



APRO's 2010 Rent-to-Own  
Convention and Trade Show  
JULY 19-22 | LOUISVILLE, KENTUCKY

## APRO's 2010 Roundtable and Seminars

APRO's multi-faceted educational sessions have something for everyone. Whether you're a store employee, manager, owner or corporate executive, you will take away relevant information and strategies to help you do your job better. Choose the topics that benefit your business most.

### Tuesday, July 20, Marriott Louisville Downtown Rental Roundtables

	Salon Foyer		
8-8:30 a.m.	Rental Roundtable Continental Breakfast <i>sponsored by Coaster Fine Furniture</i>		
	Salon 1-2	Salon 3-4	Salon 7-8
8:30-9:30 a.m.	<b>Rental Roundtable Store Employees/One-store Managers</b> <i>Facilitator: Mike Tissot Countryside Rentals</i>	<b>Rental Roundtable Middle Management/ Multiple-store Managers</b> <i>Facilitator: Sam Lowe Furniture &amp; Appliances NOW</i>	<b>Rental Roundtables Owners/ Upper Management</b> <i>Facilitator: Chuck Sims</i>
	Salon 5-6		
9:45-11 a.m.	<b>APRO Rental Roundtable Wrap-Up</b> <i>Facilitator: Chuck Sims</i>		

*Rental Roundtables sponsored by LG Electronics*

11 a.m.- 12:30 p.m.	<b>Lunch on own</b>
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### Tuesday, July 20, Marriott Louisville Downtown Seminars

	Salon 1-2	Salon 3-4	Salon 7-8
	<b>Store Level/One-Store Managers Track</b>	<b>Middle Management Track</b>	<b>Owners/Upper Management Track</b>
12:30-2 p.m.	<b>Training for Management: Moving to the Next Level</b> <i>Lyn Leach, Ace Rent-To-Own</i>	<b>Why Buy Now? 4th Quarter budgeting, tracking &amp; ordering</b> <i>David P. David, American Rentals</i>	<b>2010 RTO Legal Update</b> <i>Ed Winn III, APRO General Counsel</i>
2:15-3:45 p.m.	<b>Social Media &amp; Marketing: Low-cost ideas to grow your business</b> <i>Kelly McDonald, McDonald Marketing</i>	<b>Coach Your Teams to Higher Sales</b> <i>Mitch Wasden, ContactPoint</i>	<b>Healthcare in America: How it Impacts Your Business</b> <i>Mitchell Andrews, The Plexus Groupe</i>
4-5:30 p.m.	<b>Create Sales: Be Order Makers not Order Takers</b> <i>Mitch Wasden, ContactPoint</i>	<b>RTO Marketing with Social Media-Panel Discussion</b> <i>Kelly McDonald, McDonald Marketing, Moderator</i>	<b>Leadership: Get Out There and Do It!</b> <i>Jeremiah Wilson, ContactPoint</i>

*Seminar breaks sponsored by RES Accessories*

### Tuesday, July 20, Marriott Louisville Downtown Info-To-Go Sessions on the APRO Exhibit Hall Stage

	The popular APRO "Info-To-Go" educational sessions will again be offered in the exhibit hall during the APRO 2010 Convention and Trade Show. There will be three 30-minute information packed sessions designed to give rent-to-own dealers some real hands-on education that they can apply easily to their businesses.
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