



# The Rental Rag

*The voice of The ARA of NJ*

August 2004

[njara.org](http://njara.org)



Message from Megan

WOW! What a great year. Our spring meetings were a big hit with a record numbers in attendance at both. March we had a hot hot hot Luau at Fusco's Rental in Flemington, thanks to our host Mike Fusco . He was a great sport when we asked him to move his boat and took over his warehouse. We talked marketing strategies with former ARA President & REAP Advisor Richard Paquette, spotlighted vendors, raffled door prizes and met with new and old friends. April brought the Main Event at Main Attractions. We challenged our host, Rocky Sconda to create a boxing arena for the Great Debate. I don't know who showed off the most, our host, our boxers, or our "sign men"! It was The Event to attend. Round one was on damage waivers, round two on niche marketing and the third round was verbal vs written product warnings.

Remember last year we had Rent Tech, well this summer we had Party Tech. And did we ever party! Thanks to Mike Tharpe, Top Tec who created the program and was assisted by Andy Lichter from the State of NJ's Carnival Amusement Ride Safety and Steve Belliveau from Tent Wares/Anchor. See story and photos inside.

Haven't attended a meeting this year yet, well you still have two more chances.

Wary because you're in tools and a meeting is hosted at an event company, well don't, because as you can see the trend is to have cross topic platforms and alternate rental general locations. That way everyone gets equal play.

Figure 1. Mike attaching blower and figuring out.....

Figure 2. Joe Ross of Taylor Rental pulling something apart

Associate members don't miss out on the opportunity to meet with your customers and potential customers at these meetings during our new networking hour at the start of each meeting, You can also be the spotlight associate to a captivated audience. Call Brian Higgins at 973-835-8439 to arrange.

A New Look!!! The ARANJ Logo. Thanks to Rocky of Main Attractions who's on staff designer created several choices for the

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board to select from.

You'll find it every where, including polo shirts for sale. Proudly wear these shirts at different ARA functions. Get one not only for yourself but, for key sales people and management. See form inside to purchase your shirt. They will also be available at each association meeting.

All of us in the rental business share one common thing. We love to talk about things that happen to us during the year. It's our version of TV's Bloopers and we have some good ones. Yes, that 8'ft table is still 8'ft last time I checked. That's still my favorite one.

This issue is dedicated to war stories! If it hasn't happened to you...it will!

Make it a profitable month  
Megan Jones  
ARA NJ President

## ARA-NJ MEETINGS PAY OFF

I just read an article in the January issue of Rental Equipment Register magazine. The article is called "25 trends that might matter". It was one of the more interesting articles I have read in this magazine in awhile.

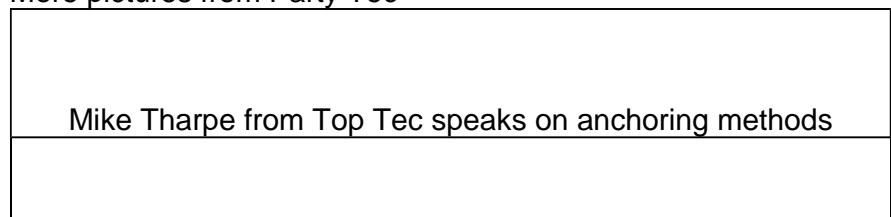
The article predicted a bunch of trends, suggested new markets, made suggestions to make a rental store more efficient, warned of things to watch out for in the future. This article made me do a lot of thinking.

In the 1980's if you were in business you could make money even if you were and idiot. In the 1990's all the idiots were gone and you had to watch your expenses because you weren't growing as fast as you had. Now, you have to be at least somewhat techno savvy because all the information you need to run your business comes in a different way then it did ten years ago.

So, the main reason I mentioned the magazine article is that I am a strong believer in the exchange of information that you get from ARA of NJ. The board of this organization works hard to bring you information to help you run your business. Come to a meeting, bring an employee, and participate in the exchange of information. You will find that you get a lot more out of the rental association then you put in.

.....Tom  
Lade

More pictures from Party Tec



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**JERSEY TALK**

**Howard Heller**

Mike and Steve show tie off methods

President Megan Jones hands out certificates of completion to all

## United Rent All's (Hillsborough) War Story

We all have war stories of every kind but since I have to write about a social war story, I'll talk about surprise parties. We all love these especially the ones that need it delivered at an exact time, exact place, etc. No one wants to show up when the honoree is still around. Once we did a site check for a client who was having a party for their mother. Only problem was that mom lived with her and was of a certain age and she no longer worked. Our client told us that if we saw a certain car in the driveway we were not to stop because that meant that she was home. We made arrangements to stop by when she was at the senior citizens center. Well, when we arrived to do our site check, guess whose car was in the driveway? Momma's. We did not stop but called our client. She assured us that mom was leaving. Well by our 4th drive by, the police were waiting for us! Mom had spotted us driving around and became suspicious! Well, after an explanation to the police (not mom! Even after all this we did not want her surprise to be blown!) and a good laugh, mom left and we were able to do a site check. The moral of the story is that make sure you cover all your bases. Some helpful tips that have worked for us in coordinating successful surprise parties are:

1. Always get a cell phone number and a secondary name and number just in case you cannot get in contact with the host. If you do need to call the house, use your personal cell phone, caller ID can be a killer.
2. Find out when the honoree is leaving the house and make

**Congratulations to Content on their new offices and warehouse in East Rutherford (50 Willow Street). We look forward to a grand opening NJARA meeting- with lots of champagne!**

**Note that Inflatable Manufacturers are being asked to supply shipping data to the NJ Department of Community Affairs. Inspectors may be contacting you regarding licensing/inspections of your inflatable as a result.**

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sure that gives you enough time to do what needs to be done.

For example, delivering tables, chairs and setting up a tent at 2pm for a party that starts at 2:30pm, and you forgot one of the tent pieces. Be honest and clear with the customer, offer suggestions and let them know how much time you need. Also, build in a time buffer, even if they don't- they'll thank you for it later.

3. Communication!!! Make sure your inside and outside crews are well informed of what type of party the client is having so if they find themselves talking to the honoree they can do some fancy footwork. "I'm sorry, I have the wrong number" or "I'm sorry, I thought this was 45 State Road, not 43 State Road". I hope these are helpful and I wish you the best of luck! :+)

## War Story from Do It Yourself

It's early spring. The smell of the recently defrosted ground lingers in the air. Sunlight struggles to peer thru the cloud covered skies. It's warm enough to wear shorts but a chill in the air keeps me wearing my sweat shirt. Crack! Lighting strikes followed by a freight train of thunder. On my way to work it begins to drizzle and I think, "it's going to be another wet one."

As I enter the store I see Mr.Smith standing at the counter. Mr.Smith is one of our regular Do-It-Yourselfers. Ever increasing in confidence he remains very nervous every time he rents a new tool. Yesterday he tried renting his Everest; a Bobcat 773 skid steer loader. Sweat beading on his forehead as his cracking voice tells a story of a novice getting a machine stuck in mud. Down playing every word, Mr. Smith's mannerisms are hinting at a much worse situation.

"So where is the machine," I ask? Prefacing his story Mr.Smith continues by saying East Hanover was built on a swamp and his property touches one of these low lying marsh areas. Looking to make "his" backyard bigger he began clearing out the town's land (swamp). So again I asked where the machine was. "Well, I've got one of the deepest lots on the block. My back yard is about 75 feet deep." "And..." I replied. "Well, your machine is about 100 feet into the woods." "Don't you mean swamp?" "Well, yeah."

Arriving at his house the rain has stopped. Thanking God for little miracles; my partner (lets call him John) and I gather what we think we might need chains and such and head out for the swamp. He was right he does have one of the biggest backyards in the neighborhood but where is the machine? A 7' tall brume lined his entire backyard. This concealed the machine from sight. From a top of the 50' long mound we could see it! Yes! It was there one hundred feet into the swamp. How it got there who knows. How it got over this enormous wall of decaying foliage we may never know. How it got out, I haven't been able to talk about it until today.

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Realizing we were going to need more equipment I sent John ahead to see if he could get it started and possibly out. I went back to the truck for a com-a-long and more chain. To my surprise when I came back the machine was running and headed toward me. Great! There is a God. As I approached the machine I sunk into some deep mud. Waving John off not to come any further he stopped. We mapped out a route that looked and felt the least muddy and away John went. Heading straight for the house in the least muddy path... Then without warning or reason John turns left. "John were are going," I yelled! I may as well been talking to the mud. As he drove by me waving my hands and yelling he went straight into the middle of a puddle! The problems with puddles are you never know how deep they are. There is a God and he's mad at me. I knew that because after the tires sunk past the axle it began to rain.

To make my long story a little shorter; 45 minutes later we are back on track headed for higher ground. Not a second to late because its been raining. 45 minutes after that we are on higher ground. Rain steadily getting harder. At this point we only have to figure out how to get over the 7' foot tall mound of who knows what. It was slick as ice and smelt like Sugar Honey Iced Tea. In total it took 3 hours 142 known and unknown curse words and 1 big smile to get to the back yard. Where we again got stuck. Soaked to the bone and smelling like nature's finest I realized the sun doesn't shine on the same dog's tail every day and that day I wasn't going to see any sunshine.

..... Dan  
Mihalko

**Social Etiquette in the Workplace**

So many questions arise- should you as an owner or manger socialize outside business with your employees? Do you encourage socialization between employees outside of work? Do you have socials in the framework of business where all employees attend? To all of these questions there are no definite answers. Many factors determine the answer to these questions such as the size of the company, if it is family owned, age variation and if you are personally comfortable socializing with fellow employees. You as an owner or manager must decide what works best for the company.

If you run a small company, you work in close proximity to your employees all day, which tends to create friendships, this socialization is unavoidable. This is especially true if the work environment is all males or all females. This can work to your benefit since owners and managers become close and work as a team with their employees knowing what each person's strengths and weaknesses are. But conversely, it could be detrimental to your work environment if your employees take advantage of the situation, becoming your "friend", not respecting you as their manager.

If you have a larger company, there is more of a social structure because as the company grows, so does the distance between employee/employer. At this level there is a definite management level and labor level. Management is less involved with day to day operations as opposed to a smaller operation. In this environment you find socialization becomes more structured. You plan an "Employee Holiday Party" as opposed to the small company "Let's go for a Beer" social.

In small businesses there is no definitive answer or solution; it's whatever works for you and your company.



Mahwah	_____	
Sunbelt Rentals Maple Shade	Name: _____	sub
Event Rentals Mount Laurel	total: _____	
Rabin Rentals Newark	Company: _____	shipping:
Rapid Lift Service Pennsauken	\$10.00	
The Party Pros Piscataway	Address: _____	
Classic Rentals Pittstown	TOTAL: _____	
Dazian Secaucus	Phone: _____	
Volvo Rents Somerville	ck# _____	
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