



The Rental Rag

The voice of The ARA of NJ

September 2004

njara.org



**YOUR ARA-NJ
OFFICERS**

Ms. Jones goes to Washington!

I Went to the Event Solutions Show in DC this past august to get a feel as to what is being taught to our customers, the Event Planners. I felt it was my duty to step up to the plate and concur or dispel any myths or advice that was being taught when it comes to working with rental companies.

I'm glad I went! Not only did I find it educational, but I got a brain storm. I sat in on a Town Hall Meeting where questions were posed to the audience and a panel of peers regarding issues that effect and affect us today and tomorrow. The really cool thing about it was once someone ran with the response everyone wanted to get in on the action! And since rental people as a whole love to run with issues and we have done so well with roundtables and debates, I thought what better way to bring hot topics to a fall meeting.

So....Coming to you this fall we are having a Town Hall meeting October 27th at Content Party Rental In East Rutherford. Send me questions that you would like to see used in the Town Hall. Questions accepted will not only be entered, but you will get a free ticket per entered question for the 50/50 raffle. So e-mail ASAP Megan@njara.com or you can fax to 908-806-0029 attention Megan Town Hall Question. I look Forward to a LIVELY evening!

Also, for our fall line up, we are presenting a Fork Lift Training and Certification Course, Nov. 17th at Moderns training Center in Edison. Sign up your key people or yourself. Numbers are limited so reserve your space soon! See inside for more information.

Recently I've had interest from new associate members to joining our group. ARA-NJ is a group that has gained a lot of attention and has received recognition from Associates, other state and national ARA groups. I've had e-mails and kudos regarding how active we are with educational programs, fun exciting meetings and well informed news letters. We have attracted members of other state ARA's to participate in our programs. If you have not been involved, now is the time to see what the attraction is! Invite you all to come out and participate.

Make it a profitable fall!

Megan Jones, ARA-NJ President

Message from Megan

Party Tech Reprise

If you rent those bouncy fun rides and you didn't have a chance to attend our recent Party Tech seminars then you really missed out on a

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Megan Jones

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whole lot of eye opening education!

Mike Tharpe from Fun Tec gave us the scoop from loading and unloading units to cleaning and repairing. He also gave us tips on general safety and how to deal with proper procedures for renting these units.

Did you know that the top three accidents have to do with:

1. anchoring
2. untrained operators
3. power loss

Yes, power loss and it could be someone tripping on the cord and knocking out the power. The units deflate at an incredible speed and kids get trapped in the units. Doesn't sound like much, but try geeting trapped in a 200 lb. unit.

Did you know that when you buy an inflatable the manufacturer is requires to report the purchase to the state with a flame certificate?

Andy Lichter, Engineer with the State of NJ Department of Community Affairs says the state has hired more inspectors to keep up with the demand of the units being rented.

He said rental is a growing industry within he jurisdiction. The state has a wealth of information on its website from approved manufacturers and units to safety regulations and permitting process. Go to:

www.state.nj.us/dca/codes/ridesafetyunits.shtml

Hey, you really didn't expect a short address from the state, did ya?

Andy was very glad we asked him to speak. He said the biggest problem he sees is lack of knowledge and responsibility with companies who rent these units. He's even had to shut down rides that were permitted by the state when an inflatable was installed on a major road and was tied down to a truck.

The best defense in this industry is knowledge. As someone who has been renting these units for some time now this session was a real eye opener.

Thanks to all the rental stores who sent their employees out. It was well worth it!

..... Megan Jones

The Legal Corner

Part of being a good manager is staying on top of things. Laws that affect us all are passed regularly. The ARA can help you understand and even pass or veto laws that pertain to your business. First, you have to be able to vote. The ARA can help you and your employees register so you can vote. That leaves me with one question, "What do we need changed?"

Every day we come across laws that affect us all. Laws that change the way we drive to laws that change the way we do business. Before these laws are passed they have to go through the legislative process. We are the beginning of that process and the ARA can help us get started. Are you a registered voter? Are your employees registered? If not, no problem, you can register yourself and your employees over the Internet. How? Easy, just go the NJARA.org. From there click on the link to ARA National Association. This will take you to their home page. Where you will need to find the heading

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JERSEY TALK
Howard Heller

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!

“ADVOCACY.” For those who don’t know, advocacy means legislative stuff (stuff is a technical term). Highlighted half way through the second paragraph you’ll see “voter registration” and “absentee ballot information and forms” click on it. Next you find your appropriate state then click go. Bam! You’re there and away you go. Ready to be a voter and a difference maker.

This is only the beginning of where the ARA can help you go. As you surf through the State and National web sites you will find a plethora of information on a variety of topics. I asked earlier, “What do we need to change?” I meant it. If there are any concerns or questions you have, as your new Legislative Chairman, I’d be happy to help find a solution.

..... Dan
 Mihalko

Dave Hinck’s Safety Corner

ITS CHIPPER AND SHREDDER SEASON

As always the safety formula begins with the selection of well-designed equipment with good safety features built into them. the lowest price is not necessarily the least costly in the long run and probably doesn’t have room for safety features.

Your equipment knowledge is key to providing good maintenance of your chipper/shredder. a well maintained sharp clean tool is a safer tool. Knowledge of your equipment must be shared with all your staff so that they can properly inform your customers with the products capabilities. We all know the difference when we use “the right tool for the job”. it’s better, safer, faster, and often easier.

“ARDI” suggests chipper/shredders be recommended to customers as follows:

horsepower	for material to
8	½ inch
16	3 inches
22	6 inches
41	91/2 inches

Training and instruction is what sets the professional rental dealer from the mass merchandiser and the lesser competition. the significance of recommending the right chipper to the customer cannot be under emphasized. Using an under powered unit can lead to clogs, and damage to the machine. The delays and inefficiency causes reduced customer satisfaction and ties up equipment turnover and may lead to costly repairs. Most importantly, from a safety standpoint, is that a clogged machine tempts customers to clear the machine, sometimes dangerously. ARDI recommends the following safety guidelines:

- Chipper/shredders with higher intakes and outputs help to reduce accidents with small children.
- Underpowered equipment jams more easily tempting operators to take dangerous action.
- Long sleeve pants and shirts can help prevent scrapes and cuts. eye and ear protective gear as well as gloves should be a standard requirement to operate these machines.

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 inflatables as a result.

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Allied Insurance Brokers
 Stephen Chapas
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Anchr Industries
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 800-808-8368

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BilJax, Inc.
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Blairs Rental Service
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Cadco Company
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Ditch Witch of NJ
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G.R.Evans Associates
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Harrison Products Corp
 Al Harrison
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Hennigan Associates
 Tom Hennigan
 888-944-4446

Hilti, Inc.
 John Egan
 610-608-2428

- Loose clothing, jewelry, watches or loose “gauntlet”-type gloves are real hazards. Long hair must be confined.
- Potential hazards should be identified to each renter of these machines. All employees handling these machines and their users (customers) must be familiar with approved instructions for equipment.
- Safety instruction decals should be replaced when worn, illegible, or painted over. Keep in mind, each user potentially has never operated the tool and potentially needs even the most rudimentary safety directions to protect them from themselves.
- Alert customers to safe equipment transportation and handling techniques.
- When feeding the chipper always wear a full face shield.
- Never reach or climb into a running machine. Any clogs or jams should be dealt with while the machine is off and disabled.
- Rocks and other hard objects like knots can shoot out causing injury. Check material being put into the machine carefully to avoid jams and injuries.

KEEP INFORMED – NOTIFY THE RENTAL RAG OF ANY CHANGE OF ADDRESS

Jersey Talk Howard Heller

The MATRA convention is right around the corner (11/2 – 11/4). Get your absentee ballot if planning to be there early on the first day! It will be held at the Inn at Chester Springs, Exton, PA (888-253_6119) Special hotel rates will be held until 10/18.

Best wishes for a complete recovery to Curley B! The day after having a flooded basement at his East Brunswick store he was in surgery to have his gall bladder removed. He looks great and will soon be better than ever. Did you know that he was recently selected for the North Brunswick High School Basketball Hall of Fame? Congrat's.

THE NEXT MEETING

We'll be meeting at **Content Party Rental** and our hosts for this meeting are **Charles Schwartz and Bob Heaney**

Located at: **50 Willow Street, East Rutherford, NJ**

Phone: **201-623-0400**

On: **October 27th, 2004**

Time: **Meet & Greet 6 to 6:30 pm, Dinner 6:30 to 7 pm, Meeting 7 pm**

Content Party Rental services the metropolitan area and are celebrating their 18th year in the party rental industry.

The company began as a part time business in a two car garage in Moonachie New Jersey with 40 tables, 175 chairs, 6 tents, and one mail truck. That was back in 1986.

In 1987 they moved to another 2 car garage in Carlstadt then, in 1989 they moved (do you detect a pattern here?) to a 1,500 sq. ft. warehouse in Carlstadt.

SUPPORT OUR ASSOCIATE MEMBERS

Kaye Insurance Associates
Brian Higgins
973-835-8439

L.B. Breck Sales Group
Loren Breck
607-656-9333

J D Sales
Mike Forristel
215-444-0474

J K Data Systems
Kalki Joisher
201-818-0185

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908-508-0658

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Angelo Pruscino
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O'Donnell & English
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707-892-6743

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Mike Rand
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Stanley-Bostich
David Carr
800-556-6696

SUPPORT OUR ASSOCIATE MEMBERS

In 1991 the business moved to a 2,000 sq. ft. back warehouse in Little Ferry then, in 1993 took over the front warehouse and office totaling 8,000 sq. ft.

Last year they moved to their present location, a 20,000 sq. ft. office and warehouse in East Rutherford. It houses 6 trucks, 2 vans, 15,000 chairs, 1,500 tables and lots more.

You'll have to come see for yourself.

The Program:

Megan says: ***"we are having a Town Hall meeting October 27th at Content Party Rental In East Rutherford. Send me questions that you would like to see used in the Town Hall. Questions accepted will not only be entered, but you will get a free ticket per entered question for the 50/50 raffle. So e-mail ASAP Megan@njara.com of you can fax to 908-806-0029 attention Megan Town Hall Question. I look Forward to a LIVELY evening!"***

Directions:

From Route 17 to Paterson Plank Road Exit – proceed west approximately 1 mile, go over tracks. The second block after tracks is Willow Street – Make a left to number 50.

From the NJ Turnpike, Exit 15W (Route 3 West) to Route 17 North. Exit Paterson Plank Road – Make left and follow directions above.

If you require more specific direction from other locations, call Content Party at **201-623-0400**

See next page for another special event for ARA-NJ members

Your ARA-NJ Presents ForkLift Certification

for all rental operations

Industrial Forklift Operator Seminar. Classroom and Practical training on a sit down counterbalanced ForkLift. Training by Ron Cusumano & Hector Valentin of the

Modern Group Training Center

75 New Street Edison NJ 08837

Wednesday November 17, 2004 begins at 7:45am till -4pm (max)

\$75.00 per person includes lunch

This is a GREAT Rate. Regular Charge is \$125.00

Hurry and act NOW!

limited to the first 20 people who's check we receive

RSVP by 10/15/04

Tarantin Tank & Equipment
Tom Tarantin
800-922-0724

Viking Representatives
Ted Vetrini
800-526-2403

Wacker Corp
Michael Kemmlein
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Wayne R. Cleven C.P.A.
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732-240-9700

MORE NEW MEMBERS

Hoffman's supply
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Rent A Skid
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Sumbelt Rentals
Maple Shade

Event Rentals
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Rabin Rentals
Newark

Rapid Lift Service
Pennsauken

The Party Pros
Piscataway

Classic Rentals
Pittstown

Dazian
Secaucus

Volvo Rents
Somerville

Alan Party & Tent Rentals
So. Hackensack

J & R Rentals
Southampton

NO CANCELLATIONS ACCEPTED BUT SUBSTITUTIONS ARE

Name: _____ Job Title: _____

Company: _____

Address: _____

Email: _____ Phone: _____

Check # enclosed _____ for \$75.00
Use one form per person. Copy for multiply attendees.

Forward form and check to Carl Sparacio, 28 Refy Avenue
Ramsey, NJ 07446

This training session will be in lieu of the General November
Meeting.

The following is reprinted from a recent article in the Newark Star Ledger. It adds emphasis to the points made at our recent Party Tech Inflatable Seminar.

KIDS HURT IN ACCIDENT AT FESTIVAL

By Rick Malwitz, Staff Writer

SOUTH BRUNSWICK: Eight children were injured Sunday when an inflatable slide collapsed at festival at the Islamic Society of Central Jersey on Route 1.

A preliminary investigation found that the operator of the slide, AA Mabrouk Entertainment of Oakhurst, had numerous violations and the slide was operated by persons with insufficient guidance about safety issues according to the Township Fire Safety Bureau.

The children were about 20 feet in the air when the slide suddenly deflated, sending children to the ground.

The injured children ranging from in age from 8 to 12 were taken to area hospitals. None of the injuries were life threatening according to township police. The most serious injury was a possible broken arm.

Messages left with the Islamic Center seeking medical updates were not returned yesterday.

A Preliminary investigation by the Fire Safety Bureau found that the operators did not have a permit from the N.J. Division of Fire safety and did not have a license to operate required by the State Division of Community Affairs.

Workers were unaware that only two children at a time were to be on the slide, the safety officials said.

At the time of the collapse it was being used by eight children. It also was found that the slide was not properly anchored to the ground

and was improperly powered by extension cords, officials said.
The incident is being investigated by the department of
Community Affairs Carnival Ride Safety, and the South Brunswick Fire
Safety bureau and police Department.

**We cordially invite all our new members to join
us at the upcoming meeting.**

**If you received the Rental Rag, you already
belong to our association.**

Welcome

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ARA of NJ
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