



FLORIDA NEWSLETTER

June 2003

Florida Rental Dealers Association

APRO'S 1993 & 2001 STATE ASSOCIATION OF THE YEAR

R T O ' T H E O L D F A S H I O N E D W A Y '

ORLANDO, FL SEPT. 17 & 18, 2003



This year's meeting honors the memory of one of the great pioneers of rent to own Norman Wayne "Slats" Slatton, Sr. and the theme of RTO the Old Fashioned Way. Mark your calendar now for **September 17 & 18, 2003**, joining over 200 RTO'ers for the state association event of 2003! We will meet at the Hyatt of Orlando, at the entrance of Disney World. Why, even Mickey and Minnie may join us for the party! Ask for the FRDA special rate of \$89.00 available Tuesday, Wednesday and Thursday nights.

On Wednesday at noon, golfers will head out for the **Inaugural Norman "Slats" Slatton Golf Tournament** at the championship course **Falcon's Fire Golf Club** conveniently located one mile from the Hyatt. Each hole will have a sponsor's "Special Slats Message" for golfers to enjoy and bring back memories of old! The funds raised from the special messages will fund another FRDA state association "first" providing APRO Convention Scholarships in the name of Slats for two Florida store managers who might not otherwise be able to attend. FRDA and APRO are teaming together sponsoring the cost of convention registration, airfare and three nights hotel accommodations - valued at over \$1,000. Every current association member has been asked to nominate one manager for the drawing to be held July 1 so they will have plenty of time to plan for their trip and get their stores in order for them to go!

On Wednesday evening, our annual **Vendor Appreciation Dinner** will include a very special "**Slats Post Roast**" for our vendors, members, many special guests and old RTO friends of Slats and the Slatton family. After a reception, which starts at 6:30PM, dinner will be served at 7:30PM and then the story telling and memories about Slats and RTO will be told, led by Slats' nephew, Florida's own **Larry Sutton**, better known as **the Reverend of RTO!**



Thursday will be a full day for the over 150 RTO owners, store, division and regional managers and 40 plus special vendor sponsors. After a brief general membership meeting, the morning heats up as **Marc Edelman, Attorney**, of WCEA who is **back by popular demand** from last year's meeting, will share as only he can his down to earth approach to hiring and firing our employees. Everyone then convenes to the first of three **Vendor Mingle Hours**. Then **Ed Winn** (pictured here), **APRO's General Counsel** and one of the industry's most sought after speakers, provides legal information for owners and managers and takes a step back to the old RTO early beginnings as only Ed can.



Lunch will be served in the middle of the vendor hall during the second **Vendor Mingle Hour**. After lunch, there won't be any time for naps as **Larry Sutton** delivers a **Brand New Message!** This seminar will show you how to instill a Sense of Purpose in your entire staff, to propel them to operate at peak performance, change their belief system and **GROW YOUR BUSINESS!!** Following Larry, unless Governor Jeb Bush keeps our legislators in Tallahassee for an extended special session, former RTO owner and now **State Senator Michael Bennett** will bring us all up to date on legislative events in Florida and for Florida dealers.

After the final **Vendor Mingle Hour**, one of RTO's truly greats, **Bud Holladay** gives us a look at "35 Years of Rent-To-Own - the Good, the Bad, the Ugly". Bud will offer a no-holds-barred look at how our business has changed its customers' lives and changed itself - one week at a time. Hear it all, from the days of black & white TV and wig rentals, to the Gang That wouldn't Rent Straight. Find out how the industry nearly destroyed itself, and the things that saved it. It's your opportunity to learn how good we have it today, and how it got that way.



The day will end (remember I said it was going to a full day) with our **FRDA PAC Fund raffle** as we raise much needed money for our PAC funds. You will not want to miss this great opportunity to **win a great prize** while helping us fund our PAC Fund. We will need it as we prepare to sponsor a bill in 2004's legislative session to eliminate once and for all the exclusion to RTO dealers in Florida not being able to prosecute those who steal our products in certain parts of the state.

Please **register early to reserve your FRDA room rate** but mostly to help us properly and efficiently plan for this year's events. We invite everyone to also visit our new website at <http://www.FRDA-RTO.com> which we are in the process of completing and hoping to have full registration capabilities online when you receive this newsletter. If it is not ready, please **fax the registration information to 813-623-1641 - DO IT TODAY - THANKS. SEE YOU IN ORLANDO!!** -Terry Beville

WE'VE ROUNDED UP SOME INFORMATION FOR YOU!

LODGING: Hyatt Orlando 6375 Irla Bronson Memorial Hwy (US 192) Kissimmee, FL 34747
Phone (407) 396-5028 Fax (407) 396-5021 www.orlando.hyatt.com



Rooms are being held under FRDA (single and double occupancy) for \$89.00 per night. Rooms are available Tues(9/16), Wed (9/17) and Thurs (9/18) and need to be booked by 9/8.



Shuttle service from Orlando Airport provided by Mears. Reservation hotline is (407) 423-5566. Shuttle leaves 40 minutes after the hour, call for reservation if needed at a different time. One way ticket costs \$16 and Round trip ticket costs \$28.

GOLF: FALCON'S FIRE GOLF CLUB (1 mile east of Hyatt Hotel)
Phone (877) 878-3473 www.falconsfire.com



Inaugural Norman 'Slats' Slatton, Sr. Golf Tournament - Wednesday Sept. 17th

Cost of Tournament: \$75/person (Includes: Practice balls, cart and 2 drink tickets during round)
 Tournament begins at 1:00 pm - Shotgun Start Format: 4 man scramble

Sponsored by



Transportation will be provided and will leave the hotel at high noon.

****AGENDA HIGHLIGHTS****

Wednesday September 17

11:00AM	Board of Directors Meeting	FRDA Suite
11:00AM—6:00PM	Registration	Hotel Lobby
12:00PM	Leave for golf tournament	Hotel Lobby
1:00PM	Golf Tournament/Shotgun Start	Falcon's Fire
1:00PM	Bus leaves hotel for Millennium Mall	Hotel Lobby
6:30PM	Reception	Hotel Lobby
7:30 PM	Vendor Appreciation Dinner and Post Roast	Hyatt Paradise Ballroom

Thursday September 18

8:00AM	Registration, Coffee & Danish	Hyatt Paradise IV
8:30AM	President's Welcome, Introduction, Budgets, Board Recognition, Board Approval	Terry Beville
9:00AM	Legal and/or Hiring Topic—TBA	Mark Edelman, Attorney West Coast Employers Assoc.
9:30AM	Vendor Meeting	TBA
10:15AM	Vendor Mingle Time & Morning Break	Hyatt Florida Hall
11:00AM	APRO Speaker	Ed Winn
12:00PM	Lunch with Vendors / Mingle Time	Hyatt Florida Hall
1:00PM	State Issues	Terry Beville
1:15PM	Motivational Talk	Larry Sutton
2:15PM	Legislative Speaker & Report	Sen. Michael Bennett, Juhon Mixon
3:00PM	Vendor Mingle Time & Afternoon Break	Hyatt Florida Hall
4:00PM	RTO The Old Fashioned Way	Bud Holladay
5:00PM	PAC Fund Raffle* Drawings, Closing Remarks	Kirk Kaye

***PAC Fund Raffle Tickets on Sale All Day... \$5/ 1 Ticket... \$10/ 3 Tickets... \$20/ 5 Tickets... \$100/ 30 Tickets**

Free Shoe Shines Provided All Day on Thursday September 18th!

An Evening of Old Friends and Memories Special "Post Roast"
September 17th, 2003. Hosted by the Reverend of RTO - Larry Sutton



"The people I have met in this industry are my friends and this industry is my life."

*Norman Wayne 'Slats' Slatton
 September 24, 1930 - November 18, 1999*

The FRDA Board of Directors has decided to honor the memory of one of the great pioneers of Rent To Own by naming their Annual Golf Tournament after him and hosting a "Post Roast" dinner that evening guaranteed to be the RTO STATE ASSOCIATION "EVENT OF THE YEAR".
 Cost of dinner and roast is \$50/person. **You will not want to miss this event.**

All participants are encouraged to share their favorite 'Slats Story' during this special evening. Please fax or email Larry or Terry to let them know you would like to share one of your stories **by September 3rd.**

Larry Sutton Fax: (813) 978-0584 Email: lsutton@rentnroll.com
 Terry Beville Fax: (813) 623-1641 Email: tbeville@buddyrents.com

1st Annual Norm 'Slats' Slatton Golf Tournament
Handicap & Registration Form
 Falcon's Fire Golf Course

Wednesday, September 17, 2003 / Shotgun Start 1:00 PM / \$75 per player

The tournament will be a 4-man scramble, with teams matched by handicaps. Every effort will be made to honor partner requests upon receipt of registration. Please list handicaps below.

Name	Handicap	Company Name	Phone Number

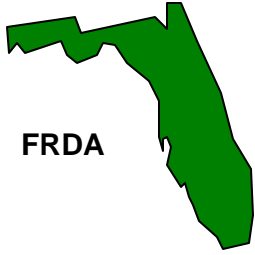
Partner/Team Request: _____

Yes! My company would like to sponsor a hole.



FAX REGISTRATION FORMS BACK TO FRDA AT 813-623-1641 BY SEPTEMBER 3rd.





Florida Rental Dealers Association
 6608 Adamo Drive
 Tampa, FL 33619-3416
(813) 623-5461



The FloRiDA Newsletter is created and sponsored by Alliance Computing Technologies (ACT) out of Tampa, FL

ANNUAL MEETING REGISTRATION FORM

Primary Contact/Attendee:

Name _____ Company Name _____
 Billing Address _____ City/State/Zip _____
 Phone _____ Fax _____ Email _____

Additional Attendees:

Registration Type	Cost Per Person	Number Attending	Total
Golf Tournament	\$75	_____	\$ _____
Trip to Millennium Mall	N/A	_____	N/A
'Slats' Dinner and Post Roast	\$50	_____	\$ _____
Meetings	N/A	_____	N/A
		GRAND TOTAL	\$ _____

Fax registration back to FRDA (813) 623-1641 by Sept. 8th. Include credit card information below, or send check to: FRDA, 6608 Adamo Drive, Tampa, FL 33619. Call (813) 623-5461 with any questions you may have.

Payment: MC VISA Card # _____
 Name on Card: _____
 Billing Address (if different than above) _____ Zip Code _____

I will be sending a check
 Expiration Date: _____