



2018 ANNUAL MEETING

Sponsored by BEMCO Mattress

Thursday, October 25, 2018 - 9AM – 3PM

President Abraham Lincoln Hotel

Springfield, IL 62701

Click here to book rooms [Lincoln Doubletree](#). Use the special rate group code "RDA"

Special room rate: \$109.00 plus tax (cut off is October 03, 2018)

Agenda

➤ **Navigating the Current Ambiguity and Uncertainty of RTO – Panel Discussion**

Larry Carrico – Rent One

Steve Braning – National Rent to Own

Mike Ceruzzi – Watershed Development Corporation

Our industry is in a state of flux. Some say it's evolving. Others believe it's transforming. Still others consider it in utter chaos. Regardless of your point of view, dealers and vendors are being impacted. How will the Rent-a-Center sale affect your company? What's the impact on your business of a shrinking Aaron's franchise system? How can you neutralize the threat from Virtual RTO? Our panel of industry veterans will tackle these and other critical questions through group discussion. This session is a must for anyone interested in the future of the industry.

➤ **Illinois Legislative Environment**

Michael Houlihan – President Drexwood Partners LLC

2018 is a significant year for legislative governance. Elections are near. More than one fourth of the general assembly will turn-over and the governorship is up for grabs. IRDA's government relations consultant, Mike Houlihan, will help us understand what it means for Illinois rental dealers.

➤ **2018 RTO Legal Update**

Ed Winn III – APRO Legal Counsel

The RTO industry remains legally challenged on the many fronts. Mr. Winn will cover "hot" developments within the industry, including a roundup of state and federal issues and strategies for helping to defend against those attacking the RTO model.

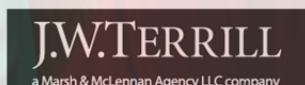
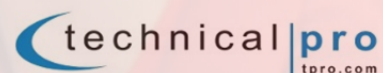
➤ **The Marketing Minute – 5 things to take your marketing temperature**

Kelly Martin – Managing Member Imagery Marketing Group

As a millennial with experience in multi-unit operations with Rent One and in depth hands-on marketing execution as head of Imagery Marketing, Kelly shares her unique perspective on how to reach the next generation of RTO customers. This presentation is targeted at store managers and business owners alike. It's not to be missed.



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2018 IRDA Annual Meeting Registration Form

Thursday, October 25th, 2018
President Abraham Lincoln Springfield a DoubleTree by Hilton
701 E. Adams Street
Springfield, IL 62701
(217) 544-8800

Special room rate: \$109.00 plus tax (cut-off is October 03, 2018)
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Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration is free for IRDA members and their employees - Lunch will be served

Please list all attendees. Additional names may be added to the form

Attendee: _____

Attendee: _____

Attendee: _____

Attendee: _____

Attendee: _____

Attendee: _____

Attendee: _____

Attendee: _____

Complete this registration form and e-mail or fax to:

cpristou@watersheddc.com
847-816-0165 (fax)