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Idea Lab sessions inspire creativity and innovation by sharing hands-on and practical experience for RTO professionals at all levels. These sessions are open to all registrants including marketing professionals, store managers, HR professionals, regional and district managers and owners/operators.

ALL AUDIENCES TRACK

KEYNOTE: NAVIGATING THE STORMY C'S

WED, SEPT 9 | 9:30 – 10:30 AM CT

7:30 PT | 8:30 MT | 10:30 ET

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

Running a company is hard enough. Add disasters and events outside of your control and things often get unbearable. There are many things that must be controlled and managed deftly to make the course easier. In this session, industry leader Mike Tissot will walk through the importance of a strong Culture, solid Cash Flow, uncommon Customer service and extraordinary Communication in making it through to the other side better than when the storm began.



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 37 stores in Ohio, Kentucky and parts of West Virginia. He is the current president of the Ohio Rental Dealers Association and recipient of the APRO 2019 Dealer of the Year Award.

IDEA LAB: DRIVING SALES THROUGH SOCIAL MEDIA

WED, SEPT 9 | 11:30 – 12:20 PM CT

9:30 PT | 10:30 MT | 12:30 ET

Jessica Mahon, Marketing Director - Countryside Rentals Inc., dba Rent-2-Own



Facebook: Still relevant. The 2.7 billion monthly users show us that. Learn new ways to create brand awareness, influence and build customer relationships, and increase sales. Jess will discuss content planning, types of ads and their importance, sending marketing emails through Facebook, and other progressive ideas like using Facebook Shop and customer influencers to generate sales.



Jessica Mahon is an idea girl and storyteller with a bachelor's degree in psychology. She began working at Rent-2-Own almost 7 years ago and has held many roles. Her current role as the Marketing Director. Learning new things is something she enjoys and she has learned digital marketing and how to share and implement these ideas through Google and Facebook. Jessica enjoys spending time with her family, friends, her dog Apollo, and traveling the world; where she vows to one day meet Dolly Parton.

IDEA LAB: GOING LIVE! REACH MORE CUSTOMERS WITH INTERACTIVE VIDEO THURS, SEPT 10 | 10:00 – 10:50 AM CT

8 PT | 9 MT | 11 ET

Brian Eckleberry, Director of Marketing and Merchandising – Ace Furniture & TV Inc., dba Ace Rent-To-Own



Exploring simple video setups to more complex live studio setups, Brian will share options for getting started or moving yours to the next level. He'll cover contesting ideas, and the rules and regs of Facebook. Also learn when to broadcast live and when to pre-record videos.



Brian Eckleberry is a previous RTO World speaker and the Director of Marketing and Merchandising for Ace Rent-to-Own. Brian brings 25 years of marketing and branding expertise from his days in radio, television and retail marketing. He has a proven record of accomplishments in developing comprehensive branding strategies to support business goals and objectives. Prior to joining Ace Rent-to-Own, Brian was a creative consultant and presenter for many radio and television marketing seminars with a focus on branding. He's worked with companies such as MTV and Viacom.

IDEA LAB: EMPLOYEE ENGAGEMENT & RETENTION PROMOTIONS

THURS, SEPT 10 | 11:00 – 11:50 AM CT

9 PT | 10 MT | 12 ET

Rachel Casey, Regional Manager - Countryside Rentals Inc., dba Rent-2-Own



Having a long-term employee is like having a long-term relationship. You have to communicate, invest the time, appreciate them, keep things interesting, and be worth it. Discover how to excel in employee relationship management in this idea lab.



Seven years ago, **Rachel Casey** was working at Family Video – the last surviving video rental chain. She wanted a change and took a chance on a business she knew nothing about, Rent-2-Own. She began her journey as a Manager in Training; and in only three months was promoted to manager. Two years later, she became a Regional Manager. At just 27 years old, and the youngest of the group, she accepted the challenge. With her experience, knowledge, people skills, and willingness to accept a challenge, she accepted a new role and now serves Rent-2-Own as the HR Director.

DEALERS/OWNERS TRACK

OPERATIONS PANEL: POWERING THROUGH THE PANDEMIC

WED, SEPT 9 | 11:30 – 12:30 PM CT

9:30 PT | 10:30 MT | 12:30 ET

Trent Agin, President – SKC Enterprises Inc., dba Rent One

Michael Bennett, CEO – Buddy's Home Furnishings

Jill McClure, Executive Director – Association of Progressive Rental Organizations

Todd Wilkins, Owner – Fairway Leasing LLC, dba Aaron's Sales & Lease Ownership

Operations have changed in the course of the pandemic – our industry is adapting, learning different and often more efficient ways of operating. Join us for this panel to hear some of our industry leaders discuss how their companies have managed this season of uncertainty, what they have learned through it all and what they predict for the future of RTO.



Trent Agin is the President of St Louis based Rent One. Rent One operates more than 100 locations in eight states. Beginning his career with Rent One 30 years ago Trent has been a part of the company's growth and development on its journey from five stores. Trent has held positions in various state associations, served on committees with the TRIB group and currently serves on the executive committee for the APRO board of directors.

Michael Bennett brings 27 years of experience in the RTO industry encompassing both franchise and corporate operations. He currently serves as the Chief Executive Officer for Buddy's Newco, LLC, dba Buddy's Home Furnishings. Bennett has also served on the board of directors for the Illinois Rental Dealers Association and the Florida Rental Dealers Association.



Todd Wilkins – Todd Wilkins is the owner of Fairway Leasing / Aaron's. Fairway opened its first store in April 2005 and currently owns and operates 14 stores in Kentucky. Todd is a current board member and a past president of the Kentucky Rental Dealers Association, a current TRIB Member and a long-time APRO Member. Todd is also a board member and treasurer of the Aaron's Franchise Association.

Lyn Leach, President – Ace Furniture & TV Inc., dba Ace Rent-To-Own
Jill McClure, Executive Director – Association of Progressive Rental Organizations
Daniel Singh, CEO – Dial Rent to Own

As leaders, every challenge we endure shapes us in our experience and our leadership style. With nearly 70 years of combined experience, our two featured guests for this interview-style session have encountered a broad range of issues. Join us as they discuss the crises and disasters they have each been through and how it has molded their leadership style and outlook.



Lyn Leach opened his first rental purchase store in 1982. In 1985 he opened his second location and now has 22 locations. He served on the APRO board of directors from 2000 to 2005, serving as Secretary in 2002 and 2003, and then served as President in 2003 and 2004. He served on the TRIB board of directors from 2005 through 2014. He was awarded the APRO Rental Dealer of the Year award in 2001. In 2012 he was awarded the TRIB Group Norman W “Slats” Slatton Sr. President’s Award. In 2013 he was the TRIB James B. Baber Vendor’s Choice award recipient. In 2015 he was awarded the APRO President’s Award of Excellence. Later in 2017, he and his company were awarded the Integrity Award by the Better Business Bureau.

Daniel Singh entered the RTO industry in 1989 and currently serves as CEO of Dial Rent to Own operating 8 store locations on Guam, Saipan, the US Virgin Islands and Aruba. Headquartered in Puerto Rico. Having endured multiple category 5 hurricanes, typhoons, and earthquakes he brings first-hand experience to preparation, recovery and rebuilding from natural disasters.



CHANGE YOUR ALTITUDE: A LEADER'S PERSPECTIVE

THURS, SEPT 10 | 10:00 – 10:50 AM CT
8 PT | 9 MT | 11 ET

Shirin Kanji, President – Impact RTO Holdings, dba Rent-A-Center
Dan Fisher, Owner – Majik Enterprises International Inc., dba Majik Rent-To-Own

Is adjusting your altitude the key to reaching greater success? Sometimes getting into stores helps leaders understand the business more. Sometimes getting out of the daily operations helps leaders to make better decisions and to scale the business. Those who are always in the Home Office may not know enough about their customers and how the business really works, but those who are always in the store, may not be able to grow their business. Join Shirin and Dan for this discussion and their own experience in how they use their altitude.



Dan Fisher, owner of MAJIK Rent to Own, based in Lancaster PA. Dan joined his father's video movie rental business in 1984, and over the next 6-8 years led the transformation of the company from the highly competitive movie rental business into the rent-to-own business. Dan has served on the APRO board of directors, and currently serves on the TRIB group board of directors.

Shirin Kanji is the President of Impact RTO Holdings, a Tampa, FL based rent to own dealer operating 75 Rent a Center franchised locations across eight states within the southeastern US. Impact RTO is part of the retail division within the long-standing family business of Impact Properties that has owned and operated hotels, restaurants, and commercial real estate for over 30 years.



STORE MANAGERS TRACK

TRAIN THE TRAINER: DELIVERIES

WED, SEPT 9 | 11:30 – 12:20 PM CT

9:30 PT | 10:30 MT | 12:30 ET

Angie Brubaker, Director of Training and Development – SKC Enterprises Inc., dba Rent One

Chip Guy, Vice President of Operations – Buddy Mac Holdings LLC, dba Buddy's Home Furnishings

Your front-line employees are often the face of your company. How do you follow up and verify that the delivery was white-glove service from beginning to end? In this 50-minute session, Angie Brubaker and Chip Guy will share tips on training and certifying your delivery employees and discuss ways they can be a key part of your marketing and bring sales into the store.



Clifford "Chip" Guy is the Vice President of Operations at Buddy Mac Holdings d.b.a. Buddy's Home Furnishings. Guy isn't new to the RTO world; in fact, he has been with Buddy's for almost 20 years. He began his career with the company in 2000 as a delivery technician and has climbed the ladder over the years. Guy is currently one of only six members of the elite Buddy's Advisory Board, President of Oklahoma Rental Dealers Association and committee member of the TRIB Advisory Board.

Angie Brubaker is the Director of Training and Development at Rent One with over 30 years of rent-to-own experience. Angie specializes in employee learning and is responsible for educating over 800 employees through on-line and instructor-led training. In addition, she is a skilled training designer and developer, with technical expertise in various webinar platforms and eLearning development tools such as Captivate, Articulate 360 and Storyline.



RECAPTURE LOST REVENUE

THURS, SEPT 10 | 9:00 – 9:50 AM CT

7 PT | 8 MT | 10 ET

Joe Pici, Professional Speaker – Pici & Pici Inc.

During this high energy, interactive program Joe will roll out a complete process to reignite your sales and account managers to sell and collect in person as well as virtually. In this climate of confusion, Joe's training will bring both clarity and focus to get team members on track, functioning at maximum productivity. He will deliver his proven system for increasing client acquisition and retention. Participants will walk away with skills that are immediately actionable. The message will clearly define the highest revenue-producing activities in the rent-to-own industry.



Ranked by Global Guru's as the #1 sales trainer and speaker internationally, **Joe Pici** has functioned as a catalyst for sales teams and individuals. Starting in 1992, he relentlessly studied and applied cutting edge sales techniques, propelling himself to top 25% producer internationally. This led business leaders globally to hire him for sales seminars. He then distilled his strategies into a skill-based, sales training program, *Rapport Mastery™*. This system helps sales professionals sharpen their skills for creating appointments and closing sales through live, outbound phone call workshops. It's an extremely strong skill builder which is straightforward and easy to apply.

IDEA LAB: DELIVERY RODEO 101

THURS, SEPT 10 | 10:00 – 10:50 AM CT
8 PT | 9 MT | 11 ET

Angie Brubaker, Director of Training and Development – SKC Enterprises Inc., dba Rent One
Mike Simoncini, Director of Operations – Majik Enterprises International Inc., dba Majik Rent-To-Own

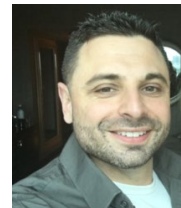


Have you ever wanted to host a delivery rodeo for your company? Healthy competition, improving delivery practices and employee engagement are all strong reasons to consider it. Join Angie Brubaker and Mike Simoncini for a session on how their companies carry out their annual Delivery Rodeos.



Angie Brubaker is the Director of Training and Development at Rent One with over 30 years of rent-to-own experience. Angie specializes in employee learning and is responsible for educating over 800 employees through on-line and instructor-led training. In addition, she is a skilled training designer and developer, with technical expertise in various webinar platforms and eLearning development tools such as Captivate, Articulate 360 and Storyline.

Michael Simoncini currently serves as Director of Operations and on the company leadership team for Majik Rent to Own. Michael joined the rent to own industry and Majik family approximately 5 years ago as a District Manager in training.



IDEA LAB: BEING A COMMUNITY PILLAR DURING COVID-19

THURS, SEPT 10 | 11:00 – 11:50 AM CT
9 PT | 10 MT | 12 ET

Dale Anderson III, Store Manager – Jaguar Holdings LLC, dba Eagle Rental-Purchase
Casey Fowler, Store Manager - SKC Enterprises Inc., dba Rent One



Members of the RTO industry have always given back to their communities but with our current challenges, we must rethink the ways we contribute to ensure we're meeting the more pressing needs of our neighbors and customers. The business world in which we operate has been reshaped by COVID-19.

It is estimated that nearly 20 million workers will be laid off or furloughed due to the pandemic, and economic projections continue to decline. Times are tough. What can we, the RTO industry, do to support our customers and communities? In this session, join us in this roundtable discussion to share your new and time-tested ideas that allow us to give back, to support and give hope to those we serve.



Dale Anderson is a Store Manager for Eagle Rental, where he started as an account manager in 2013 and quickly moved up the ranks to Store Manager which he has been since 2015 leading one of the top producing stores in the company.

Casey Fowler has worked in the rent-to-own industry with Rent One for six years. Currently, she is a Store Manager with Rent One in Sikeston, Missouri. Recently, Casey formed a Facebook group called the, "RTO Boss Ladies" with the intent of shining a positive light on women in the industry and to provide a forum for support. Casey is optimistic about the future and looks forward to a long career in this industry.



PRODUCT DEMONSTRATION & TRAININGS

CORSICANA MATTRESS COMPANY

THURS, SEPT 10 | 9:00 – 9:50 AM CT

7 PT | 8 MT | 10 ET

David Carlidge, Senior Product Manager – Corsicana Mattress Company



O'ROURKE SALES COMPANY

THURS, SEPT 10 | 9:00 – 9:50 AM CT

9 PT | 8 MT | 10 ET



WHIRLPOOL CORP.

THURS, SEPT 10 | 10:00 – 10:50 AM CT

8 PT | 9 MT | 11 ET



ASHLEY FURNITURE INDUSTRIES

THURS, SEPT 10 | 11:00 – 11:50 AM CT

9 PT | 10 MT | 12 ET

