

FROM THE EXECUTIVE DIRECTOR

TRIB Group welcomes new APRO Executive Director Jill McClure to our industry. In just the three short weeks Jill has officially been on the job, I have had the pleasure to meet her twice and share several phone calls and emails. I am excited to develop a great working relationship with Jill as APRO and TRIB Group continue to be the voice of the industry. Jill brings a wealth of professionalism and enthusiasm to her new job. I am sure as all of you have the opportunity to meet her as I have, you will share my observations. Jill will be attending TRIB Group's Meeting of the Minds and is looking forward to meeting all of the attendees.

As one new Executive Director arrives, obviously one is leaving. Bill Keese has served APRO for the past 28 years and it has been my pleasure to call him both a friend and a truly dedicated industry advocate. Bill has served us well and is looking forward to retired life.

Continued

What to Expect at Meeting of the Minds

It's back to the Palace for the annual Meeting of the Minds Buyfair. Held on August 28—30 in Las Vegas, the meeting will provide an opportunity to select and order inventory for fall and the holiday season, with up to \$1000 in vouchers for orders placed at the show.

It is also a meeting and brainstorming opportunity to discuss industry related trends, marketing strategies, growth and business development, and employee and HR issues.

Our membership at TRIB Group has been experiencing steady

Continued...

TRIB/APRO Scholarship Deadline Extended to 7/14/2017

The amount has yet to be determined. All eligible are encouraged to apply.

Criteria & Submission Requirements

- Must be an employee or child of an APRO member co. in good standing.
- Must submit proof of a min 3.0 GPA
- Must submit proof of acceptance into an accredited college.
- Must submit a narrative on why you deserve the scholarship.*
- Must submit a narrative on the value of rent-to-own in America.**

Visit <https://www.rtohq.org/>

Calendar of Events

Las Vegas Furniture Market

July 30—Aug 3

Las Vegas, NV

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

INDUSTRY NEWS

Florida State Games welcomes back Dennis Rosen as their RTO Contact

New Members

TRIB Group welcomes the following new members.

Watershed Development
d/b/a Aaron's Sales & Lease

PTN Group/Great Rooms
Easygates d/b/a Easy Home

TRIB GROUP



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

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

BOARD OF DIRECTORS

President: SHANNON STRUNK
Babers, Inc.
shannon@babers.com

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

Treasurer: MIKE TISSOT
Countryside Rentals d/b/a Rent-2-Own
mtissot@r2o.com

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

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

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

JEFF LEBAKKEN
Lebakkens Inc of Wisconsin
lebakkens@charter.net

MARK WILLIAMS
Rent One
mwilliams@shoprentone.com

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

CURRENT MEMBERSHIP COUNT

195

“Life is 10% what happens to us and 90% how we react to it.”
- Dennis P. Kimbro

KARL'S KORNER BY KARL WICKER

United We Stand

Two-hundred and forty-one years ago 56 men deliberated in a sweltering, ungodly hot room in Philadelphia to hash out the basis for the united colonies of America to become a self-governing nation; to declare its independence from England. This process took days, commencing in June of 1776. No doubt tempers were short as the temperature soared in the upper 80's with a suffocating humidity in the days leading to the 4th. I can just imagine the sweat dripping from under the wigs and the stagnant atmosphere being in that room with no A/C or even a fan to circulate the air.

Not everyone was friends. Not everyone had agreement as to the best way to make the declaration of independence to England, the point for some was mute since the Revolutionary War had been raging for the better part of a year.

growth this year. This will be an excellent way to meet and get to know our new members.

The highlight of TRIB Group events remains our Hot Show auction, a fun, fast-paced auction of specials submitted by our vendors.

As always, a \$400 registration rebate is available to offset cost of attendance.

Links to the registration site are posted on our website tribgroup.com.

Still in that hot little room there was a united pledge to their lives, (every signer of this declaration would be guilty of High Treason, punishable by hanging), honor and wealth for the cause of independence.

We as a country do not always agree what's the best path. After all, for a country and society we are young at 241 years, kind of our teen years. Still the divisiveness and growing pains of our country are sometimes overwhelming. Our hope, (and should be our prayer), the we and our leaders look around us and see what unites us, not just what divides us. The work of those 56 men in June, July and even August of 1776 was the result of compromises, the setting aside of personalities and egos. The result is what we have now and should cherish, our country, The UNITED States of America.

-Karl

MEETING OF THE MINDS CONTINUED

SUNDAY, AUGUST 27	
8 AM - 5 PM	Exhibitor Set up
NOON - 6 PM	TRIB Group Registration
MONDAY, AUGUST 28	
7 AM - 5 PM	TRIB Group Registration
8 AM - NOON	Meeting of the Minds Session I
8 AM - 5 PM	Exhibitor Setup
NOON - 1 PM	TRIB Group MEMBER Lunch
1 - 5 PM	Meeting of the Minds Session II
	Meeting of the Minds Breakouts
4:15 - 4:45 PM	Vendor Meeting
5 - 6:30 PM	THE HOT SHOW Auction
8 - 10 PM	BrandSource Entertainment
TUESDAY, AUGUST 29	
7:30 - 8:30 AM	Continental Breakfast
8 - 10:30 AM	Meeting of the Minds Session III
10:30 - 12 pm	BrandSource Convention Opening
12:30 - 7 PM	EXPO Open
12:30 - 1:30 PM	Lunch
5 - 6 PM	Cocktails & Passed Hors d'ouvres
WEDNESDAY, AUGUST 30	
8 AM - 1PM	EXPO Continues
9:00 - 10:30 AM	Continental Breakfast
3:00 - 11:00 PM	Exhibitor Tear Down

EXECUTIVE DIRECTOR CONTINUED....

This past June has been a wonderful month as I have had the opportunity to be out among our members and vendors on three separate occasions. We started the month with a very successful Think Tank in St. Louis, MO hosted by Imagery Marketing, followed by a well organized Tennessee Rental Dealers Association in Nashville, TN, which was attended by a good number of dealers and vendors. The month was capped off by the annual Heartland of America Regional Trade Show hosted by the Missouri Rental Dealers Association. Many vendors showcased merchandise and the event was attended by dealers from several surrounding states. Being at events and enjoying networking with members and vendors gives me great pleasure. With that, I am looking forward to our upcoming Meeting of the Minds and Buy Fair where we can replicate the above in a much larger scale. See you in Vegas.

Dennis

Vendor Spotlight: Innovex Home



This month's spotlight like last month's in an old friend, Innovex. I remember back a decade or so when Innovex was introduced to our group; I thought, how nice, but a bit limited. After all, how many iterations of computer desks can they offer?

Innovex started over 22 years ago as LEDA and provided computer desks and office furnishings at a modest price and easy UPS-able shipping. Innovex came to TRIB Group when there was a need for computer desks and some A/V furniture. The need changed as flat panel TV came into the market and a need for capable TV stands at a good cost arose. With the changes in our market and retail came the need for stylish, yet simple assembled A/V and TV stands. Innovex adapted quickly to those changes and introduced furniture that simply unfolded into place. Along with the simplicity, Innovex has been able to bring an upgrade in the finished and look of their product.

Our contact for Innovex is Ken Davis, 214-704-4537 kfd1969@yahoo.com



The TRIB Group Offices will be closed 7/4 to celebrate this holiday with family.

2775 CRUISE ROAD
SUITE 2401
LAWRENCEVILLE, GA 30044



Large Enough to Serve. Small Enough to Care.

Comfort, quality, and value.

Every time.



SYMBOL

Your life, your mattress™

Contact: Eric Moore
eric@rentalsalesworks.com
symbolmattress.com

Advertise with TRIB

Reach each of our ever increasing membership with print and digital advertising programs. Available options include:

- ◆ Print ads in the Monthly TRIBune
- ◆ Display Banners on trib-group.com
- ◆ Email ads
- ◆ Center Stage quarterly email blasts

Contact laurel@tribgroup.com for more information.

HOW DO YOU GET
NEW
BUSINESS?

TRY OUR RTO FULLY
INTEGRATED PROGRAM FROM
IMAGINE ADVERTISING

Circulars · Direct Mail · Matching TV
Social Media · E-mail Retargeting & Marketing
Facebook Ads · In-Store Signage · Websites

One Agency, YOUR MESSAGE,
Across ALL Channels!

Contact us today
509-220-9694
Erika Sparrow

www.imagineadv.com/rto
IMAGINE
ADVERTISING & PUBLISHING INC.