

Rental Rag May 2002

PRESIDENT'S MESSAGE

We have had an exciting and eventful spring line up of programs for the NJARA- thanks to the help and support of many of our members.

Our last program had some terrific ideas form Joe McKenney (former ARA President) and some meaningful input form Richard Osworth, of the State

Department of Community Affairs. For those involved in inflatable rentals, to stay on top of the NJ issues in this area- call Joe Mihalko, Legislative Chairman.

Thanks to Mike and Marie Avolio and Kristen Redmond, of United Rent-All, who went the extra mile in hospitality for the meeting (while they were going through a construction project). I hope that Mike's bad leg is on the mend!

Our "Nite at the Races" was great- with almost 60 people attending! Food was unending and tasty, and the view from Pegasus was right on! In spite of feeding myself with all sorts of culinary delights however, I

left the Meadowlands a bit lighter than when I arrived. It must have been my wallet!

All associate members are invited to our August 21 "Vendor Night" 8/21 at A-1 Tablecloth Co., Hackensack. Call Roy Peragallo or Brian Higgins for more information.

My apologies to John Kennedy of Sales To Industry - I misstated his Rep Agency's name in our last newsletter. We will be discussing his newsletter advertising suggestion at the July board meeting.

We are working on fall meeting plans - any suggestions, do let any board member, or me know- we would be happy to discuss them.

Have an exciting and upbeat spring season!

..... Howard Heller

MINUTES OF THE APRIL 24, 2002 MEETING

Thanks to our hosts Mike and Marie Avolio and Kristen Redmond of United Rent-All for their hospitality.

Associate members were introduced. Mike from Wacker Corp. Stated that they are offering 0% financing for 12 months on all equipment and 2.9% on 24 months. Barry Nichols, Field Service Represent- ative for the ARA, is putting together a cost effective analysis booklet for rental stores. If you want to participate, please contact him at 800-334-2177.

Tom Lade supplied a Treasurer's Report.

Joe Mihalko and Howard Heller attended the National Caucus in Washington, D.C. Joe will put an article in the newsletter about their trip.

Steve Kohn (National Liason) informed us that Megan Holt (VP) from Celebrations, is working very hard as head of the Events and Tents Committee for Anaheim, California. The Convention will be Feb 10-13, 2003. Steve also stated that he received 54 applications for scholarships this year, double last year.

Richard Osworth, from the NJ Dept. Of Community Affairs, addressed some of the issues regarding inflatables. Owners of inflatables have to have an annual permit, insurance, and state inspection. Richard passed out copies of a draft relating to what is reasonable for the use and operation af the inflatable ride. He would appreciate any feedback on this draft. His main concern was that some inflatables were not flame resistant to some extent, according to state guidelines. They will eventually be eliminated. A discussion followed on the steps of obtaining a permit by Andy Lichter, Engineering.

Joe McKenney (REAP Advisor) critiqued four rental stores. Two points that he touched on were to hire

2nd shift for peak seasons resulting in high efficiency for employees with a low cost (straight time), and also don't deliver for free: the costs are substantial to put a truck on the road. Joe shared with us some of his experience in the rental industry. He also recommended a good book, "Straight from the Gut, by Jack Walsh, CEO of GE.

..... Secretary, Judy Boelhouwer

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In the event of Identity Theft the

Telephone numbers you need are:

Equifax: 1-800-525-6285

Experian (formerly TRW): 1-888-397-3742

Trans Union: 1-800-680-7289

Social Security Administration (fraud line):

1-800-269-0271

"Keep this information where you keep the photocopy of the information you kept in your wallet. If you act right away following a theft the only thing you will lose is a bit of your time."

OUR VP, MEGAN JONES, DOES IT AGAIN!

Megan Jones of Celebration Party Rentals, and President of the Clinton Sunrise Rotary Club was presented with two Care and Share awards at the 82nd annual Rotary International's District Conference held in Philadelphia, PA. 5/31-6/2.

The awards were for the club's community service project, Sprintin Clinton, a 5 mile race held every July and for their international service project, a book drive for an orphanage in Soweta, South Africa. The district is made up of 46 clubs.

Congratulaton, Megan! You make us proud.

INGERSOLL-RAND

RECALLS AIR TANKS

Reprinted from THE RECORD:

Woodcliff Lake - Ingersoll-Rand Co. Is recalling about 458,000 portable air compressors because internal corrosion could cause them to burst open, allowing dangerous air to escape. The Woodcliff Lake based Company has received 11 reports of the air tanks failing, the Consumer Product Safety Commision said. No injuries have been reported. The recalled portable compressors have electric motors

or gasoline engines with tank sizes up to 30 gallons. The compressors were marketed under various brand names, including Ajax, Charge Air Pro, Energair, Guardian Power Force, Rallye, Rand 4000, and Steel Driver.

2002 National ARA Legislative Caucus

This year the state of New Jersey was represented in force at ARA's Legislative Caucus. I say this tongue in cheek as the New Jersey Delegation was Howard and I. This was, however, the first time I attended with someone else from New Jersey and the reception we received while visiting the capital hill was significantly better with our delegation of two than when I've gone by myself.

My point; next year, if you have the interest, make the time and come along to what I feel is the best program (so far) that ARA National puts on.

Those who may not know, A.R.A. gathers leaders in the rental industry in Arlington Va. at the Hyatt. Then they invite leaders from the legislative world as well as experts in the political process to train us in grassroots lobbying. The experts include congress persons, lobbyists, representatives from government agencies, lawyers etc.. They roll out the A.R.A. Legislative Agenda for the year, which is representative of the issues we face everyday in the running of our rental businesses. Then they educate us about those issues, the pro's and con's of what our elected officials are doing on the Hill.

Our legislative process is purposely setup by our forefathers to be hard to change, which prevents any one person or group from taking control of the government away from the people. This is why it seems as if nothing gets done in Washington. It's by design! You've heard it before and the more legislative work I do the plainer it becomes to me; The Squeaky Wheel Gets the Oil. The A.R.A. teaches us what to squeak about, to whom to squeak, and how to be heard. Another cliché' for you, permanent to what we do in Washington is: There is strength in numbers. Armed with knowledge, technique and purpose, the Caucus members ascend Capitol Hill to show a united rental industry force to effect the changes we're after.

Our A.R.A. Legislative Agenda this year includes: Tax Relief and Reform, Stop Government Mandates on the Private Sector, Reduce Federal Regulation, Freedom from Government Competition and the Reform of OSHA. All of these are of course lofty goals. The recommendation is, when meeting with the congressional office personnel, to speak to two or three topics only. As you can imagine these folks are beyond busy (this is good since we're paying them) so you only get "15 minutes of fame" to 1- make your introduction; 2- gain report, a common ground; 3- lay out your agenda; 4- make your case; 5- discuss the issues; 6- LISTEN; and arrange for follow up either of information, visit or both.

Howard and I chose two topics which we felt would effect us the most and we could talk knowledgeably about. The first was Freedom from Government Competition. In the 1990's the Federal Government created Regional Equipment Centers (REC's) which were given millions of dollars of surplus equipment, parts and supplies which were then rented at below market rates. We, of course, oppose the direct competition with private industry from our own government. Second, were the Government Mandates such as the Patients Bill of Rights. How can a Bill of Rights be bad? This bill would allow your employee's the right to sue YOU if the health care carrier which you provided in your benefit

package denied your employee benefits. In my opinion, if this bill were to go into effect, other employers would do as I would do, and they would cancel health care benefits and give themselves a raise with the money they'd save by not purchasing health care insurance. Why should we expose ourselves to additional and unnecessary liability?

Some of the other highlights of the caucus were; Howard attended a live taping of Crossfire at American University. The entire caucus attended a White House briefing. This briefing was in the Eisenhower Executive Building and arranged by Barry Jackson, Deputy Assistant to the President: Director of Strategic Initiatives. Barry is a rental man (Econ-O-Wise Rental, Mason, OH) turned White House insider. One hour after we left the NFIB had a briefing in the same room. Several members of our caucus attended the briefing; the speaker was President George W. Bush.

There's more, but these are some of the highlights. Copies of the full ARA Legislative Agenda 2002 can be obtained from Mike Moore at nationals (800) 334-2177 Ext. 242 or from me.

Respectively Yours, Joe Mihalko

MARK YOUR CALENDARS

July 16th - Board Meeting

August 21st - VENDORS
NIGHT!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! At A-1 Tablecloth in
Hackensack, NJ. See details page 5, directions
below.

October 16th - Regular Meeting. Location and
program to be determined.

November 13th - Board Meeting

DIRECTIONS TO THE AUGUST 21ST MEETING

From Western Jersey

Route 80 East to exit 65 - Green Street. Make left on North Street. Then Left on Huyler Street. A-1 is on the right side.

From NYC

Route 80 West (local lane) to exit 65 - Green Street. Make right at stop sign. Make right at first traffic light. Go over Route 80 and A-1 is on the left side.

Directions continued:

From Jersey City

Route 3 West to NJ Turnpike North to Route 80 West (local lane) to exit 65 - Green Street. Make right at stop sign. Go to first traffic light and make right. Go over Route 80 and A-1 is on the left side.

NJ Turnpike North

Route 3 West to NJ Turnpike North to Route 80 West (local lane) to exit 65 - Green Street. Make right at stop sign. Go to first traffic light and make right. Go over Route 80 and A-1 is on the left side.

Hackensack

Take Polifly Road South; make a turn onto Lodi Street (by Sunoco) go over railroad tracks, first right onto Green Street. Just before passing under Route 80, make left on Wesley Street and go one long block to traffic light. Make a right, over Route 80 and A-1 is on the left side.

THE NEXT MEETING

Wednesday, August 21st at

A-1 Tablecloth Co.

450 Huyler Street, Suite 102

South Hackensack, NJ

Tele: 201-727-8987

Our host for this meeting is Murray Vale

Doors open at 6:45 PM for food & socializing

The meeting starts promptly at 7:45 PM

Our program:

VENDOR'S NIGHT!

It's payback time - it's our Associate Members' night to shine.

Any Associate Member of The ARA-New Jersey

in good standing (dues up-to-date, etc.)

Can reserve a space for the evening to

"Show & Tell," "Bring & Brag,"

Or to just talk to members and show off their product line.

Interested Associates are urged to contact Brian Higgins, Vendors' Night Chairman, for information or to reserve a space and let him know your requirements.

Brian Higgins: Phone: 973-835-8439

FAX: 973-835-7312

RENT-A-VACATION

It's getting to that time again - time to visit the Jersey Shore.

There are some things you can't do while sitting on a beach at the seashore. I mean things besides the obvious - like bowling. Bowling as a beach sport never found a following. It's just as well, it's enough ducking Frisbees and wayward volleyballs - getting zapped by a bowling ball would really be annoying.

Another thing that's not beach friendly is reading a newspaper. Ever try reading a N.Y.

Times size newspaper sitting on the sand? Forget it, with any kind of breeze at all it's like fighting a hostile, deranged kite every time you try to turn a page. Worse, if the ocean spray dancing on the waves is pirouetting off an on-shore breeze, the newspaper is reduced to papier-mache (that's French for "pulpy glop").

Used to be you couldn't make or receive a phone call on the beach but, with the advent of cell phones, that joy is fast becoming a fading memory. I was never a fan of the telephone. It's the most intrusive invention ever conceived - unless, of course, you consider Muzak an invention. But it puzzles me why anyone who professes a need to get away from it all would take a cell phone to the beach. Leave it at the beach house, sure, there are times when communication with the outside world is necessary. You can't, however, bob in the surf and hear the phone ringing on your beach blanket. It seems, then, the only possible reason to take a cell phone on the beach with you would be to skip it into the surf like a stone or bury it in the sand.

Years ago, while a member of the oppressed working class, my boss told me to leave my itinerary and phone numbers where I could be reached when the family and I left on our vacation. I said I would but it's amazing how one can "forget" to do important things when one is rushed. Actually, if truth be known, being rushed had nothing to do with it. My feeling at the time was that if I were so important that a need to reach me while on vacation could be vital to the firm, then I was being grossly underpaid.

A lot has changed at our beach. There are many more banks than there used to be on the island since we began coming to this seaside town 16 years ago. You can read something into that but I'd be hard pressed to tell you what. And many of the mom and pop hot dog and hamburger joints that used to be have been replaced by McDonald's' and Burger Kings. Then, too, many interesting little shops on what used to be quaint shopping streets have evolved into the same stores you find at the malls at home so McDonalds and Burger King should not come as a surprise.

I feel for parents with more than one child as \$2.50 seems to be a magic number be it for an ice cream cone or a ride on the merry go round - and that's at the less expensive places. Did you ever wonder why at kiddy amusement parks you buy tokens to pay for admission at the rides? It's no mystery. If you pay with tokens you're not aware of how much a minute and a half of spinning your children in circles is costing you.

There I go, I'm sounding like an old curmudgeon again. That's not what my wife calls me when I get on these "look what's happening to my world!" kicks. She calls me an old ph _ _ _ (it rhymes with "art").

Actually, there's a lot I enjoy about being at the New Jersey shore. I enjoy people watching. People are fun to watch. I enjoy sitting on the porch and reading four newspapers everyday. I enjoy watching children's TV shows with the kids and I really enjoy watching the young ladies walking up to the beach in what looks like nothing but a beach badge (actually they wear bathing suits but the beach badges hide much of them).

And I enjoy eating too much for breakfast, lunch and dinner and then keeping the fires stoked with snacks before and after each of them. I enjoy having most of our family around us much of the time. All of the time would be nice but everyone seems to have their own agenda now. I miss being leader of the pack as I was when they were youngsters. I'm slow to accept that our kids are now the heads of their own households.

Aw, heck, there I go again, being an old - "rhymes with art." Let's get back on track. Yes,

there's much to enjoy at our beautiful New Jersey shore town but the thing I enjoy most every year is the thought that I'll soon be packing for home again.

..... Carl Sparacio

Seek out the Adventure! Events & Tents '03

ARA is revamping the way the 2003 convention will look and this includes Events & Tents. The ET committee has been working hard to present a fresh new look this coming year. As you may already know the convention days are now running Tuesday through Thursday. ET typically being held Saturday and Sunday has changed the format to run Saturday through Monday. Since a Saturday overnight stay reduces airfare, and us East Coasters have a ways to fly, we decided to begin ET Saturday afternoon with the location tours and an opening cocktail reception. Proceeding with the all day seminars on Sunday, then carrying over into Monday with the event design track and the ARA convention Educational seminars. We will finish with "The Event" that evening.

The Event will be nothing like you have ever attended before! ARA is doing something different, A new Product Showcase (More details to come), and ET is designing it. The showcase encompasses all aspects of rental. This is a great challenge for us and we are excited by it. The track to work on this event will be titled, Event Design and Logistics. And speaking of tracks, in an effort to give you better quality content and fewer decisions to make as to which track to sign up for, we are combining like tracks into one.

The largest change is in the Event Design & Logistics. This track includes the event, table top decor and linen rolled up into one. We all know when you do an event it includes all of these aspects. We have two track leaders to manage this, along with a professional designer who will work with you to learn the logistics of how to design an event from electric loads and distribution to linen colors.

Gentlemen, this is not just for the ladies!

The tenting track is now 2 separate tracks: basic and advanced. These will run simultaneous with same topics at the various levels. The titles and descriptions of the seminars will dictate which session you should sign up for.

Sales/Marketing and Management will be combined gaining the attention of business owners and sales force. Topics will range from Internet marketing to OSHA!

Operations is the final track involving anything that has to do with warehousing, truck GPS systems, and cleaning.

Specific topics for each track has not yet been finalized.

Do you find yourself wanting to go from track to track to gather info? Well, this year as a registered attendee you will receive a book with all educational information from all the tracks! Yes, that's right! Now you don't have to run from room to room gathering what ever handouts are there on the tables. We are bringing value to this event and these handouts will encompass specific material that will be taught in the tracks.

The graduation at the end of ET will now include a certificate with your name imprinted on it. You will have to register and attend the seminars to the end to receive your certificate.

No more grabbing one or two of a chair at lunch and filling out your own name and your co-

worker's name who went to Disneyland instead.

This is only a brief snap shot of what you will experience in 2003. Didn't want to take up the entire space in R Rag! But on an ending note, Events & Tents did a survey in April and you told us what you wanted. We designed this based on your responses.

We invite you to attend so you can, "Seek out the Adventure" that you and your co-rental friends requested.

See ya in sunny California!

..... Megan Jones-Holt
Events & Tents Chair, CPR Rentals, NJ

FROM THE INTERNET

Number of physicians in the US: 700,000

Accidental deaths caused by doctors each year: 120,000

Accidental deaths per physician: 0.171 (US Dept of Health)

Number of gun owners in the US: 80,000,000

Number of accidental gun deaths each year: 1500

Accidental deaths per gun owner: 0.0000188

Doctors are 9,000 time more dangerous than gun owners

FACT: Not everyone has a gun, but everyone has at least one doctor.

Please alert your friends to this alarming threat. We must ban doctors before this gets out of hand.

As a Public Health Measure, We have withheld the statistics on lawyers for fear that the shock might cause people to seek medical aid.



ARA of NJ

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