



Veritas Instrument Rental Incorporated

QUICK NOTES

A Monthly Resource for Veritas Affiliates



Headline News

A Quick Look at This Month's Industry News & Network Updates

2014 Affiliate Conference Highlights

Our annual gathering in Orlando last month was one of our most productive & enjoyable. VIR's Top Twenty Producers as well as eager up-and-comers were represented by owners, managers, staff and their families during our 3-day conference.

In addition to VIR Staff-prepared material, we welcomed two guest speakers including Soell Lugo, school representative for Top Performer Band Room, as well as Scott White, school representative & co-owner of Music Shack (see Affiliate of the Year below). Both discussed the basics & beyond of establishing & nurturing lasting relationships with local music directors. Of course, equally valuable material was shared by attendees during our open roundtable discussions.

The conference kicked off with a casual cocktail reception, followed by Saturday's first round of sessions and an excursion to Universal CityWalk later that evening. Sunday brought a second day of presentations as well as a dinner banquet & awards ceremony to celebrate our Top Twenty.



AFFILIATE SPOTLIGHT

A Tribute to Those Going Above & Beyond

2014 Affiliate of the Year

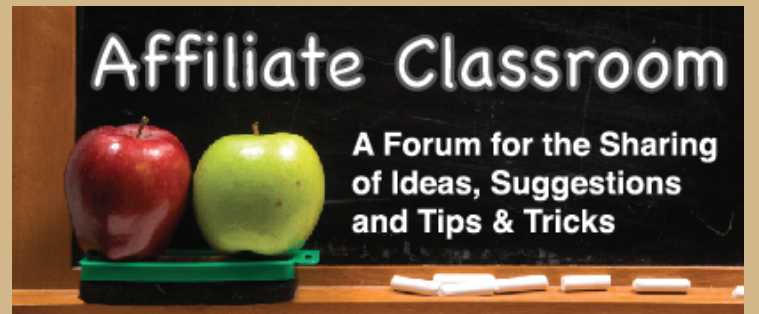
Congratulations to Music Shack in Casselberry, FL for being named the Affiliate of the Year at the Annual VIR Conference in Orlando, FL, March 14th-16th. Jim, Sandy and Scott were chosen as Affiliate of the Year for their commitment to school service, focus on music education and overall growth. They have seen close to 50% growth each of the last two years to move to the second highest volume affiliate with VIR. Way to go, gang!



ACTIVITY CALENDAR

Upcoming Events & Affiliate Planner

- April 3-5: Connecticut Music Educators Association Conference-Hartford CT
Crowne Plaza Hartford/Cromwell
- June 9-11: Veritas Summer Boot Camp
Clearwater FL
Veritas Feather Sound Facility
- July 17-19: Summer NAMM
Nashville TN
Nashville Music City Center



Affiliate Classroom

A Forum for the Sharing of Ideas, Suggestions and Tips & Tricks

Knowing Your Key Accounts

When working with your local schools, it is best to know which schools are sending you the majority of your business. Quite often you will be surprised by where your business is coming from and who is leaving you out.

When you know who your key accounts are, you can make sure to spend extra time to build & keep a strong relationship. For the schools that might be close by and not sending business your way, it gives you the opportunity to open a discussion. You can work with the director to make sure you are offering the supplies and products they recommend to their students. It will allow you to build a relationship that might need repair.

The easiest way to track this during back to school season is a simple tick sheet at your rental counter. When a customer fills out a contract, you place a tick next to that school.