



EDUCATION 2010

APRO'S RENT-TO-OWN CONVENTION AND TRADE SHOW

JULY 19-22 IN LOUISVILLE

Learning in Louisville

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Whether you're a store-level employee or the owner of a multi-store rent-to-own chain, the seminar program at APRO's 2010 Convention and Trade Show, July 19-22 in Louisville, Kentucky, will be filled to the brim with information you can use to make your business better. This year, we've designed three separate tracks to home in on a variety of business-enhancing needs based on attendees' management level and size of the company. Seminars specifically for store-level employees and one-store managers? Check. Another track for mid-level and multiple-store managers? Got 'em. And a third set of sessions for owners and top-level managers? Yep. Or feel free to mix and match to suit your brain's needs.

The morning of July 20 will kick off at the Marriott Louisville Downtown with APRO's popular Rental Roundtables. We'll divide attendees into the same three groups designated for the seminar tracks. Then, after an hour or so of discussion, the groups will merge for a wrap-up session moderated by rent-to-own industry pioneer and APRO co-founder Chuck Sims. He'll solicit attendees' responses to some of the industry's most pertinent issues and those responses will be displayed on-screen right away. Come prepared to share what you know and absorb from others some valuable tips that perhaps you hadn't considered.

The afternoon will be devoted to seminars presented by top business professionals with loads of information to share. Topics will range from toning up your business basics to exploring some of the newer business trends, such as the implementation of social media marketing and using recorded phone calls to better train employees. Take a look at the seminar descriptions that follow and plan on doing some Louisville learning this summer!

**GET YOUR HEAD
IN GEAR WHEN YOU
HEAD TO LOUISVILLE
FOR THIS YEAR'S
ROUNDTABLES AND
SEMINARS HELD
DURING APRO'S 2010
CONVENTION AND
TRADE SHOW**





Pick your track or mix and match. This year, we've designed APRO's seminar program to better suit your education needs—whether you're a store-level employee or a multi-store owner.

APRO Rental Roundtables

Featuring sessions specifically for store-level employees and one-store managers, another for mid-level and multiple-store managers and a third group comprised of owners and top-level managers
Moderated by Mike Tissot, Sam Lowe and Chuck Sims

8:30–11 a.m., Marriott Ballroom

This year we're breaking the popular APRO Rental Roundtables session into three groups: store-level employees/one-store managers, mid-level/multiple-store managers and an owners/top-level managers group. These sessions will offer one hour of open discussion with a facilitator, after which all three groups will merge for a Rental Roundtable wrap-up, facilitated by industry pioneer Chuck Sims. We'll solicit audience responses to industry hot topics with instant answers projected on-screen. The new Rental Roundtable format will give you more pertinent information to help you and your business grow. It's the perfect opportunity to share information with your peers and address some of the most pressing issues facing the rent-to-own industry today.

One of the industry's most popular and knowledgeable speakers, Mike Tissot, will facilitate the



store-level employees/one-store managers group during the Rental Roundtable session. He grew up in the rent-to-own business; his father is former APRO President Darrell Tissot. After receiving a BA in economics from Denison University, Tissot spent five years at one of the largest marketing agencies in the country. Currently, he owns and operates 24 Rent-2-Own

stores in Ohio and Kentucky. He is past president of the Ohio Rental Dealers Association and a current TRIB Group board member. Tissot is the recipient of APRO's 2008 President's Award of Excellence.

Sam Lowe will facilitate the mid-level/multiple-store managers group during the roundtable session.



He is a 20-year-plus veteran of the rent-to-own industry and currently is executive vice president of Furniture and Appliances

Now Sales & Leasing, which operates 15 stores in Arkansas and one in Oklahoma. Lowe is responsible for all operation activities, including sales, marketing and human resources. He worked for 17 years at Rent-A-Center, starting with Remco in 1981 and continuing with Rent-A-Center after Remco was acquired in 1990. Lowe was vice president of operations for ColorTyme from 2002 to 2005, where he was responsible for franchise operations as well as providing support programs, training and consulting to improve franchise profitability.

Charles D. "Chuck" Sims will facilitate the owners/top-level managers group and the Rental



Roundtable wrap-up. In 1968, Sims founded Remco America, a Houston-based chain of consumer electronic and appliance rental stores. As Remco's CEO, Sims developed a professional management team that expanded the company to more than 100 stores by 1990. In 1991, he sold Remco to pursue other interests. Sims is a graduate of the American Management Associa-

tion's Management Course for Presidents and is a co-founder of the Association of Progressive Rental Organizations.

Seminar Track 1:

Store-Level Employees and One-Store Managers

Training for Management: Moving to the Next Level

Lyn Leach, Ace Rent-To-Own
12:30–2 p.m., Ballroom I and II

Some of the simplest business mistakes can add up to big problems. This seminar will help you avoid those setbacks. If you are motivated to nurture your company by being a top producer, you can't afford to miss this session. Lyn Leach will offer tips on how to become the best in the business. Topics include collections, closing new rentals, achieving a higher down payment, motivating store personnel, customer relations and increasing your BOR.

Leach owns and operates 16 stores in Nebraska and Iowa. He is the current president of TRIB Group,



Nebraska State Rental Dealers Association president, former APRO president, recipient of APRO's Rental Dealer of the Year award and has 29 years of experience in the rent-to-own industry.

Social Media and Marketing:

Low-Cost Ideas to Grow Your Business

Kelly McDonald, McDonald Marketing
2:15–3:45 p.m., Ballroom I and II

Everyone has heard of Facebook, MySpace and/or Twitter, but there is a great deal of confusion about how

to use these tools for business marketing. Why mess with social marketing for business purposes at all? Who follows this stuff, anyway? This session will focus on how social media and marketing can benefit your business. With so much pressure to cut marketing budgets, social media marketing can be a dream come true—it costs little or nothing to execute—but you’ve got to learn how to use it *effectively*.

Participants will learn the key differences between the most popular social media resources; why and how social media posts need to differ from information that’s posted on a company’s Web site; how blogging can help business; and the best practices and strategies companies are using with these powerful tools to expand business and deepen relationships with customers.

Kelly McDonald is an expert on marketing and business trends, with 20 years of ad agency experience. She



was named No. 1 on the list of “26 Hot Speakers” by *Successful Meetings* magazine and has been featured in *Business Week* magazine and on CNNMoney.com and XM Radio. McDonald’s presentation will be tailor-made to address

APRO’s Rental Roundtable and Seminars July 20 in the Marriott Ballroom at the Marriott Louisville

Continental breakfast sponsored by Coaster Fine Furniture; Rental Roundtables sponsored by LG Electronics; seminar breaks sponsored by RES Accessories.

8–8:30 a.m.	APRO Rental Roundtable continental breakfast in the Marriott Ballroom Foyer		
	Ballroom I and II	Ballroom III and IV	Ballroom VII and VIII
8:30–9:30 a.m.	APRO Rental Roundtable: Store-Level Employees/ One-Store Managers Facilitator: Mike Tissot, Countryside Rentals	APRO Rental Roundtable: Mid-Level/Multiple-Store Managers Facilitator: Sam Lowe, Furniture & Appliances Now	APRO Rental Roundtable: Owners/Top-Level Managers Facilitator: Chuck Sims
9:45–11 a.m.	APRO Rental Roundtable Wrap-Up Facilitator: Chuck Sims (Salon V and VI)		
11 a.m.–12:30 p.m.	Lunch on your own		
	Store-Level Employees/ One-Store Managers Salon I and II	Mid-Level/ Multiple-Store Managers Track Salon III and IV	Owners/ Top-Level Managers Track Salon VII and VIII
12:30–2 p.m.	Training for Management: Moving to the Next Level Lyn Leach, Ace Rent-To-Own	Why Buy Now? Fourth-Quarter Budgeting, Tracking and Ordering David P. David, American Rentals	2010 Rent-to-Own Industry Legal Update Ed Winn III, APRO General Counsel
2:15–3:45 p.m.	Social Media and Marketing: Low-Cost Ideas to Grow Your Business Kelly McDonald, McDonald Marketing	Coach Your Teams to Higher Sales Mitch Wasden, ContactPoint	Health Care in America: How it Impacts Your Business Mitchell Andrews, The Plexus Groupe
4–5:30 p.m.	Create Sales: Be Order Makers, Not Order Takers Mitch Wasden, ContactPoint	Rent-to-Own Marketing with Social Media: A Panel Discussion Moderated by Kelly McDonald, McDonald Marketing	Leadership: Get Out There and Do It! Jeremiah Wilson, ContactPoint
Info-to-Go	Don’t miss these up-to-the-minute educational sessions presented at various times on the exhibit hall stage.		



RTO-specific concerns. She is a member of the National Speakers Association.

Create Sales:

Be Order Makers, Not Order Takers

Mitch Wasden, ContactPoint

4-5:30 p.m., Ballroom I and II

Customer service skills maximize profits and all employees should learn how to convert phone callers into customers by employing the proper customer service skills. This session includes audience participation and actual phone calls to rent-to-own stores to evaluate the conversations and teach the methods employees should adopt. Mitch Wasden will demonstrate how to convert a customer inquiry into a buyer, become an advisor instead of a pushy representative, employ techniques for overcoming objections, listen to customers' needs and know how to distinguish your company from the rest of the pack.

Mitch Wasden is the director of account development for ContactPoint, a customer service and sales



training company based in St. George, Utah. Founded in 2001, ContactPoint has developed a patented system using recorded calls to provide superior customer service coaching. The company's custom-tailored programs and feature-rich applications ensure client satisfaction and measurable growth.

Seminar Track 2:

Mid-Level and Multiple-Store Managers

Why Buy Now? Fourth-Quarter Budgeting, Tracking and Ordering

David P. David, American Rentals

12:30-2 p.m., Ballroom III and IV

Due to current economic conditions, most manufactures no

longer can afford to stockpile merchandise the way they have in the past. Now more than ever, manufacturers must be able project customer needs accurately in order to provide parts for appliances, components for electronics and cut-and-sew kits for furniture before they produce the goods. This seminar will offer tips on how to project your company's inventory needs accurately so that you're guaranteed to have the products in stock during your busy times. Since the fourth quarter is often the busiest, this is a perfect opportunity to hone your budgeting, tracking and ordering skills.

David P. David is vice president of Full-O-Pep/American Rental, a multi-state company based in Bloom-



ington, Indiana. He served on the APRO board of directors for 20 years, including six years on the APRO executive

committee, making him the longest-serving board member in the association's history. In 2009, David received the APRO President's Award of Excellence.

Coach Your Teams to Higher Sales

Mitch Wasden, ContactPoint

2:15-3:45 p.m., Ballroom III and IV

Your managers must wear many hats, but too often they forget to put on the sales hat. Many branch and operational managers lack the proper skills to sell and coach their staff to sell. Without a manager leading the sales and service side of the business, stores lose opportunities. By tracking sales skills with your managers and team, you can inspect what you expect from a sales manager and then coach your manager to train every employee. This session will include evaluations of actual recorded customer calls and

APRO 2010 Keynote Address:

The Passion to Succeed, The Power to Break Barriers

Jeremiah Wilson, ContactPoint

9-11 a.m., Wednesday, July 21

Sponsored by GE Consumer & Industrial and Simmons

Continental breakfast sponsored by Bryce Co., Central File, Crosley,

Imagery Marketing Group, SED International and VersiRent

This keynote address won't put audience members on the edge of their seats—it will stand them on the tips of their toes. "The Passion to Succeed, The Power to Break Barriers" will emphasize that we are responsible for our own success. Too often, excuses and complaints block companies from being their best. APRO's keynote address will offer plenty of practical insights to help you do more and avoid making excuses. Keynote speaker Jeremiah Wilson introduced his patented remote monitoring device, the Maculon, and the Sales Mentor System in 2001; it revolutionized sales and service training. Prior to founding ContactPoint, he served as a national sales and customer service training specialist and was assistant to the counselor of economics at the embassy of the Czech Republic. He holds a BA in International Relations from Brigham Young University.



manager-coaching calls, while exploring strategies to enhance sales skills.

Mitch Wasden is the director of account development for ContactPoint, a customer service and sales



training company based in St. George, Utah.

Founded in 2001, ContactPoint has developed a patented system using

recorded calls to provide superior customer service coaching. The company's custom-tailored programs and feature-rich applications ensure client satisfaction and measurable growth.

Rent-to-Own Marketing with Social Media: A Panel Discussion

Moderated by Kelly McDonald,
McDonald Marketing
4-5:30 p.m., Ballroom III and IV

This panel discussion will expand on McDonald's "Social Media and Marketing: Low-Cost Ideas to Grow Your Business" seminar with a panel of rent-to-own professionals who currently are using social media to enhance their business marketing.

We all hear that social media, such as Facebook and Twitter, are being used in various ways for business—but how does that relate to your rent-to-own business? Can Facebook and Twitter work for you? Find out what other companies are doing to implement social media in their marketing campaigns and also how it's being used for in-house communications with employees.

Kelly McDonald is an expert on marketing and business trends, with 20 years of ad agency experience. She



was named No. 1 on the list of "26 Hot Speakers" by *Successful Meetings* magazine and has been featured in *Business Week* magazine and on CNNMoney.com

Monday, July 19

9 a.m.-1 p.m. Joe Eason/Tom Kitchens Golf Tournament at the Covered Bridge Golf Club (sponsored by Whirlpool)

2-5 p.m. Early registration

6-7:30 p.m. APRO President's Welcome Reception (sponsored by Serta)

Tuesday, July 20

8 a.m.-5 p.m. Registration

8 a.m.-8 p.m. Exhibitor set-up

8-8:30 a.m. Rental Roundtables continental breakfast (sponsored by Coaster Fine Furniture)

8:30-11 a.m. Rental Roundtables (sponsored by LG Electronics)

10 a.m.-4 p.m. Spouse/Guest Tour: Southern Charm—Hospitality, Horses and Home Cookin'

11 a.m.-12 p.m. Exhibitor lunch and Vendor Advisory Committee election

11 a.m.-12:30 p.m. Lunch (on own)

12:30-5:30 p.m. Educational seminars (seminar breaks sponsored by RES Accessories)

7-9 p.m. Gala Cocktail Reception at Churchill Downs (sponsored by RentDirect Nationwide)

Wednesday, July 21

7-11 a.m. Exhibitor set-up

8 a.m.-5 p.m. Registration

8:15 a.m. Pick up ballots for APRO board of directors election

8:15 a.m. General Session continental breakfast (sponsored by Bryce Co., Central File, Crosley, Imagery Marketing Group, SED International and VersiRent)

9-11 a.m. General Session and Keynote Address (sponsored by GE Consumer & Industrial and Simmons)

11 a.m.-1 p.m. Complimentary lunch in exhibit hall (sponsored by TRIB Group)

11 a.m.-6 p.m. Exhibit hall open (ice cream break sponsored by Ashley Furniture)

5-6 p.m. Cocktail Party in exhibit hall (sponsored by Affiliated Construction Specialists)

7-7:30 p.m. Awards Banquet Cocktail Reception (sponsored by Protect-A-Bed)

7:30-9:30 p.m. APRO's 30th Anniversary Awards Banquet (sponsored by High Touch)

Thursday, July 22

9 a.m.-2 p.m. Registration

8-9 a.m. APRO Vendor Advisory Committee meeting

9-10 a.m. APRO board of directors meeting and election of officers

9 a.m.-3 p.m. Exhibit hall open (ice cream break sponsored by D&H)

11 a.m.-1 p.m. Complimentary lunch in exhibit hall (sponsored by TRIB Group)

2 p.m. Deadline for submitting APRO purchase orders for cash drawings

2-3 p.m. Cash drawings in exhibit hall

3-9 p.m. Exhibitor tear-down

Additional sponsors:

Badges: ArchBrook Laguna; Relaxation Station: Benefit Marketing Solutions; registration computers: CybertronPC; registration electronics: O'Rourke Sales Co.; registration bags: TRIB Group; Pocket Show Guides: RSSS; hotel key cards: BriteLite



and XM Radio. She is a member of the National Speakers Association.

**Seminar Track 3:
Owners and Top-Level Managers**

2010 Rent-to-Own Legal Update

Edward L. Winn III,
APRO General Counsel
12:30–2 p.m., Ballroom VII and VIII

Edward Winn will provide attendees with an up-to-the-minute update on legal issues that affect the rent-to-own industry. Topics will include rent-to-own and the *Consumer Financial Protection Act*; Rent-A-Center's employee arbitration case before the U.S. Supreme Court; state rent-to-own developments—including new legislation in Vermont, New York, Pennsylvania, West Virginia and Indiana; bedbugs and rental stores; keep rates and the tax code; collection calls—how many are too many and how several state attorneys general have settled the issue. Winn's always-popular session provides the legal news you need to know to keep your business safe.

Winn is APRO's general counsel and a partner at the law firm of Martinec, Winn, Vickers and McElroy in



Austin, Texas. He helped found the Association of Progressive Rental Organizations in 1980 and his knowledge of the rent-to-own industry is unsurpassed. Winn is a regular contributor to *RTOHQ: The Magazine* and offers legal advice to APRO members.

**Health Care in America:
How It Impacts Your Business**

Mitchell Andrews, The Plexus Groupe
2:15–3:45 p.m., Ballroom VII and VIII

How will the health care bill recently passed by Congress affect your business? Expert Mitchell Andrews will give us the background on how the bill was developed, key dates of implementation of which you must be aware and what the costs to your business might be. Andrews' presentation will include a question-and-answer session where you'll be able to address your concerns regarding this controversial legislation.

Andrews is a partner of The Plexus Groupe and has more than 23 years of experience in the health care industry. His career started as a field underwriter for a Fortune 100 insurance com-



pany before joining The Plexus Groupe. Andrews provides consulting services to help clients attract and retain their employees

while maintaining financially sustainable benefit programs, including short-term and long-term strategies to promote employee wellness and appropriate plan utilization. The Plexus Groupe is a full-service commercial insurance broker for property/casualty, health and welfare, and 401K programs. Founded in 1990, Plexus is headquartered near Chicago.

Leadership: Get Out There and Do It!

Jeremiah Wilson, ContactPoint
4–5:30 p.m., Ballroom VII and VIII

As a leader in your company, do you live up to your business' mission statement? If you proclaim that you put the customer first, how do you achieve this? As a leader, you are the one who drives customer service and sales for your business—so learn how to take charge more effectively by understanding the key principles of "In the Trenches Leadership."

Jeremiah Wilson is founder and president of ContactPoint, a customer service and sales training company



based in St. George, Utah. In 2001, Wilson introduced his patented remote monitoring device, the Maculon, and the

Sales Mentor System, which have revolutionized the sales-and-service-training industry. Prior to founding ContactPoint, he served as a national sales and customer service training specialist; assistant to the counselor of economics at the Embassy of the Czech Republic; and as a training specialist at the International Training Center in Provo, Utah. Wilson holds a BA in international relations from Brigham Young University.

Don't miss the Info-to-Go Sessions on the Trade Show Stage

Savings, prizes and information you can use to make your business better—all on APRO's 2010 Trade Show Exhibit Hall Stage! APRO's popular Info-to-Go educational sessions will be held again this year in the exhibit hall during APRO's 2010 Convention and Trade Show. These 30-minute information-packed sessions are designed to give rent-to-own dealers some hands-on education that they can apply easily to their businesses. Also, be sure to check the stage area for Show Specials, which will offer great deals available only during APRO's Trade Show. And while you're there, complete the brief convention survey for your chance to win a very special prize.