



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

Post-Holiday Season Planning

It is almost over! By the time you are reading this, the majority of the holiday gifts will have been purchased. Your sales of small goods and starter packages will have helped bump up your bottom line. Do the good times have to end in December? Absolutely not!

As the New Year begins, many of us start thinking about personal income tax preparation. It's also a great opportunity to promote Step-Up Rentals & Sales. Income Tax refunds can help offset the expense of a Step-Up Instrument. Now's the time to begin planting the seeds!

Starting your preparations now for the first & second quarter can help maintain the momentum of the Holiday Season sales. Do not hesitate to reach out to us for help. Planning Step-Up Nights in the store or at schools is a great way to build your Band & Orchestra credibility.

We all like to enjoy the extra time off during the Holidays, but the week between Christmas & New Year's Day is a great time to make your preparations and plan your attack for 2015.

VIR staff is always ready to help you build your business. All you have to do is ask. For more information on Step Up Events, contact T.J. Waicul, Market Development Specialist, by phone 434-941-6025 or via email at tj@veritasrental.com.



AFFILIATE SPOTLIGHT

A Tribute to Those Going Above & Beyond

Training Session Graduates

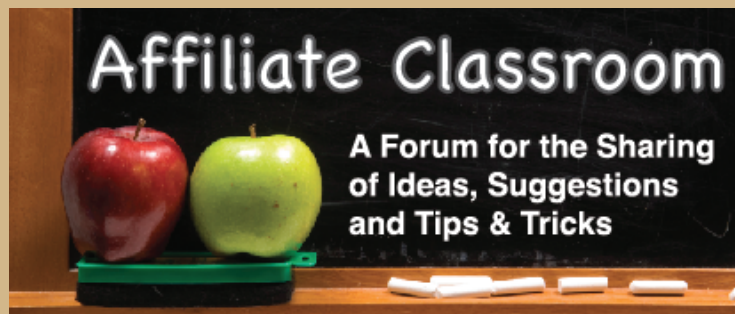
Everyone at VIR would like to congratulate our recent Fall Training Session graduates. We had a great group of attendees, as usual, who not only learned basic instrument recycling, repair, and troubleshooting, but also school service & marketing curriculum. After a recap of the season just ending, we discussed upcoming events, how to provide WOW service to customers, how to engage today's music educator and more. We had a great time working with our Affiliates and enjoyed their time with us at the Feather Sound Campus!



ACTIVITY CALENDAR

Upcoming Events & Affiliate Planner

- January 14-17** Florida MEA-Booth 5011
Tampa Convention Center
- January 22-25** The NAMM Show-Booth 4611
Anaheim Convention Center
- January 28-31** Illinois MEA
Peoria Civic Center
- January 29-31** Georgia MEA-Booth 409-411
Savannah Convention Center



Affiliate Classroom

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

VIR Repair Kits Available Now

The emphasis of the VIR Training Sessions is to help our affiliates build on their current skill set on the retail floor. We also strive to help them learn new skills that can help set them apart.

One of those skills is repair. We know the majority of our affiliates do not have a background in Band & Orchestra. With that in mind, we tailor the time in the shop to focus on the basics of diagnosis and repair.

We have taken special effort to put together two repair kits that take into account the training affiliates receive in Clearwater. The attached sheet lays out the two kits available for purchase from VIR.

The Basic Kit is a simple package to keep at the counter for the minor repairs that walk through the door. The Advanced Kit builds upon the Basic Kit allowing affiliates to perform more advanced repairs in house. Please contact T.J. if you're interested in more info, pricing, and availability.