

## PRESIDENT'S MESSAGE

It's peak season, signaling that the end of 2003 is right around the corner!

I expect that a fall pause in business (perhaps) can help us evaluate what we can do to start the 2004 in "PEAK" fashion- and keep it going that way! One priority for your list can be to attend your ARA of NJ programs, participate, network, and maybe learn something new! This can be done!

I do want to thank Ted Vetrini and Viking Reps for hosting our last program with State Senator William Schluter- an interesting perspective on state property tax. Thanks are also due Matt Holt and Joe Mihalko for coordinating the program.

Brian Higgins is putting together an interesting round table discussion session for the November 19th meeting- to be hosted by Maywood Furniture Company. Watch out for the flyer with forthcoming details. BE THERE!

This 11/19 meeting will also be the vote for officers for 2004-2005! Nominations (with a second) should be e-mailed to Steve Kohn ASAP

Then comes a Telephone Skills Seminar being organized by Dave Hinck - January 21! This will be a Can't Miss Program!

Dates are already set for March and April- with some great ideas on the docket. If you have some new ideas, do let us know.

For those planning to attend the Atlanta convention (I hope that it's all of you!), a word to the wise: Book now to save on airfare. The convention ends on a holiday weekend, so prices will be rising!

With the stock market on the upswing, and the economy on the rebound, I hope that all of us will have a year-end flurry!

I look forward to seeing you at the next meeting

Howard Heller

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## WORTH A LOOK

### DELAWARE VALLEY RENTAL ASSOCIATION ANNUAL MEETING

Date: Wednesday, November 12, 2003

Business meeting: 8 PM to 8:30 PM

Program: 8:30 to 9:30 PM

Location: Main Line Party Rentals

298 Hansen Access Road

King of Prussia, PA 19406-2435

THE PROGRAM:

## WINTER TENTING

Presented by:

**Steve Belliveau, Tentwares**

**Mike Tharp**, TopTec

**Loren Beck**, Eureka! Tents

- ▶ What to consider when pricing a job:
- ▶ How to prevent drafts:
- ▶ Accessories to consider:
- ▶ New procedures for securing sides:
- ▶ Special staking:

Directions to Main Line Party Rentals:

From PA Turnpike (I-276): Exit #24 to 202 North - right on Henderson Road - right on Hansen Access Road. Main Line Party Rentals is ½ mile on left.

Questions? Call Hal Kodikian, Rental World at 215/362-7368 or E-mail: [rentalworld@comcast.net](mailto:rentalworld@comcast.net)

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## A MESSAGE FROM OUR NEW REGION II DIRECTOR

Thank You, has to be the best way to start my article. Specifically, thank you for your vote of confidence in my successful election to Region II director. Truly it's a humbling honor to be elected, it makes one question if they are worthy of the task and responsibility.

I've been asked several time what my agenda is as director; and my knee jerk response has been to figure out what the job entails. The next thought that goes through my mind is to make the people who elected me proud that they did, especially New Jersey. "Thank You," to all of you who over the years have encouraged, guided, mentored and believed in me.

Several people have asked why someone would want to hold a position on the national board. Being completely honest, I've have to ask why anyone wouldn't. Being an active member in ARA-NJ has made me not only a better rental person but yes, a better person. Really, by attending association functions locally, regionally and nationally, I've always come away with more than I had before. By holding leadership roles at different functions; be it writing an article, speaking, participating on or chairing a committee you find that you learn a tremendous amount about the topic as you prepare for the event. Then, usually without realizing it, you learn more about yourself and come out the other side more informed, better prepared and more confident. This is another reason I'm excited and thankful to have become your next Region II Director; selfishly I know this challenge is going to be a GREAT opportunity.

My agenda? I have heard it said: "if you are out front leading and no one is following you're really just out for a walk." The weekend of October 24th to the 27th is Director Orientation and Leadership Conference in Atlanta. They've already sent me my first homework; prepare to discuss in round table forum how to foster new leadership in the association. I'm gearing up for this weekend and planning on gathering ideas to prepare an agenda that will help bring Region II closer with more sharing of ideas and activities. The Regional Director is the link between

local the national associations; let me start by asking what do you want and need from your national association. Let me know.

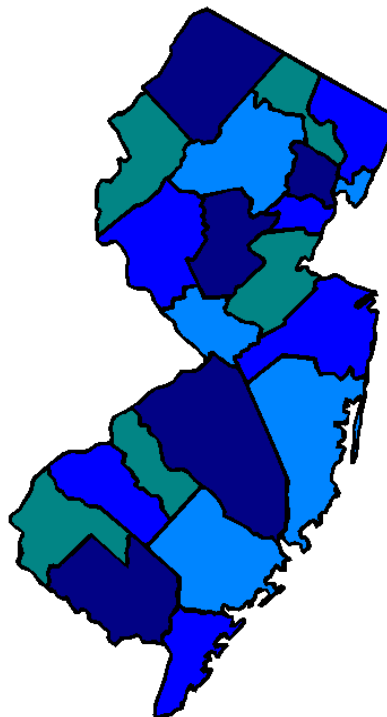
Thank you all, ..... Joseph Wm. Mihalko

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**Congratulations, Joe, on your election as Region II  
Director  
from all your cohorts in the ARA-NJ. We're proud  
of you!**

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## NJ News



### **Highlights of the meeting held on Wednesday October 15th at Viking in Newark**

Okay so it's Wed night and your dead tired. All you want to do is go home kick off your shoes sit on the couch turn on the Yankees and drink a beer.....

Well if that's what you did then you missed out on a very profitable meeting.

Our guest speaker was the former State Senator William

Schulter who helped us all understand a subject which all Americans are passionate about...TAXES!

Did you know NJ is among the highest taxed state in the Union. That's right we pay more property taxes than our neighbors. Most states balance taxes between property, income and sales. Some states have even created other types of taxes to bring relief to it's citizens from the a fore mentioned. New Jerseyans pay 47% in property taxes while the average nation wide is 31%.

16 billion dollars are collected yearly in property taxes and it goes up an average of 7% yearly.

In the year 2000 Senator Schluter proposed to the NJ Legislature to form a Constitutional Convention dedicated to Property Tax Reform.

This is where delegates are elected to study taxation relief on property. Any ideas that come out of the convention would have to be approved via the public in the voting booths. Bear in mind that any reductions would have to be made up in income or sales taxes, or creative taxes such as a newly introduced hotel occupancy tax. It brings relief to the local municipalities and imposes it on the traveler to our state.

Several states have this tax, just look at your hotel bill next time your in Florida!

The Senator opened our eyes to understanding our taxes. We aim to do more topics such as this that benefits us all.

Other Biz:

Slate of Officers Nominated by The committee:

President- Megan Jones-Holt

Vice President - Dan Milhako

Secretary - Judy Boelhouver

Treasurer - Tom Lade

Our NJARA web sight is getting a lot of hits. If you are not on it you should. Both rental and associates.

A survey is going out to the associates to see how we can support them better.

Don't miss out on the November Round Table Meeting. Keep an eye out for the notice. It's sure to be a knockout event!

Submitted by

Megan Jones ... Celebration Party Rentals

## The Rest of the Minutes of the Oct. 15th General Meeting

Meeting was called to order at 7:20 PM by President Howard Heller. Ted Vetrini welcomed members to Viking Representatives and offered a tour of the facilities.

To accommodate the guest speaker the meeting began with the program (see Megan's article above).

Tom Lade - Treasurer's Report: \$2561.43 in checking \$5149.59 in Fidelity Account.

Brian Higgins, Associate Chair, will be sending a survey for associates to complete.

Steve Kohn, National Rep., promoted the ARA-NJ web site and announced that next year the ARA convention will be held in Las Vegas.

A number of Associate Representatives updated the attendees on new products and offerings. Presentations were made by Ditch Witch, Maywood Furniture, Viking Reps. and M & R Sales.

Nominating Committee Chair, Steve Kohn announced the nominations for Officers for the next term. They are listed above in Megan's column.

The meeting was adjourned at 8:45 PM.

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## MARK YOUR CALENDARS

**November 19 - Roundtable Discussions. Location to be announced.**

**January 21 - Phone Skill seminar - Location to be announced.**

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## IT DOESN'T HAVE TO SMELL BAD TO BE NOXIOUS

Noxious fumes and particles are everywhere. Whether you work in the tool or party rental businesses you probably come across instances where you should be wearing some sort of breathing apparatus. From an industrial respirator to a paper dust mask both will help keep you and your coworkers healthy.

This article was inspired by the recent use of an acid. We use it here at Do-It-Yourself to help remove concrete from our mixers. As the acid was applied with a spray bottle the mist filled the air. Floating from our back deck into our shop I began choking on the fumes. After closing the back door and insisting the user wear an industrial respirator I did some research.

First, I went on the Internet to see what I could find. It was tough to navigate through to get the

answers I was looking for so; I called Angelo Pruscino at National Chemsearch. Angelo reassured me my concerns were valid. Even the fumes that we breathe in are carrying potentially deadly particles. Most chemicals sold come with a MSDS (Material Safety Data Sheet). This is not only important but for the inquisitive informative as well. Unfortunately, it looks intimidating and most of us find it "unnecessary" to get our jobs done. The result is MSDS getting discarded. The potential results are far worse. Your health is at stake! Lung cancers to skin cancers are part of what you risk in long term exposure. Headaches to nausea in the short term; enjoy. So you're pigheaded and don't care about your health or anyone else's. Think about your potential medical expenses...

If it's the bottom line or just concerns for your own health some type of breathing apparatus will help. Whether you are spray painting your chairs or giving your mixers an acid bath, sanding and refinishing your tables or grinding chain saw chains a respirator can help better your life and your bottom line.

..... Dan Mihalko

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## OUR NEXT MEETING

# Wednesday, November 19th 2003

At

## Maywood Furniture

23 WEST HOWCROFT, MAYWOOD, NJ

Food served at 6:30 PM

Meeting starts at 7:30 PM

Your Host: Ken Perrson - **Phone: 800-238-6797**

THIS IS OUR ANNUAL ROUND TABLE MEETING

TOPICS OF INTEREST TO RENTAL STORE OWNERS WILL BE ADDRESSED

YOU'LL HAVE AN OPPORTUNITY TO LEARN AND ASK QUESTIONS

The subjects for each of three discussions are being finalized. Members will be notified as to what they are and who will make each presentation prior to the meeting

DIRECTIONS TO MAYWOOD FURNITURE

**From the GWB:** Take Route 80 West (local lanes). Get off on to Route 17 North. Go approximately 1/4 mile & take the Maywood-Essex Street exit. Bare right @ top of ramp. Make a left at the light on to Maywood Avenue. Go 2 blocks, make a left on to West Howcroft Road.

**From Tappan Zee Bridge:** Take first exit after crossing bridge - 9W South. Follow 9W South almost to GWB. Follow signs to NJ Highways & get on Route 80 West (local lanes). Proceed as above.

**From Southern NJ:** Take Route 80 East (local lanes). Get off @ Exit 63. Make a left @ top of the ramp. Make a right @ the light on to Essex Street. Proceed 1/4 mile to first light & make a left on to Maywood Avenue. Go 2 blocks & make a left on to West Howcroft Road.

**From North Jersey:** Take Route 17 South. Get off @ the exit for Essex Street (after Hess station). Make a left @ top of ramp on to Essex Street. Go to first light & make a left on to Maywood Avenue. Go 2 blocks & make a left on to West Howcroft Road.

**From Garden State Parkway:** Take exit 159. Get on to Route 80 East (local lanes). Once on Route 80, stay in right lane. Get off @ Exit 63. Make a left at the top of the ramp. Make a right at the light on to Essex Street. Proceed 1/4 mile to first light & make a left on to Maywood Avenue. Go 2 blocks & make a left on to West Howcroft Road.

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## LOOKING AHEAD

SAVE THE DATE

JANUARY 21, 2004

Don't miss an exciting seminar by SIGNATURE the leading customer service and sales training company for the rental market.

Brought to you by your

ARA-New Jersey

Utilize the phone as a sales tool

Implement an easy to use system for converting calls to rentals

Identify upselling opportunities

Listen to and evaluate rental calls

Raise the service standards within your rental store

Identify your return on investment from converting more calls to rentals

The location and cost are to be determined - just save the date, we know you and your staff will want to attend!

Details will be provided as they become available, or call David Hinck for more information at : 973-575-1190

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## **RENTAL JUNK vs. E-MAIL JUNK**

It use to be the only junk we worried about was junk in the rental yard. Not so anymore. Now, we have to be concerned with junk in our email box, commonly know as SPAM. Which is worse? I can't answer that, but I have seen some of your rental yards. (No names)

It seems the more techno savvy we become in this industry the more junk mail we start to get. We are not alone. This predicament effects all of us today. Starting early next year, I will be doing another series of articles in Rental Management on SPAM, but I wanted to give the readers of the NJ Rental Rag a preview of things to come.

Many of our local politicians are involved in anti-Spam campaigns today. Sen. Charles Schumer (D-N.Y.) has renewed his offensive against junk e-mail, citing a new survey that says 75% of the nation's Internet users want a national "do-not-spam" list just like the telemarketing do-not-call registry launched by the Federal Trade Commission this month.

More than two-thirds of Internet users would sign up for the list, according to the online survey of 1,500 Internet users conducted by Stamford, Conn. based research firm, Insight Express, and Chicago consulting firm, UnSpam. I know the members of this association would certainly sign up!

The survey also found that Internet users remain unimpressed with efforts to control spam. Less than half of those surveyed said spam filters are effective, and 40 percent of the respondents said that large Internet service providers are not doing enough to fight spam.

"Americans are growing increasingly concerned with the impact inappropriate spam has on their daily lives and the lives of their children," said Sen. Charles E. Schumer (D-NY) in a statement. "Their concern demonstrates the need for strong legislation to create a 'No-Spam' registry similar to the popular FTC 'Do Not Call' list which has enjoyed incredibly popular support."

Roughly one fourth of the spam found in personal e-mail accounts is pornographic, the respondents said. Almost 90% are "seriously concerned" about their children receiving such mail, and 96% want a way to block pornographic e-mail from reaching their children's accounts.

However, consumers are increasingly turning to filters to control spam, although only 43% describe that method as effective. Another 20% say that Internet Service Providers are "disingenuous" regarding their fight against spam.

I doesn't take you long to realize that SPAM takes valuable time away from your employees being productive. Should we eliminate e-mail altogether in the rental store? Absolutely not! We do we have to find ways to limit the SPAM and at the same time allow our customers that prefer

e-mail communications to continue to do so knowing they will be responded to promptly.

Watch for complete series on SPAM starting in the first quarter of 2004 in RM were I will provide some awesome tips to control SPAM.

..... Steve Kohn