provides new ideas for conflict resolution and problem solving, and I hope to see you all at the winter Conference and Show in January! ■



Starting a New Tradition

Revolutionize and Be Relevant

Stephen Karbelk, CAI, AARE

CEO, Founder, and Broker
National Commercial Auctioneers
and National Residential
Auctioneers

Contact 



I think all auctioneers want to make more money. Is that a crazy assumption? I don't think so. The latest statistics from the National Auctioneers Association state that about 80% of all auctioneers are in the business part-time while the other 20% are full-time in the auction business. Since 1992, I have been full-time in the real estate auction business. I literally don't know any other business (with the exception of how to hustle a few bucks mowing lawns - remember when kids used to do that?).

Well, I had the unique opportunity to be on the NAA's Council of Future Practices and help write the white paper, "Five, Now Ten... Years into the Future." If you have not read the paper, please email me and I will gladly send it to you. It is one of the most important documents that have been generated by the NAA on where the industry is headed and how it will affect your business.

There are a variety of key concepts in the paper, but the one in particular that is perhaps the most important is the concept of "Opportunity Agility." This concept states that as a service business, we have the ability to shift our services easily based on market demands. For instance, if you have always sold farm equipment and there was a big opportunity to conduct a series of construction equipment auctions, and you had not sold construction equipment before, you would figure out how to provide the service because you could leverage your farm equipment auction experience to be successful in the construction equipment auction business. You would have a product knowledge curve but you would quickly learn the "ins and outs" to capitalize on the business opportunity.

But what the Council concluded is that many auctioneers do not take advantage of these types of opportunities. There are three reasons why. First, they do not know how to continue their successful farm equipment auction business and expand their business to also conduct construction equipment auctions. They often replace a new opportunity by sacrificing an existing opportunity. This is often the case because the owner (a) does not know how to manage a business that has 10 or more people working in it; (b) the owner is the founder and won't give up control to other people; and (c) the owner insists on being the auctioneer at every auction so their business is limited to the availability of the owner to call the auctions.

Second, they do not have the financial resources to expand their business or know how to invest their resources to permanently grow their business. One of the benefits of being in the auction business is that you get to meet many people who made bad choices or had unfortunate circumstances in life and you get to learn from them. It's unfortunate, and sometimes very sad, but the reality is that is where our business comes from.





“If our auction service was a product, what model am I on? Are we still on Version 1.0?”

The downside to constantly hearing these stories of ill-fate is that it can make you an overly-cautious business owner. There could be very good business risks worth taking, but you decide to not take those risks and miss out on some very profitable opportunities.

Finally, there are too many multi-generation auction companies that are stuck in the mode of “always doing auctions the way they have always done auctions.” Tradition can be a good thing, especially when competing for business. Your clients and customers know your company, may have had a good prior experience, and will continue to come back to you. But when does “tradition” hold you back? And when does an “old tradition” end and a “new tradition” begin? It’s easy to know when you are stuck in tradition. If you are competing against other auction companies for business and you find yourself justifying how you do your business when the prospective clients ask if you are doing the cutting-edge activities promoted by your competition, you have a tradition problem.

I was recently reading a book titled *FLIP* by Peter Sheahan. The book discusses the idea of how to have a

meaningful change in your industry so you can grow your business and continue to be relevant. While there are many interesting concepts in the book, there was a discussion about product evolution and how the iPod continues to evolve as a product. The author asked the question about what would happen if Apple never changed the iPod and the iPod they offered today was exactly the same as it was when it was first introduced 10 years ago. The same style, same functionality, and same song capacity. Well, you would think that would just be about the worst decision Apple could ever make. The competition would come up with better products and bypass the iPod very rapidly. And the iPod would become irrelevant. Got it? Irrelevant.

Then I asked myself the question, if our auction service was a product, what model am I on? Are we still on Version 1.0 or have we made it to 7.0 yet? Are we improving at the same rate the iPod improved?

I like to think we have. When we first started our company, we sold just over 40 properties in the first 12 months with a 10 person staff. In 2011, we will sell over 380 properties with 28 associates.



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We have invested heavily in our infrastructure, our people, and our systems. And there is still much more to do. But have we revolutionized the industry? Not yet, but we hope to.

if you can identify where you are weak, where you can grow, and bridge the gap, you will grow your business and keep up with the marketplace. And be relevant. ■

I also hope you can revolutionize the industry as well. If you keep doing auctions the way you have always done them, you may earn a living, but you won't create your own future, and most importantly, you may become irrelevant. But

To obtain a copy of the Council on Future Practices white paper, please contact:

Stephen Karbelk, CAI, AARE at stephen@natcomauctions.com or at 918-895-7078.

“If you can identify where you are weak, where you can grow, and bridge the gap, you will grow your business.”



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Continuing Education

Review, Research, and Resources

Hannes Combest, CAE

Chief Executive Officer
National Auctioneers Association

Contact 



The relationship between the National Auctioneers Association and the National Auctioneers Foundation has never been stronger. To support this statement, I would like to spend the next few minutes of your reading pleasure talking about the NAF and our plans for the future.

NAF has always existed to support the NAA and the auction industry. Today more than ever, NAA needs that support. One of the areas on which NAA is focused on is our continuing education program. In the past, NAA has had a good program. It is comprehensive, covering more than seven designation areas (the Certified Auctioneers Institute, the Accredited Auctioneer of Real Estate, the Graduate Personal Property Appraiser and the Master Personal Property Appraiser, the Certified Estate Specialist, the Benefit Auction Specialist, and the Auction Technology Specialist). However, in recent years, our programs have not received the focus that they need.

We offer lots of programs at the annual Conference and Show—and this year will be no exception. In Spokane, you will find programs to meet your needs, taught by auction professionals who will share their success with you.

We've offered extraordinary events like the Benefit Auction Summit held last September in Maryland and the Real Estate Summit to be held on February 7 and 8, 2012 in Atlanta (program and registration

information can be found on www.auctioneers.org).

As part of a plan to offer world class education programming to NAA members, all of these programs will be undergoing a thorough review, particularly those associated with the designation programs. The curriculum associated with these programs will be revised to include updated research and best practices, as well as innovative instruction and delivery methods. We want to make sure that NAA education is the best program you can purchase and that you will be able to take away immediate tools to help you grow or improve your business.

This doesn't just happen without a lot of thought and planning. It requires leadership from volunteers and staff working together to produce a high quality product. While many believe that NAA should be able to do this in a much more cost effective manner, our education prices are lower than many you see in the marketplace. Our goal is to keep that price affordable for you.

That is where the NAF comes in. Just recently at their fall meeting,





“The NAF Online Auction Extravaganza will raise money for the NAF to be used in support of the NAA.”

the NAF Board of Trustees approved a \$10,000 grant for the NAA to use in improving its curriculum. NAF Trustees are working hard to raise even more money.

On January 19, you will have an opportunity to participate in the NAF Online Auction Extravaganza. This event will raise money for the NAF to be used in support of the NAA. While we want you to participate in the auction through your donations or through your bids, we also want you to commit to putting a link on your web site so that your customers can participate.

Your customers love auctions! That’s why they are your customers. Let’s let them help us build the NAF funds so that we can continue to ensure that auction professionals are educated in the best practices through NAA education. A bonus

for them is that they will have a lot of unique items that may pique their interest! Look for the link coming your way in January. And In the meantime, if you have an item or items you would like to donate, please contact the NAF.

By supporting NAF, you support NAA. And by supporting NAA, you are supporting the auction industry. We all want this industry to survive and grow. Together with your state association and the NAF, NAA will continue to meet the needs of auction professionals now and in the future.

Let me also say that we are entering a very special season of thanksgiving and family. I hope that you and your family have a wonderful holiday season! I know you have made mine very special and complete. Thank you! ■



Negotiating Tip

Disarming Your Opponent



John Hamilton, DREI
www.GoodNegotiator.com

Contact 

It is obvious that most of our success in negotiating stems from what we do, what we say and how we strategize. Good negotiators add to that substantial skills at sizing up or reading their opponent. They have a sense as to what their opponent is thinking, feeling, and what pressure points influence his or her actions. If one knows what their opponent is thinking or feeling, effective influence strategies can be implemented.

Body Language

It is a well-known fact that we communicate via our posture, expressions, and other non-verbal signals. Watching your opponent for physical movements can indicate if they are vulnerable, agreeable, hostile, or impatient. Often, it is the

eyes. They are the windows to what our opponent might be thinking. Become a student of facial expressions and don't ignore (or capitalize on) the messages they provide.

Timing

People are influenced by the pressures of time. If it is late in the day or late in their shift, people tend to be more fatigued and impatient. They trend toward less bargaining and more toward getting the deed done. It might be effective to arrive late (just before closing). Your opponent's diminished energy and their desire to get on to their 'free time' often eliminates much of the posturing and gamesmanship.

Market Conditions

To be certain, every product or service we would ever want to acquire has value in the marketplace. At the same time, the cost to acquire that product or service ALWAYS has some price flexibility. Doing a little research in advance will typically indicate whether any price concessions would be in the offing.

Prior Experience

While some negotiating experiences are new and unique, others are repeat performances

with the same people or the same firm. Reflecting on how things went 'the last time' can work to one's advantage. If they gave you a deal before, it is reasonable to ask for, and expect one this time. If they didn't give you a deal before, you should get one this time because you are a loyal repeat customer.

Personalities

Let's face it, some people are just hard to deal with. Their attitude is sour, they seem to have that 'chip on their shoulder,' or they seem to have something against you (and everyone) personally. Confrontation and aggressiveness rarely wins the day. Humility and courtesy go much farther. In many cases a bold question will change things, such as, "Did I do something to insult you? If so, I apologize." They will be awestruck by such an inquiry and thrown totally off their normal mode.

Additional and unique indicators will constantly be coming into focus if we concentrate on reading our opponent. Knowing what our opponent thinks and what motivates them can provide that negotiating edge everyone seeks. Good negotiators develop and practice the art of reading people and situations. ■



2012 MSA C&S Registration Form

ADVANCED REGISTRATION DEADLINE: December 15, 2011

Name: _____

Spouse or additional attendee's name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Cell: _____

Email address: _____

The Marriott Southwest has a group of rooms blocked through Sunday, January 1, 2012. You must register separately with the hotel for your rooms. We have a special rate of \$84 per night plus taxes. Call 1-888-887-1681 to reserve your room today.

Per Person Registration for Friday & Saturday

	<input type="checkbox"/> Member/Spouse	Qty	<input type="checkbox"/> Non-Member	Qty
Advanced Registration (postmarked before Dec. 15, 2011)	\$200.00	____	\$250.00	____
Registration (postmarked before Jan. 1, 2012)	\$250.00	____	\$300.00	____
On-site Registration	\$300.00	____	\$350.00	____

Per Person One Day Only (indicate day) Friday Saturday

	<input type="checkbox"/> Member/Spouse	Qty	<input type="checkbox"/> Non-Member	Qty
Advanced Registration (postmarked before Dec. 15, 2011)	\$100.00	____	\$125.00	____
Normal Registration (postmarked before Jan. 1, 2012)	\$125.00	____	\$150.00	____
On-site Registration	\$150.00	____	\$175.00	____

Thursday Education Video Seminar (Lunch included/ticket event)

	<input type="checkbox"/> Member/Spouse	Qty	<input type="checkbox"/> Non-Member	Qty
Advanced Registration (postmarked before Dec. 15, 2011)	\$75.00	____	\$100.00	____
Registration (postmarked before Jan. 1, 2012)	\$100.00	____	\$125.00	____

Total: _____

Please send a separate check for dues from registration if paid at the same time.

Complete this form and send along with your check(s) to:

Frank Imholte, MSAA EVP
8160 CO RD 138
St Cloud, MN 56301
1-800-440-939



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: _____

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



Annual Scholarship Application

Two Scholarships of \$1,200.00 each (subject to change)
from the MSAA & MSAA Auxiliary
One Scholarship of \$1,200.00 (subject to change)
"Vi and Orlin Cordes Memorial Scholarship"
Deadline: November 1, 2011

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 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 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/or 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 (required if applying for the MSAA or Vi and Orlin Cordes scholarship).

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

Absolute Deadline – Must be postmarked by November 1, 2011

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 Convention.

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

Return to:

Peggy Imholte
8158 Co. Rd. 138, St. Cloud, MN 56301

Scholarship Committee: Alice Goelz (chair), LuAnn Finnila, and Sara Fahey



MSAASUPPLEMENT

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