

THE PRESIDENTS MESSAGE

It started out like any other day and what I remember most is how nice the weather was that day. The temperature was around 70 and there wasn't a cloud in the sky. It was a great day for taking a walk, fishing, or playing golf. Better yet, do all three. I wasn't that lucky, I had work to do that day.

Around 9:15 my wife called me and asked if I had heard the news that a plane had crashed into the World Trade Center. I thought she was kidding, how could a plane crash today, it's so clear out? I turned on the radio and couldn't believe what I heard. I went into a state of shock and couldn't work as I listened to the events unfold. I heard that the Pentagon had been hit and became nervous. The United States of America was under attack! The unthinkable had occurred. Who was responsible for this? Then the 1st tower collapsed and I became so upset that I was unable to work. I went home and turned on the TV in time to watch the 2nd tower collapse. I could not believe what I was seeing so I took a ride to witness this for myself because I can see NYC from one of the local highways. As I came over the hill, there it was, NYC minus the Towers and covered in smoke. It was a very strange sight.

Who would do this and why? We now know this vicious act was caused because of our political actions in the Middle East. It's deeper than that though. We are a privileged, wealthy, powerful nation and enjoy more freedom here than anywhere else in the world. And we are hated for that. But we shouldn't feel guilty about how we choose to live because of how our enemies choose to live. The people who committed this crime don't have to live in caves and besides the caves have finished walls.

The first two weeks after the 11th business dropped off tremendously. Many New Jersey rental stores reported canceled orders and lost business during that time. It seems that business is getting back to normal now as some of the lost orders have been re-booked and the daily business has picked up. In some cases the lost business will not be recovered. This event may have hastened what many feel was already the beginning of an economic slow-down, so we'll have to see how this unfolds.

From all of this we must try to keep things in perspective. The United States of America is still the greatest country in the world. Our worst day is better than most other countries best day. This tragic event happened because we enjoy our freedom and let our guard down. What makes us a great nation also made us vulnerable. We need to go on with our daily lives and continue to do what we do. Go to work, take the kids to school, go to a

sporting event, the theater, shopping. It's freedom we enjoy and we should continue to enjoy it.

And let's never forget the tragic events of 9-11-2001

Brian Higgins

TIME TO VOTE

At the upcoming November meeting of your ARA of New Jersey we will be having our bi-annual vote for officers. As you know our officers serve a two year term. This year the nominating committee once again came up with a group of winners:

President: Howard Heller - M& R Sales

Vice President: Megan Jones - Celebration Party

Treasurer: Tom Lade - All County Rentals

Secretary: Judy Boelhouwer - Friendly Rentals

Any member has the right to nominate any other qualified member from the floor at the November meeting. It is important as many members as possible attend to show support for those elected.

The new members of the Board and committee chairman are selected by the incoming President. It is hoped that those who are asked will not hesitate to serve. But members do not have to wait to be asked - Volunteers are considered, too. If you can serve in a capacity that can help our association - please get in touch with the next President.

STEVE'S TIPS

Basic steps to protect your PC from viruses



A few minutes of prevention is better than several hours of frustration and lost data.

Today, a worm or virus can arrive on anyone's machine through e-mail. Before you lose a day's work to the latest malicious virus, follow these precautions. Now that our **US Postal Mail** system is becoming dangerous, people will be using E-mail more often.

1. Download Microsoft's Outlook Security Patch. If you haven't already installed it, download the Outlook 98 Security Patch or the Outlook 2000 Security Patch. This is assuming you are running your computers under a windows operating system

2. "Don't open attachments!" One of the best ways to prevent virus infections is not to open attachments, especially when dangerous viruses are being actively circulated. Even if the e-mail is from a known source, be careful. A few viruses take the mailing lists from an infected computer and send out new messages with its destructive payload attached. Always scan the attached files first for viruses. Unless it's a file or an image you are expecting, delete it.

3. Stay informed. Did you know that there are virus and security alerts almost every day? Keep up-to-date on breaking viruses and solutions by checking the web on a regular basis

4. Get protected. If you don't already have virus protection software on your machine, you should. If you're a home or individual user, it's as easy as downloading any of the top-rated programs then following the installation instructions. If you're on a network, check with your network administrator first.

5. Scan your system regularly. If you're just loading antivirus software for the first time, it's a good idea to let it scan your entire system. It's better to start with

your PC clean and free of virus problems. Often the antivirus program can be set to scan each time the computer is rebooted or on a periodic schedule. Some will scan in the background while you are connected to the Internet. Make it a regular habit to scan for viruses.

6. Update your antivirus software. Now that you have virus protection software installed, make sure it's up-to-date. Some antivirus protection programs have a feature that will automatically link to the Internet and add new virus detection code whenever the software vendor discovers a new threat.

If you do get a virus on your computer, sometimes it is necessary to reformat your entire computer. In this case you better have a good backup system in place. I'll save that for another article.

Steve Kohn

M A T R A

MID-ATLANTIC TENT RENTERS ASSOCIATION

Will hold their 2001 Conference and Exhibition on November 13, 14 & 15 at the Hilton
in Cherry Hill, NJ

For information contact Sharon Kelly Osonski

Phone: (215) 362-7368

FAX: (215) 362-7525

Rent-a-Tragedy

In this space we usually make a feeble attempt at humor. This time, if you'll bear with us, we'll hark back two months to a topic that still consumes us.

As I write this it is exactly one week since the tragedy at the World Trade Center. Television and newspapers are still full of it as I imagine they will be for some time to come. Yesterday, while waiting my turn at the post office, a woman ahead of me was telling the clerk of a loved one she has yet to hear from or receive word of. The more she spoke, the more distraught she became until she was so overcome with grief she could no longer speak. Abruptly she turned and left.

"It's heartbreaking," I said to the postal clerk, "what could you possibly say that would help?"

"Nothing," she replied, "I just listen because they need someone to listen. I've spent the week crying along with my customers."

Just as many others, I sat in front of the TV almost without interruption from day one – after four days the repetition became as numbing as the tragedy. I longed for a commercial break – anything – but it never came. It boggles the mind how television commentators and reporters kept going hour after hour when the only news they had to offer was repetitious and depressing. Last night I looked forward to the return of Dave Letterman to the airwaves. Now at last, relief from the gloom, a light touch once again from television. As they say, "It's his job, it's what he does."

He didn't do his job last night. It was touching, but it was more of the same.

It's fascinating how something as overwhelming as tragedy can put a different spin on things. Once I thought in absolutes. I disliked Rudy Giuliani – absolutely. He was a tyrant and a New Jersey basher. Sure, he mellowed during this last year probably because it was politically expedient. However, no one can deny that he came through when he had to. He brought New York together. He worked tirelessly and left us feeling secure that someone was in control.

President Bush, about whom I was always happy to make jokes, came through more statesmanlike than I ever thought he could be. Announcing his desire to get Osama bin Laden dead or alive may not have been statesmanlike but it pleases me no end.

I think I understand why bin Laden and his followers look upon the United States as the enemy. What I can't understand, however, is the depth of their hate. Surely there are avenues other than terrorism open to them to achieve their goals. It shouldn't surprise me, we have our own hate mongers in this country. Jerry Falwell, for one, who claims to be a man of God, blames the World Trade Center tragedy, not on terrorists but on

homosexuals and abortionists. Their actions brought on the wrath of God and that, he says, is why God destroyed the World Trade Center.

Perhaps bin Laden and Falwell worship the same god – one who condones hate. My God preaches love and He is so powerful, He could zap homosexuals and abortionists individually or collectively if he chose to – He'd have no need to blow up the World Trade Center and 5,000 innocents to make a point.

If there's a bright side to all this, and I'm really reaching to try to find one, it's that it has been a week where there has not been one image of Britney Spears or 'N Sync or people waving and screaming in front of the Today Show window on TV. I'll bet you could come up with a list a yard long of things you didn't miss on TV or in newspapers while they were consumed by the horrible event. Maybe there's some truth to the adage that every cloud has a silver lining but, if truth be known, I'll take Britney Spears over a terrorist attack any day.

True Story: There was one brief light touch the morning the towers were destroyed. I was on the phone with ARA-NJ member Sam Hoffman of Millennium Steel who was calling from his New York office. He assured me that all was well as they were far enough away from the Trade Center to be affected. We then spoke of how unreal, even as we watched it on TV, it all seemed.

"You don't know the half of it," he said, "One of our drivers actually saw the first plane hit the north tower as he reached our office."

"Wow," I exclaimed, "that must have been terrifying!"

"No," Sam said, "it didn't register. He came into the office and said, 'don't go downtown if you don't have to, they're shooting a movie'."

Maybe next time we can lighten up again in this space - right now I feel like Dave Letterman.

Carl Sparacio

COMING SOON!
(TO A BUS STOP NEAR YOU)

AN ARA-NJ TRIP TO ATLANTIC CITY



Yes, sir, your ARA-NJ is getting a rental group together for an AC trip

(It's open to your employees, family & friends, too)

The cost: just \$10.00 per person (an amount likely to be a casino perk)

The date is January 20, 2002

The trip runs 8 AM until 8 PM from start to finish

Three stops along the route are planned so no one will have
far to travel.

What we do need in order to hire the bus and negotiate with
a casino,

is the number of attendees

The bus we're looking at holds 55 people

Order early to reserve your space

Please let us know ASAP how many in your group will attend.

Give Carl a call at: 201-327-2495

Or e-mail him at: poppicar1@aol.com

Thanks for your prompt response to get this trip up and running.

THE NEXT MEETING

Wednesday, November 14th at

**ZOUBEK ASSOC. DIV. OF A. H.
HARRIS & SONS**

3220 Bordentown Ave./Trnpke

Parlin, NJ

Tele: 800-345-9055

Doors open at 7 PM for food & socializing

The meeting starts promptly at 8 PM

You won't want to miss this one - it's an opportunity to learn all you should know about the

ASSOCIATED EQUIPMENT DISTRIBUTORS

(The AED is a major supplier of equipment to the rental industry)

Its President, John Zoubek himself will fill us in.

AND THAT'S NOT ALL!

ARA EXECUTIVE DIRECTOR CHRISTINE
WEHRMAN

Will be on hand to bring us up to snuff on the latest ARA doings

And to take your questions - so come prepared to ask.

DIRECTIONS:

From N. J. Turnpike South to exit 11 (Woodbridge).
Follow signs for Route 9 South over the Edison Bridge (it will be 9 & 35 for a short while) stay right following Route 9 South. Then follow below "From all directions."

From Route 287 South. Follow signs for Route 9 South over the Edison Bridge (it will be 9 & 35 for a short while) stay right following Route 9 South. Then follow below "From all directions."

From Garden State Parkway South to exit 123 (Route 9 South). Then follow below "From all directions."

From Parkway North to exit 125 follow signs to Route 9 South. Then follow below "From all directions."

From all directions:

Take Route 9 South approx. 2 miles. (you will pass McDonalds & Japanese Steak House). Take a right off highway onto Ernston Road. At 1st traffic light make left onto Bordentown Ave. (trnpke). Pass through the next light at Bordentown/Cheesequake Roads, pass Johnny on the Spot and R.T.I. Zoubeck Associates are ¼ mile on left Look for large "Zoubek" sign on the building and sign at road level says "A.H. Harris - Zoubek".

Howard Heller's

JERSEY TALK

Our sincere condolences to Curly Boelhouwer, All Star Rentals, and his family. Curly's mother passed away recently.

Congratulations to Kristen Avolio, United Rent All, Hillsborough. Kiristin is celebrating an October wedding in Lake Placid - another Mike in the family!

Mike Mihalko and his wife Andy (Party Pleasing Rentals) are expecting their first child in the spring - Best wishes!

Paul Neuwirth, Fun Services, reports that he has some extra space in his Maplewood facility plus some office furniture - in case anyone is in the market. Call him at: 973-313-0800.

Welcome another Mihalko to the rental business - brother Dan has just signed on.

Worst Country Western Song Titles (and we're not making these up)

Drop Kick Me, Jesus, Through the Goalposts of Life

Her Teeth were Stained, But Her Heart was Pure

I Changed Her Oil, She Changed My Life

I Flushed You From the Toilets of My Heart

I Fell in a Pile of You and Got Love All Over Me

She Got the Ring and I Got the Finger

I'm Just a Bug on the Windshield of Life

She Got the Gold Mine, I Got the Shaft

Thank God and Greyhound She's Gone

My Everyday Silver is Plastic

She Made Toothpicks out of the Timber of My Heart

My John Deere was Breaking Your Field, While Your Dear John was Breaking My Heart

WHO MUST COMPLY WITH U.S. DOT SAFETY REGULATIONS?

You do - if:

You operate/rent a truck (over 10,000 lbs) across State lines.

You operate/rent a bus (designed to transport more than 15 person including the driver) across State lines.

You operate/rent a truck or for-hire bus within one state but as part of a through movement that begins or ends in another State.

You operate/rent a truck to haul hazardous cargoes, either across State lines or wholly within one State. This includes any hazardous substance, whether in bulk or not, or a flammable cryogenic liquid in bulk.

If you can answer "yes" to any of the 4 previously noted statements then minimum financial responsibility (insurance) requirements apply.

If you are uncertain whether your truck or bus operation or rental is subject to these regulations, call the Federal Highway Administration's office of Motor Carriers nearest you:

In West Trenton - (609) 637-4222

In Little Falls: (201) 357-4134

MARK YOUR CALENDARS

November 14th - Regular Meeting at Zoubeck Associates a Division of A H Harris - Program will

feature the AED President, Officers of the ARA and the ARA Region II director.

December 12th - Board of Directors Meeting

January 20th - Atlantic City trip - more information elsewhere in this issue.

February 18th to 21st - ARA Convention, New Orleans

March 16th - Regular meeting at Unirents (Haskel)

Program on flooring

(Also in the works for March, a Job Fair is being put together to aid the membership in attracting qualified employees. Watch future issues for details)

April - date to be selected: Annual Night at the Races scheduled for Pegasus at the Meadowlands Race Track.