



March 2001 Rental Rag

THE PRESIDENTS MESSAGE

Greetings from the ARA convention in sunny Orlando!

The show floor was busy on Monday, there was a little less traffic on Tuesday but still active. The layout is different this year in that the different sections – Lawn Maintenance, Party, etc. blended together. I thought it was an interesting concept and worked well. If you have never attended a national show, you should make an effort to do so in the future, it will definitely be worth your time.

ARA offers a variety of services that are the result of countless hours of research and hard work to bring value to its members. Whether you use these services or not is your choice but they are there for your benefit and you should make every effort to take advantage of them.

At the New Jersey ARA we are trying to bring value to our membership also. I received the results of the 2000 Member Needs Survey and it indicates that we need to change the way we operate as an organization. Our members are looking for more business development training and more employees training. The Board will address these issues at our next meeting.

Speaking of next meetings, why not try to attend NJARA's next meeting March 21st at Main Attractions. We have a great program put together, although it's aimed at the party industry, but it's still an opportunity to network with your peers and to pick up some valuable information. And that's what we are all about.

If you have ideas for future meetings or specific training you would like for yourself or your employees, please feel free to call me or any of the other NJARA Board members. We can't give you what you want if you don't tell us. We look forward to hearing from you soon.

CONGRATULATIONS ARE IN ORDER!



New Jersey ARA's own Megan Jones and Matt Holt of Celebration Party out of Clinton, NJ, have won the award in Orlando for: Best Business Promotion

Party & Event Service.

YOUR ARA-NJ OFFICERS

President - Brian Higgins (Inter/National Ins.)
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Treasurer - Tom Lade (All County Rentals)
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STEVE'S E-MAIL TIPS



1. Think, think, think before you write. Ask yourself why you are writing, and what are you trying to accomplish by writing. Put yourself in the position of the person reading your message. You are a busy media professional. What would you do upon receiving your message? Publish it or toss it?
2. Target narrowly and carefully. Go for the quality contacts and not the quantity. Don't broadcast a query or news release or announcement to irrelevant media. Pick out your target media carefully, based on the industry or readership of the specific media you are targeting. Study the media you are writing to. Write the way the editors write. Make it easy for them to use your submittal.
3. Keep it short. Trim your e-mail message so that it fills one to three screens. Keep it three to four paragraphs tops. Don't try to sell the media your product. Do try to get their interest and make a request for more information.

4. Keep the subject and content of your message relevant to your target—it's got to be newsworthy and timely. The subject should intrigue them enough to read your message. I prefer presenting and proposing problem-solving articles, which advocate the benefits or techniques associated with a strategy, technique, product or service. This article is an example.

5. If you are seeking publicity for a product or service, or want to get reviews for a new book or software, use a two-step approach. Query with a hook and news angle before transmitting a news release, or an article, or offer to send a review copy to those who request it. To avoid angry replies and complaints about unsolicited e-mail, send a very brief e-mail requesting their permission to send them a release before actually doing so.

6. Address each e-mail message separately to an individual media target. Take your time and personalize each e-mail. Don't ever send to multiple addresses. It's the easiest way to get deleted without being read.

7. Reread, reread, and reread and rewrite, rewrite, rewrite before you click to send.

8. Be brutally honest with yourself, and with your media contacts. Don't make claims about your product or service you can't prove.

9. Follow-up in a timely manner, with precision writing and professionalism.

Welcome to the World of Electronic Commerce. Remember though, there are real people at the receiving end, and your success with the media depends on your respecting the media and being courteous, and your credibility, reputation and performance.

Good luck and prosper. It is not hard to garner news coverage if you take your time and do a careful job. The benefits can be phenomenal. E-mail is a good way to make the most of limited funds. You can work locally, regionally, or nationally, and all you need is a computer with an Internet connection and e-mail.

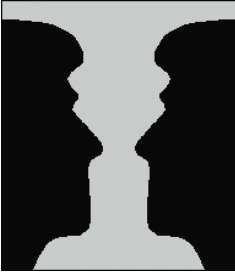
Just remember, you can and should use e-mail to get news coverage for your business, but you shouldn't rely on e-mail alone. When used together with conventional PR (mail, paper, phone and fax), you get the maximum effect. You cultivate relationships with media by becoming known as a valuable contributor.

You give them what their readers want, they give you the free publicity.



Remember, too, to make use of ARA-NJ's website address: njara.org - the go-to place for updates on this organization. Even better e-mail me at tent_man@msn.com and **let me know your e-mail address** (e-mail it to me even though you think I may already have it). I'll keep you posted on rental happenings as they occur.Steve Kohn

SEND IN THE CLONES



It seemed to me, when I was growing up, ethics and morals had mostly to do with sex. Now that I'm a grown and no longer controlled by (cue the banjos) dueling hormones, ethics and morals have more to do with things that are dull and less to do with sex.

This uncharacteristically deep thought was first born when the successful sheep cloning was announced from Scotland. Surely you heard about it, the news was drenched in it - it was an O.J. Simpson media feeding frenzy at the time, albeit much abbreviated.

To refresh your memory, there was this scientist in Scotland who grew a real live sheep from the single cell of living sheep. Wow! you say, and rightly so. Unfortunately, the nay sayers took over almost immediately and all coverage of the subject was followed by a dissertation on the ethical and moral implications of cloning.

Dullsville.

One wonders why none who expounded on this matter questioned that the sheep who gave up her cell had also been deprived of the joy of natural breeding.

Ha, talk about ethics!

Giving up a cell is not a sport ranked up there with dancing or bowling or getting lucky on a Saturday night or, in the case of sheep, procreating naturally. What other fun things, after all, are there for sheep to do? They don't dance or bowl - and cruising the mall, given their untidy toilet habits, is out of the question.

Even more disturbing, those scientists in Scotland were diverted from their primary function - which is, after all, the making of scotch whiskey. Their straying from the course does not bode well for civilization. Suppose French scientists were no longer concerned with French fries? Consider the chaos. The value of *McDonald's* stock would plummet and 75% of America's youth would be in danger of starving.

I'm a fish out of water here. Normally I avoid taking stands on ethical and moral issues. "Don't rock the boat," are words I live by. Cloning, in my mind, is like abortion (though the end results are poles apart). Both are subjects on which I stand firmly in the middle of the road. Each to his own conscience, I say. No matter that those on either side mock my philosophy as namby-pamby, I will defend to the death my right not to get involved.

If truth be known, I might champion abortion if it could be made retroactive. Hey, don't scoff, not too long ago they said cloning was the stuff of science fiction. If abortion were retroactive I envision cutting off Adolf Hitler at the womb right now - many years after

the fact. Then, for good measure, the kid who beat hell out of me in the fifth grade would never see the light of day either. Retroactive abortion is good abortion.

Even though some governments have banned human cloning, cloning possibilities for all humans should be explored and be not limited to the cloning of Michael Jordan who's been the example of note of most writers on the subject. One columnist went so far as to envision a basketball team made up of five cloned Michael Jordans playing against a team of another five cloned Michael Jordans. Imagine, if you can, a commentator calling *that* game.

Apart from that kind of excess, if we were free to clone people, we would have enough Radio City Rockettes to appear in Christmas pageants all over the country. I'd have my wife cloned, too. She does pamper me and one can never get enough pampering.

Of course there would have to be controls. For instance, people who play bagpipes should never be cloned and neither should Marcel Marceau or any other mime. And how about those folks who call while we're in the middle of dinner to offer special offers we don't want to be offered? Definitely, never clone them.

As you can see, with certain exceptions (Al Sharpton, Jesse Helms and Martha Stewart come to mind,) human cloning has possibilities. Perhaps we can look forward to a better world when cloning is put to use for the common good.

I wouldn't allow myself to be cloned because it's unnecessary, I already have a clone - my twin brother. The world is not ready for more perfection than that. Besides, my wife says two of us is already one too many.

..... Carl Sparacio

This e-mail, received by ARA-NJ, is reprinted here in its entirety because it will be of interest to many of our members.

Subject: Taylor Rental Camp Hill - Closing

With some recent changes in the Harrisburg market, I have decided to close down Taylor Rental - Camp Hill. We will direct all of our energy to the continuing operations of Party Central - Harrisburg. Those of you who have visited Part Central know the commitment we have made to the Central PA market, and the strong success we enjoy as a result.

We will be liquidating the entire construction inventories.

The portion of our inventory purchased this year has been used very little and is in excellent condition. It was financed under a master lease with AEL. Rather than selling this portion of the inventory, AEL has agreed to allow us to offer it to rental stores on the

basis that we assign the ownership rights and payment obligations from now to the balance of the term of the lease (in other words, take over the payments).

Under this lease assignment, for the equipment you want to purchase, your payments would equal \$29.00 per \$1,000 value for 5 years beginning June 8, 2000, with skips in JFM of 2002 to term. For example, if you took over all the listed EDCO equipment worth \$4274.30, the payments would be \$123.95 per month skipping JFM through the 5 year term. You are assuming a financing lease, with a \$1 buyout at the end of the term.

If you are interested, I will provide the S/N of any equipment you desire to Eric Schillerman or Renee Lecatsas of AEL, and they will prepare all documentation directly with you. There is a \$150.00 application/processing fee.

Overall we will be liquidating approximately \$300,000 of assets as cost, including rental inventory, shop and service supplies, pallet racking, fork lifts, B&S tools and inventories, as well as an array of Toro Dingo machines and accessories. If you would like to arrange a visit, please contact me anytime;

Scott Woodruff, owner - (717)554-6449 or e-mail at www.rentpa.com

Taylor Rental - Camp Hill, Party Central. Harrisburg.

P.S. For those interested enough to read to the bottom, here is the story:

In the Harrisburg market, we are 14 years old among approx. 6 stores, 3 each side of the river. In Nov. 99, United bought out A-1 Lincoln (Asbury) who had an estimated 750K inventory, sold most of it at auction and started up with 3M, and added another 500K in August 00.

To be competitive we replaced old paint with new inventory to compete with United and took on Toro Dingo dealership to provide product differentiation. The Dingo brought in an incredible \$47,000 in rentals, a nominal 8 sales and a huge start up cost which, along with the decline in contractor, netted a loss in the equipment division.

In April Best Line, a large regional, opened within a mile of the store with est 2M.

United competes fair and square with depth of inventory & national accounts. Best Line competes on rates and the other 2 competing for survival.

Home Depot is ramping up.

Our party has always been strong profit!

No problem analyzing this situation, go with the strength, let the big guys beat each other up.

Wednesday, March 21st
At Main Attractions
85 Newfield Avenue
Edison
Phone: 732-225-3500

Doors open at 7 PM
for socializing & food.

Meeting starts at 8 PM

Our Host: Rocky Sconda

Find out what you
missed in Orlando

The Irony of it is I believe our small market will be abandoned by many of the consolidators with the next blip in the economy.

I'm not looking back Lets Party.

STW

You can tell it's going to be a rotten day when:

You wake up face down on the pavement

You put your bra on backwards and it fits better

You call Suicide Prevention and they put you on hold

You find the "60 Minutes" news team in your office.

Your twin sister forgot your birthday.

Your blind date turns out to be your ex-wife.

Your pet rock snaps at you.

THE NEXT MEETING EVERYTHING YOU NEED TO KNOW ABOUT TENTS



WEDNESDAY, MARCH 21, 2001
AT MAIN ATTRACTIONS IN EDISON
PRESENTATIONS BY ANCHOR TENTS,
TOPTEC, & EUREKA TENT

Directions to Main Attractions:

From NJ Turnpike: Take exit 10, follow signs for 514 West (Raritan Center).

Stay right off exit for Highway 514 West ... see below From 514 West

From Garden State Parkway: North - Take exit 127. Follow signs for Route 440/287 South.

Take 440/287 to the first exit (Highway 514 West) ... see below From 514 West

From Garden State Parkway: South - Take exit 129. Follow signs for Route 440/287 South.

Take 440/287 to the first exit (Highway 514 West) ... see below From 514 West

From Route 287 South: Take exit for Highway 514 West (Raritan Center). ... see below From 514 West

From Route 1 North: Take exit to 287 So. Take Route 287 to Hwy 514 West. ... see below From 514 West

From 514 West - follow signs for Raritan Center (Raritan Center Exit). Take Raritan Center Parkway for approximately 1 ½ miles. Make right onto Newfield Avenue. Main Attractions is located at 85 Newfield Avenue on the left hand side.

Howard Heller's

JERSEY TALK

Modern Equipment Rentals, Hightstown, is now stocking New Holland parts for all New Holland products. Contact Al Pagliaro, Branch Manager, for information (609-448-1199)

For training on any backhoes, skid steer loaders, forklifts, AWP's, and rough terrain forklifts contact Mert Gardner, Modern Equipment's Training Director (800-223-3827).

Tony Perrotta reports that he is moved into his new home in Marlboro. With lots of space to fill he's looking for furniture donations and boarders.

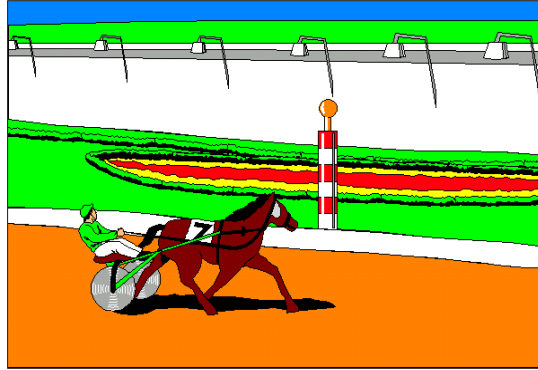
Ted Vitriini reports that Viking Reps has added Soffcut Diamond Saws and Blades to their line of products.

Congratulations to Kenny Persson of Maywood Furniture. Kenny won both the 35 & 45 (age brackets) State Tennis Championships. This was the first time that anyone has won both tournaments the same year.

Congratulations to Larry Norton of Modern Equipment Rentals. Larry was recognized as "Rental Person of the Year" for Region 2. Larry was presented with a plaque by outgoing Regional Dir., Ron Fink.

MARK YOUR CALENDARs

April 18th
is our



Nite at the Races

**We'll be at the Trackside Resaurant
again this year.**

Details to follow

Responsibility In America in the 21st Century

- ☺ If a woman burns her thighs on the hot coffee she was holding on her lap while driving, she blames the restaurant.
- ☺ If your teen age son kills himself, you blame the rock 'n' roll musician he liked.
- ☺ If you smoke three pack a day for 40 years and die of lung cancer, your family blames the tobacco company.
- ☺ If your neighbor crashes into a tree while driving home drunk, you blame the bartender.
- ☺ If your grandchildren are brats without manners, you blame television.

God Bless America, land of the free, home of the blame.

ARA-NEW JERSEY
COMMITTEE CHAIRPERSONS

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Education - Howard Heller (M & R Sales, Inc.)
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