

## FROM THE EXECUTIVE DIRECTOR

TRIB Group is pleased to announce “RTO World 18,” the rent to own annual convention hosted by APRO and TRIB Group. So mark your calendar and save the date, August 20-23, 2018 in St. Louis, Mo. A new and exciting event, RTO World is the culmination of many months of discussions and meetings. As APRO and TRIB Group join as hosts of this event, attendees and vendors will be the benefactors of both groups best efforts and practices. Member meetings, seminars, vendor expo, a Hot Show and welcome reception will be a part of RTO World 18. Leadership, both past and present of both groups are very excited to bring our industry this new and unique venture. See you in St. Louis in 2018!

### Meeting of the Minds

I trust by now everyone has made arrangements to be in Vegas August 28-30 for Meeting of the Minds and Buy Fair. If not, it is not too late to register but now is the time to get that done.

*Continued.....*

## Meeting Topics and Young Professional's Sessions You Won't Want to Miss!

Meeting of the Minds is certainly a great networking and buying opportunity, but it also presents a great opportunity to get product training, hear from our vendors, and engage with panel discussions about a variety of topics.

Meeting topics include:

- Pricing and Inventory Management
- Reputation Management
- Hiring Good Employees
- The Latest Digital Trends
- The US Economy
- Unique Ways to Find & Win Customers

Merchandising/Financial Projections.

Chris Kale, director of the TRIB Group Young Professional's is putting together a really exciting panel discussion this year. “We've got three young guns that are going to share a fresh perspective on RTO operations. Each panelist is going to offer the group a “Freebie” - something members can take back to their stores and implement with little to no cost!”

During the breakout the focus will be on connecting the next

*Continued...*

## Calendar of Events

Oklahoma Rental Dealers Assoc.

August 8-9, 2017

Catoosa, Oklahoma

Meeting of the Minds

August 27-30, 2017

Las Vegas, NV

2017 Midwest RTO

Training Expo

September 12-13, 2017

## Welcome New Members

White Rose Enterprises d/b/a  
Premier Rental Purchase

Sandi Frye  
Altoona, PA

RTO Concepts d/b/a  
Rent A Center  
Bruce Emory  
Douglasville, GA

Sherray Enterprises d/b/a  
R & S Home Furnishings  
Ray and Sherry Wooldridge  
Taft, CA

Easygates, LLC d/b/a  
Easyhome  
Dee Lanzrath or Chris Prater  
Wichita, KS

TRIB GROUP



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Lawrenceville, Ga.30044

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CURRENT MEMBERSHIP COUNT

196

*"All wealth is the product of labor."*  
- John Locke

KARL'S KORNER BY KARL WICKER

Time Well Spent

I have often heard folk complaining about things that waste their time. It may be waiting in line at the DMV or bank, some nonsense commercial on TV or some talkative relative or acquaintance, but there always seems to be something that becomes an aggravating waste of time. What is most maddening is when the time wasted is time from work; because as we have all said, "time is money".

So as an opposite contrast to a "waste of time" I offer the alternative "time well spent"; these are the times when our investment of time pays dividends. In our lives this is certainly our time with family and loved ones and also the time spent with friends. This certainly applies to our work lives when the time we spend gains valuable information and knowledge. That time we spend learning, thinking of the possibilities and communicating ideas reaps the benefits of im-

proved profitability and effectiveness in our businesses.

This, (of course) takes me to Meeting of the Minds as being time well spent. For a decade we have come together annually to share ideas, learn and spend our time honing our skills to make our business better and lift the bar for the RTO industry. We have a time to purchase, to gear up for the coming holiday season with pricing that certainly helps our bottom line. We have invested time to reacquaint with our friends, valued vendors and to meet with new vendors and see their products. In return we get a profit of knowledge and value. For those of you sitting on the fence or are new to TRIB Group, this will be worth your time and expense to be a part of Meeting of the Minds. It's not too late to register.

-Karl

ONLY 5+ MONTHS UNTIL CHRISTMAS

It's hard to believe, but the holidays will be here before you know it. Now is the time to think about planning the type of products to display at holiday time. Not only is it important to get ready from an inventory standpoint, it's also time to start focusing on your holiday marketing campaigns. Begin working now to create a calendar of promotions and tactics well in advanced. This can ensure your holiday marketing isn't rushed and reactionary, but well-planned and well executed.

Our marketing vendors can provide complete promotional programs to drive holiday sales.

Is Your Marketing Calendar Ready?



**Executing Director Continued.....**

The Meeting of the Minds Committee has done and outstanding job of putting together a thorough and exciting agenda. The Product Committee chairs have worked hard to bring everyone great values at the Hot Show.

While discussing upcoming events start thinking about the annual January Think Tank at Las Vegas Furniture Market as well as the annual TRIB Group meeting in March. The March meeting, after many years in Orlando, will be moving to Nashville, TN in 2018.

Dennis

**Young Professionals Continued....**

generation of RTO leaders. "Not only will we share ideas on what the future of RTO looks like, will also help attendees understand all the different ways they can get more involved in TRIB Group Committees!

Jill McClure, the new APRO Executive Director is going to share her experience creating YP Groups in other industries. Any TRIB Group Member under 40 is invited attend. In addition to the meeting there will be a YP Networking event on Monday from 8-11pm.

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**Vendor Spotlight:  
Innovex Home**



Now that we are pretty much through summer we are beginning to focus on the fourth quarter sales. With many of your customers having small children you may want to look at what Step2 has to offer.

Step2 is the largest American manufacturer of pre-school and toddler toys and the world's largest rotational molder of plastics. They are a leading innovator of children's products that build imaginations and enrich the family's celebration of childhood. Step2 has been an approved TRIB Group vendor for over a decade. Located in Streetsboro, Ohio Step2 focuses on toy that fosters learning and development through creative play in children from toddler to school age years.

You are certainly familiar with their heavy duty molded plastic toys and play area items. We recently we sent an introduction to a new product, a backyard roller coaster.

Our contact for Step2 is Andrew Burns, [ABurns@Step2.net](mailto:ABurns@Step2.net) 419-346-5318.

**SAVE THE DATE!**



**THE NATIONAL RENT-TO-OWN  
CONVENTION AND TRADE SHOW**  
HOSTED BY APRO AND TRIB GROUP  
AUGUST 21-23 IN ST. LOUIS

2775 CRUISE ROAD  
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- ◆ Center Stage quarterly email blasts

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