

## FROM THE EXECUTIVE DIRECTOR

### An Atlanta Homecoming!

As many of you know I am a through and through Georgian. I was born and raised in Georgia and am such a UGA fan that I bleed red & black, (Go Dawgs!). So, when the Board of Directors made the decision to make our Meeting of the Minds a separate TRIB Group event, it was a natural to make our first one away from Brand Source in Atlanta. Why Atlanta? We felt it was important to get back to where all this began. TRIB Group was founded in 1983 and headquartered in Atlanta. The Meeting of the Minds began in Atlanta.

Back in the day, Meeting of the Minds was an open forum where members came together in a large room to discuss and share ideas. We spoke about challenges to our industry, new products and ways to better market and extend the RTO experience to more potential customers. Up until **2008 we had our events ("Convention" & Meeting of the Minds) as TRIB Group only events.** A lot has changed since those days.

Our Meeting of the Minds format expanded when we began our affiliation with Brand Source. We piggybacked to the Brand Source meetings and with that, we added a buy-fair floor so our vendors could sell us their products. As we changed, so did the format of Meeting of the Minds; we invited speakers, added breakout sessions and have made education a key component.

All-in-all we found a lot of benefit to having our Meeting of the Minds as a co-event with Brand Source, but more and more we have heard from our surveys and conversations that having a separate TRIB Group event was desired by our members. So, we set out to see if there was a possibility of



*Be on the look out for your box promoting the event and your ticket to HomeComing!*

## Calendar of Events

Illinois Rental Purchase  
Legislative Conference  
May 8, 2019  
Illinois State Capital

Ashley/ TRIB Group Think  
Tank.  
May 21, 2019  
Memphis, Tn.



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*Continued...*

**TRIB GROUP**



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**CURRENT MEMBERSHIP**

**192**

*“As truth be told, homecoming never gets old”*

- Hlovate

**Karl’s Korner**

**A Pleasant Surprise**

Each company received a little surprise from our TRIB Group office; a promo box filled with items from our great state, Georgia. In that box is a letter announcing our Atlanta Homecoming event; Meeting of the Minds will be in Atlanta in 2020. This is significant since both TRIB Group and Meeting of the Minds originated **in Atlanta. I find our theme, “Back Where it all Began” apropos, not just** because of Atlanta, but because the concept of bringing RTO members together to form a united front for buying originated with TRIB Group.

The interesting thing that happened is we united to be more than a buying group; our common interest in RTO brought us together as a family. So, in many ways this is a kind of **“family reunion”. We have bonded**

*From The Executive Director ...*

having a separate winter-spring TRIB Group only meeting. After working through budgets and crunching numbers it was decided to separate Meeting of the Minds from the Brand Source Summit. Our affiliation with Brand Source will remain the same, you will still be a member of Brand Source and will have access to all the Brand Source benefits, such as Expert Warehouse and Brand Source Financial. Having our Meeting of the Minds as a stand-alone event will give us the opportunity to move the event to different cities. This keeps things fresh and makes it economically easier for some of our members to be able to get to the event.

with other members and to vendors who have become a part of the RTO family. We have celebrated those who have been honored for their service, (George Ramel recently); and we have mourned the passing of good friends like Ben Bost, David Gradick, Bob Saunders and Bonnie Nitzsche to name a few. These were more than fellow members and vendors, they are family, a part of what makes TRIB Group unique.

Next year in Atlanta will be a homecoming, a family reunion. Please plan to join us and come **“Back to Where it all Began”.**

*Karl*

We are coming home to Atlanta for Meeting of the Minds 2020. We call this Meeting of the Minds, **“Atlanta Homecoming, “Back Where it all Began”.** You should have received a little something special from us via mail promoting the event. We want to celebrate our homecoming and hope you will make every effort to come home to Atlanta, February 23-26, 2020. Please plan to join us at the Renaissance Waverly Hotel & Galleria Convention Center. We have great things in store!

*Dennis*



## Vendor Spotlight:

Banner Marketing has been providing marketing solutions for more than 35 years. Headquartered in **Spokane, WA**, Banner's team of over 30 marketing professionals embodies the company's "client first" principles as they focus on helping drive increased sales and ROI. A truly Omni-Channel agency, Banner provides integrated solutions across various media, allowing a unified brand message across multiple platforms. From circulars to digital to social media and website solutions, Banner implements the most effective strategy to reach your target customer with data informed content.

While Banner's capabilities are broad, it is their best in class website and eCommerce solution that has distinguished them in the RTO space. With its powerful and flexible eCommerce platform Banner has solved the age-old challenge of taking a first payment online; streamlining the application process and saving valuable time for store staff. Banner is also working to integrate with several payment platforms and automate recurring payments. The results amongst your peers on the platform are real and impressive. Our Banner Contacts:

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509-462-9453

Shirley Griffiths [sgriffiths@bannermktg.com](mailto:sgriffiths@bannermktg.com)

509-462-9413



August 6-8, 2019  
Louisville Kentucky

The members promo box contains a Home Coming Ticket. Bring this to Meeting of the Minds to enter a drawing for a grand prize valued at a minimum of \$3000! This will be the only ticket issued for the grand prize, so please save and bring to Atlanta.



*A special thank you to imagine advertising for their help designing our conference logo and materials.*

The ASHLEY / TRIB GROUP THINK TANK is coming fast! Register today to join us for a night in Memphis, tours of Ashley bedding and upholstery manufacturing facilities and a fun night of networking in Memphis! Register at [www.tribgroup.com](http://www.tribgroup.com)





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