



Texas Rental Association  
 1900 19th St.  
 Moline, IL 61265



Registration for  
 TRA Roundup  
 opens April 1!

It's time to get together, Texas! And what better place to do it than at the annual Texas Rental Association (TRA) Roundup. Join us at the newly-opened, family-friendly Kalahari Resorts & Conventions, Round Rock, Texas on June 21 and 22! The Kalahari Resort offers something for everyone - from a thrilling indoor water park to shopping and an ultra-modern convention and entertainment center - so bring your family and rental team.

Speaking of your rental team: The first ever Roundup Rental Olympics will be held Monday evening! This ultra-challenging event will pit rental teams against each other for the coveted trophy and bragging rights. Watch for the sign-up information later this spring.

**Register today for the best pricing\*!**

Save \$50 off the full registration price of \$199, making the full access pass to TRA Roundup just **\$149 per person**. An excellent value for the welcome reception, educational sessions, networking, exhibit floor access and meals. Please note that one person per company must have a full registration before additional meal tickets can be purchased.

Save \$20 off the exhibits-only pricing of \$79. Bring the whole team for just **\$59 per person** with early registration!

*\*Best pricing valid through June 1.*

**Download your registration form at <http://texasrental.org>** to be a part of the TRA 2021 Roundup experience!

**Registration questions:** Contact Nicole Young at ARA at [Nicole.Young@ARARental.org](mailto:Nicole.Young@ARARental.org) or 800.334.2177, ext. 269. Check the Texas website, [TexasRental.org](http://TexasRental.org), for event updates.

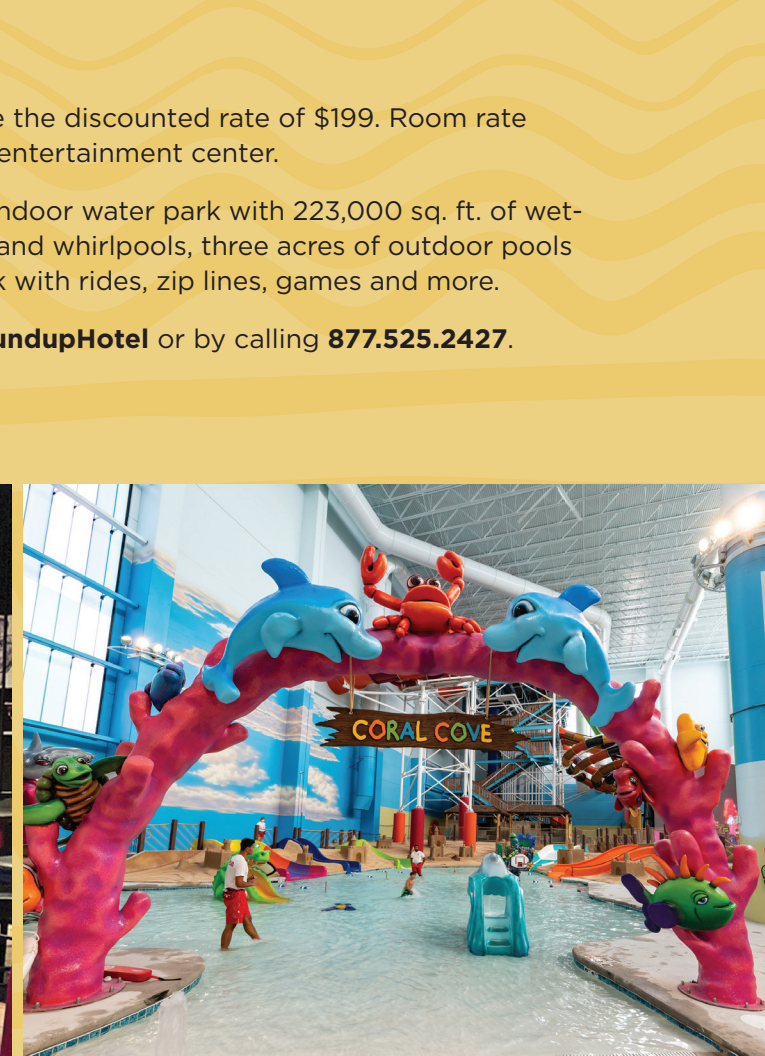
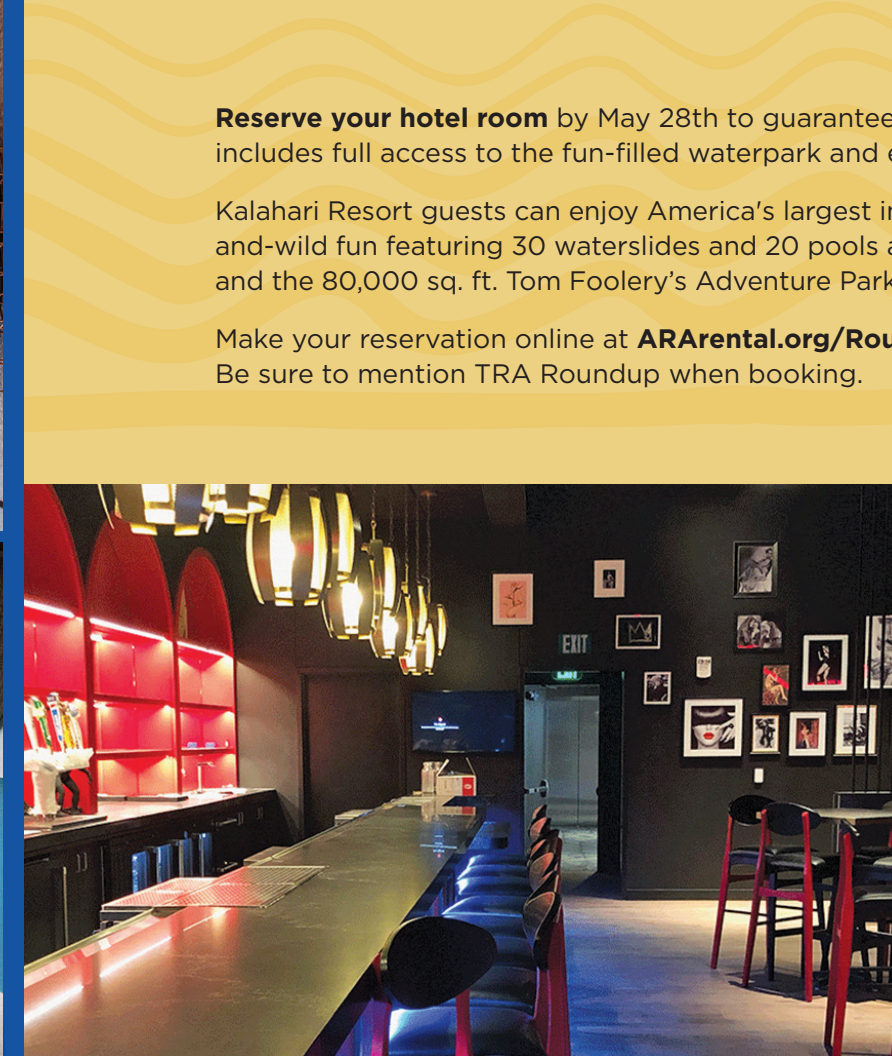


# ROUNDUP

New Dates - New Location -  
 New Experience!

**June 21 & 22, 2021**

Kalahari Resorts & Conventions  
 Round Rock, Texas



**Reserve your hotel room** by May 28th to guarantee the discounted rate of \$199. Room rate includes full access to the fun-filled waterpark and entertainment center.

Kalahari Resort guests can enjoy America's largest indoor water park with 223,000 sq. ft. of wet-and-wild fun featuring 30 waterslides and 20 pools and whirlpools, three acres of outdoor pools and the 80,000 sq. ft. Tom Foolery's Adventure Park with rides, zip lines, games and more.

Make your reservation online at [ARARental.org/RoundupHotel](http://ARARental.org/RoundupHotel) or by calling **877.525.2427**. Be sure to mention TRA Roundup when booking.

# Schedule of Events

## Monday

### 5:30 – 7 p.m.: **NEW! Roundup Rental Olympics**

What happens when you cross rental with sports? Find out at the first-ever TRA Roundup Rental Olympics! Just before the opening reception on Monday night, contestants will compete in rental-related activities for the chance to win prizes. Don't miss out on this fun-filled experience!

### 6:30 – 8 p.m.: **Welcome Reception**

What better way to start Roundup than by sharing an evening in the Kalahari's stunning event barn.

## Tuesday

### 7:45 – 8:15 a.m. **Breakfast**

### 8:15 – 9:15 a.m. **Opening Session - Coaching Leadership, by Sidney Moncrief**

Want to know the secret for achieving greatness, building a high-performance team and recognizing leaders? Then be sure to be in the room as Coach Sidney Moncrief, a fellow Texan, shares key themes with clarity and conviction the way only a coach can with the energy of a 4th-quarter pep talk! His amazing personal story, filled with useful insights and anecdotes, will inspire you to new heights.

*Retired NBA player and a 2019 inductee in the Naismith Memorial Basketball Hall of Fame, Sidney Moncrief is also past president of various retail auto dealerships and the author of several leadership books.*

### 9:30 – 10:45 a.m.: **Handbooks: Cover-to-Cover, The Content Matters**

Ashley Cuttino, J.D. and Shareholder, Olgetree Deakins\*, South Carolina

If you are like most business owners, it's been a while since you last reviewed the contents of your employee and safety handbooks. Bring your handbooks and grab a seat in this session as Ashley Cuttino reviews Texas employment laws that relate to what you should add, remove and update, especially after this past year. Come with questions, leave with answers.

*\*Olgetree Deakins is ARA's Human Resources Assistance partner*

*Ashley Cuttino concentrates her legal practice in management-side employment litigation, including defending claims against wage and hour, discrimination, wrongful discharge, and breach of contract. She led Ogletree's nationwide COVID-19 litigation and unemployment response teams.*

### 11 a.m. - 12:15 p.m.: **Creating Your Brand's Digital Experience**

Nikki Nuckols, Founder and Creative Director, Doodle Dog Creative, Texas

Finding, attracting, and engaging visitors online can feel impossible in today's distracted, uncertain market. Creating a branded experience online that conveys your message, connects with your audience, provides convenience, and is cohesive with all other marketing touchpoints is essential to your digital strategy.

*Brand and web design expert, Nikki Nucklos' passion for small business growth and success led her to open her own strategic digital agency, which currently serves over 400 brands and websites.*

### Noon – 8:30 p.m.: **Silent Auction Open**

Break out your competitive spirit during TRA's philanthropic initiative to support educational scholarships. Plan to out-bid your fellow attendees for one or more of the numerous items in the silent auction.

### 12:30 – 1:30 p.m.: **Annual Meeting and Lunch**

Fuel up after a full morning of education and join in lively conversations over lunch. We will celebrate the annual award recipients and partake in the installation for your 2021-2022 Board of Directors during the Annual Meeting.

### 1:30 – 5:30 p.m.: **Exhibits Open**

This is your chance to meet with exhibitors and see the latest and greatest in equipment and event rental trends. Many exhibiting companies offer specials to attendees so be sure to ask about them!

### 5:30 – 6:30 p.m.: **Exhibitor Reception & Spirit Toss**

Make new connections with rental peers and exhibitors during this networking reception. Also, be sure to participate in the Spirit Toss which benefits TRA's Political Action Committee, TRAPAC and sends participants home with their favorite bottled spirits!

### 6:30 – 9 p.m.: **Dinner and Live Charity Auction**

Wrap up Roundup at this Texas-sized networking and dinner event complete with great company, conversation and a savory steak dinner. Feast on this delicious meal with all the fixings and dessert and join in the excitement of the live and silent auctions\*. Several lucky winners will walk away with equipment, Texas memorabilia and door prizes, including the grand prize winner announced at 9 p.m.

*\*The auctions support the TRA Scholarship Programs.*

