

PRESIDENT'S MESSAGE



Happy Summer! I feel that we are at the half time break-firming plans for the next 6 months.

Your board has some terrific programs coming out! Check the calendar for a session with a state legislator, a very relevant round table meeting, and a telephone skills seminar.

Make plans to attend them all!

With the stock market trending up, we can expect the overall economy to follow- there is always a lag period. It's time to get our houses in order, get the remodeling done, the equipment maintenance done, and the forward thinking plans. Do you have a marketing plan to get you to an increased sales and profit level over the next 18 months?

What about hiring? Training? Can we take advantage of the new ARA Rental University program?

How can we build a niche, be positively different?

Welcome to new associate member, Kunzle & Tasin (supplier of floor sanding and other equipment) . Vincenzo Bilotta, of Kunzle & Tazin, is looking forward to meeting you at future meetings.

Congratulations to Brittany Zaleski for being a double scholarship recipient- and of course to the proud parents Merle and Don! Brittany will be attending the Bloomsburg University in the fall.

With ARA elections coming up in August, **please vote.** *Our own **Joe Mihalko** is our candidate for Region 2 Director.* Our votes can get him there! I, for one, would be proud to have Joe representing our region to ARA national. I know that many of our members feel the same way. **VOTE!** Have a great summer

..... Howard Heller

Welcome New Members to ARA-NJ*

Deborah Foster All-In-One Balloons-N-More Berlin, NJ Scott Vigil, Tom Campbell	Pipeline Equipment Rental Boonton, NJ John Wingle	WingleSupply Co. Branchville, NJ Lawrence Hickman	Russ Rents Cape May Court House, NJ Robert Arrington
Interstate Equipment		National Equipment	

<p>Ann's Party Rentals Cliffwood, NJ Jerry Gerard</p>	<p>Corp Dover, NJ Bruce Freilich</p>	<p>Petrosh Big Top Egg Harbor City, NJ Michael Boland</p>	<p>Rental Co. Hackensack, NJ 07601 Christopher Marino</p>
<p>Rent A Skid Mahwah, NJ Upen Shah</p>	<p>The Party Pros Piscataway, NJ Jason Atkinson</p>	<p>Classic Rentals Pittstown, NJ Jerry Wallace Sr., Jerry Wallace Jr.</p>	<p>Party Plan It Corp. Ringwood, NJ</p>

How to promote your rental store website

One of the most important things that you can do as a rental store for your web site is to learn how to effectively promote your pages. This list provides just a few examples of the ways in which you can get users to continue to return to your web site.

Distribute your URL:

Get your Web address (the URL or Universal Resource Location) out to others. This includes printed-media, advertisements, and your business card! Also include on fax covers sheets, rental contracts and your vehicles.

Cross-fertilize:

Go to other web pages that relate to what you rent. Such as manufacturers of products you carry. Obtain the e-mail address of the author. Tell the author that you like the page and describe yours and that you carry there products. Agree to exchange links on your pages.

Include your e-mail address:

Make your e-mail address available to get feedback on your pages. Users often help you keep the site current as well.

Respond quickly to inquiries:

There is no better way to impress visitors to your web pages than to show them that *they* are the most important part of your web site. Answer all emails the same day you get them!

Use keywords:

Include keywords in your descriptions and on your home page for linking purposes. These are also known as Metatags.

Build an honor roll:

Have a section of your site showing the great things that other people are saying about your web site. Be sure to include any awards or recognition your site has received.

Make use of newsgroups:

Go to newsgroups that pertain to your subject. Post short lists and articles no longer than a page on the newsgroups.

Periodically change and update your information:

This is a great way to keep people coming back to your site. Include a time line with realistic launch dates for fresh content on your page. Update the "What's New" lists on your pages regularly.

Good luck I'll be watching

Steve Kohn

NORTH JERSEY BOBCAT HAS MOVED!

201 Maltese Drive

Totowa, NJ 07512

Phone: 973-774-9500, Fax: 973-774-9501

Parts, Service, Rentals: 973-774-9502

Accounting & Administration: 973-774-9503

**TENT LAMENT -
MAKE IT PAY!**

The Rain in Spain falls Mainly in the Plain. However, the rain in New Jersey falls mainly on the weekends, and always wherever you have a tent job.

So what is the impact on you and your business. If you are like us, we are tired of hearing how great it must be for the tent business. I try to explain to people that tents are for events, and are not simply rain protection. And wet tents costs us additional labor. So how do we make up for that cost?

#1 Sidewalls. Every caterer and event planner that only wants a couple of walls when the order is placed, gets called on the Thursday offering additional sides, at a cost of course, insuring that they will be on site and hung keeping their bride happy. We gained a huge volume of additional dollars by doing this service, and kept customers happy, and made them feel as if their event was our only one that week.

#2 Heaters - While most of us are aware that the rain soaked ground, heated, in

an enclosed tent, will create the new New Jersey Rain Forest. However, we pushed supplemental heat to take the "dampness" out of the air, and sold out many weekends in June, a month when our heaters are typically put away, high on a shelf. In addition, If you have not raised your propane prices, do so now. The price per gallon has increased, right along with your diesel and gas prices.

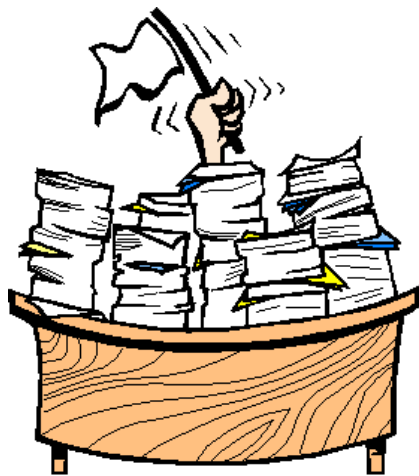
#3 Flooring - We took on many flooring jobs this summer, due to the wet ground. Although much of it was last minute, we charged for it.

The point of this, although it seems to apply only to the party people, is to look at what your inventory will actually do. Find those extra uses and rentals by looking at your inventory, and making the calls to the customers to sell them on those extra items they need based on the weather that weekend. You will be amazed at how it affects you bottom line.

PS: Thank God June is over.

.....Matthew Holt, Celebration Party

Mind Your Faxes



In the August Trade News, the lead story was on the revised FCC fax regulations which would eliminate the established business relationship (ERB) between businesses and customers. The new ruling would also ban unsolicited fax advertisements.

In response to complaints from business groups, FCC regulators stayed for 16 months the new rule that toughens a ban on unsolicited faxes. The delay gives organizations more time to comply with the rule and gives the FCC time to consider objections and possible revisions. The rule's effective date has been moved from Monday, August 25, 2003 to January 1, 2005.

Business groups say the tighter fax rule is not needed and will keep businesses and non-profit groups (like STAFDA) from communicating with customers or members. The FCC will consider excluding tax-exempt, non-profit groups from the mandate. However, small businesses complained that they would receive an undue burden since they still rely heavily on faxes. This would include contractors not being able to fax a bid for a construction job.

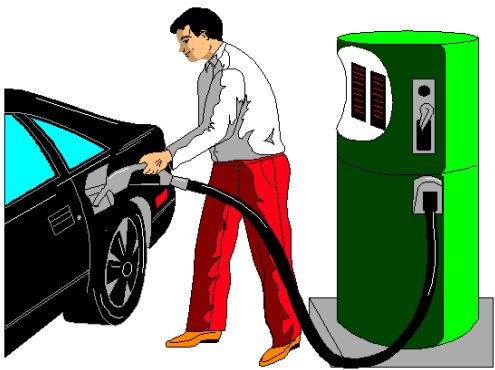
FCC officials believe they had to make the change to comply with a 1991 law that does not allow fax marketers to pitch their wares, even to existing customers, without their written permission, because of the fax costs imposed on the recipient (e.g. paper and toner). As a result, the FCC may conclude that only Congress can reverse the proposed change.

.....Submitted by Howard Heller

MARK YOUR CALENDARS

September 24 - Board Meeting
October 15th - General Meeting - at Viking Representatives. See below for details.
November 19 - Roundtable Discussions. Location to be announced.
January 21 - Phone Skill seminar - Location to be announced.

DELIVERY CHARGES - ARE WE CRAZY???



During my tenure on the construction side of the rental business, I recall one of my fellow drivers challenging management that the delivery charges more than covered the costs of him, his truck, etc. annually. They did the math, and he was wrong. There were many costs the driver was unaware of. The ironic thing is that the delivery rates that were charged then, were more than we charge today!!!

Recently I took a call from a customer who asked the price of delivery locally. When I quoted her the price, I was told that we were \$10.00 higher round trip. That means that

someone was delivering and picking up for \$14.50 each way. The order total was less than \$50.00!!

Was that company really making any money?

Look the cost of fuel, which this year has ranged from \$1.35 per gallon to \$1.75 per gallon. As a company whose vehicles traveled 180,000 miles last year alone, the difference in fuel price could be as much as a difference of \$10,000.00 in fuel costs alone.

Want to take that next vacation or pay a semester for a child's education, remember that we can only absorb so much delivery cost in the rental rate.

Our rental rates are for the use of the product, not the delivery and pick up of it.

The news today talked about fuel prices going up again, based on the pipeline fire in the middle east. Fuel pricing fluctuation is really the norm. Be prepared, take stock in realistically analyzing your delivery costs as a real cost, and price accordingly. It can only help us all.

.....Matthew Holt

Celebration Party

OUR NEXT MEETING

Wednesday, October 15th 2003

At

Viking Representatives

192 Clifford Street, Newark, NJ

Food served at 6:30 PM

Meeting starts at 7:30 PM

Your Host: **Ted Vetrini** - Phone: **800-526-2403**

YOU CANNOT AFFORD TO MISS THIS PROGRAM! Our Speaker:

New Jersey Senator Willaim Schluter

The Senator most recently ran for the office of Governor and has long fought for property tax reform. He will speak on what is and what can be done regarding property taxes. It's a subject that sticks in the craw of every member who lives in New Jersey. Come listen and learn what we can do to ease the property tax yoke. There will be a question and answer period to help you release steam. The good Senator's Q & A will be followed by our regular meeting features.

DIRECTIONS TO VIKING REPRESENTATIVES

From the south: Take the Garden State Parkway north to Exit 142. Stay in the far right lane at the toll booth and go east on Interstate 78. Stay in the far right lane for several miles and get off on exit 58A onto Route 21 North (McCarter Highway). At the end of the ramp on Route 21

go four (4) traffic lights and turn right onto South Street. Proceed on South St. For eight (8) blocks and turn onto Pulaski St. Go one (1) block and turn right onto Clifford Street. The Viking Reps. Bldg. Is a pink framed 2-story Bldg. halfway down the street on the left side.

From the West: Take Interstate 280 to the Garden State Parkway south. Take exit 142 and go east on Route 78. Follow directions as outlined in Directions "From the South."

From the North: Take the Garden State Parkway south. Take exit 142 and go east on Route 78. Follow Directions as outlined in Direction "From the South." Also, Route 21 (McCarter Highway) south could be uysed to pick up South St. If you are familiar with the city of Newark.

War Stories

From the Trenches

Dealing with overtime pay

Most of us survived the Spring season push....some better, some worse for wear.

Labor issues are always a challenge. In the thick of seasonal pressures, and with the need to get things done, extraordinary measures need to be taken which require overtime. Few managerial decisions affect the bottom line as profoundly as overtime. One such occasion caused me to check New Jersey state law to review the legal obligations with regard to overtime to be sure of my decisions.

What should be done about pay rates for work on Saturdays, Sundays and holidays? Some workers suggested after a regular week Saturdays should be at time and a half. Others felt work in excess of eight hours in a day should be compensated at a premium. Still others suggested after a week including overtime work all other pay schedules should be at double time, especially if it included holidays and or Sundays.

Subchapter 6 of N.J state law states: There is no requirement that an employee be paid premium overtime compensation for hours in excess of eight hours per day, nor for work on Saturdays, Sundays, holidays or regular days of rest, other than the required overtime (time and a half) for over 40 hours per week with each individual work week standing alone (no work week averaging) Of course, you can pay any way you wish after the basic law is met.

While this is nothing new to old timers and those well versed in payroll matters, I felt it might help a few association members. For more details please refer to N.J Wage and Hour law 12:56-6.5 or fax me for a copy.

.....Dave Hinck

The Perks of the Job



Some times in the event business an event comes along that allows you access to places no others can go! It may not happen over night and it may not happen often, but when it does it's a wonderful thing! 1995 CPR in Flemington landed the NJ Festival of Ballooning, an event that takes place every July. The festival is the 2nd largest balloon festival in the country. As a young company, only 3 years old, CPR only took on what it could and as the years went by took more and more of the pie. Now, eight years later

CPR handles the majority of the festival.

Every year 3 concerts are held, bringing in greats such as The Marshall Tucker Band, Dave Mason, and The Beach Boys. As owners, we typically go over on Friday nights and watch the balloons take off from the corporate tented area then go down to the stage and listen to the band. This year one of our personal favorites was playing and we got a special surprise, the opportunity to hang out with Dickey Betts, a great southern rock guitarist and original member of the Allman Brothers Band. It only took eight years to get the ultimate job perk, but it was worth it. Who knows what may come along in the years to come ...Led Zepplin!

..... Megan Jones, Celebration Party

There's still time to vote for Region II Director

DO IT NOW!

A vote for

Joe Mihalko Jr.

Is a vote for

The ARA of New Jersey



ARA of NJ
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