

FROM THE EXECUTIVE DIRECTOR

It's February and just a few short weeks before our Meeting of the Minds Summit in Nashville. While we and everyone are excited to change venues and visit Nashville, the move also brings new challenges, such as a new exhibit hall, new meeting rooms, and new personal contacts at the new venue. This year we ask that everyone attending Meeting of the Minds this March understand and take a little extra time to familiarize themselves with the Gaylord Opryland. The property is huge and the layout a bit complex, so extra care may be required to familiarize yourself with where your rooms are and where the meeting and exhibit hall is. So, be prepared for that when you come, and pack your patience!

The marketing committee is putting together a great agenda for the meetings and we are looking forward to kicking off the membership meeting on Sunday morning. As always, we are very excited about the Hot Show later that day. Following the Hot Show, excitement escalates as we ask all members and vendors to join us in downtown Nashville for our Welcome Celebration at Wildhorse Saloon where food, drink and enter-

Continued...

January Furniture Forum Think Tank Recap

TRIB just completed its fourth Think Tank at the Las Vegas Furniture Market with 50 plus attendees representing 30 TRIB Group Members. All together, members heard short presentations from 18 of our approved vendors who paid a small participating sponsor fee for the oppor-

What's New in Furniture, Appliances

If you attended Think Tank and the Las Vegas Market, then you are probably up to speed on some of the changes that are going on in the furniture space. If you didn't, here is what you missed.

First, Furniture of America had greatly increased their showroom space.



Calendar of Events

February 7—9 APRO
Legislative Conference

February 13— Premier
Company Discovery Day

February 14—**Buddy's**
Leadership Meeting

March 3-6 TRIB
GROUP/BrandSource
Summit & Expo



Welcome New Member!
TRIB Group welcomes back
Cleek's RTO in Columbia, MO.



TRIB GROUP



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CURRENT MEMBERSHIP COUNT

196

“I think that’s the single best piece of advice: constantly think about how you could be doing things better and questioning yourself.” –Elon Musk

Karl’s Korner

Black, White and Everything in Between

I was editing some graphics for use in some of the print work for Meeting of the Minds. These were items that I received as color images and needed to be converted for black & white printing. The software gave me two options, black and white (or monochrome) and grayscale. That caused me to think about the difference. Color is easily grasped by our minds. The vast array of colors as our brain processes are more than 10 million variations. If the color image is converted to black & white in monochrome our brain perceives either black or white. But convert those colors to gray scale (what we see when we look at a black & white photograph) we see

black, white and about 254 variations of gray in between.

I write this not as a science article, but as a metaphor; you see even **when we’re presented with the choice of black or white** there are many variations of gray in between. Sometimes it is all too easy to look at a problem, issue, or a person in terms of black or white; good or bad, sinner or saint, and so on. It is much harder to consider the shades of gray that may exist between the polar opposites of black and white or good and bad. Maybe the world would be better off finding and considering the shades of gray in between. -Karl

Executive Director Continued...

tainment will be abundant. Downtown Nashville is a cool area, so pack your jeans and join the fun. The Hot Show this year will also see some changes: Less offerings, better values and a

Think Tank Continued

tunity. In addition to presentations, members gathered for social networking events on Sunday evening at Glideaway,

shorter event. While less items at the Hot Show, there will be more show specials in the exhibit hall, So please, allow time to shop and visit the exhibitors for their outstanding deals. See you in Nashville!

Dennis

Monday evening at Ashley along with APRO staff and Tuesday morning breakfast at United Furniture.

Thank You to All of Our Think Tank Sponsors!

- | | |
|--------------------------|----------------------------------|
| Affordable Furniture | Kidz World/Med-Lift |
| Amalfi Home Furniture | Million Dollar Rustic |
| Ashley Furniture | Noctova |
| Bernards | Serta Simmons Bedding |
| Boyd Specialty Sleep | Sealy Mattress |
| Coaster | Symbol Mattress |
| Dalyn Rug Company | Sandberg Furniture Manufacturing |
| Furniture of America | Twin-Star Home |
| Glideaway Sleep Products | United Furniture |

What's New in Furniture Continued

They had the second largest showroom at the market, second to Ashley. They were able to showcase a much broader product offering.

Second, United Furniture has recently announced that they have purchased Lane Furniture. Purchasing Lane expands the product offerings of United and also fits well with their commitment to manufacturing in the USA. United is one of the largest home furnishing companies in the US and **that's something they promote heavily on all of their product—the made in the USA theme, by US workers.** “Certainly everybody wants to support people of the country,” says Jay Quimby, executive vice president of sales for United Furniture. Look for the large 30 x 40 foot United/Lane booth at Meeting of the Minds.

Appliance News

Electrolux is injecting over half a billion dollars into its US Manufacturing arm to update and expand operations and support new kitchen products for its **Frigidaire brand.** Under the plan, more than \$250 million has been budgeted for the company's **Springfield, Tenn. facility.** Another \$250 million is earmarked for their refrigerator/freezer facility in Anderson, S.C.

Vendor Spotlight:



Affordable Furniture

Affordable Furniture became an approved **vendor just last year.** They've been in business 12 years and offer a variety of American made upholstered furniture: stationary, motion, recliners, and sleepers. Affordable Furniture has tailored their TRIB Group program to be able to deliver a minimum of one (1) group to any location in 5-7 days. This can happen in part to their 600,000 square foot warehouse and an efficient system for processing orders. Affordable Furniture will **have a 20' x 20' booth in Nashville at Meeting of the Minds.**

Our contact is Jim Smiechewicz (pronounced Smee-ha-vish):

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The logo for Central File Marketing features the words "CENTRAL FILE" in a bold, red, italicized font, with "Marketing" in a smaller, black font below it. To the right of "Marketing" is the phrase "RECURRING RESULTS" in a small, black, sans-serif font. Below the logo is the word "Nashville" in a large, black, serif font, with a red treble clef symbol positioned to its left. The background of the logo is a pattern of orange and red triangles. Below the logo, there is a line of text: "Central File Marketing is the best in Customer Retention Programs...and now We can Generate Demand at Store level!". At the bottom of the logo, the text "Things Are About to POP!" is written in a large, bold, orange font. At the very bottom, the phone number "800-749-6245" and the website "Centralfileinc.com" are listed in a black font.



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