

FROM THE EXECUTIVE DIRECTOR

Stay Tuned for Awesome Changes

Welcome to 2018: As we exit 2017 and head into a new year, I hope everyone can reflect on 2017 as being a successful year. I know 2017 was difficult at times but most agree, there were more positives than negatives. I can share with you that TRIB had another successful year. We grew a net ten new members for the year, had two great events and we are now working on the two events for this year. As evidenced by the Christmas cards to members, TRIB Group was once again financially responsible with our revenue and we were excited to share this with the members. 2018 is quickly becoming the year of change. First, Dan Fisher has taken over the reins as President of TRIB Group, following three years where **Shannon Strunk had served. Dan also becomes TRIB's representative on the AVB/BrandSource Board of Directors.** Secondly, our March event scheduled for March 4th– 6th has moved from Orlando to Nashville Tennessee and the Gaylord Opryland Resort. As is the norm for March, this event will be a co-location with the BrandSource Summit. Two Major changes for this TRIB event will be the meeting structure and days of the event. Instead of a Mon-Wed event, this years event will be Sun-Tues. The meeting will be structured as a TRIB Meeting of the Minds which usually occurs in August. Simply put, we will have one and a half days of meetings, breakouts and seminars along with our traditional Hot Show and Buy Fair.

Continued...

A MESSAGE FROM THE PRESIDENT

I would like to wish you a happy, healthy, and prosperous 2018. I would also like to thank you for your trust in electing me to the Board. I was honored to spend much of November and the first week of December attending committee meetings and our December board meeting with many different volunteers and the rest of the Board of Directors. It was a privilege to work with many new faces on the various committees and partnering with our vendors to achieve the best programs possible for the coming year. Working even more closely with Dennis, Karl, and Laurel than I had previously, I am even more

Continued...

Calendar of Events

- Tupelo Furniture Market
January 4-7, 2018
Tupelo, MS
- CES
January 9–12, 2018
Las Vegas, NV
- The Premier Company National Convention
January 14, 2018
Miami, FL.
- TRIB Group THINK TANK
January 29-30, 2018
Las Vegas, NV
- APRO LEGISLATIVE CONFERENCE
February 7-8, 2018

Welcome New Member!
Vincent and Tracey Jarbo
YourWay Rent to Own, Inc.
Owens Crossroads, AL



TRIB GROUP



2775 Cruise Road, Ste. 2401
Lawrenceville, Ga.30044

Dennis Shields, Executive Director
Laurel Whitmire, PR & Admin Coordinator
Karl Wicker, Services Coordinator

BOARD OF DIRECTORS

President: DAN FISHER
Majik Enterprises
dan.fisher@majikrto.com

Vice President: CHRIS KALE, JR.
Happy's Home Center
chriskale115@gmail.com

Treasurer: MARTY AUBLE
Appliance & Furniture RentAll
martya@rentall-inc.com

Secretary: TODD HOMBERGER
Preferred Sales d.b.a. Buddys Home Furnishings
thomberger@buddysrents.com

DAVID P. DAVID
Full-O-Pep Appliances
david@americanrentals.com

BEN BOST
Smart Way of the Carolinas
bbost@gosmartway.net

JEFF LEBAKKEN
Lebakken's Inc of Wisconsin
lebakkens@charter.net

MARK WILLIAMS
Rent One
mwilliams@shoprentone.com

JOE FISHER
Eagle Rents
joe@rentfromeagle.com

CURRENT MEMBERSHIP COUNT

196

“Whatever you can do, or dream you can, begin it. Boldness has genius, power and magic in it.” –Johann Wolfgang von Goethe

Karl's Korner

What's Next?

I recently had a conversation with member Mike Gordon of M&M Home Furnishings/Premier. We pondered about the growing trend for retail (and RTO), and how online sales have changed the environment. On the day after Christmas, Amazon announced they had the best holiday season in their **company's history**. According to Twice Magazine retail sales from November 1 – December 24 were up 4.9%, the best holiday season in 6-years, but the real winners were online sales, up a whopping 18.1% over last year, (remember last year was a banner year for online sales). **Yes, I know that's retail, but it does** hold relevance to how RTO will operate in the future and integrate online transactions into the RTO customer experience. Yes, there are some of our members and certainly

Executive Director Continued...

Thirdly, there is a major change to the August event. Adios, Las Vegas! This year we will be heading to St. Louis, Missouri and co-hosting with APRO, the first annual RTO World National Rent-to-Own Convention and Trade Show. This is a collaboration of both APRO and TRIB Group to bring the best attributes of both groups together into one awesome rent-to-own event. It will have the usual offsite Welcome Reception, Hot Show, Buyfair, annual business meeting as well as a selection of seminars and open discussion op-

the big player wading into these waters, but for the vast number of independents this future holds many questions about implementation into their businesses.

As our customers transition from the Baby Boomer and Gen X to the Millennials the truth that the current and future generations of RTO customers are comfortable with online purchases. These new customers will have the same challenges for credit and purchasing as any previous generation, but will want the convenience and familiarity of doing it online.

I will be honest, I don't know the answer. As I said before, a few RTO entrepreneurs are venturing into online RTO with the agreement, delivery and payments being all online. Still there are too many that will need to find easily applicable ways to update their transactions.

-Karl

portunities. For members and vendors that previously attended the TRIB Group August event as well as the annual APRO convention, this collaboration of RTO World cuts out one event that has previously cost you time and money. I personally, and the TRIB Group Board are excited to work with Jill McClure, the new APRO Executive Director and her staff in hosting RTO World for everyone to attend.

Wishing you a great 2018!

Dennis

Message from the President Continued

impressed with how they do all that they do – with just the three of them – their hard work and dedication is invaluable and much appreciated by the Board.

On a personal note, I want to thank you all for reaching out to me following the loss of my daughter – the thoughts, prayers, and kind words have been helpful. Likewise, on behalf of our board member and friend, Ben Bost (who suffered a series of strokes late last year), I wanted to personally thank you for your donations to assist with his ongoing care, which have been beyond generous and I'm certain are much appreciated. We plan to have a silent auction at the Hot Show in **March in order to raise additional funds for Ben's care.**

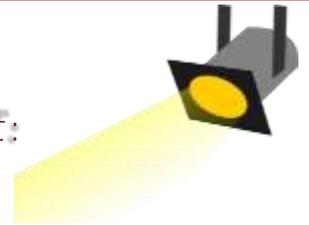
I look forward to seeing some of you at our Las Vegas Furniture Market Think Tank in a few weeks, and hopefully ALL of you at our new show venues this year – Nashville in March for our new and improved Meeting of the Minds, and in St. Louis this August for our all-new RTO World event, hosted by APRO and TRIB. It has been a **pleasure working with APRO's executive director Jill McClure and her staff**, on what we hope will be the first of many RTO World events.

Hope to see you soon!

Dan Fisher,

TRIB President

Vendor Spotlight:



This year we are adding twelve new vendors to our roster.

This month's spotlight will give you a

heads-up for these new vendor/partners in 2018:

Furniture:

American Comfort - Fireplace heaters, air conditioning and furniture.

Amafi - Motion Upholstery, Function Furniture and Bedroom.

My Pillow - Pillows, Mattresses, Sheets, Comforters, Pet Beds, Mattress Pads and other Bedding products.

Sandberg Furniture - Manufacturer of promotional master and youth bedroom.

Electronics:

AAAA Electronics – Consumer electronics

PTS Andrews Electronics – Parts for electronics repair, phone screens, batteries, mother boards, etc.

SA-IT – Office and store computer networking solutions

Specialty, Services & Marketing:

Allessea – ActiveGuard® mattress protection systems

Capital Concierges - Business financial services to include business loans, working capital, inventory & fleet financing. Credit Card processing & ACH payment management.

Social Joey – Social media management & advertising

Synergy - Payroll, Workers comp, Healthcare, Human Resources Out Sourcing

Voxpopuli - Marketing Support-Signage, Flyers, Graphics

WOW Brands - Digital Creative, Marketing & Development

Look for more detailed vendor spotlights on these new vendor/partners throughout the year.

Save the Date

March 4-6, 2018



RTO
WORLD18

THE NATIONAL RENT-TO-OWN CONVENTION AND TRADE SHOW

HOSTED BY APRO AND TRIB GROUP

AUGUST 21-23, 2018 IN ST. LOUIS

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- ◆ Email ads
- ◆ Center Stage quarterly email blasts

Contact laurel@tribgroup.com for more information.

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