

# NBSRA

NATIONAL BARN & STORAGE RENTAL ASSOCIATION  
THE OFFICIAL VOICE OF THE SHED RENT TO OWN INDUSTRY

# CLARITY



STRATEGICALLY BRINGING INTO FOCUS A CULTURE  
OF CARING, BEST PRACTICES AND OUTCOME  
DRIVERS FOR THE RTO INDUSTRY

## 2018 ANNUAL CONFERENCE

CHARLOTTE, NORTH CAROLINA  
SEPTEMBER 5-6



## Clarity

Location: 132 E. Trade Street, Charlotte, North Carolina 28202

### Tuesday, September 4, 2018

- 3:00 - 6:00 PM Early Registration - [Front of Dogwood Room](#)
- 4:00 - 6:00 PM Board & Advisory Meeting - [Oak Room](#)

### Wednesday, September 5, 2018

- 6:00 - 8:00 AM Registration Opens - [Front of Dogwood Room](#)
- 7:00 - 8:00 AM Breakfast Buffet - [Cypress Room](#)
- 8:15 - 8:30 AM Welcome & Agenda Details - [Dogwood Room](#)
- 8:30 - 9:15 AM General Session: **When Good Leaders Lose Their Way**  
Mark Whitacre (*bio page 5*) - [Dogwood Room](#)



Sponsored By:



Synopsis; Mark Whitacre’s presentation is about hope, family commitment, redemption and second chances, and a wonderful example of a family overcoming extreme adversity, against all odds. Mark will describe the rest of the story about how faith has molded his life since the ADM scandal. His personal testimony also has a strong emphasis on corporate culture, ethics and compliance. His presentation is extremely entertaining as he actively engages his audience about how he wore a wire for the FBI everyday traveling the globe for three years in one of the largest white-collar crime cases in U.S. history.

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9:15 - 10:15 AM



### General Session: **The “why” behind RTO practices**

Jason Graber *(bio page 5)* - Dogwood Room

Synopsis; Clearly expressing to your employees the reasoning behind your RTO company’s policies and procedures and how that will directly affect your client’s experiences and your profitability. This relates to all topic tracks: culture, practices and outcome drivers.

10:15 - 10:35 AM

Break and Network Time

10:35 - 11:45 AM

Breakout Sessions - Dogwood or Poplar Room



### Session A: **Management: Why your RTO customers win, when you put your employees first**

Scott Strahm *(bio page 6)*

Synopsis; Teaching how employees that are valued by management will directly affect your customer satisfaction level. Make sure your employees do not carry the “I just work here, why should I care” mentality. This is exceptionally important in an industry such as rent to own.



### Session B: **Staff: Take your job from stress to passion: Energized employees create great customer experiences**

Roselyn Connor *(bio page 5)*

Synopsis; The company’s customer satisfaction is directly related to employee satisfaction. In an industry where employees can be faced with difficult situations on a daily basis, being able to maintain a positive and caring attitude about their job is vital to your RTO success with customers. Learn how to identify stress and clearly communicate with your supervisor on finding solutions.

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11:45 - 12:00 PM

Informational Updates & Sponsor Introductions

12:00 - 1:30 PM

Lunch - [Cypress Room](#)

1:30 - 2:30 PM

General Session: **What does God say about our Work?**



Mark Whitacre (*bio page 5*) - [Dogwood Room](#)

Sponsored By:



Synopsis; This session has an emphasis about what God says about our work. Mark will discuss in detail how we can (and should) integrate our faith into our work, using real life examples of two businessmen (Chuck Colson and Ian Howes) whom reached out to Mark over 20 years ago and mentored Mark. You will learn that Jesus showed us by example that there is no better place for ministry than the marketplace. For example, 122 out of 132 Jesus' public appearances were in a marketplace setting, and you will learn during Mark's presentation "why" that happened.

2:30 - 3:00 PM

Break & Network Time

3:00 - 4:00 PM

General Session: **Crystal Clear: The importance of clear communication in and out of the RTO office**



Philip Rudolph (*bio page 7*) - [Dogwood Room](#)

Synopsis; Clear communication with external sources, internal employees, tapping into their potential by clearly expressing expectations, communicating the importance of allowing team members to be creative; proper email and phone etiquette with customers or manufacturers. Importance of proper training with RTO staff and manufacturing dealers.

4:00 - 5:00 PM

General Session: **Panel of Experience Q&A**



Moderated by Matthew Weaver (*bio page 7*) - [Dogwood Room](#)

Synopsis; Our panel of experienced RTO personnel will answer on demand questions with real life experience and knowledge. Questions may be submitted prior to the panel or asked during the session. The panel will consist of businesses ranging in size and makeup for a truly genuine viewpoint on each question asked.

5:00 - 5:15 PM

Final Remarks

## Thursday, September 6, 2018

8:45 - 9:00 AM

Announcements - **Birch Room**

9:00 - 10:00 AM

General Session: **Equipping your staff to handle difficult situations** Tanner Leibee (*bio page 8*) - **Birch Room**



Synopsis; Teaching management the importance of in-house processes that improve your outcomes on difficult customer situations and equipping your staff with proven to work methods for situations such as repossession, blocked access, moved or stolen units at an in-depth level that can be implemented immediately within their companies.

10:00 - 10:25 AM

Break & Network Time

10:30 - 12:00 PM

General Session: **Legality & Legislative Updates**  
Ed Winn (*bio page 8*) - **Birch Room**



Synopsis; Year after year, Ed provides the attendees of NBSRA conference with up to date legal issues that will directly effect their business. He is witty and engaging while providing a plethora of knowledge with all things RTO and legal. His session continues to be an audience favorite.

12:00 - 12:15 PM

Closing Remarks

1:00 - 2:00 PM

Post event Board & Advisory Meeting - **Oak Room**

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## Get to know our speakers

**In order of appearance:**

### **Mark Whitacre**



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Mark Whitacre is an Ivy League Ph.D. and is considered the highest-ranked executive of any Fortune 500 company to become a whistleblower in U.S. history, and was responsible for uncovering the ADM price-fixing scandal in the early 1990s. Mark describes the rest of the story about how faith has molded his life since the ADM scandal. Since 2006, Mark had been an executive with Cypress Systems, Inc, a California biotech company involved with human clinical trials (cancer research), and he was promoted in 2009 to the position of COO & Chief Science Officer of the company. Mark is also COO for Christian Business Men's Connection (CBMC), an 88-year old non-profit organization that has impacted his life greatly the past two decades.

Today, the four FBI agents involved with Whitacre's case tout him publicly as a "national hero" for his substantial assistance with one of the most important white-collar cases in history. And Douglas Burris, chief of U.S. Federal Probation in the Eastern District of Missouri, has stated publicly, "The story about Mark Whitacre's redemption and second chance is one of the most inspirational stories of our time." Mark and his wife of 39 years, Ginger, have three grown children and they live in Florence, Kentucky near Cincinnati, Ohio.

### **Jason Graber**



Jason is CEO and Founder of ShedSuite.com. He started building sheds at 18 years old. He has since managed a manufacturing facility and run a successful dealership. He has always had a passion for solving business problems with technology, and his time spent in the shed industry has given him the insight into some of the key pain points shed builders face every day. He developed his first app, 3DShedBuilder.com, in 2015 to solve the problems of poor dealer drawings and unpredictable sales. He quickly realized these were only a few of the problems the shed industry faced, and in 2017 he set out to build the ultimate solution in "Shed Suite". He lives in sunny Sarasota, Florida with his wife Michelle and 2 children. He enjoys playing doubles beach volleyball to stay active and is already teaching his 2-year-old daughter how to "pass" a volleyball.

He serves as an Elder, a Small Group Leader, and a Guitarist on the Worship Team for Abundant Life Church and has a passion for expanding the Kingdom through leadership training and business building.

## Scott Strahm



Scott began investing in rental properties in 1975, and has continued since then in the business of buying, renovating and managing rental properties. Mr. Strahm and his wife, Kathy J. Strahm, founded REV LLC (originally named Strahm, LLC) in 2000 to manage their real estate investments. The Strahms continue to engage in this business, but REV LLC is not a part of the BLI business. Scott worked as a salesman and estimator for Home Lumber Company beginning in 1977. Mr. and Mrs. Strahm founded a home renovation company in 1984, named New Dimension Products. In 1987 they purchased an ABC Seamless franchise to have a specialty and premiere product for home improvement, which became Kansas's largest volume dealer of the year for ABC Seamless and won the area small business of the year in 1990. This business was sold in 2010. The Strahms founded the BLI Rentals business in 2002. Mr. Strahm is a member of 12th Avenue Baptist Church (Emporia), serving on their finance committee and board of deacons, and he is a member of Gideon's International, serving as president of the local camp.

## Roselyn Connor



Roselyn's majors in Astrophysics and Russian never led to her original career goal; becoming an astronaut. Instead, her natural ability for motivating and energizing people took center stage. She's never regretted her choice. She's trained executive management, including mayors and village presidents. After her seminars, many of them contract her to train their entire staff! Municipalities have called on her to train all their workers city-wide in half a dozen villages and towns. To her credit, Roselyn was chosen for the very tough task of training the well-publicized Highland Park Police Department for racial profiling. She passes along pertinent info in a manner that once had government audiences in Columbus Ohio offering to stay an extra half hour! Her informed, personable and upbeat approach is a hit with audiences each time.

Roselyn has been instrumental to many companies, schools and government agencies in educating their staff members. Her seminars have been the subject of over 20 newspapers and magazines both local and national. A reporter with the Tribune wrote, "Roselyn is so comfortable in front of audiences, it's as if she was born to do this...". She has appeared on WGN, CNN and FOX News affiliates.

Roselyn is a published writer and has been a speaker to more than 750,000 people. Her useful advice, dynamic style, and dedication to excellence have put her in constant demand.

## Get to know our speakers

**In order of appearance:**

### **Philip Rudolph**



Philip E. Rudolph is the general manager of Watson Management Inc. Watson Management is a medium sized Rent-to-Own company located in middle Tennessee. Philip oversees a select network of dealers and builders in 7 states. Presently in the states of Kentucky, Illinois, Tennessee, North Carolina, South Carolina, Alabama and Florida. Watson Management has been in the portable building rental business since the mid-1990's. Philip and most of the customer service staff at Watson Management have been involved in portable building construction, delivery and sales for a combined span of 45 years and counting.

### **Matthew Weaver**



Matthew Weaver comes from a family very involved in the Rent-to-Own industry. He has over 9 years of experience managing portable building Rent-to-Own companies working with independent builders & retailers in numerous states.

Before marrying Paige, his sweetheart of many years, Matthew had the opportunity to do extensive international travel doing photography and ministry with numerous non-profits and mission organizations. He still enjoys photography, especially of his three beautiful daughters.

Matthew believes that his love for Jesus Christ should be evidenced by excellence in every area of his life, especially by providing the best service possible and treating with dignity each person touched through his businesses.

## Tanner Leibee



Tanner & his wife Rebecca live with their 4 children near Salisbury NC where he manages day to day operations at MyShedRental & several other RTO companies. He & Matthew Weaver also designed & run RTOSign, a cloud-based portal, for RTO contract interaction in the industry. Tanner and his wife spent their first 9 years of marriage serving as Bible Storytellers among a Muslim people group Ghana, West Africa, and still make regular trips abroad to train leaders as Christ-followers.

## Ed Winn



Ed Winn has been general counsel of the nation trade association for the rent-to-own industry since 1980. Over the years he has also represented in scores of rental companies in their dealings with one another, with their customers, with their employers, with consumer advocates, and with the government. He regularly gives legal seminars to rental dealers about issues of the day. He writes articles for the industry magazine and has published over 400 to date. He has been attending NBSRA meetings since the organization began and enjoys very much his relationships with barn and shed rental dealers around the country.

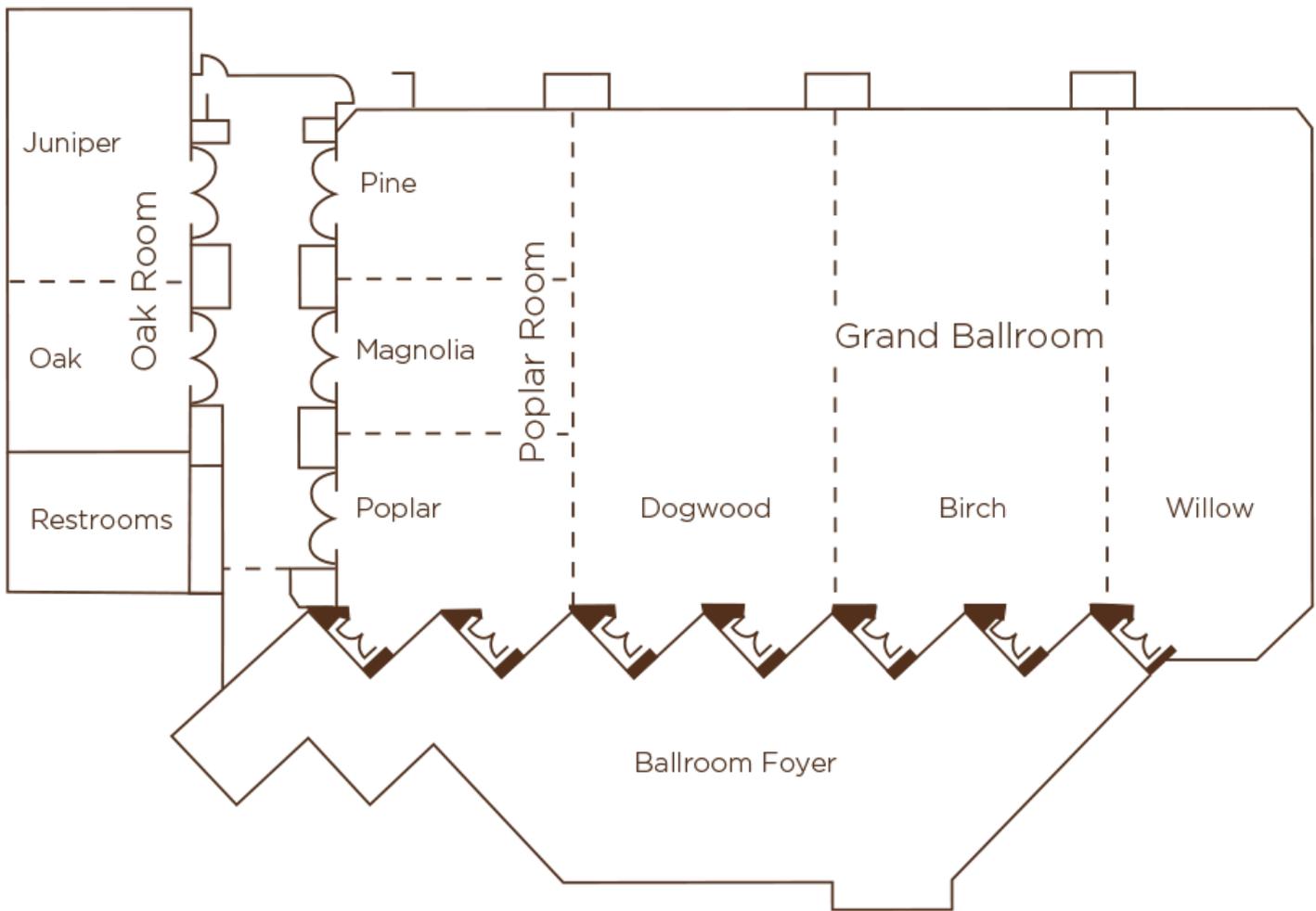
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## HOTEL FLOOR PLAN



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# 2018 NBSRA Annual Conference 132 E. Trade Street Charlotte, North Carolina



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