



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

Affiliate Rewards

By now, you have received the flyer and information regarding our Affiliate Rewards program for this year. The deadline for you to enroll is June 1st. This program will reward your efforts by giving you the opportunity to earn Swag, Displays, Gift Cards, and more.

While the back to school season will hold the key to your rewards, your efforts now will plant the seed. Here are a few ideas:

- Make sure to have contact with the local teachers before the end of the year. Pick three to four schools that are close to the store and visit them in person.
- Talk with the local teachers to make sure you have the necessary supplies for their students. Don't mail the Educator Survey, ask them the questions on the survey in person!
- Attend their spring concerts and make a point to complement them following the concert. Take it a step further and hand write a note about the concert and send it to the school.
- Plan a End of School or a Back to School Event at the store to engage the teachers. Thank them for what they do.

If you would like help on how to visit schools or what you should do during your appointments, please see the Affiliate Section of the website, interact with the Affiliate Group on Facebook or contact T.J. Waicul at: tj@veritasrental.com



AFFILIATE SPOTLIGHT
A Tribute to Those Going Above & Beyond

The Harmony House

A first time attendee to our Annual Affiliate Conference, Darrell Truitt from The Harmony House in Kennesaw, GA, hit the ground running upon his return home. Taking some of the ideas shared during the sessions, he has broken through a barrier at a local high school and will be providing concert programs for the Band, Orchestra and Choir this spring. He has also made other connections that have translated to additional business at other schools. Way to go Darrell!

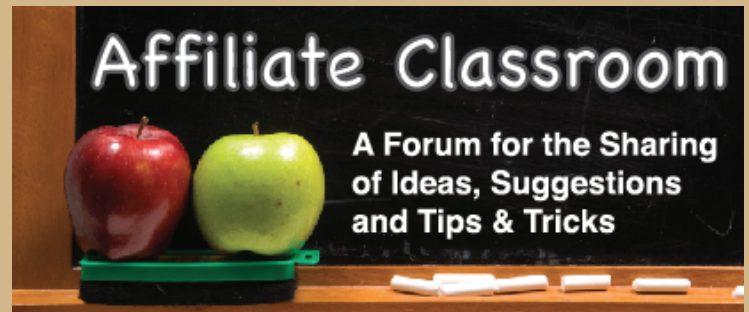


ACTIVITY CALENDAR
Upcoming Events & Affiliate Planner

June 1 - **DEADLINE TO ENROLL IN AFFILIATE REWARDS**

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 Dinner at Rippy's on Friday, July 18th



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

Hand Deliver Flyers

A face to face interaction with the teachers in your area goes a LONG way to helping your business. The more you do it the better. However, even if you are not able to see them on a regular basis, the simple act of hand delivering your rental flyers to the teachers makes a huge impact!

Staunton Music started taking the time to make a visit to their local schools to hand deliver their fliers last year. Because of that effort they were rewarded by a 20% increase in rentals.

By hand delivering your flyers, you are putting your face in front of the teacher. This personal approach makes it less likely your flyers will end up in the trash can. It will also help solidify your business as a company willing to be part of their program. During this visit, you also have a great opportunity to ask some of the questions on the Educator Survey. Take the time to stop in and deliver your flyers.