



2018



Auctioneer

Official Magazine of the North Dakota Auctioneers Association



Celebrating a business that brings the generations together!

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www.ndauctioneers.com

Membership Renewal and
Convention Registration are located at
ndaamembership.com



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Thoughts from the President's Desk



Greetings fellow auctioneers! It's that time of year again. As I sit down to write this article I'm enjoying the sound of the wind. You might think that is a crazy statement but today was weaning calves day and anyone that knows cattle, this could lead to a sleep-

less night without muffling the sounds of babies bawling for their momma's, but in the end it is all worth it.

I hope everyone has had a great year and was able to take the time to enjoy life and family. Speaking of family, I was very happy to get the news that my family is going to gain a few members this coming year.

We are going to be gaining a daughter this summer and just to clear that one up, NO we are not expecting. My son has asked a very special lady to be his wife and we couldn't be more excited, she is a blessing to our family. We have had a very fun year around the ranch this year with my daughter being involved in 4H showing pigs and cattle, my wife and I were able to step up and become 4H leaders as well, which has made me a better person being able to help kids achieve their goals whether it's with livestock or just in everyday life.

This past fall while attending the NDSA convention in Fargo I had a young man come up to me to inform me that I had helped him decide what he wanted to become as he graduated high school. A couple years ago I was asked to speak as a Brand Inspector at the NDSA sponsored program called Tomorrows Top Hands.

He told me that he had always thought about becoming a brand inspector but when I was speaking I had mentioned that I was also an auctioneer. He said that after talking with me that he knew that is what he was going to do. Talk about making a guy smile ear to ear, I never would have thought that would have happened.

On a different note, as you read through the magazine you will notice that there are a few changes to the scheduling. We as a board have decided to make a few changes such as the committee meeting starting Thursday afternoon and a few on Friday morning. This is to help us as a board make our association better.

During these committee meetings is where the membership can give us ideas as to what members would like to see, whether it be changes or just different things at the convention in years to come. We as a board want to see our association grow and to grow we need the membership's help as well.

I would also like to give a great big thank you to the board, you have chosen a great group of guys to represent the association everyone is willing to do what it takes to keep it moving forward in the right direction. Another big thank you to Scott for doing what he always does keeping us on time (and that's a full time job with me)! He does a great job.

In closing I want to say thank you to all of you for letting me be the president of this great association. It is truly an honor to be a part of it and with all of you. I'm very blessed to have had the opportunity to have been in this position twice now. Once again I hope to see all of you there this year and have a chance to visit with each of you.

All In All Done,
Cliff Sanders

Dale Haugen



Looking at the past, we have had good times and have made our business stronger by attending all the conventions in the past. It is really something to look forward to getting together with our auctioneer family from all over North Dakota. We

welcome new members to the association. I welcome all you new members with open arms. You will feel very welcome and learn new pointers for your auction business. We also have a great time for them 3 days. Also, after we are done with the convention I feel recharged for the upcoming auction season. That really helps our business. I hope to see all of you there including meeting new members.

Dale Haugen

Jay Temchack



One of the great benefits of being a member of the National Auctioneers Association is the continuing education offered. From reading a white paper, viewing a i-series presentation or attending a designation class.

This past July I took the Auction Marketing Management (AMM) designation class at the start of the National Auctioneers Convention in Columbus, Ohio. Ryan George, Robert Mayo and John Schultz deliver



More 2017 Convention photos on pages 12-14.

an open- discussion , current and informative three day class that will change how you look at your auction marketing. Your company's branding will be discussed. What forms of advertising are you using and how to analyze the results. Along with meeting, visiting and discussing ideas with auction professionals from across the country. I'm sure that within the next year or two I will audit the class to stay updated to deliver the best results for my customers and continue to grow my business.

Jay Temchack

Mike Ostrem



Hello auction family,

Like it or not winter is here! As we reach the end of one year and the begin another, auction convention comes to mind. I am personally excited, and I encourage every member to make a conscious effort to attend convention and compete in the contest this year.

I would like to take this time to pass along a HUGE thank you for allowing me to serve as your 2017 champion. It is an absolute honor to be placed amongst the ranks of many of you reading this article. As past champions you have set the bar high and made this award the honor that it is. I also owe thanks to everyone that competed last year and in years past. The close competition and comradery you all have provided is second to none. An award of this type would not mean what it does without competition of this nature!

I have enjoyed my reign as the NDAA Champion Auctioneer and look forward to handing off the crown to another deserving auctioneer. I encourage all eligible auctioneers to enter the contest this year. The contest provides opportunities you will not find anywhere else! Anyone who has questions or comments, please contact me so we can make this year's contest the best we can.

As you look over the schedule, you will notice a few changes. We hope these changes will allow for more participation from every member and allow you to have a bigger voice in the association. Convention plans are coming together nicely, and we trust you will find the convention enjoyable. I encourage every member to take advantage of opportunities to network, share stories and ideas, and simply visit with everyone in attendance. The opportunities for networking and learning are endless. I encourage you all to take advantage of the opportunities provided at convention this year! Leave yourself no excuses, send in registration, book your room and prepare yourself for a wonderful weekend!!

Sell 'em high!
Mike O.



More 2017 Convention photos on pages 12-14.

Laugh a little!

One day a man went to an auction. While there, he bid on a parrot. He really wanted this bird, so he got caught up in the bidding. He kept on bidding, but kept getting outbid, so he bid higher and higher and higher. Finally, after he bid way more than he intended, he won the bid - the parrot was his at last!

As he was paying for the parrot, he said to the auctioneer, "I sure hope this parrot can talk. I would hate to have paid this much for it, only to find out that he can't talk!" "Don't worry," said the auctioneer, "He can talk. Who do you think kept bidding against you?"

THE PLOWBOYZ

2017 Poster Contest Winners

The BOYZ are back in town! After a night full of fun, laughter, and good music we have decided to bring the PLOWBOYZ back to entertain us again Saturday night!

THE PLOWBOYZ started as a group of friends who liked to play together in a garage. As the band's popularity grew they continued to play larger and larger venues. Now that a few members have moved on to other things in life, it's a two-man band that still enjoys every chance they get to play music.

Dean and Doug have entertained crowds from 7 to 7000 and kept everyone age 1 to 98 captivated by their wide range of music. The PLOWBOYZ are sure to keep you entertained all night long! Stick around after the President's banquet and enjoy a night of music, friends, dancing, and a whole lot of laughs!



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Rugby, ND
701-208-0164

mike.ostrem@hotmail.com

2017 Hall of Fame Inductee

Bob Helbling

Thank you, Bob, for your hard work and dedication to the NDAA.



Going digital: NDAA history available via the NDAA website

We have begun the process of scanning the history albums of the NDAA. We are cataloging them by year and they are now available on the NDAA website.

If you have any articles or photos you would like to add the archive, please send them to:

NDAA
Courtney Wiesz
5347 10th ST NE
Cathay, ND 58422

Make sure you identify each photo with dates, names, places.

A large graphic with a green-tinted background of a rural landscape. In the center, there is a white logo featuring a windmill and a field. To the right of the windmill, the text 'THE GREEN SHEET FARM FORUM' is written in a bold, sans-serif font. Below this, the tagline 'Where We Grow.' is written in a cursive font. In the bottom right corner, the text 'Your trusted ag resource since 1966.' is displayed in a bold, sans-serif font. At the very bottom, the website address 'www.farmforum.net' is written in a simple, lowercase font.

... 2018 North Dakota Auctioneer ...

REGISTRATION AND HOTEL INFORMATION

Rooms blocked until January 15th, 2018 for NDAA members. Make sure to mention NDAA for the special rate or use the link on the NDAA website.



NDAA Rate
\$99 per night

Convention registration can be completed by mailing in enclosed form, or online at www.ndauctioneers.com

The 2018 NDAA Convention will be held in Fargo, ND, at the Holiday Inn.

The hotel is located at:
3803 13th Avenue South
Fargo, ND 58103



Holiday Inn[®]

Phone: 701-282-2700

www.fargohi.com

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Past Presidents

1952 - F.E. Fitzgerald	1974 - Norm Aldinger	1996 - Dale Haugen
1953 - F.E. Fitzgerald	1975 - Tony Heinze	1997 - Brad Olstad
1954 - Howard Schell	1976 - Roger Skiftun	1998 - Lowell Rau
1955 - Harry Berg	1977 - Arlo Schmidt	1999 - Chuck Lang
1956 - Jim Davis	1978 - WilBert Kroh	2000 - Bob Helbling
1957 - Jim Davis	1979 - Bud Rice	2001 - Lee Halvorson
1958 - Sylvester Wallace	1980 - Sid Stromme	2002 - Ron Olson
1959 - E.L Haibeck	1981 - Cliff Orr	2003 - Brian Bosch
1960 - K.L. Ferguson	1982 - Dick Keil	2004 - Troy Orr
1961 - Irvin Reiten	1983 - Dennis Bengston	2005 - Gordy Krance
1962 - Bob Penfield	1984 - Bob Osendorf	2006 - Ross Glass
1963 - Bob Penfield	1985 - Larry Schnell	2007 - Pete Awender
1964 - Bob Penfield	1986 - Virgil Tuebner	2008 - Pete Awender
1965 - Stanley Wald	1987 - Jean Helgass	2009 - Troy Orr
1966 - Wilbert Kroh	1988 - Milton Brandner	2010 - Bob Helbling
1967 - Bob Steffes	1989 - Todd Goheen	2011 - Chuck Lang
1968 - Norm Aldinger	1990 - Wayne Trottier	2012 - Gordy Krance
1969 - Norm Aldinger	1991 - Marvin Hoffman	2013 - Dennis Biliske
1970 - Charles Wilkes	1992 - Scott Steffes	2014 - Clifford Sanders
1971 - WilBert Kroh	1993 - Darrell Graber	2015 - John Kuchera
1972 - Les Lien	1994 - Gil Steedsman	2016 - Troy Orr
1973 - WilBert Kroh	1995 - Dennis Biliske	2017 - Cliff Sanders

Hall of Fame

1994 - Arlo Schmidt	1999 - Charles J. Fischer	2008 - Willard Schnell
1994 - Wilbert Kroh	1999 - Irene Wald	2010 - Al Mayer
1994 - Stanley Wald	2000 - Tony Heinze	2013 - Dale Haugen
1995 - Kay Aldinger	2001 - Harold Ellingson	2013 - Lowell Rau
1996 - Bob Penfield	2001 - Cliff Orr	2014 - Lyle Lauf
1997 - Charles Rodin	2001 - Robert Steffes	2015 - Dennis Biliske
1997 - Norman Aldinger	2003 - Marvin Hoffman	2016 - Rod Larson
1998 - Harry Berg	2004 - Tony Krance	2016 - Jan Larson
1998 - Lester Lien	2008 - Vernon Bucholz	2017 - Bob Helbling

Do you know an auctioneer who should be nominated to the Hall of Fame? If so, fill out the NDAA nominating form and speak with the Hall of Fame committee.

MEETING NOTICE

NDAA Annual Meeting

Saturday, February 3

1:30 p.m. ♦ Holiday Inn, Fargo

All members welcome to attend.

2018 Convention Schedule

Thursday, February 1st

1:00-3:00 p.m.	Registration
3:00-3:30 p.m.	Convention Committee Meeting
3:30-4:00 p.m.	Nominating Committee
4:00 p.m.	Auction Contest Committee Meeting
4:00 p.m.	Website and Advertising Committee Meeting
5:00 p.m.	Social

Friday, February 2nd

8:00 a.m.	Breakfast
9:00 - 10:00 a.m.	TBA
11:00-Noon	David P. Whitley, NAA
Noon-1:00 p.m.	Lunch
1:00-2:00 p.m.	Mitchell Siemers
2:00-3:00 p.m.	Val Wagner
3:00-4:00 p.m.	Dustin Rogers
4:00-5:00 p.m.	Social
5:02 p.m.	Annual Charles J. Fischer Memorial Fun Auction and Contest

Saturday, February 3rd

8:00 a.m.	Breakfast
9:00 - 10:00 a.m.	David P. Whitley, NAA
10:00-11:00 a.m.	Mitchell Siemers
11:00-Noon	Dustin Rogers
Noon-1:30 p.m.	Lunch on your own
1:30-3:00 p.m.	Annual Meeting
4:00 p.m.	Social
5:00 p.m.	President's Banquet
After the Banquet	Plow Boys

Schedule Subject to Change

◆◆ 2018 North Dakota Auctioneer ◆◆

2017 Memories



◆◆ 2018 North Dakota Auctioneer ◆◆

2017 Memories



◆◆ 2018 North Dakota Auctioneer ◆◆

2017 Memories





AUCTION EVENT MARKETING PACKAGES



GOLD \$2000

- Silver level plus banner ad placement on other third party related websites targeting potential bidders.
- Listing on other third party auction advertising websites.
- Work with auction company to identify other online options based on specific items in auction catalog.



SILVER \$1000

- Bronze level plus additional banner ad placement with geo targeting to local and specific regions based on best response.
- Increased audiences on Facebook.



BRONZE \$500

- Featured Placement across entire Global Auction Guide Network including FarmAuctionGuide.Com and AuctionBill.com
- Facebook Advertising targeting specific matching demographic based on pixel audiences of specific auction users on Global

Four NAA trained ATS/AMM specialists bring their auction advertising experience specifically to your event.

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Glenn Trautman II



It has been another wonderful year being involved in the Auction Industry. I am currently involved with the Board of Directors of The North Dakota Auctioneers Association as well as the Board of Directors for the Minnesota Auctioneers Association. I was fortunate to find plenty of work as a Contract Auctioneer. My loving wife,

Daisy, was able to venture several Auctions with me as she did Contract Clerking work.

Our auction company was able to pick up a few new clients on the Benefit side of the business. We even held our very own first Online Only Auction Sale.

My dad always told us kids, "If you don't vote, you can't complain." In the many years since I first heard him say that, I can honestly say that I don't remember him saying a bad word about any of the politics of our nation. He chooses not to vote, and consequently forfeits his "right" to complain. Sure, he may voice an opinion about what a person has done outside of politics, but as to whether a person is fit for office is an opinion he keeps to himself.

I would challenge us all to take that phrase a step further, since we all do our duty as an association to vote. I would challenge, "If you don't like the way something is within our association, get involved and do something productive about changing it." I would suggest, if you see something you do not like, and are unwilling to put forth any effort to change it, you should forfeit your right to complain. Many times it is easy to stay on the edge of discussions, wait for others to make a decision, and then complain about the way the details are handled. Get Involved! Be the change you want to see in this organization.

The NDAA is a good organization. I consider myself proud to be a member, and humbled to be on the Board of Directors. I have heard stories about shortly before my time, the NDAA had a declining membership and coffers were in dire situations. Together, we can make this a Great organization. Over the last few years, we are seeing a turn around. Membership is increasing,

and our account balance is doing well.

We all need to pitch in and get involved. "Many hands makes work light." If we all get involved in even a small way, and work together towards a common goal, we will have a greater NDAA. There are only 6 members to the Board of Directors; we can always use fresh ideas and new viewpoints. Consider running for a position on the Board, consider Being Involved!

The MSAA will be holding their annual conference and show in Moorhead, MN on January 18-20. The hotel is booked full, but there will be plenty of wonderful seminars throughout the weekend. The 30th annual Auctioneers Contest will be held Thursday evening, January 18th . Friday evening, January 19th a Professional Ring Person Contest will be held in conjunction with a fun auction. Consider competing in one or both of these great events, and plan to attend the seminars.

Glenn Trautman II
NDAA Board of Directors

2017 Scholarship Winners



Above: Reed Edwardson
Below: Kohlton Schmidt



2018 Auction Poster/Website Contest

The NDAA will again be sponsoring the poster and website contest. The deadline for entering this contest is Saturday, February 3rd, 2018 at 1:00 p.m. The drop off location will be at the registration table. The awards are given for first and second placing. The winners will be announced at the banquet Saturday night.

Categories:

- 1) Black & White 2) Color 3) Multi-color 4) Website

The posters must be from 2017 auctions. Posters must display the NDAA emblem. For the website, provide the URL at check-in. Any questions should be directed to the registration desk upon check in.

Auction Contest Participants

To allow the general membership a larger voice and a better chance to make changes within our organization, we will hold committee meetings this year. One of my responsibilities, as I serve my reign as champion auctioneer, includes chairing the auction contest committee. I would sincerely appreciate everyone's input during the meeting.

Some changes to the contest this year include the implementation of written rules, a guideline sheet for the judges, a meeting for

all contestants, and a meeting for the judges prior to the contest. We are implementing these changes to strengthen our contest and assist in making it the best we can, not only this year, but for years to come. The committee meeting is your chance to become familiar with the new enactments as well as voice any concerns or ideas you may have. I would appreciate the input of both current contestants and past champions.

Take advantage of your opportunities to make every part of our organization the best it can be.

The auction contest committee will meet on Thursday, February 1st at 4:00 p.m.



Contest Winner
Mike Ostrem



Runner Up
Scott Gillespie



Third Place
Ray Henry



Charles J. Fischer

Memorial Fun Auction & Merchandise Contest

When & Where

Friday, February 2nd, 2018
5:02 p.m.
Holiday Inn, Fargo, ND

- The first round of the competition will include all entered contestants.
- In round two, the top five finalists will be brought back for a final evaluation.
- The top three winners will be announced after the contest.
- The Champion Auctioneer will be presented with a beautiful belt buckle, courtesy of the Farm and Ranch Guide.
- Second and third place winners will receive plaques.

1. No former Champion Auctioneer may enter the Merchandise Contest.
2. Contestants will be judged on voice, chant, salesmanship and evaluation.
3. Contest chairmen are the Champion Auctioneers of the previous years.
4. Contest chairmen will pick ring men and the ring men remain the same for the entire Merchandise Contest.
5. An entry fee of \$30 must be paid to enter the Merchandise Contest by Feb 2, 2018 at 10:00 am.
6. Contestant must bring 3 items to sell.
7. The auctioneer must be a member in good standing of the ND Auctioneers Association in 2017 and 2018.

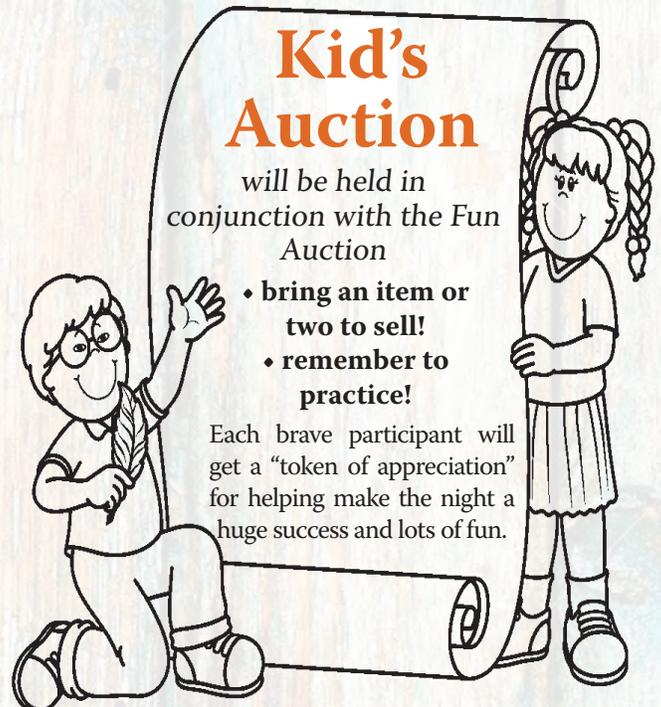
Contest Rules

Kid's Auction

will be held in conjunction with the Fun Auction

- bring an item or two to sell!
- remember to practice!

Each brave participant will get a "token of appreciation" for helping make the night a huge success and lots of fun.



PARENTS: Please encourage your son or daughter to participate. They are the future of our business.



David P. Whitley

David P. Whitley, CAI, CES, currently lives in Fort Collins, Colorado, and conducts auctions throughout the Rocky Mountain region. In the summer of 1986, he attended auction

school at Western College of Auctioneering. He also attended the University of Wyoming, eventually earning a BS in Agriculture Economics and a Juris Doctor from the University Of Wyoming College Of Law. Whitley Auction currently conducts around 60 auctions a year in real estate, commercial and industrial liquidations, government surplus, business liquidations, estates and other specialties.

Whitley is a graduate of the Certified Auctioneer Insti-

tute and is a Certified Estate Specialist. He is currently one of two instructors for the Certified Estate Specialist designation. Whitley is a member of the Colorado and Wyoming Auctioneers Associations. He served on the CAA board for twelve years, is a past president and past chairman of the board. He is an active member of the National Auctioneers Association, and currently serves on its Board of Directors and is chairman of the Advocacy Committee. He was previously the Chairman of the NAA's Education Institute.

He has attended the last seventeen National Conference Shows, been a finalist in the International Auctioneer Championship and served on the President's Think Tank and Technology committees. Whitley currently teaches auction law, technology, marketing and bid calling at the World Wide College of Auctioneering.



Dustin Rogers

Dustin is a third generation auctioneer from Mount Airy, NC. He is a graduate of Mendenhall School of Auctioneering

where he was named Best All Around. In 2006, Dustin was named Rookie Bid Calling Champion by the AANC. In 2007, Dustin was Second Runner Up in the Inaugural International Junior Auctioneer Championship.

In 2008, Dustin won Grand Champion Auctioneer in the AANC State Bid Calling Contest. Dustin has been a finalist in the International Auctioneer Championship every year since 2010, placing 2nd in 2011, 2013, 2015 and 2016 and 3rd in 2012 and 2014 before winning the contest in 2017. Dustin specializes in selling Machinery and Equipment along with Fundraising, Real Estate, Automobiles and Livestock Auctions. He has worked as a contract auctioneer for some of the world's largest auctioneers of equipment, conducting auctions across the United States as well as 6 foreign countries in English and Spanish. Dustin is the Lead Auctioneer for CAT Auction Services, and Auctioneer for Ritchie Bros Auctioneers. Dustin is married and he and wife Britni have two children, Kenedi Blaire and Hudson.



Val Wagner

Val Wagner farms south of Jamestown near Monango, ND, with her husband, Mark.

There they raise corn, soybeans, wheat, alfalfa, Red Angus/simmental commercial beef and a great crop of four amazing, yet busy, boys.

They're hoping to pass on their family farm to the next generation one day soon. Val coordinates CommonGround North Dakota, volunteers for several local, state and national organizations and one day hopes to find all the time she wasted when she was younger.

In her spare time, she works as a paralegal in a rural, general practice law firm.



Food for Thought: 6 Current Trends in Membership Organizations

1. Long-standing organizations have the advantage of name recognition but may have the disadvantage of a perception that is incorrect or possibly outdated.
 2. Oftentimes, volunteers are more inclined to respond to a cause than to join an organization.
 3. There have been exceedingly rapid changes (in technology and other areas) over the past decade and sometimes membership organizations are by their nature very slow to change: by-laws, tradition-valued, long-term members of the organization who sing the chorus, “but we’ve always done it that way...” New members trying to join do not find a home in an organization that is not open to new ways of serving.
 4. It is quite rare for a membership organization to effectively involve a number of generations, especially since there are so many differences in values, work ethic and style, and communication systems.
 5. A major threat to membership organizations is that there are so many new/other ways for people to spend their diminishing discretionary time.
 6. Universally, most membership organizations have problems in developing leadership. Often a core group of people will run the organization for years because, they say, no one else will do it. If that’s the case, the leaders of the organization need to ask the question - “why is no one interested in taking on leadership in our organization?”
- This article is courtesy of Yale.*



Membership Development is a Process

When your association discusses ways to increase membership, you should consider following these 5 steps:

STEP #1: DEFINE YOUR MEMBERSHIP GOALS.

- Are you looking for sheer numbers or do you want members who will contribute their time and talents in an active way?
- Are there any special target audiences from whom you most want to draw new members?
- How many members do you want?
- Does it matter whether your members are active as leaders in the association or not?

STEP #2: DEFINE WHAT "MEMBERSHIP" MEANS IN YOUR ASSOCIATION.

- What are the benefits and the responsibilities of members?
- What are the qualifications for becoming a member?
- What are the costs?
- Why would someone want to join your association?
- What should a new member expect from you in terms of meetings, events, communications, opportunities to meet others, etc.?
- How do you expect to retain that person as a member?

STEP #3: BRAINSTORM WHERE IN YOUR COMMUNITY AND/OR WAYS WITHIN YOUR SPECIAL INTEREST AFFILIATION YOU MIGHT BE ABLE TO LOCATE NEW MEMBERS.

STEP #4: SELECT A COMMUNICATION VEHICLE(S) TO REACH OUT TO THOSE INDIVIDUALS.

- Mail flyers
- Make telephone calls
- Send out an email blast

STEP #5: DO IT!!!

Things to keep in mind:

- Do not assume people know about your association or that you are looking for new members.
- Be alert to the public image/possible stereotype image of your association
- Articulate the benefits of membership using the reasons why people WANT to join the club.
- Diagnose why some people may be reluctant to join and see if you can alleviate their concerns.
- To get results you really need to ASK people to join.
- The clearer you can be about what joining means, the more success you will ultimately have.

This article is courtesy of Yale.

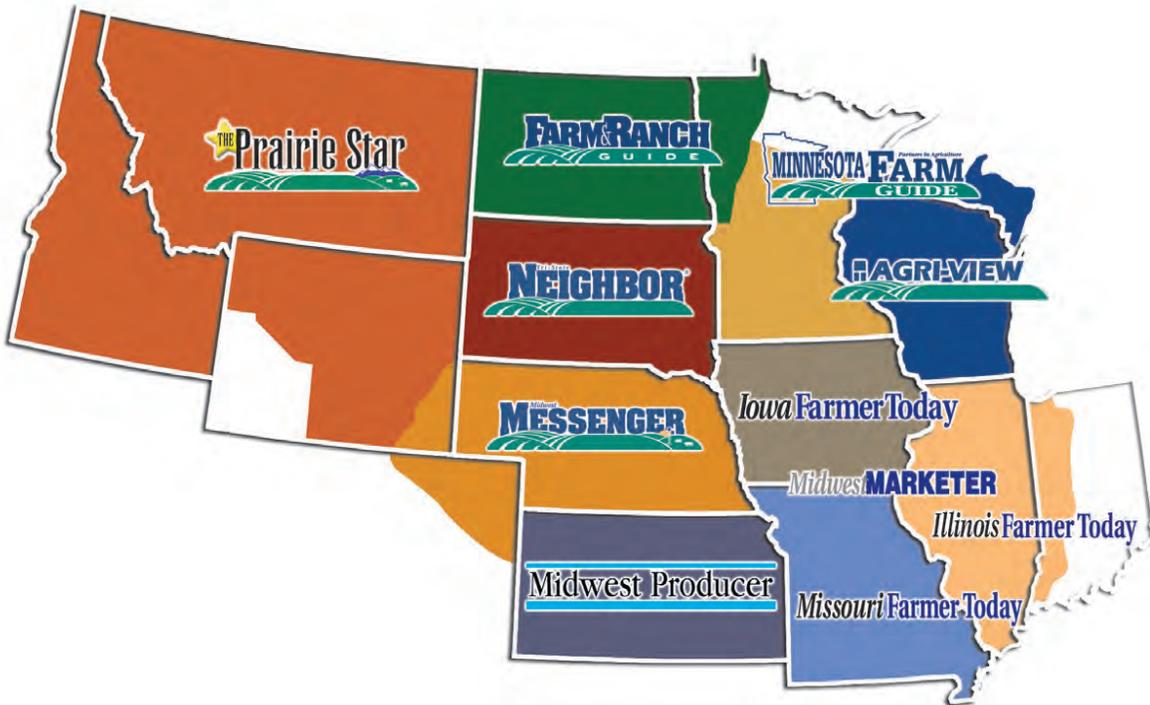


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