

FROM THE EXECUTIVE DIRECTOR

As we think about future months, we are thrilled to see so many interesting opportunities for TRIB Group members to come together. First on the calendar is RTO World Convention & Trade Show, August 6-8 in Louisville, KY. RTO World is a joint collaboration between APRO and TRIB Group bringing members the best in seminars, breakout sessions, member meetings, Hot Show and Buy Fair. This year's RTO World is especially exciting because of the store manager seminars known as the Small Batch Track. All indicators suggest that this convention will break records for Store Manager attendance. If you have not registered to attend, please reconsider and join us in Louisville.

The next big opportunity for everyone will be TRIB Group's annual Meeting of the Minds and Buy Fair. With renewed emphasis on just RTO, this event is moving back to Atlanta and away from a co-location with Brand Source. We have already secured some spectacular venue locations that you will not want to miss! This event is considered an Atlanta Homecoming for two reasons. One, TRIB Group Meeting of the Minds was held in Atlanta originally where about twenty members would gather and discuss industry events. Two, in TRIB's early years, all of the annual conventions were held in Atlanta as well as my first convention as your Executive Director in 2000. Mark your calendars, make plans now and join us in Atlanta, February 23-26, 2020 for our Atlanta, Meeting of the Minds.

Continued...

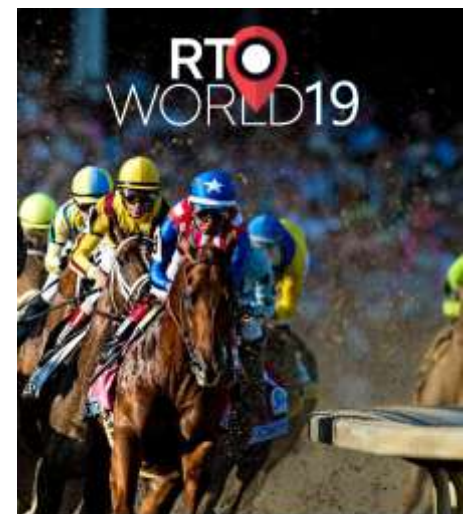
HAPPY INDEPENDENCE DAY!



Calendar of Events

Las Vegas Furniture Market
July 28—August 1

RTO World
Louisville, KY
August 6—8



August 6-8, 2019
Louisville Kentucky

Follow Us on Facebook @TRIBGroup
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TRIB GROUP



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CURRENT MEMBERSHIP

188

"Enjoy the journey and try to get better every day. And don't lose the passion and the love for what you do."

-Nadia Comaneci

Karl's Korner

Keeping the Faith

Throughout the past 39 years APRO (The Association of Progressive Rental Organizations) has been the consistent voice for the RTO industry. Over those years APRO has been diligent in promoting and protecting our industry. This coming August (6-8) we will gather in Louisville, Kentucky for the second annual RTO World. This is more than a buying **show, don't get me wrong, there will be deals-a-plenty** and the HOT SHOW to bring RTO dealers the best prices of the year. More than that, APRO is bringing knowledge via keynote speakers and educational opportunities that will allow RTO owners, managers and key employees the information they need to improve

their businesses. The offerings are broad and chalk full of knowledge that will do a lot to make your organization more efficient, run smoother and add to your bottom line.

If you are undecided about coming to RTO World, please take a few minutes to go to the APRO website: <https://www.rtohq.org/convention/> and look at the tab marked **"education"** I think you will find something that will be beneficial knowledge that your company needs and can use. So check it out and come to Louisville for the **knowledge you need... and, oh yes, the great buying deals.**

Karl

From The Executive Director ...

As early summer 2020 arrives, members will have the opportunity to join in on the 4th Annual TRIB Group Retreat. We have contracted with the beautiful Sandals Emerald Bay Resort in Exuma, Bahamas for a four-night adventure on May 30 – June 3, 2020. Several vendors

have signed on to support this retreat and offer programs for you to offset your trip costs! Look for more details about this trip at RTO World in Louisville.

I am looking forward to seeing everyone soon!

Dennis





Educational Sessions

Improving Keep Rate, Revenues, and Profits with Proper Product Care and Refurbishment

Presenter: Leonard Alonzo—Vice President of Sales, RES Accessories

Lessons in Expert Collections Methods

Presenter: Ron Brown—Skip tracer Instructor and Speaker

Managing the Invisible Inventory

Presenter: Rachel Casey—Regional Manager, Rent-2-Own

Golden Nuggets of Sales and Customer Service

Presenter: Nancy Friedman—Telephone Doctor Customer Service!

Encore Session: Hell Hath No Fury Like a Customer Scorned – The Five Forbidden Phrases

Presenter: Nancy Friedman—Telephone Doctor Customer Service

Whirlpool Product Training

Presenter: Breanna Ratering—Sales Execution Representative, Whirlpool Corp

From Employee to Leader: Building Your Personal Brand

Presenter: Adam Sutton—Executive Vice President, RNR Tire Express

LG Product Training and Demo Tips

Presenter: Martin “Elvis” Valdez—National Product Trainer, O’Rourke Sales/LG

Vendor Spotlight:

TRIB Vendor Spotlight DARWILL

Darwill is an integrated marketing company and in their second full year with TRIB Group. Darwill is a direct marketing company featuring full service direct mail programs including data, creative, production and analytics.

Founded in 1951 by William Van Dyke he used the combination of his daughter and son (DARlene & WILLiam) to form the company name Darwill. For over 66-years is family run business has kept the family feeling by considering their employees as an **extension of “the family”**. **This atmosphere allows a family like commitment** from their team to their clientele. The company is currently headed by his grandsons as co-CEOs.

Whether you company has one store or is a multi-store operation; Darwill can tailor a direct marketing program using data-driven results for your marketing campaigns; delivering consistent data-driven results for client acquisition and retention.

Our contact for Darwill is Tom VanDyke, email: tomvd@darwill.com, phone: 708-714-7277

tmurphy@capitalconcierges.com or toll-free at 800-897-1409

Meeting of the Minds

Feb. 23-26, 2020

Atlanta



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LAWRENCEVILLE, GA 30044



Large Enough to Serve. Small Enough to Care.

BE BOLD.
BE SEEN.



ADVERTISE
HERE IN THE
TRIBUNE.

30

YEARS SERVING
THE INDUSTRY

4 APRO VENDOR OF THE
YEAR WINNERS

90%

of RTO STORES
OFFERING CLUB
CHOOSE BMS

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