



The Rental Rag

The voice of The ARA of NJ

December 2004

njara.org



YOUR ARA-NJ OFFICERS

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PRESIDENT'S MESSAGE

Did you know ARA has a yearly leadership conference for all the Presidents? I didn't either till recently. This October it was in Las Vegas, the city for the '05 conference. For 2 days I sat inside a hotel ballroom, learned all about ARA and made some new friends in our region. Okay, that's not all I did, but "what happens in Vegas stays in Vegas!" Such a great tag line. By far and large we in New Jersey are doing things right. Of course there is always room fore improvement and we are all going to participate in that for '05.

If you attended the Town Hall Meeting in October, you would have also learned some other things about the benefits of belonging to this organization. Such as the National Equipment Register program that NJ is going to progressively take part in. Also you would have found out that there are over 300 identified non ARA members in the state of New Jersey in rental. That means that we have over 300 non tapped into talent and possible means of additional funding to our state which allows us to spend more on speakers.

November brought Fork Lift Certification by Modern in Edison and the board will wrap up the year and bring you our calendar for 2005.

As I look back over the year I am proud to say we have increased attendance at our meetings more than 50%. We've made great strides in presenting topics and educational seminars requested by all based on the survey we requested in March.

There is much more we all need to do to make this organization a power house for each of us and I encourage you to e-mail or call me and let me know what challenges or concerns you have for next year.

Have a great and profitable holiday and see you next year.

.....Megan Jones

Note:

Brian Higgins has announced that Kaye Insurance Associates has had a name change. Effective November 15th they are known as Hub International Northeast Limited. Please update your records

A group of twenty participants went to Forklift Certification School on 11/17. The day long training took place at Modern Material Handling, in Edison. They were certified" upon completion of the program. Instructors Bill Patton and Hector Valentin ran the very relevant and complete program for the Modern Training Group.

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Jersey Talk Howard
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Condolences to the Futcher family on the passing of John Futcher, Sr.

John was the founder of Unirents (formerly United Rent All) in 1960 at the current Haskell location. Although sons John, Jr. and Dave have been operating the business since 1990, John, Sr. took on the remodeling project in 2000 that produced such a beautiful result. He will be missed.

A committee is being formed to put together an equipment/party rental program July 17 in Stevens, PA (near Reading). Anybody interested in serving on the committee, contact Megan Jones or Howard Heller. The proposed site is Eagle Rentals, a beautiful location with lots of room. A golf outing the day before is being planned

FOR SALE: Fun Time Productions (Deer Park, NY)
The principal, Jerry Goldberg is retiring. Includes inflatables, amusement equipment, and repair equipment - in business 28 years. If interested contact Jerry Goldberg (631-242-6480).

Jersey Talk - continued

Congrats to Jeff Hinck (Party Center) for his winning of a 27" flat screen TV at the MATRA show! Rumor has it that Jeff is *considering* donating it as a door prize for the next NJARA meeting.

I hear that Steve Kohn (Millers Rentals) put together a quick dining hall for 1000 Rutgers students. He got a call during the last NJARA meeting with a plea from Rutgers to put up a temporary dining facility (needed because of their recent cafeteria fire). He had it all set up with tables, chairs, tents and staff by 7:00 AM. Not bad reaction time!

TENT RENTAL LIABILITY..... Dave Hinck

Rent insurance liability claims from tent related incidents rank second only to those from towable tools. In fact they account for 10% of all rental liability claims. Most tent liability claims are a result of poor/improper tent anchoring or bodily injury from contact with the tent or its components.

What can rental dealers who are concerned about the liability exposure from tent related accidents do?

- 1) Properly maintain, repair, and store tent equipment. Common and

Brian Higgins

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controllable incidents include tripping on or handling of non-nail head stakes, walking into and/or tripping over ropes, lacerations from staples in tent poles or from rough stakes as well as poor pole maintenance (split or otherwise damaged and worn) which leads to handling injuries or pole failures.

Action points to consider:

- a) Attach streamers to ropes for improved visibility where appropriate.
- b) Position frame tent stakes closer to side poles when possible especially in high traffic areas.
- c) Check and maintain all pole and rope integrity on a regularly scheduled basis.
- d) Routinely pull nails and staples from wooden poles.
- e) Require work gloves when handling tent stakes and poles.
- f) Avoid "rebar" type stakes in preference to using "nail head" types. Otherwise, be sure to grind off sharp hammered edges and cover stake heads when using "rebar" types.
- g) Tie balloons or otherwise cover stakes completely with a device of your choice to protect people from tripping. Where appropriate flowers or safety cones may be used.
- h) Mark low overhead entrances to improve visibility for safety. Otherwise, redirect tent users to other entrances with siding, signing, or other crowd control devices.
- i) Ensure adequate lighting, emergency lighting, exit signs or lights are used for tents used in darkened conditions.

FEELING LUCKY?

Bid on your favorite Las Vegas entertainment option today! Enhance your trip to Las Vegas for The Rental Show – and benefit the rental industry at the same time. Bidding opened today for the ARA Foundation's on-line silent auction, sponsored by Briggs & Stratton Commercial Power.

Some of the best Vegas entertainment options are on the auction block, including:

The Coliseum Dinner Show Package, featuring Elton John at Caesars Palace

Cirque du Soleil's "O" Show Package at Bellagio

"Mamma Mia" Show Package at Mandalay Bay

Tickets to KA, Cirque du Soleil's brand-new show at MGM Grand

Richard Petty's Driving Experience at Las Vegas Motor

Allied Insurance Brokers
Stephen Chapas
412-231-8383

Anchor Industries
Howard Jaslow
800-808-8368

Atlas Copco
Tom Butler
412-536-0600

BilJax, Inc.
Sam Jacobs
707-432-1173

Blairs Rental Service
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732-255-3584

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G.R.Evans Associates
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Harrison Products Corp
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Hilti, Inc.
John Egan
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Hub International Northeast
Limited
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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

M & R Sales, Inc.
Howard Heller

Speedway

Mario Andretti Racing School at Las Vegas Motor Speedway
And more!

The auction is the year's main fundraiser for the ARA Foundation, so your top bid supports educational efforts that include the scholarship program and the Rental Executive Advisory Program (REAP). It's a win-win situation!

You must be registered to bid, with the bidding ongoing through Dec. 24. Don't miss this winning opportunity. Click on: ararental.org/rentalshow/auction/default.asp to get started!

THE NEXT MEETING(s)

Mark your '05 calendars for next year's general meeting dates:

March 16th

April 20th

October 19th

November 16th

Details and locations will follow in future issues and notices. Some dates may be tentative but most are probably right on the money.

Scenes from the October meeting

Hot discussion

October meeting award winners from Tri-State Rental

More scenes from the October meeting

908-508-0658

Maywood Furniture
Ken Perrson
800-238-6797

Millennium Steel
Sam Hoffman
212-594-2190

National Chemsearch
Angelo Pruscino
732-739-2428

North Jersey Bobcat
Vincent Ryan
201-703-8866

O'Donnell & English
Timothy English
732-275-1275

Pace Marketing
Benjamin Minardi
800-295-7955

RLM Agency, Inc.
Roy Peraga;o
973-835-6171

Republic Business Forms
Louis Saraceni
973-616-0080

R S S Distributors
Ross Wiggins
707-892-6743

Sales To Industry
Mike Rand
800-336-4784

Stanley-Bostich
David Carr
800-556-6696

Tarantin Tank & Equipment
Tom Tarantin
800-922-0724

Viking Representatives
Ted Vetrini
800-526-2403

Wacker Corp
Michael Kemmlein
973-442-1551

Wayne R. Clevon C.P.A.
Wayne Clevon
732-240-9700

RANDOM THOUGHTS

Remember, half the
people you know are
below average.



Howard Heller modeling a logo shirt (there's a name for his grin)



Steve Kohn & Brian Higgins commiserating

ARE RENTAL STORES DOING

He who laughs last, thinks slowest.

Depression is merely anger without enthusiasm.

The early bird may get the worm, but the second mouse gets the cheese in the trap.

Support bacteria. They're the only culture some people have.

Monday is an awful way to spend 1/7 of your week.

A clear conscience is usually the sign of a bad memory.

Change is inevitable, except from vending machines.

Get a new car for your spouse. It could be a great trade!

SOMETHING WRONG?

Has anyone ventured out to the malls and stores lately? During this Holiday season I took a rare and unplanned shopping trip. I've got to tell you, it was a real eye opener. For this article I would like to share my findings with you and then ask the following question. Are we (rental stores) doing something wrong?

When one enters the doors of a retail establishment one should be greeted by a friendly voice welcoming you. Is it appropriate to be greeted by a recording that says "Self service checkouts to the right please"?

When asking for information on a product should we be told that there are price checkers at the end of the aisles.

When trying to get the items you need, should one have to climb over pallets and boxes in the aisle ways?

Since when was English declared a second and sometimes optional language in this country?

Do stores actually advertise for lethargic employees to work the registers, or should I say stand at the register counters.

Do people in civilized countries really need to fight over saving an additional 25¢ on a coupon and spend 30 minutes in doing so?

Is it too much to ask for someone to help you load your car?

Is parking within a 3 mile radius of the mall only a privilege for those that arrive 3 hours before the store opens?

If I go to a mall in Asia will I find that 90% of the shoppers are Americans?

Is it really required that in order to shop you must be accompanied by no less than 12 strollers and 14 screaming children?

Well, I think you get my message. God bless the friendly local Rental store and thank heaven for online shopping.

..... Steve Kohn

Reasons for Giving Thanks

Good business or bad ... one thing we as members of ARA-NJ have to be thankful for are the caring efforts of our "movers and shakers", the people who think, plan and get things done for the betterment of us and our industry. People like our president Megan Jones- Holt, our treasurer Tom Lade, Steve Kohn, Howard Heller, the board members, regular members and associate members, hosts current and past, Carl Sparacio, our editor and related associations such as MATRA. These people and their efforts help to

unify us and make the industry more professional.
If you see one of them tell them, “Thanks for what
you do”, and make the association stronger by
participating yourself.

.....
..... Dave
Hinck



ARA of NJ
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