



***LAST UPDATE OPEESA HAS RECEIVED**

AFFILIATE MEMBERS

AKTION ASSOCIATES - * 10/2023

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Tel: 419.893.7001
Website: www.aktion.com

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pbrennan@aktion.com
Laurie Dieball, Director of Marketing
ldieball@aktion.com

Products/Services: Infor, Cloudsuite
Distribution

EQUIPMENT & ENGINE TRAINING COUNCIL (EETC) *9/2023

344 Oak Grove Road
Kings Mountain, NC 28086
Tel: 888.406.1810 Fax: 803.250.3632
Website: www.eetc.org

Rainy Greene, Certification Test Admin.
cert@eetc.org
Erik Sides, Executive Director
eetc@eetc.org

Products/Services: Technician
Certification, School Accreditation,
Training & Education

HUNTINGTON DISTRIBUTION FINANCE *1/4/22

1475 E Woodfield Road, #1100
Schaumburg, IL 60173
Tel: 847.330.5275 Fax: 877.329.8237
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Victor.rivera@tcfif.com
Tom Sorrentino, Sr. VP General Manager
tsorrentino@tcfif.com

Products/Services: Inventory Finance

IDEAL COMPUTER SYSTEMS - * 12/2023

624 Six Flags Dr.
Arlington, TX 76011
Tel: 817.505.2604
Website: www.idealcomputersystems.com

Tim Berman, Innovation Manager
tim.berman@constellationdealer.com
Products/Services: Dealer Management
Software

LeadVenture INC. *9/2023

4949 Meadows Rd, Suite 150
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John Schuldt, Marketing Coordinator
John.Schuldt@arinet.com

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Tony.Zane@arinet.com

Products/Services: Electronic Part Catalogs, Lead Generation, Lead Management, Websites, eCommerce, Digital Marketing Services

OUTDOOR POWER EQUIPMENT INSTITUTE (OPEI)

1605 King Street
Alexandria, VA 22314
Tel: 703.549.7600 Fax: 703.549.7604
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Marla Popkin, Director of Meetings
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Products/Services: OPE Trade Association

SHEFFIELD FINANCIAL, Division. of Truist Bank, * 2/2024

101 N. Cherry Street 4th Floor
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Tabatha Essex, AVP-Sales Support
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Kevin Parker, SVP Chief Sales Officer
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Mark Souder, VP Client Development Officer
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Products/Services: Outdoor Power Equipment, Utility Vehicle and Trailer Retail Financing for Consumers, Homeowners and Small Business Owners

SYNCHRONY *9/2023

777 Long Ridge Road
Stamford, CT 06902
Tel: 877.856.8733 Fax: 866.315.9277
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Sara Martin, Client Development
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Nick Punamiya, AVP, Account Manager
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Products/Services: Synchrony offers revolving and installment retail financing for residential buyers, landscape professionals and business entities.

TD POINT OF PURCHASE SOLUTIONS *10/2023

1313 North Market Street
Wilmington, DE 19801
800.538.3638
Website:

www.tdpartnershipprograms.com/yardcard

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Mike Lupo, VP SR National Account Mgr
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Products/Services: Consumer and Commercial Retail Financing

trDigital LLC *12/2023

1097 Grayton
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Todd Riley, CEO/President

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Jake Segrin, Dir. of Strategic Partnerships

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Products/Services: We provide services to help the two-step distribution industry more effectively market the products they sell.

trDIGITAL is the only “Distributor First” focused agency in the OPE industry. We build custom marketing programs aligned with the distributor’s objectives to facilitate selling, execution, and education at the dealer level. Over the past fourteen years our team has honed our approach to maximize alignment and marketing ROI across the entire 2-step channel.

No two brands, distributors or dealers are identical, so cookie cutter solutions fall short in the OPE industry. trDIGITAL has a complete toolbox of marketing tools to choose from, including, SEM, SEO, programmatic display, video & audio (geo, transactional, social, demographic & psychographic targeting), lead generation, digital outdoor and direct mail.

TRUE RADIUS MARKETING *12/19/22

1030 Doris Road
Auburn Hills, MI 48326

Tel: 844.746.2970

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Jason Henderson, President

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Jon Bennett, National Sales

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Hunter Ledgerwood, Account Executive

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Products/Services: True Radius Marketing (TRM) is a full-service digital marketing agency that specializes in providing turn-key digital marketing and technology solutions to OPE manufacturers, distributors, and dealers. We offer a wide range of services, including SEM, social media marketing, custom websites, OTT/CTV and data analysis/reporting, to help you grow your business. Given our comprehensive range of services, we can help you develop and implement a unique digital marketing strategy that will drive brand/product awareness, increase website traffic, generate leads, and ultimately grow your business. Contact us today to learn more.

WELLS FARGO COMMERCIAL DISTRIBUTION FINANCE

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Products/Services: Inventory Finance