



APRO's 2011 Innovation Sessions and Educational 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 12, Peabody Little Rock Hotel, Little Rock, Arkansas
All sessions take place in the Peabody Conference Center Lecture Hall-Level 2

7:30-8 a.m.	Innovation Sessions Continental Breakfast , Pre-Assembly Area, Level 2 <i>(sponsored by Coaster Fine Furniture)</i>		
CONWAY ROOM			
8-9:30 a.m.	Innovation Marketing Session: Grab That New Customer Jill Adams McDonough, Prevail! Strategic Marketing and Communications <i>(sponsored by Imagery Marketing Group)</i>		
9:30-9:45 a.m.	Break <i>(all seminar breaks sponsored by RES Accessories)</i>		
HARRIS BRAKE ROOM	CONWAY ROOM	WHITE OAK ROOM	
9:45-11 a.m.	Innovation Roundtable for Small Companies <i>Moderated by Casey Pristou, Aaron's Sales & Lease Ownership</i>	Innovation Roundtable for Medium Companies <i>Moderated by Mike Tissot, Countryside Rentals</i>	Innovation Roundtable for Large Companies <i>Moderated by Dennis Adams, Full-O-Pep Appliances</i>
11 a.m.-12:30 p.m.	Lunch on your own		
HARRIS BRAKE ROOM	CONWAY ROOM	WHITE OAK ROOM	
12:30-2 p.m.	Developing Future Rent-to-Own Leaders <i>Lyn Leach, Ace Rent-to-Own</i>	Store Makeovers for Increased Rentals <i>Martin Roberts, Martin Roberts Design</i>	Health Care in America: Separating the Reality from the Hype <i>Mitchell Andrews, The Plexus Group</i>
2:15-3:45 p.m.	2011 RTO Legal & Legislative Update for Owners Ed Winn III, APRO's General Counsel	Stand Out! Differentiate or Disappear: Branding Your Company for Success Larry Mersereau, PromoPower	Tips for Hiring Top Performers in Rent-to-Own Wayne Outlaw, The Outlaw Group
4-5:30 p.m.	What Every RTO Manager Needs to Know: Laws that affect your daily operations Ed Winn III, APRO's General Counsel	The Media Conundrum: Using Marketing Dollars Wisely in Today's Economy Larry Mersereau, PromoPower	Everyone Wins: Training Rent-to-Own Employees for Success Wayne Outlaw, The Outlaw Group