



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

### The Only Constant is Change

The MI Industry has been through some pretty interesting changes recently. One of the biggest headlines has been Behringer and Guitar Center dissolving their relationship. The banter back and forth has been quite amusing.

Another interesting change is in the B&O field with Eastman acquiring S.E. Shires. Also, in the B&O field, Sabian is turning to Pearl to exclusively distribute their B&O products in the United States.

On the Pro Audio side, Samson has partnered with Hal Leonard to distribute the Samson Audio, Samson Wireless and Hartke brands.

In the guitar world, the big news comes from Fender. The announcement of the sale of Guild to Cordoba has brought about some positive hopes from dealers.

Change is difficult for most of us to accept, but we have to remember it is inevitable.

### Friend Us & Join the Affiliate Group

As you may know, Veritas has a Facebook and Twitter page for VIR and RentFromHome.com. Did you know we have a Hidden Facebook Group for Affiliates to share and ask questions of each other? If you are not part of the group, please friend request Dawson Flinchbaugh or T.J. Waicul and ask to be added to the group of nearly 100 fellow Affiliates sharing ideas, suggestions & more.



## AFFILIATE SPOTLIGHT

A Tribute to Those Going Above & Beyond

### Welcome New Affiliates

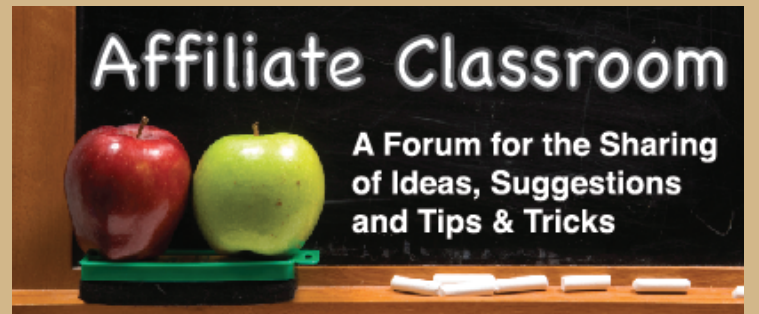
The summer is a time where we see an influx of new affiliates as music retailers prep for the upcoming school band season. We are proud to add affiliates in South Carolina, Virginia, Missouri, Illinois, and Alabama. These new additions have put us over a milestone and made us update our Rental Agreements to add a fourth box for the Affiliate and Account Number. We want to welcome the new Affiliates to the Veritas team and look forward to working with them.



## ACTIVITY CALENDAR

Upcoming Events & Affiliate Planner

- July 17-19: **Summer NAMM**  
Nashville TN  
Music City Center  
**Affiliate Dinner at Rippy's, Friday, July 18th at 7pm**
- July 27-29: **Texas Bandmasters Association**  
San Antonio TX  
Henry B. Gonzalez Convention Ctr
- August 1: **First Official Day of Rental Season**  
Be sure to verify your teacher & student school start dates!



## Affiliate Classroom

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

### 3 Ways to Build Your Rental Business

**Socialize:** Get out there and meet the directors. The week before school starts is when teachers are spending the majority of their time in their rooms preparing for the year. You can usually get an audience before kids ever set foot in the classroom. Ask questions to make sure you have what they want their students to have. Promote Rental Rewards. Hand deliver fliers. Talk to them (they usually don't bite!).

**Merchandise:** Does your store look like you offer guitars, drums and/or lessons? Be sure to merchandise with Band & Orchestra! You don't need to keep front & center all year round, but it needs to be during the back-to-school season. Look the part!

**Advertise:** If you are running ads or promos currently, be sure to include your rental program. If you have a social media campaign, talk about your rental program. Make sure people know you offer band & orchestra instrument rentals!