

# TRIBUNE

Monthly Newsletter of TRIB Group  
VOLUME 18 ISSUE 5 May 2017



## FROM THE EXECUTIVE DIRECTOR

Spring is in the air, Summer will be here soon, and before we know it we will be gathering in August for our annual Meeting of the Minds. I am addressing this August event for several reasons. 1) Registration for Members will open soon and the earlier you register the bigger the discount. 2) Vendor booth and sponsor signups are already available and here again, the sooner you pay the less the booths cost. 3) We want to hear from you; both Member and Vendor, what would you like to see and hear this August?

The staff and Board will entertain all comments and concerns. Your input is very important and is always considered as we strive to improve each meeting and the services TRIB Group provides. No Member or Vendor is too small or too large, so please let us know your thoughts. Mark your calendars now for August 28-30 in Las Vegas and Members watch your email for registration open announcement. Vendors—it is time! Time to get signed up for your booth and sponsorship.

*more .....*

## SUMMER THINK TANK SCHEDULE

This year's Summer Think tank will be held June 14 & 15 in St. Louis MO.

Hosted by Imagery Marketing Group, the event will have a marketing focus, but also may cover topics such as E-Commerce, Work Force Management, and Mattresses and RTO.

The schedule is as follows:

June 14th, 2017

8:00AM – 12:00PM Arrive and check in

12:00PM – 1:00PM Lunch

1:00PM – 5:30PM Breakouts

- Social Media

- Email Marketing

- Rent Request VS eCommerce

6:00PM-11PM Cardinals Game AT&T

Rooftop (dinner and drinks provided)

June 15th, 2017

7:30AM – 8:30AM Breakfast

8:30AM – 12:30PM Breakouts

- One Stop Shop

- Mattresses

- DISC and Management

12:30PM Dismissal

You can register online by accessing the link on the TRIB Group website—News and Events—Think Tank

## Calendar of Events

### APRO Convention

May 9 -11, 2017

Galveston, Texas

### TRIB Group Summer Marketing Think Tank

June 14 - 15

St. Louis, MO

### TN Rental Dealers Assoc.

June 20-21

Nashville, TN

### Missouri Rental Dealers Assoc.

June 26-28

Lake Ozark, Missouri

## INDUSTRY NEWS

Benefit Marketing Solutions announces new team member Briana Arzola as Account Coordinator in Mesquite, TX office.

Protect-A-Bed adds new rep: Wally Moon is now servicing TRIB Group members  
wmoon@woodsonbozeman.com

TRIB GROUP



2775 Cruse Road, Suite 2401  
Lawrenceville, Georgia 30044

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

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[lebakkens@charter.net](mailto:lebakkens@charter.net)

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CHRIS KALE, JR.  
*Happy's Home Center*  
[chriskale115@gmail.com](mailto:chriskale115@gmail.com)

CURRENT MEMBERSHIP COUNT

189

*“Failure is the condiment that gives success its flavor.”*  
- Truman Capote

KARL'S KORNER By: Karl Wicker

Too Many, Too Soon.

Once again, I take to write about a colleague lost. Late in April Jose Cuesta, recently a representative with Expert Warehouse passed away at 65 from a heart attack. Jose worked over the years with BDI/Laguna, SED and EW. Those who knew Jose also knew he was a unique character; appreciated by many and misunderstood by some. **If you were his customer, he'd work diligently for you; sometimes to the detriment of his employers.** He could be friendly and warm for some and to others be grating and sharp edged. He was unabashedly Jose.

I learned from him and in speaking with others of the harrowing challenge his family had escaping

Cuba as Castro came to power. His **family lost everything: his father's thriving TV repair business, with multiple locations, the family home, and all they possessed.** As an adolescent, he witnessed the brutality of revolution and suffered living homeless and in despair. It is not difficult to realize how these **hardships molded Jose's personality.** For me, he was always a friend and I will miss him. We would stay in touch even after he left Expert Warehouse.

**Jose's only relative is his daughter Jessica. God's peace and rest to Jose and solace to her.**

-Karl

Continued Exe. Director

The Meeting of the Minds is a very unique meeting of new and established RTO dealers sharing ideas and experiences. Also, August is the perfect month to place orders at discounted prices for the approaching fourth quarter. Hot Show prices will be HOT to coincide with the hot August Las Vegas weather. This event is the most attended for both content and purchasing. Have a great Summer!

Dennis

TRIB Group Welcomes the Following New Members!

Easy/Premier  
Buying Contact: Matthew Chamberlain, Owner  
[easyrentals@yahoo.com](mailto:easyrentals@yahoo.com) / 260-668-1095

Forever Young dba Premier RP  
Buying Contact: Sean Young, Owner  
[seanyoung@premierrents.com](mailto:seanyoung@premierrents.com) / 207-572-7244

Best One dba Premier RP  
Buying Contact: Douglas Belt  
[douglasbelt@premierrents.com](mailto:douglasbelt@premierrents.com) / 470-695-7314

Bhavani dba Buddys Home Furnishings  
Buying Contact: Jeremy Cohen, Dir. of Retail  
[jcohen@buddysrents.com](mailto:jcohen@buddysrents.com) / 815-517-5414

Have it Now  
Buying Contact: Scott Shaw, Owner  
[haveitnow@yahoo.com](mailto:haveitnow@yahoo.com) / 716-664-0051

Good Life  
Buying Contact: James Shackelford  
[jshack@yahoo.com](mailto:jshack@yahoo.com) / 832-233-2180

LOGO CONTEST UNDERWAY!

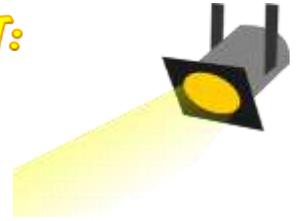
As you may know, TRIB Group is planning to update our logo. We've asked our Marketing Vendors to compete to design a logo which will be selected by our



Board of Directors. We have received many of the designs and the artwork is outstanding. Central File, Imagine Advertising, and Colorad have submitted concepts and the BOD will certainly have a difficult time choosing from such high quality submissions.

In addition to branding, each of our Marketing Vendors are chosen because of their ability to successfully market in the RTO field. They are well acclimated to the needs and concerns associated with your area of work and can help you position yourselves to outsell your competitors.

VENDOR SPOTLIGHT:  
STREAMING TV



On the day before the NFL draft ESPN made a startling announcement; they laid off 100 people including some well-known TV personalities. What has this to do with streaming? One of the main reasons ESPN felt they had to make this drastic move was due to their losing over 10-million subscribers in the past few years. These are people who have cut the cable and are no longer customers and hence, no longer ESPN subscribers. Many of these people are looking to streaming their entertainment from their computers or mobile devices. ESPN and other are looking to direct streaming subscriptions as the next big change in their business models.

Streaming is a great alternative, but is not convenient outside of the mobile devices as a home entertainment outlet (TV play). Enter the online streaming boxes. Now enter RTO. RTO has noted **these miracle boxes and are moving units; what's more, brick and mortar retailers have not.** Online sales of streaming boxes have been good, but without having support from a sales person, they are not as attractive as when demonstrated and sold (rented) in a store. I had a conversation with a vendor who sells both RTO and retailers; he stated **that RTO is at the "cutting edge" of these new products. Yes, he said, "cutting edge". We are leading the pack instead of following retail trends.** This is a future product that speaks to what our industry does well, customer service and support.

REGISTRATION OPENS SOON!

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