

# JULY RENTAL RAG

## Presidents Message

"Equipment Demo Day" at Modern Equipment Rentals in Highstown is quickly approaching. It will be held on Sunday, August 2, 1998 and has been put together through the joint efforts of the Keystone Rental Association, the Delaware Valley Rental Association, the Western Pennsylvania Rental Association and the American Rental Association of New Jersey.

Elsewhere in this issue of your Rental Rag is a list of the participating dealers.

Anyone else attending can enjoy the fun and games portion of this exciting day with members of your family and staff. The games include electronic basketball, Winston the Whale, spin art table, moonwalk, high striker (big and kiddie,) lazer maze game, and accu-pitch. The \$5 per person admission is well worth the price for the food, games, and giveaways (tote bags, balloons, etc.) that are included. Hope to see you there!

For those interested in the ARA-NJ Network update, here it is: May 22nd was a momentous day in ARA-NJ history. Our May meeting was the grand launching of our official web site at [www.NJARA.org](http://www.NJARA.org). If you have not seen it, take a minute and surf on over. Many stores and vendors are already taking advantage of using this site - posting their concerns and recent stories in the "Members Corner." The Legislative section has our agenda outlines. We've even posted a model conversion law for our legislators to view should they want to take up the torch and introduce it to the state legislature.

Several vendors have their businesses listed with a page or a link, Check out their sites to see special "promotions and sales" only available to on-line users.

To add your own page to our site you need only fill out an application and pay the first year's registration fee. Call Carl Sparacio for details at 201-327-2495 and take your place in cyberspace. Your registration includes one update each month.

This value added service has the potential to aid both vendors and stores alike in their quest to increase the bottom line. do-it-yourself Rental in East Hanover has received four new customers and rentals in the month since the NJARA web site has been up and running. Before that they captured only two in the prior year on their stand-alone site. Coincidence? I think not. It's not too late to get started and never too early to gain a web presence. To steal a phrase - the ARA-NJ web site is a smart way to get that done.

Special thanks to VP Brian Higgins for directing the legislative night at the last meeting in my absence.

The search has ended for a new Education Committee Chair with Howard Heller. Welcome aboard, Howard. We also have a commitment from Matt Holt to assist Howard on this important committee.

I was never one short on words so before I talk myself into the next issue of the Rental Rag I'll just say - See ya at the next meeting.

Tony Perrotta,

President

## **LOOKING FORWARD TO EQUIPMENT DEMO DAY!**

An exciting Equipment demo day is planned this year. It's to be held on Sunday, August 2nd, at Modern Equipment Rentals in Hightstown, NJ. Hightstown is convenient to everywhere.

The Sunday date will allow you to bring family and/or employees for a day of education, fun and games. Free balloons, tote bags and food are just a few of the enticements offered by vendor sponsors

Hands-on exhibits will be presented by many vendors. Want to see how equipment works? Does it do the job? Like to try it yourself? Equipment Demo Day is the place to be. To name a few of the great vendors who will be on hand to dazzle you - you'll see: Viking, Wacker, Edco, Cardinal Sales, M & R Sales, Titan, Harrison Products, Garden State Bobcat, Pace Marketing, Zimmerman Industries, Ditch Witch, CADCO, Mackissic, In a Bind, Ingersol Rand, and likely others.

Don't forget, too, National Insurance Specialists, ARDI, and Inter/National Insurance will be holding safety seminars. If you have a klutz in your shop - this is the place to send him.

Sponsoring firm are Maywood Furniture, National Insurance Specialists, JK Data, ARDI, International Insurance, and Riedman Insurance.

A registration form is in this issue of the ***Rental Rag*** as are directions to the site at Modern equipment. Be sure to reserve August 2nd for a very productive day for you, your employees and your family.

Check our web page for complete information.

## **YOUR ARA-NJ CALENDAR**

**August 2nd** -Modern Equipment Rentals, Hightstown, Equipment Demo Day.

**September 16th** - Pioneer Rentals, Chatham - Safety Night

**November 18th** - All Star Rental, E. Brunswick, Associate's Table Top Show.

# WWW.NJARA.ORG

**TAKE A PEEK AT OUR NEW ON-LINE BABY!** That's the address. It's all grown up now and it has a lot to say. You'll be pleased at what you see and you're going to want to be part of it. It's our **ARA of New Jersey Web Site** - full of information and adding more every day. Stay up to date - check it often.

Everyone who has access to a computer in the state of New Jersey will find their rental needs at [www.njara.org](http://www.njara.org) and every New Jersey rental store will have direct access to participating ARA-NJ web site vendors.

**Haven't signed on? Call, fax, or E-mail Steve, Joe or Carl at their addresses listed above**

**Don't miss out!**

## **WEB SITE 101 - Part #4**

Welcome to the final part of my four part series on creating a web site. In this issue we will discuss preparing your web site for maximum exposure.

In this article, I will be referring to components that make up your web site or Hyper Text Markup Language (HTML) coding. I'll show you certain things about Web Site design that most people don't understand.

Every Web page has components called Basic Structural Tags. These tags should be included in all HTML documents:

**<HTML></HTML>**

The <HTML> Tag starts an HTML document. It is matched by a closing </HTML> Tag. Programs viewing the document will recognize that it is formatted in HTML as a result of the presence of this tag. IF you wish to view what HTML looks like, while online, go to the top of your browser and click on the command that says "**Document source**".

**<HEAD></HEAD>**

These tags enclose the head section on an HTML document. This contains information about the document itself, such as indexing information used by Search Engines, the title, and possibly who created it. The head section is not just a technical requirement. Many Search Engines and indexing services develop their own databases using the information contained within this tag. ***Documents lacking a head section are skipped, since the command from certain Search Engines retrieves information only from the head section.*** Please note that a head section includes the **Title** section.

**<Title></Title>**

The text placed between the <Title></Title> Tags is displayed by most Web browsers, usually at the very top of the browser window. If a document lacks Title Tags, the filename is displayed instead. Most search engines compile their searchable databases by using the text within Title Tags. The title of your document should therefore be comprised of Keywords that you think will trigger a positive result from a search engine. ***The text contained between your Title Tags is essential to Search Engines like ALTA Vista and Infoseek***

**<Meta></META>**

Meta Tags are used to predetermine what descriptions and Keywords will be used for your Web Page. They are not considered a Basic Structural Tag and are invisible to a web browser. ***Meta tags are essential to those Search Engines that use them as criteria. ALTA Vista, Hot Bot, Infoseek, Yahoo and Webcrawler all take advantage of Meta Tags.***

Most Search Engines are known as Spiders. Spiders come to your Web site and grab information within the Title Tags and Meta Tags (if you have them). If no Meta tags are found, these spiders grab the first 100 to 200 words on your web site. These 100 words are then used as the keywords for your site. If you don't prepare your site properly before listing with these Search Engines, you will have little control over which Keywords will lead customers to you.

Note that most Spiders only use the first 20 to 25 words they find as the abstract or description of your web site. A good example of how Meta Tags work is in this example:

**<Meta Name="description" CONTENT="We specialize in renting equipment for large construction projects">**

**<Meta Name="Keyword" CONTENT="Tool renting, East Hanover NJ, Rental Store">**

In this case the search engine would have done two things:

1. They would index all words contained within the Meta Tags and Title Tags as Keywords. Therefore, a search for either construction or Rental store would return a match.

2. The description in the listing would look like this:

**This would be the text within the Title Tag**

**We specialize in renting equipment for large construction projects**

**<http://www.rentalstore.com/something/index.html>**

**<Body></Body>**

Body tags enclose the Body section of an Html document, which contains the text and images to be displayed by a Web browser. This is where the "guts" of your Web Site reside. When designing your web site, keep in mind what you just learned. Start off your main page (index.html or index.htm) using sentences containing words that would commonly be used in a search for your site.

I hope this series has been a help for you. Please feel free to call me at 732-985-3050 if you ever have questions. Let me know how you are doing on your site creation. When you attend Equipment demo day on Sunday, August 2nd 1998, please stop by to introduce yourself to me. Keep those E-Mails coming at [TENT MAN@MSN.COM](mailto:TENT_MAN@MSN.COM)

Respectfully,

Steve Kohn

## **MINUTES OF THE MAY MEETING**

Vice President, Briam Higgins, called the meeting to order. He thanked Dave from Adam's Rental for hosting the meeting at his equipment store in Trenton.

Minutes of the last meeting were read by Carl since he took them.

Vendors talked about promos they have running.

Treasurer's report read by Carl - Bal: \$11,342.16

Brian talked about Sept. Safety meeting schedules to be held at Pioneer in Chatham. three vendors will have table displays showing safety tips.

Mr. Mihalko goes to Washington DC, all the bus in DC is about IRS vs the consumer tax(Godzilla vs the citizens of America).

Speaker of the night Curt Macysyn, NFIB/NJ State Director talked about issues small business are faced with. He also volunteered to assist NJARA with their Legislative agenda in anyway he could.

Demo Day update - 18 vendors

Had a web demo by Steve and Joe Mihalko, Jr.

50/50 \$47.00 won by Tom and employee from Adam Equipment Rental and a \$25.00 gift certif. donated by Frank from the Dodson Group.

Mtg. adjourned @ 9:30 PM

Respectively,

Meg

## ***THE IRS ????***

**The Gettysburg address is 269 words, the Declaration of Independence is 1,337 words, and the Holy Bible is only 773,000 words.**

**However, the tax law has grown from 11,400 words in 1913, to 7 million words today.**

**There are at least 480 different tax forms, each with many pages of instructions**

**Even the easiest form, the 1040E has 33 pages of instructions, and all in fine print.**

**The IRS sends out 8 billion pages of forms and instructions each year. Laid end to end, they would stretch 28 times around the earth.**

**Nearly 300,000 trees are cut down yearly to produce paper for all the IRS forms and instructions.**

**American taxpayers spend \$200 billion and 5.4 billion hours working to comply with federal taxes each year, more than it takes to produce every car, truck, and van in the United States.**

**The IRS employs 114,000 people; that's twice as many as the CIA and five times more than the FBI.**

**60% of taxpayers must hire a professional to get through their own return.**

**Taxes eat up 38.2% of the average family's income; that's more than for food, clothing, and shelter combined.**

## **CHAIN SAW SAFETY**

35,000 people will be injured this year in chain saw accidents according to the Consumer Product Safety Commission. Will your rental store customers be part of the 1998 statistic?

Action you take or fail to take can make the difference. Basic job safety is always important, but with the power, speed, and exceptional danger of this tool, it is especially important.

## GENERAL JOB SAFETY BASICS

- \* Site preparation - clearing of debris.
- \* Allow adequate time to complete the job.
- \* Concentrate on the task. Inattention and/or boredom can have serious consequences.
- \* Take the job seriously. No fooling around.
- \* Do not take risks or overextend yourself. Be suspect of "short cuts."
- \* Know the tool and find out how to do the job before starting. This tool in particular is not one to experiment with. Knowledge and experience are essential for safe handling.
- \* Do not use loose clothing when operating.
- \* When using chainsaws wear personal protective equipment such as gloves, goggle, and ear plugs or muffs.

Convey a serious safety concern to your customers. A "safety priority" at your rental store will only be as effective as you support it. "Lip service" without actions and your personal compliance will be ineffective.

For starters, when you purchase saws select chainsaws equipped with a chain brake , anti-kickback chain, and other safety devises. Throttle interlock prevents the throttle from accidentally advancing when the trigger is released.

Next: impart knowledge to all users. Every person renting, handling, and turning chainsaws over to customers must be aware of "Kickback" and other common hazards of using these saws. Ideally these people should read and understand the operator's manual for the tool. Failing this, at least give them the basics. This tool may not always be used by the person picking it up. Have written instructions available for your protection and the safety of the customer.

"Kickback" is one of the greatest hazards of this saw. The more an operator understands kickback, the better the chances of controlling it. "Kickback" is caused by an abrupt change in wood character such as a knot or a nail, striking a limb with the tip of the chain, running the chain too slowly, twisting the saw during the cut causing the chain to bind, using a dull or loose chain, having a loose grip on the saw, cutting with one hand or not paying attention. The more an operator understand "kickback" and what it does, the better the chances of controlling it.

Also, do not lose control by cutting above mid-chest height or when the saw is close to your face. Hold the saw firmly in both hands keeping the left or "guiding" arm as straight

and as stable as possible. Cut with the lower part of the saw blade as much as possible versus the nose. Maintain a high speed when entering, cutting or leaving the wood cut.

"It's your job to act as 'safety director' by learning safety techniques and teaching them to employees and customers," states *Rental Center Products Magazine*. Furthermore, "it is your responsibility to make sure chainsaws are in proper condition and meet all safety standards before renting them to another customer." That's a lot of responsibility. Are you up to it?

Symptoms of needed adjustments include sideways movement during use. When the saw produces "powder" instead of chips, and when the operator finds the need to press down hard to make the saw perform, these factors are likely to cause the operator to over compensate, often dangerously.

As if this staggering responsibility weren't enough, the magazine contends: "It is your job as manager to make sure customers rent the right saw for the intended job." Lightweight saws are best for occasional use such as cutting limbs, firewood, and small trees. Mid-weight saws are better for more frequent use, and heavyweight saws should only be used by professionals.

Dave Hinck

Safety Chairman

**Megan Jones says:**

**Have I got a story ...**

**Did you hear ...**

Tis the season for the party people! A dedication to all of us

### **THE TWELVE FIRST WEEKS OF PARTIES**

On the first weekend my customer said to me, "and it won't rain on my party!"

On the second weekend my customer said to me, "I need 2,000 chairs today."

On the third weekend my customer said to me, "add 50 extra chafers."

On the fourth weekend my customer said to me, "Oh, I forgot, I need that tent today."

On the fifth weekend my customer said to me, "my party has been changed to next weekend."

On the sixth weekend my customer said to me, "can you deliver that party at three (AM)?"

On the seventh weekend my customer said to me, "I need my tables and chairs set up for free."

On the eighth weekend my customer said to me, "My waiver covers all the broken china!"

On the ninth weekend my customer said to me, "can you take two place settings off my delivery?"

On the tenth weekend my customer said to me, "You've gotta move the dance floor over."

On the eleventh weekend my customer said to me, "The lights didn't work, credit me (Plug then in!)."

On the twelfth weekend my customer said to me, "why do I have to pay for delivery?"

Congrats to Tom Lade's (All County Rentals) daughter - she won the most valuable player in field hockey at her school and ditto to the host with the most, Dave at Adam's Equipment Rental for the May meeting!

## THINK ABOUT IT???

I recently went to a home depot with my wife Cyndi to buy door hardware for some work we're having done at our house.

We're having a "Dutch" door replaced which is you aren't familiar with them, is a door that the top and bottom can open and close separately. There is a latch to connect the two sections that we were looking for.

Upon entering the store, I noticed a line of about ten people waiting for service at the "Courtesy Counter." We went to the aisle that contains door hardware, picked out locks, and began our quest for the above mentioned latch. We asked "Sales Associate" #1 and were promptly, but politely told he worked in the plumbing department and couldn't help us. He directed us to "Sales Associate" #2 who helped us look for a latch but didn't have one for this specific purpose. He referred us to the next aisle labeled "Hardware" where we encountered "Sales Associates" #3, 4, & 5 who told us we should check out the Door Department.

Normally, I would become a little unsettled and impatient with such treatment, but I became amused at the irony of the situation and had to see how it would end. By the way, this is exactly the reason I can't stand going to Home Depot. Off to the Door Department we go (which is at the other end of the store), and of course we don't find what we're looking for. "Sales Associate" #6 tells us to go to a more "specialized" store for this item but can't seem to name one. Overall, this was a very enlightening trip to The Home Depot.

Which brings me to my point. Home Depot is a marketing giant. If they ever enter the rental business on a full scale basis it will create a lot of opportunities for the independent rental operator. When they can't provide the service to their customers (the rental business is a service business, isn't it?) but they've created a need, then the people they taught to rent, will become your customers.

**Brian Higgins**

## *Commentary* ..... **RENT -A-RELATIVE**

My wife said, "Guess what I found among the papers on my desk!" It was a loaded question - she keeps her desk much as I keep mine - very messy. Oh, sure, her mess is in neat orderly piles while mine is a free form mess but a mess is a mess and there's nothing worse than an organized mess.

We have three filing cabinets in our house yet we both suffer from fear of filing. Everyone knows if anything is filed while action is yet to be taken, that action will never be taken. If you don't think this presents a problem, try explaining to the IRS that you didn't file because their form was filed.

There's a "Kiss of Death Law" that states, *if you truly believe you are putting something away where you'll be sure to find it again, it will never be found again*. This explains why we can't find a place to work on any of our piled up desks. Mrs. S. uses the dining room table and I usually set up a snack table in front of the TV (which might explain why some of what I contribute here reads like a bad Seinfeld episode).

The item Mrs. S. "found" on her desk was a photo of one of her relatives. (Whoopee!)

"You remember my cousin Marion," she said.

"Marian? Of course," I lied. The Mrs. holds her relatives sacred and I learned long ago never to admit to not remembering even one of them (the penalty has been as severe as macaroni and cheese TV dinners for a week).

"She's the nun," I added, sure to be on firm ground because her family is overrun with them.

"*He's* a Marine!" she snarled and instantly I knew that cheddar cheese was in my future. Fortunately we don't have a desktop with room enough for photos. After a zillion years of marriage we've accumulated many (and most are of people with sensible names).

I find that normal people maintain their photo albums as we do - hardly at all. Each of ours has pictures pasted on the first two pages only.

I tried to put some semblance of order to the many photographs scattered about the house - most were still in their yellow *Kodak* envelopes (meaningful pictures are on our refrigerator door). Envelopes with photos were in my underwear drawer, my sock drawer, my sweater drawer and on my dresser top - to note just a few places. I gathered all I could find and packed them tightly into a dozen shoe boxes. Someday I'll sort them.

In one envelope I found pictures of people I swear I'd never met. I showed Mrs. S. a snapshot and asked, "Who are these people?"

"You remember," she said, "They're the Evanses, we met them in Hawaii."

"That was thirty years ago. I suppose we swore to keep in touch forever?"

"Of course," she replied.

"Well," I ruled, "it's time to get rid of that picture."

"Heavens, no," She said, "we still exchange Christmas cards."

Years back, when my mother-in-law passed on, it fell to us to clean out her apartment. We got rid of everything. Everything, that is, except her photograph albums. She kept her albums well. By and large, the photos were from her non-family life: people at work, folks from groups she belonged to, and of friends we'd heard about but hardly knew.

After removing family pictures, we were left with a ton of albums full of pictures of strangers. What is it about photographs that make them so difficult to throw away? You stare at a picture as a stranger stares back. Is this pleasant looking person alive or has he gone on to the hereafter? The only thing you are sure of is that if you throw this picture into the trash you will be haunted for the rest of your life.

You know, I'm sure a lot of money could be made by opening a crematorium for old photos. No, wait, there's an even better way to turn them into cash. I'll go into the photo renting business and supply "family" pictures to the those who are relative disadvantage. No longer need they feel left out while others show pictures of relatives. Baby pictures will demand a higher rental fee, of course.

I won't be working out of a rental store - I have enough pictures to be a wholesaler. Watch for my presentation at the next meeting. I'd appreciate a call from interested ARA-NJ members A.S.A.P.

I can make use of the shoe boxes.

Carl Sparacio