

FROM THE EXECUTIVE DIRECTOR

As June arrives and we officially welcome summer, TRIB Group is excited about great things occurring this summer. First and foremost, I am talking about RTO World 18, the National Rent to Own Convention and Trade Show. TRIB Group is honored to bring you this new venture along with our co-host APRO. RTO World will be held on August 21 – 23rd in St. Louis and we are expecting this event to have the highest attendance of any meeting in recent years. RTO World is open to all RTO dealers as well as vendors who service our industry.

Vendors have been committing to this event for months and just this past week registration has opened for dealers. Early registration has been brisk and TRIB Group members who register by June 16th are eligible to be entered into a drawing for a \$350 AMEX gift card. Hotel registration for the beautiful Marriott Grand is now open for all attendees and vendors.

As usual we want all TRIB Group members to attend our functions, but this August we really want to encourage everyone to join us in St. Louis. With great educational seminars, social and networking opportunities, awesome savings at the Hot Show, and with the Buy Fair exhibit hall open for two days, I see no reason why a rent-to-own owner or operator would not want to be part of this inaugural RTO World. As a TRIB Member, the following incentives are in place to make attendance a no brainer.

- \$500 registration rebate off the \$595 registration fee
- \$500 check for travel reimbursement
- \$1500 (5-\$300) in vouchers paid directly to you by TRIB for placing 5 orders at Buy Fair
- \$500 (2-\$250) in new vendor vouchers to use with orders you have not used in the past 2 years

Up to \$3000 in actual money is available to each TRIB member, not to mention the savings each member will generate by being present and buying at the Hot Show. With the all important Q4 approaching, how can you pass on this opportunity to save money for your company?

We look forward to seeing you in St. Louis where we will all be part of history as we kick off the first RTO World event.

Dennis

Calendar of Events

- June 12-14
Missouri Rental Dealers Association
- June 12–14
Heartland of America Trade Show and Seminar
- June 26-27
Tennessee Rental Dealers Association

REFER SOMEONE TO TRIB GROUP!

Do you know a RTO dealer who would benefit from joining TRIB? Ask about our Member Referral Program.



THE NATIONAL RENT-TO-OWN CONVENTION AND TRADE SHOW
HOSTED BY APRO AND TRIB
Aug. 21–23, 2018

TRIB GROUP



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CURRENT MEMBERSHIP COUNT

198

"Your positive action combined with positive thinking results in success.

-Shav Kera

Karl's Korner

What's Old is New

Lately there has been a trend to recycle old sitcoms, rework them some and put them back out for their old and hopefully new audiences. **This hasn't only worked for sitcoms, but movies, music and even art. We've all seen these "new" arrivals on TV, movies, and music.** For the most part, the refurbished old has worked to not only bring back old audiences, but create new ones as well.

Have we thought about that in our businesses? How many times have you or your team thought about marketing campaigns, came up with something **but said, "we did that before" and passed to come up with something "new".**

New is a relative term because **something you've done before** (the old) is new to anyone who has never seen it before. If you go back to a successful campaign and

look at when it ran you'd be surprised to find out it may have been 3, 4 or even 5 years ago. You have a different clientele since then, and those who would remember would rent again since that was **such a "great deal" back in the day.**

Recycling is never a bad thing. Of course, recycling requires some reworking and updating. The **old "Rat Pack" (if you are younger than 40, Google it) Ocean's 11 has been reworked as Ocean's (insert whatever number),** both with the likes of George Clooney and now Sandra Bullock and an all-female cast. The reworking of this old movie formula has netted new audiences and lots of money.

Old King Solomon was **right,** "What has been will be again, what has been done will be done again; there is nothing new **under the sun.**"

-Karl

Sign-Up to Receive News from TRIB Group via Text Message

These days most of you rely almost entirely on your cell phone to stay connected, and while most of you use the device to check email, we are now going to publish news updates by sending **links to the Focus, Karl's Specials, the TRIBune, and any event or press release updates via SMS.**

The link to sign up is available on our website tribgroup.com. You can opt out at any time and you can specify which communications you wish to receive via text.



REGISTRATION IS NOW OPEN! VISIT TRIBGROUP.COM TO GO TO THE REGISTRATION SITE. REGISTER BY JUNE 16TH FOR A CHANCE TO WIN A \$350 GIFT CARD!



We're the best in
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Vendor Spotlight:



Vendor Spotlight – Central File

Central File is certainly not an unknown member of the TRIB Group approved vendors; they've been a part of TRIB since 2000. What's new to our very familiar vendor is their recently being acquired by The Anstadt Company, an award-winning leader in advertising and marketing services.

Central File, who has long been a leader in our industry creating and implementing direct-mail, integrated marketing campaigns and customer retention programs. They now have the resource of Anstadt to help you get your message out in today's business environment.

According to Craig Martin, Director of Marketing and Business Development for Central File being part of Anstadt, we can "offer a multitude of fresh ideas and solutions, whether it be for direct mail printed pieces, in-store collateral (point of purchase), experiential pieces, social media assets or product fixtures at an exceptional price."

Central File is the same familiar company with many of the same crew that we've worked with for nearly two decades. Now they have more tools in their box to help meet your direct mail, marketing, and customer retention needs.

Our contact for Central File is: Al Benson, al@centralfileinc.com (414) 365-9000

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