

RTO
WORLD19



HOLD
ON TO YOUR
HORSES
WE'RE OFF TO
LOUISVILLE!

Experience the world of Rent-To-Own at the industry's Biggest
Event of the year!

THE NATIONAL RENT-TO-OWN CONVENTION & TRADE SHOW
HOSTED BY APRO AND TRIB GROUP



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(as of 6/20/2019)



SCHEDULE AT-A-GLANCE [tentative, subject to change]

Monday, August 5

3:00 – 6:00 PM

EARLY REGISTRATION

3:00 – 8:00 PM

EXHIBITOR EARLY SET-UP

4:00 – 7:00 PM

TRIB GROUP BOARD MEETING

Tuesday, August 6

7:30 AM – 5:00 PM

REGISTRATION

Refreshments sponsored by GE Appliances

8:00 AM – 10:00 PM

EXHIBITOR SET-UP

8:00 – 8:50 AM

STATE ASSOCIATION PRESIDENTS' MEETUP

9:00 – 10:30 AM

TRIB GROUP MEMBERSHIP MEETING

10:45 – 11:45 AM

PEER GROUP MEETUPS

- Industry Newcomers
- Marketing Professionals
- I.T. Professionals
- District Managers
- Owners/Dealers

12:00 – 1:30 PM

APRO AWARDS LUNCHEON & BUSINESS MEETING

Keynote: Kerry Lebensburger, Chief Revenue Officer

- Ashley Furniture Industries

Sponsored by LG Electronics

12:00 – 1:30 PM

STORE MANAGERS' REGISTRATION CHECK-IN

12:30 – 1:30 PM

STORE MANAGERS' MEETUP

1:45 – 4:35 PM

RTO EDUCATION BREAKOUT SESSIONS – ALL TRACKS

Sponsored by High Touch Technologies

1:45 – 2:35 PM **BREAKOUT 1**

2:45 – 3:35 PM **BREAKOUT 2**

3:45 – 4:35 PM **BREAKOUT 3**

4:15 – 4:45 PM

PRE-HOT SHOW VENDOR MEETING

4:45 – 6:45 PM

HOT SHOW WELCOME RECEPTION & SALE

Sponsored by Whirlpool

9:00 PM

EMERGING LEADERS NETWORKING SOCIAL

Sponsored by RentDirect Nationwide

Wednesday, August 7

7:00 – 8:00 AM

EXHIBITOR FINAL SET-UP

7:30 AM – 5:00 PM

REGISTRATION

Refreshments sponsored by GE Appliances

8:00 – 9:45 AM

STORE MANAGERS' EXPO PRE-SHOW SNEAK PEEK AND BREAKFAST

8:15 – 9:00 AM

RTO EDUCATION CONTINENTAL BREAKFAST

Co-sponsored by Color Ad, Crosley Corporation, O'Rourke Sales Company and Progressive Furniture Inc.

9:00 – 9:50 AM

EDUCATION GENERAL SESSION

Keynote: John D. Smith, Chief Operations Officer

– Aaron's, Inc

Sponsored by High Touch Technologies

10:00 AM – 2:00 PM

RTO EDUCATION BREAKOUT SESSIONS (SMALL BATCH ONLY)

10:00 AM

RIBBON CUTTING CEREMONY: TRADE SHOW

10:00 AM – 5:30 PM

RTO WORLD TRADE SHOW

Snacks and refreshments co-sponsored by Coaster and Symbol Mattress

Ice cream break sponsored by Ideal Software Systems. Inc.

11:30 AM – 1:00 PM

NETWORKING LUNCHEON IN THE EXHIBIT HALL

Lunch co-sponsored by Byrider and The Climatic Corporation

2:00 PM

STORE MANAGERS' AFTERGLOW

3:00 – 3:30 PM

APRO BOARD MEETING TO ELECT OFFICERS

4:00 – 5:00 pm

BOURBON BREAK

7:00 – 9:30 PM

LOUISVILLE EXPERIENCE | FOURTH STREET LIVE! PARTY

Co-sponsored by Ashley Furniture

Thursday, August 8

7:30 AM – 12:00 PM

REGISTRATION

8:00 – 9:00 AM

COFFEE TALK CONTINENTAL BREAKFAST IN EXHIBIT HALL FOOD COURT

Co-sponsored by Lane/United Furniture Industries, National Coverage/NCTV, Relation Insurance, and Sealy Mattress Company

8:00 AM – 12:30 PM

RTO WORLD TRADE SHOW

9:30 – 10:30 AM

APRO VENDOR ADVISORY COMMITTEE MEETING

12:30 – 6:00 PM

EXHIBITOR AND DECORATOR TEAR DOWN

All education sessions take place in the Lower Concourse of the Kentucky International Convention Center.

SMALL BATCH ONLY



KEYNOTE: No Turning Back: The Future of RTO

Speaker: Kerry Lebensburger, President – Ashley Furniture Industries

RTO World is excited to announce that Kerry Lebensburger will bring his direct and visionary style to RTO World as a keynote speaker. Kerry does not mince words about where he sees the direction of retail going, and in turn, exactly how he sees RTO's role moving forward. RTO emerged 40 years ago to meet the needs brought on by financial circumstances at the time. Now, the future of RTO will need to adjust to meet the demands of a whole new, broadened audience. The best path ahead for RTO may not be where you are headed, and most definitely is not where we've been. Join us for a high energy view of the changing rent-to-own landscape from this industry leader and visionary.



Kerry Lebensburger's storied career spans nearly 50 years and covers all aspects of furniture retail. He's worked in Florida, Georgia, Ohio, and now Wisconsin. His view of the market is national, always in furniture, always in retail. Known in some circles as the "Father of Motion Furniture," Kerry helped develop the concept of motion.

KEYNOTE: General Session

Speaker: JD Smith, Chief Operations Officer – Aaron's



JD Smith joined Aaron's as Chief Operations Officer, Aaron's Sales and Lease Ownership in January 2018. With more than 25 years of working in multiple industries and leading teams across 10 functional areas, Smith has experienced tremendous success, learned some lessons from a few setbacks and gained some valuable skills and experiences along the way. He learned a lesson about accelerating performance applicable to any organization or industry – organizations don't transform BEFORE people do. Therefore, he says leadership matters. His leadership approach is to inspire people both individually and collectively as a team, to empower, and unleash their greatness to achieve extraordinary results.

The Brand Ambassador: Recruiting and Deploying Social Media Influencers for Your Brand

Presenter: Brian Eckleberry, Director of Marketing and Merchandising – Ace Rent-to-Own

No matter how good a salesperson you think you are, you will NEVER be as good at promoting your business as a happy customer is. They are your Brand Ambassadors. This session focuses on growing your business by turning your loyal customers into brand ambassadors. During this session, Brian Eckleberry, Director of Marketing and Merchandising for Ace Rent-to-Own, will focus on how to identify, recruit, educate, and reward your superfans. This session combines humor, market research, practical knowledge, and audience participation to help you find and develop your next army of brand ambassadors.



Brian Eckleberry is the Director of Marketing and Merchandising for Ace Rent-to-Own. Relatively new to the Rent to Own industry, Brian brings 25 years of marketing and branding expertise from his days in radio and television creative services.

Using Culture to Recruit and Retain Top Talent

Presenter: Kelly Martin, Vice President of Corporate Strategy and Culture – SKC Enterprises Inc., dba Rent One

Join us to discuss one of the business world's hottest topics: people. Kelly Martin will share with you how to turn vague ideas into tangible takeaways that lead to retention of your most valuable asset. The discussion will range from recruiting metrics to certification programs and the importance of internal communication and engagement.



Kelly Martin has held a myriad of roles within the Rent One family. She's held leadership positions including as regional manager and regional director, and Managing Member at Imagery Marketing.

The Art of Growth: Building Your Customer Base

Presenter: Mike Tissot, Owner – Countryside Rentals Inc., dba Rent-2-Own

Learn to create an RTO growth funnel. Mike Tissot from Countryside Rentals will discuss attracting, retaining and winning over customers for the infinite game!



Mike Tissot grew up in the rent-to-own business; his father is former APRO President Darrell Tissot. Mike's background in marketing has helped his company, Countryside Rentals/Rent-2-Own, grow to 33 stores in Ohio and Kentucky. He is the current president of the Ohio Rental Dealers Association and recipient of APRO's 2008 President's Award of Excellence.



EDUCATIONAL SESSIONS

DEALERS AND OWNERS TRACK

Strategic Steps to Success: Why Our Business has Grown 27%

Presenters: Dan Fisher, President; Joe Luczak, District Manager; and Scott Waltman, Director of Employee Development – MAJIK Rent to Own

In January 2017, MAJIK Rent-to-Own shook-up their company structure and created a strict, culture-based approach. The results were significant and life-changing. Without opening any additional stores, MAJIK's weekly/monthly "expected revenues" went up 43% (actual revenue went up 40%) from three years ago. This session focuses on the strategy behind their team leadership approach, the process of how they started this change, and how it plays out in the day-to-day.



Dan Fisher, owner of MAJIK Rent to Own, based in Lancaster PA. Dan has served on the APRO board of directors, and currently serves as the TRIB group President.



Joe Luczak, MAJIK's "DM of the North", oversees five stores, and is a shining example of how culture wins. Joe has been with the company since February 2016.



Scott Waltman, MAJIK's Director of Employee Development, and newly designated Dream Manager, has been with the company since November 2013.

Shades of Gray: Wage & Hour Legal Issues for Owners

Presenter: Brian Farrington, APRO's retained Wage & Hour Attorney

Brian Farrington, APRO's retained Wage and Hour attorney, will discuss Wage & Hour Legal Issues. Learn how to avoid costly errors in terminations and misclassification of employees, how to handle human resource issues to avoid litigation, and how the latest issues with overtime and wages may affect your business. Brian will bring you up-to-date on what's changing in employment law.



Brian T. Farrington is a Shareholder at Cowles & Thompson. His practice consists of transactional work advising and representing management concerning employment law.

Considerations for Buying & Selling an RTO Company

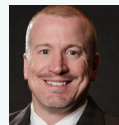
Presenters: Troy Garris, Managing Partner – Garris Horn PLLC; Michael Helton, and Christopher Terrigino – Rivero, Gordimer & Company, P.A.

There are many considerations for current and future owners of rent-to-own stores when they are interested in buying or selling an RTO business. How do you identify targets? How do you conduct due diligence and who's responsible for what? How do you structure the transaction to maximize the benefits? And, how do you limit liability for both parties?

It would be beneficial for all parties involved to create and follow a timeline of a purchase or sale agreement from beginning to end of the transaction. This session will include the steps that should be covered as well as what key topics that need to be considered at each step.



Troy Garris' firm focuses on many different areas for companies, and he spends a good amount of time handling M&A-mergers & acquisitions, employment law, and cybersecurity.



Michael E. Helton is a tax shareholder at Rivero, Gordimer & Company, P.A and has been with the firm since 1999. He has over 15 years of experience with clients in the Rent-To-Own business and serves on the vendor advisory board at APRO.



Christopher F. Terrigino has been practicing in public accounting since 1997 and joined Rivero, Gordimer & Company in 1999. Terrigino has been able to work with clients in the rent-to-own by providing accounting, assurance, and consulting services.



EDUCATIONAL SESSIONS

DEALERS AND OWNERS TRACK

Breaking Barriers: 5 Ideas to Create New Revenue Streams and Retain Key Employees

Presenters: Chris Kale, Sr., Owner – Rent King; Chris Kale, Jr, Owner – Happy's Home Centers, Inc.; and Jeff Kale, Owner – Happy's Home Centers, Inc.

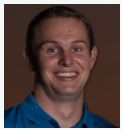
We're always looking for new ways to grow our bottom line and keep key employees engaged, right? We'll be exploring 5 innovative concepts of new ventures and ideas that can help your company grow its bottom line while rewarding and retaining key employees. Concepts discussed are residential home staging, in-house art and POS production, the furniture subscription model, creating new partnerships with top GMs, and a vacation property concept.



Chris Kale, Sr. joined Tampa-based RTO pioneer Buddy Bi-Rite straight out of college in 1983. He has also served five years as the President of the Florida Rental Dealers Association and served on APRO's board of directors for the past two years.



Chris Kale, Jr. started Happy's Home Centers with his uncle and father in 2010. Today, he and his brother Jeff oversee the day to day operation of 13 Happy's Home Centers locations in Tampa Bay and Jacksonville. He currently serves as the Vice President of TRIB Group and on the Board of the Florida Rental Dealers Association.



Jeff Kale grew up in the rent-to-own industry. He started Happy's Home Centers with his brother, his uncle, and father in 2010. Today, he and his brother Chris oversee the day to day operation of 13 Happy's Home Centers locations in Tampa Bay and Jacksonville.

Managing Transitions & the Multi-Generational Workforce

Presenters: Larry Sutton—President/Founder and Adam Sutton—Executive Vice President, RNR Tire Express

There are five generations in the workforce today each with different ways of communicating and working, plus different expectation from their employers for compensation, benefits, and advancement. This session's focus is building cross-generational relationships to help leverage the strengths of all employees.

Key components to this session will cover retention techniques specifically targeted towards different generations, as well as succession planning and how to plan for transitions.



Larry Sutton learned how to sell TV and appliances on commission when he was in high school. Larry travels the country speaking on the RTO business as a way to give back to the industry and to help other dealers be successful. "I became known as the Reverend of Rent to Own."



Adam B. Sutton was literally born into the Rent to Own industry. His father, Larry Sutton was President of Champion RTO and founded RENT-n-ROLL Custom Wheels & Tires (now RNR Tire Express).

2019 APRO Legal Update

Presenter: Ed Winn, APRO Legal Counsel

Rental dealers generally are more focused on day-to-day operations than the legal environment of the RTO industry. Yet the industry is faced with legal challenges on many fronts. In his presentation, Winn provides an update on current RTO legal issues with a focus on recent "hot" developments in the industry. This includes strategies for helping defend against those attacking the RTO business model. Other topics include pending tax issues, current Federal and State investigations, the Telephone Consumers Protection Act, and Consumer Financial Protection Bureau. and other topics that are on the minds of rental dealers across the country.



Ed 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, author of APRO's Rental Training Online course "Introduction to Rent-to-Own," and has presented numerous seminars relating to the RTO industry for many years.



EDUCATIONAL SESSIONS

SCHEDULE BY TRACKS

TUESDAY, AUGUST 6

	OPEN TO ALL ATTENDEES	DEALERS AND OWNER	SMALL BATCH MANAGERS
1:45 – 2:35 pm	The Brand Ambassador: Recruiting and Deploying Social Media Influencers for Your Brand	Considerations for Buying & Selling an RTO Company Strategic Steps to Success: Why Our Business has Grown 27%	Golden Nuggets of Sales and Customer Service
2:45 – 3:35 pm	Using Culture to Recruit and Retain Top Talent	Breaking Barriers: 5 Ideas to Create New Revenue Streams and Retain Key Employees Shades of Gray: Wage & Hour Legal Issues for Owners	Lessons in Expert Collections Methods
3:45 – 4:35 pm	The Art of Growth: Building Your Customer Base	Managing Transitions & the Multi-Generational Workforce 2019 APRO Legal Update	Managing the Invisible Inventory

WEDNESDAY, AUGUST 7

	OPEN TO ALL ATTENDEES	DEALERS AND OWNER	SMALL BATCH MANAGERS
9:00 – 9:50 am	KEYNOTE: JD Smith		
10:00 – 10:50 am			Hell Hath No Fury Like a Customer Scorned LG Product Training and Demo Tips
11:00 – 11:50 am			Moving From Employee to Leader: Building Your Personal Brand Improving Keep Rate, Revenues, and Profits: Proper Product Care and Refurbishment
12:00 – 12:50 pm			Merchandising Your Store to Maximize Your Profit Driving Traffic through Social Media Promotions
1:00 – 1:50 pm			Whirlpool Product Training LG Product Training and Demo Tips (encore)



Uniquely Crafted

The Small Batch Managers' Experience includes fifteen educational sessions to choose from, participation in facilitated store managers' meetup to share ideas and best practices, an invitation to the RTO World Hot Show & Welcome Reception, an invitation to the Emerging Leaders Networking Social; an exclusive store managers' sneak peek of this year's tradeshow prior to its official opening!

SCHEDULE

Tuesday, August 6

12:00 – 1:30 pm

Store Managers' Registration Check-in

12:30 – 1:30 pm

Store Managers' Meetup

1:45 – 4:35 pm

RTO Education Breakout Sessions

Sponsored by High Touch Technologies

1:45 – 2:35 pm

Golden Nuggets of Sales and Customer Service

2:45 – 3:35 pm

Lessons in Expert Collections Methods

3:45 – 4:35 pm

Managing the Invisible Inventory

4:45 – 6:45 pm

Hot Show Welcome Reception & Sale

Sponsored by Whirlpool

9:00 pm

Emerging Leaders Networking Social

Sponsored by Nationwide RentDirect

Wednesday, August 7

8:00 am – 9:45 am

Store Managers' Expo Pre-show
Sneak Peek and Breakfast

9:00 am – 9:50 am (Ballroom DE of KICC)

Keynote in Education General Session

Sponsored by High Touch Technologies

Wednesday, August 7 *continued*

10:00 am – 2:00 pm

RTO Education Breakout Sessions

Sponsored by High Touch Technologies

10:00 – 10:50 am

- Hell Hath No Fury Like a Customer Scorned
- LG Product Training and Demo Tips

11:00 – 11:50 am

- Moving From Employee to Leader: Building Your Personal Brand
- Improving Keep Rate, Revenues, and Profits: Proper Product Care and Re-furbishment

12:00 – 12:50 pm

- Merchandising Your Store to Maximize Your Profit
- Driving Traffic through Social Media Promotions

1:00 – 1:50 pm

- Whirlpool Product Training
- LG Product Training and Demo Tips (encore)

2:00 pm

Store Managers' Afterglow

NOTE: All education sessions take place in the Lower Concourse of the Kentucky International Convention Center.

SMALL BATCH SESSIONS

Golden Nuggets of Sales and Customer Service

Presenter: Nancy Friedman, Telephone Doctor Customer Service

FACT: You have less than 20 seconds after a customer walks into your store or calls your company to influence their decision. What you do in those 20 seconds can make or break the sale. Nancy's Golden Nuggets program will cover topics like this and others including How to Handle Upset, Irate Customers; Listening Skills, Questioning Techniques; and Resiliency (bouncing back from negativity). Each section will provide a golden nugget of wisdom for attendees to take back to stores and apply quickly!



Nancy Friedman, President of Telephone Doctor Customer Service Training, has been published in USA Today, The Wall Street Journal with her article "Don't Strike Out with Your Customers" and a featured guest on Oprah, Today, Fox News, CNN, CBS This Morning, Canada Today, as well as hundreds of radio and TV programs across the country.

Lessons in Expert Collections Methods

Presenter: Ron Brown, Skip tracer Instructor and Speaker

Join Ron Brown, licensed private investigator, as he reveals the tools and techniques utilized by the top professional tracers in the United States to locate missing consumers and mortgaged collateral. You will be introduced to a method of cyber tracking which decreases skip tracing expenses. This method moves from no cost data sources to data suppliers who mine non-public personal information and supply it to the credit and collection industry. Discover what traits a "CYBERTRACKER" must possess to be successful. Find out how utilizing "old fashioned telephone skip tracing" and the science of Neuro-linguistics will allow you to gather more information on your missing subject and mortgaged collateral.



Ron L. Brown is internationally recognized as one of the leaders in the Tracing and Recovery Industry. He is the subject of numerous published articles related to his unique methods of locating people and assets.

Managing the Invisible Inventory

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

Product is money, not just stuff! Too often, we walk past bad inventory without even noticing. That inventory piles up under counters, in back rooms, and on showroom floors, creating clogs in your business flow and budget. This invisible inventory is getting in the way of your success. In this session, we will discuss the importance of pricing and merchandising to effectively move inventory from "idle" to "on rent" and maximize profitability.



Rachel Casey currently serves seven stores and over web sales. Rachel relishes any new challenges that comes her way both professionally and personally.

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

Presenter: Nancy Friedman, Telephone Doctor Customer Service

Can you think of some wicked little phrases that instantly turn you off? Imagine what they're doing to your customers. Nancy focuses on the Telephone Doctor's famous FIVE FORBIDDEN PHRASES and you'll recognize them right away. Learn how to permanently banish them from your vocabulary and replace them with better phrases that build customer loyalty and increase sales.

LG Product Training and Demo Tips

Presenter: Martin "Elvis" Valdez, National Product Trainer – O'Rourke Sales/LG Electronics

LG will be training on current product and technology as well as provide examples on how to demo the product and tech to your customers. Demos on how to explain OLED vs. LED, Smart Demos using your voice, and a cool new way to Karaoke with your LG products.



Valdez is National Product Trainer for LG Electronics; some call him an EnterTrainer and say that he put the "E" in LGE. He has trained at a number of rent to own events including TLH Enterprises, dba Rent a Center, Ohio Rental Dealers Association, Missouri Rental Dealers Association, TRIB Group and Rent Direct.

Moving From Employee to Leader: Building Your Personal Brand

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

In this session, Adam Sutton, Executive Vice President of RNR Tire Express, will discuss how one transitions from an employee mindset to one better suited to leaders. He'll also discuss how building a leadership identity starts with a "Personal Brand," and how personal branding is about making a full-time commitment to the journey of defining yourself as a leader.



Adam B. Sutton was literally born into the Rent to Own industry. He credits this upbringing for helping shape who he is today and believes that the RTO industry has more opportunity than any other to become the greatest and one of the most prosperous industries in the world.

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

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

Increase your turn and keep rates and help managers build revenue and profits by improving product care and transport. This session focuses on the financial benefits of using proper product care and refurbishment to improve your keep rate revenues and increase profits. We will focus on product care, including best practices for transportation, protection, and containment. We will review these and other factors affecting your profit margins.



Leonard Alonzo is a 37-year Veteran to the Rental Purchase Industry. Mr. Alonzo has focused on providing ways in which Rent To Own Organizations can maximize turns on pre rented product through product care techniques and quality maintenance and repair. Leonard had spent 20 plus years involved in several rent to own operations.

Merchandising Your Store to Maximize Your Profit

Presenter: Kirby Salgado, Vice President of Merchandising – Aaron's Inc.

In this session, topics will include assortment construction, understanding customer demographics, upselling and attachment product, and product mix. We will also dig into the latest trends in visual merchandising, and how to present your store to capture more transactions.



Salgado serves as Vice President of Merchandising of Aaron's, Inc. Kirby has oversight of Merchandising Operations; furniture and accessories for more than 1,800 Company operated and franchised stores in 47 states and Canada.

Driving Traffic through Social Media Promotions

Presenter: Jessica Mahon, Marketing Communications Manager – Countryside Rentals, dba Rent-2-Own, and Owen Pye, Marketing Manager – SKC Enterprises, Inc dba Rent One

Social media marketing is an affordable and practical way to reach both current and potential customers. However, the landscape of social media is changing. This session covers the latest updates in a session designed to help owners navigate these changes and better understand social media as a business necessity. Hear big picture ideas about driving traffic and sales via social media. Also, discuss tools, tips, and the hottest trends to be successful in creating sales opportunities in a unique digital space.



Jessica Mahon is an idea girl and storyteller with a bachelor's degree in psychology. She has found a place at Rent-2-Own for over five years as the Marketing Communication Manager.



New to RTO, **Owen Pye**, has been working and growing with Rent One for just over a year. Prior to joining Rent One, Pye worked extensively in experiential marketing space with major brands and agencies such as Disney on Ice, Microsoft, Amalie Oil, MasterCard, Black & Decker and Amazon Prime Video to name a few.

Whirlpool Product Training

Presenter: Breanna Ratering, Sales Execution Representative – Whirlpool Corp



Breanna Ratering graduated from Michigan State University in May 2018 with a degree in Advertising and Public Relations. After graduation, she began her career as a sales representative for Whirlpool where her focus is in training her clients on new products and merchandising to help drive sales.

LG Product Training (Encore)

Presenter: Martin "Elvis" Valdez, National Product Trainer – O'Rourke Sales/LG Electronics

LG will be training on current product and technology as well as provide examples on how to demo the product and tech to your customers. Demos on how to explain OLED vs. LED, Smart Demos using your voice, and a cool new way to Karaoke with your LG products.