

# RELATIONSHIPS

ARE THE KEY TO



# NBSRA

**NATIONAL BARN & STORAGE RENTAL ASSOCIATION**

THE OFFICIAL VOICE OF THE SHED RENT TO OWN INDUSTRY

## 10th ANNUAL CONFERENCE

Fort Worth, Texas

October 15-16, 2019

Worthington Renaissance Hotel

## RELATIONSHIPS ARE THE KEY TO SUCCESS

Location: 200 Main Street, Fort Worth, Texas 76102

### Monday, October 14, 2019

3:00 - 6:00 PM Early Registration - [Trinity Ballroom Foyer](#)

4:00 - 6:00 PM Board & Advisory Meeting - [Live Oak I](#)

### Tuesday, October 15, 2019

7:00 - 8:00 AM Registration Opens - [Trinity Ballroom Foyer](#)

7:00 - 8:00 AM Breakfast Buffet - [Terrace](#)

8:05 - 8:30 AM Welcome & Conference Theme Objective - Philip Rudolph - [Elm Fork and Trinity Central](#)

8:30 - 9:30 AM General Session: **Optimal Business Performance at the Intersection of Faith and Science (Kingdom Speech)**  
Brian Audia ([bio page](#)) - [Elm Fork and Trinity Central](#)



**Synopsis:** Brian's engaging but hard hitting presentation is about practical, executive-level integration of faith and work that drives optimal business performance and community value. In this session, you will learn the power of WHY internally and externally, the AUDIA nine most important biblical principles for organizational health and performance as well as what employee engagement is, the biblical principles that underlie the science behind it and why it's critical for business success. You'll leave with the three non-negotiable things you must do as a leader if you want a healthy business with a great culture, and as a bonus, you'll receive an Organizational Health Self-Assessment that you can use with your team, no matter how large or small.

**Topic Q&A**

9:30 - 10:30 AM



General Session: **Two Sides of the Same Coin: The RTO and Manufacturing Dynamic**

Bill Chinn ([bio page](#)) - [Elm Fork and Trinity Central](#)

**Synopsis:** When it comes to servicing the customers' need, the manufacturers and the RTO providers are dealing with the same situation. However, each entity has a completely different way of looking at it. It is crucial we are able to bridge this gap of understanding and build a cohesive relationship with one another for the betterment of all parties involved.

**Topic Q&A**

10:30 - 10:45 AM

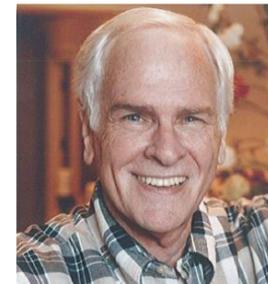
Break and Network Time- [Trinity Ballroom Foyer](#)

10:45 - 11:45 AM

Breakout Sessions with Q&A at Conclusion

Session A: **Engagement AND Commitment: Why You Need Both in a Successful Employee/Employer Relationship**

Mike Frank ([bio page](#)) - [Elm Fork and Trinity Central](#)



**Synopsis:** Engaged employees are engaged in their work, but may not be committed to the organization. Committed employees are committed to the organization, but may not be engaged in their work. It is crucial for employees to have both engagement and commitment to fully make a difference in the mission of the organization. Discover key ways to make this happen within your internal structure.

Session B: **Salesperson and Customer Relationship**

Tanner Leibe ([bio page](#)) - [West Fork](#)



**Synopsis:** This session will focus on the adequate and accurate portrayal of the RTO program from the salesperson to the customer. More importantly, it will discuss the three key points that determine what is accurate portrayal of the program: 1) RTO is not alternative financing 2) Good presentation of the Unique Value Proposition of RTO 3) Clarity of process and expectations with both sales person and customer.

11:45 - 12:00 PM

Informational Updates & Sponsor Introductions - [Elm Fork and Trinity Central](#)

12:00 - 1:30 PM

Lunch - [Terrace](#)

1:30 - 2:45 PM



General Session: **Maximize Your Human Capital**  
 Bob Borchardt (*bio page*) - [Elm Fork and Trinity Central](#)

**Synopsis:** People, teams, and organizations are perfectly designed to get the results they are getting - but are they the results you need? This session explains how our natural personalities affect our relationships with everyone on a daily basis. How we interact with each other and why we react the way we do in situations. Bob discusses how to use proven people data to solve critical business issues and help your organization find solutions to optimize the human capital within your company and externally.

**Topic Q&A**

2:45 - 3:00 PM

3:00 - 4:00 PM



Break & Network Time- [Trinity Ballroom Foyer](#)

General Session: **Branding in a Non-brandable Market**  
 Cameron Gawley (*bio page*) - [Elm Fork and Trinity Central](#)

**Synopsis:** We all understand in the outdoor shed industry the RTO provider is not the decision-making factor for a customer. People do not shop for outdoor storage products based on who will hold their contract. The major brands at play in our industry is and always will be the manufacturers. That does not mean we overlook our opportunity to become a recognizable and respected brand in and of ourselves. This session will provide you with tips from agency professionals in how to maximize your branding potential in a sub-brand market.

**Topic Q&A**

4:00 - 4:15 PM

Final Remarks

8:45 - 9:00 AM

9:00 - 10:00 AM



Announcements - [Elm Fork and Trinity Central](#)

General Session: **RTO's "Driving" Force: Transportation**  
 Philip Rudolph (*bio page*) - [Elm Fork and Trinity Central](#)

**Synopsis:** The time to put it all out on the table. Question and answer session to discuss all the issues that can cause tension and frustration in the relationship between transportation and the RTO company. Find out first hand from those in the field what the transportation industry needs from their RTO providers for a successful partnership. Communication back and forth on a candid platform is sure to make this panel discussion one you won't want to miss.

10:00 - 10:25 AM

10:30 - 12:00 PM



Break & Network Time- [Trinity Ballroom Foyer](#)

General Session: **Legal & Legislative Updates**  
 Ed Winn (*bio page*) - [Elm Fork and Trinity Central](#)

**Synopsis:** Ed provides the attendees of the NBSRA conference with up to date legal issues that will directly affect their business. He engages the audience with wit and expertise pertaining to all things RTO and legal for our industry. Ed always enjoys answering questions from the audience on some of their most difficult legal situations they run into. His session continues to be an audience favorite year after year.

**Topic Q&A**

12:00 - 12:15 PM

1:00 - 2:00 PM

Closing Remarks

Post event Board & Advisory Meeting - [Live Oak I](#)

## Get to know our speakers

### In order of appearance:



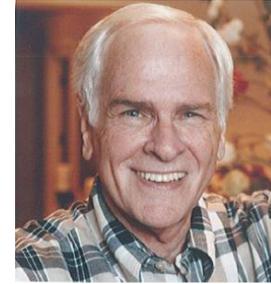
Brian Audia is passionate about increasing employee engagement! He understands that companies with the highest levels of engagement will always outperform their competition over time through greater innovation, higher customer satisfaction and increased profits. More importantly, though, places of work with high engagement are places of joy where people thrive. That's why Brian is an inspirational leader in the movement to promote business as a tool for human flourishing.

As a businessman, organizational development expert and former nonprofit executive, Brian is honored as one of the Top 40 Alumni of Auburn University at Montgomery for his impact on the world, alongside two former Chairs of the United States Joint Chiefs of Staff and a Saudi Prince. Brian, his staff and boards have managed tens of thousands of volunteers and raised millions of dollars around the globe doing ministry to impact lives for the better. Brian has directed humanitarian and social service operations in over 40 nations and two dozen cities across the United States. He is recognized widely as a coalition builder and collaborative enterprise leader.

Brian serves as the President and CEO of AUDIA, a growth oriented consulting company providing organizational development and executive leadership services to increase the performance of businesses, nonprofits and ministries. He has been married to his wife Melissa since the year 2000 and they have three boys, Caleb, Joshua and Silas.



Bill Chinn graduated from the University of Iowa in 1989 and started his career with the Grapevine based video game retailer GameStop. Bill had numerous promotions in both the Field and Corporate Organizations before becoming Head of Loss Prevention in 1996 and eventually Senior Vice President of Stores in 2000. Mr. Chinn was responsible for all 4,000 of GameStop's stores and 22,000 of its employees. He was instrumental in leading numerous acquisitions and international expansions. Bill left GameStop in 2009 to pursue his MBA at SMU. After graduation Bill became the President of Ricardian Capital and Big Brothers Big Sisters of Greater Dallas. More recently he was asked to become CEO of the DEC.



## Get to know our speakers

### In order of appearance:

Mike Frank graduated from the business school at the University of Georgia, with a major in insurance and real estate. He started his career in the retail field, spent a short time in the insurance business, then went to work for an international sales corporation, where he worked himself up from a fledgling salesman to vice-president of sales. He did this within four years and by the age of 26. He has made over 10,000 "in person" sales presentations and over 10,000 telephone sales calls. He has had as many as 50 salespeople reporting directly to him. Mike has been the owner of a small business since 1971, when he started his own company, SPEAKERS UNLIMITED, which is one of the oldest speaker bureaus in North America. Mike has spoken to over 3,000 groups in 49 states and in six countries to virtually every conceivable type of organization, corporations, associations, and public sector groups. In 1980, Mike served as president of the National Speakers Association. One of his many accomplishments with that association is that he is one of only 195 of their 3,400+ members to have received the CPAE Speaker Hall of Fame Award. Among the other recipients are: Dr. Ken Blanchard, Colin Powell, Harvey Mackay and Tom Hopkins, as well as the late-Norman Vincent Peale, Zig Ziglar, Og Mandino, Ronald Reagan, and Art Linkletter. He has co-authored two books and his first solely authored book was published in 1995. When it comes to speaking on any aspect of sales, employee engagement, customer service, or leadership, Mike has "been there, done that."



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 in Ghana, West Africa, and still make regular trips abroad to train leaders as Christ-followers.

**Get to know our speakers**

**In order of appearance:**



Bob Borchardt is the Founder and President of IN2GREAT, a company he started in 2011 with the intent to help businesses grow by building better leaders and teams. Since then, the firm has grown to include the capability of performance analytics, talent optimization, and focused leadership development processes. Bob has been a leader, strategist, and business owner for over 30 years. He has a wide range of experiences including financial, marketing, sales and sales management, manufacturing, and distribution. He holds a bachelor’s degree in business from the University of Toledo and is a Certified Practitioner of The Predictive Index. Bob, and his wife Judy, currently reside in Whitehouse, Ohio and have four grown children and eight grandchildren.



Cameron Gawley is Co-Founder and CEO of BuzzShift, a digital growth agency for early stage startups and large brands. He’s most comfortable when challenging the status quo. A serial entrepreneur and growth hacker, he started his first tech company at age 18. He went on to build an online data backup company that preceded Dropbox and Box.net, before co-founding BuzzShift in 2010. Cameron’s true north is growth, and he works to help high-potential tech companies and mid-market brands with their go-to market and growth strategies. Besides leading BuzzShift, his side hustles include serving as an advisor and investor in numerous tech startups, teaching Digital Marketing Analytics at Southern Methodist University for SMU’s Continuing and Professional Education (CAPE) program, and designing his own line of messenger bags.

**Get to know our speakers**

**In order of appearance:**



Philip Rudolph is general manager of Watson Barn Rentals, LLC. He and his team have served a network of sales lots, dealers and manufacturers in the southeast since 1997. Philip is a practical, common sense leader, who stays closely involved in the problems, solutions and future of the shed RTO industry and currently serves as the Chairman for NBSRA. Philip’s passion is teaching. He has been a teaching pastor for 29 years. He also has an ongoing ministry to pastors in Haiti and a group of 60 men in state prison. His chief passion is to know Christ and to make Him known.



Ed Winn has been general counsel of the national trade association for the rent-to-own industry since 1980. Over the years he has also represented 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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# NBSRA

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