



# Rental Works

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A PUBLICATION OF [THE ARA OF NEW JERSEY](#)

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## Message From The President



It's hard to believe it has been a year already being your president. Where has the time gone? Our association has remained strong and effective, we have had many great leaders and we have established a model State association for others to learn from. I commend Michael Yamrock on a job well done for the past four year. It's truly nice to

be able to step into this new role with all the ducks lined up properly

I am honored to be working with new and old board members and committee head for the next year. We are planning great things for this association and I hope each and every regular and associate member will take advantage of this program and events we put together.

The experiences I will have and the people I will be meeting and networking with will not only benefit this association but also will help me personally in running a successful rental operation. It has been wonderful watching this association grow and seeing new individuals enter the industry. With this new growth has come new challenges and new issues. How can we get people to meetings? What topics should we cover? Where should our meetings be held? What social activities should we plan?

These are questions that require your input. I really need to hear from you. Tell me what you think. Your opinion will be heard. Let us continue to have the best ARA State association in the country!

I am looking forward to seeing all of you in New Orleans in February. Watch your e-mail for upcoming information on meetings and events that will be planned. If you are interested in hosting a meeting, please contact me.

Have a great and prosperous New Year!

Respectfully,

[Judy Boelhower](#), Friendly Rental Center

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#### Our supporting vendors



## News from ARA National



2014 is coming quickly to a close. It's a time to celebrate holidays, successes and major milestones. We in the State/Local/Provincial Programs department at ARA are proud to have partnered with you on some very productive initiatives:

- 24 state associations now work with our department to conduct their annual board elections.
- 20 boards have set up a regular conference call meeting schedule, almost all requesting that our staff participate in the calls in an advisory capacity.
- 3 state association boards paid to have ARA conduct special board training for their chapters in 2014, bringing the total number of participants since 2009 to 10.
- 18 of our active state associations worked with us to develop appropriate questions for the administration of their biannual member participation surveys.
- With the addition of Iowa, Tennessee and Oregon this year, ARA is now producing newsletters, usually semi-annually, for 20 of our active 35 states.

It's important to recognize activity, but even more meaningful to measure the results. We are happy to share that these efforts have resulted in over 5,500 attendees at state meetings and just shy of 20% of our members responding to the participation surveys.

Without YOU, and our 325+ volunteer leaders at the state and local levels, none of this would be possible! Thank you for a successful 2014!

Regards,  
**Ruth Bloom**  
Director of State, Local and Provincial Programs  
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**Meeting Updates:**

[Remember to check our Facebook page for daily news updates, meeting information and timely news](#)



La Cucina  
Judy Boelhouwer

Christmas Morning  
Breakfast

French Toast  
Bread Pudding

**Sound off on Facebook:**

Many of our members and readers are active Facebook posters. This is a great medium to voice your concerns and opinions. One controversial topic this past month has been Affordable Health care. Here is how [Vern Mott](#) feels about this:

*"Un-affordable Health Care round 2. Time for renewal. Guess what? The crap coverage that we were forced to settle for last year is actually going up in cost! It's not enough that when the ACA took effect we lost decent health coverage (unless we opted for the 85% increase in premium) Now it's more? When we were forced into the new crappy coverage (for the exact same premium we were paying for far better coverage the year before) our deductibles went sky high. So far this year, after paying the premiums, I am out of pocket an additional \$4000.*



*This is affordable care? The younger folks that were supposed to be signing up to offset cost are NOT signing up. They are opting for the penalty. The ONLY people that the ACA has helped are those who otherwise could not obtain coverage due to health issues etc. How in the world is this helping? I am almost tempted to stop health coverage for the guys at the store, let them shop it in the Marketplace and use tax credits to pay for it. We as a nation are in a sad, sad state. OK rant over....breathe"*

Several members added their comments as well:

[Joseph S Mihalko](#) *Need a motorized wheelchair NOT COVERED, as of Jan 1 I could be covered for a transgender operation though, WTF.*

[Steve Kohn](#) *Very well said. Wouldn't it be nice if the politicians that forced this down our throats would actually listen to the shrinking middle class and the small businesses that are the backbone of this country?*

A post from [Chris Ruch](#) reads as follows:

*"My private health insurance just got cancelled...was paying \$585/month. Now it is \$1744/month. That's \$20928/year...who can afford that? Thanks Mr. President..."*

Be sure and let Vern and Chris know how you feel.

**The perfect time to Reconnect**

1978 - Vinyl was king, 8 tracks rising fast, cassette tapes soon to replace 8 tracks...and not that I want to date myself, I began working in the rental industry.

#### Ingredients

1 challah loaf, sliced  
3/4 inch thick  
8 extra-large eggs  
5 cups half-and-half or milk  
3 tablespoons honey  
1 tablespoon grated orange zest  
1 teaspoon pure vanilla extract  
1/4 teaspoon kosher salt  
Confectioners' sugar and pure maple syrup, for serving  
Directions  
Preheat the oven to 350 degrees.

Arrange the bread in two layers in a 9 by 13 by 2-inch baking dish, cutting the bread to fit the dish. Set aside.

In a large bowl, whisk together the eggs, half-and-half, honey, orange zest, vanilla, and salt. Pour the mixture over the bread and press the bread down. Allow to soak for 10 minutes.

Place the baking dish in a larger roasting pan and add enough very hot tap water to the roasting pan to come an inch up the side of the baking dish. Cover the roasting pan tightly with aluminum foil, tenting it so the foil doesn't touch the pudding. Make two slashes in the foil to allow steam to escape. Bake for 45 minutes, remove the aluminum foil, and bake for another 40 to 45 minutes, until the pudding puffs up and the custard is set. Remove from the oven and cool slightly.

With a small sieve, dust lightly with confectioners' sugar and serve hot in squares with maple syrup on the side.

**Thanks to Justin**

Recently, I began to work for a new company, one that provides some interesting possibilities within our industry, many that as a small business person I could only have dreamt about. My job title and description requires me to focus on opening new markets. With all of the newest and latest technology, I still find many of the tools learned years ago still apply.

As a small business person, sales can mean making the sale, loading the truck, deliver and installing, answering the emergency calls, and taking it all back down, cleaning and restocking the shelves. While I am a very strong believer in the use of



new methods of marketing, social media, and general outreach, Sales, especially as small business owners and employees, is still a people to people, face to face, know your customer or vendor business.

No matter how far I travel, or how big or small the client, there is a point during the marketing/sales

process where you get the opportunity to meet that new potential client, a chance to personalize your relationship, and in my mind, seal the deal long before the pricing or terms have been finally decided upon. You have the opportunity to instill the confidence in you, and your company, in person.

Often as small business owners or employees, we find ourselves pulled in more directions that we ever thought possible. I still wake up in the middle of the night, thinking about what I need to do the next day, and working through my thoughts and presentations.

But what we must carve out is the time to focus on continuing our outreach, those direct connections with new and old customers, developing that pipeline that is the life blood of maintaining current business and growth that will help with your future business success.

Take time this winter, as the season slows, to reconnect with your clients, reminding them why they do business with you in the first place, and learning a bit about them that may help you secure even more business in the future.

Happy Holidays to all and to all, much success in the upcoming year.

[Matt Holt](#)

Arena Americas

and staff at CSP Events for hosting the November 19 meeting. Justin introduced the members to Korean food and drink. A good time was had by all.



**ARA of NJ would like to welcome 3 new members to our association.**

- (1) **Teton Tent Rental Evesham, NJ**
- (2) **Fastentation Clifton, NJ**
- (3) **Bon Chef Lafayette, NJ**

**SAVE THE DATE!**

**April 1: Tent Training and Safety by Brian Richardson. Location to be determined**

## Check it Out

Did you know ARA of NJ has a newly designed website? Be sure and check it out. We urge all members and vendors to check your listing and make sure all the info is accurate. If you want to add and info such as a logo, slogan or updated contact info be sure and drop us an email. Check it out now at [www.njara.org](http://www.njara.org)

## More Bang for your Bucks

I know I've sounded off about using Social Media before and I'm assuming that most of us use it on a pretty regular basis. If you don't, you're just missing the boat. Hey it's free, and who wouldn't want to promote their business for free. Other than your website, it's most likely the easiest way for a customer to find out about your business. Most of us already have a Facebook page, but are you using it to its full potential? It is important to keep updating the page. It's not enough to just create a page and let it sit idle. The more you update your posts, the better the chance of a search engine finding you.

An often under looked aspect of Facebook is to use "promoted posts", which basically is a fancy way of saying paid advertising. Yes, there is a cost associated with it however it can be a fantastically inexpensive way to promote your business. The best thing about it is that you can actually target your audience to a specific demographic by age, gender, area and interest or keyword. You can also choose the amount you wish to spend in regards to actual views and click-through. Recently I ran a "promoted" post for an item we carry for sale. It was targeted mainly for our contractor/landscaper within a certain radius of specifically chosen towns. This post generated over 3200 specifically targeted views and several new page likes. The cost of this post? Twenty bucks. For less than the cost of Starbucks for a week, your name is now out to a very specific targeted demographic. You can adjust your cost as you see fit. Even if the post only drives someone to your page for the time being, at least now they know you're there and what you do. Isn't that what it's all about?

Respectfully,  
Vern Mott, Pioneer Rentals

## In the News:

[Bobcat](#)

Bobcat Co. has launched the new [Bobcat Blog](#) — a site where equipment experts, other individuals with Bobcat Co. and occasional guest bloggers will provide perspective on Bobcat products and their applications, markets, customers' businesses and lifestyles, and promotions and events for the large and growing Bobcat social com-

munity. It's all designed to help customers be more successful on jobsites and in running their businesses.

### Rent an Ugly Sweater



Since its December, you probably have at least one holiday party coming up that requires you to dress like a fool in the ugliest seasonal sweater you can find. The tradition that calls for jumpers that jingle, jangle and offend the eyeballs at least lets you rack up points for creativity. After all, if you're going to wear

an ugly sweater, you want it to be the ugliest it can be.

The fashion rental service that usually reserves its inventory for designer gowns and dresses is adding a seasonal incentive. [Rent The Runway](#) is renting out ugly sweaters from their custom Ugly Holiday Sweater capsule collection, which features 12 sweaters, cardigans and vests sure to make people cringe in horror. For \$15, you can rent the ugliest sweater of your choice for four days (or \$24 for eight days), and they come in one size. The sweaters up for renting are decorated with Santas, plaid patterns, candy canes and even one with a full-sized teddy bear pinned to the front.

### Indoogoo Launches 'My Rentals' with Geolocation Technology

[Indoogoo](#), the construction industry's first social and trading network, is launching its "My Rentals" service, utilizing geolocation technology to create comprehensive search results from both local equipment rental companies and other Indoogoo users.

"My Rentals" is designed to help users easily locate and rent heavy equipment. It is the first online rental service to provide access to a variety of listings from a number of different sources. Users range from large well-known rental companies to smaller local traders. Anybody can search the listings for the best local rental deals.

The My Rentals process is designed to be simple. After signing up for free at [www.indoogoo.com](http://www.indoogoo.com), users looking to rent equipment can search for the machinery they need, specifying the exact location where it is needed.

## Editors Corner



Well, I am approaching the six month mark of leaving behind the day to day operations of a Rental Business. During this time I have had the opportunity to visit many rental operations throughout the country, see several manufacturer reps, attend trade shows and catch up on reading all the industrial publications. Being on the other side of the fence has given me a new perspective on issues that I once might have not given enough thought on.

First, we need to talk about showrooms. Let's face it, potential and existing customer habits have changed and evolved. Huge showrooms to display your wares are certainly impressive, but probably not necessary anymore. It's a great feeling when I walk into elaborate showrooms, but after spending some time in them, you come to the conclusion of what is missing. Namely, **CUSTOMERS**.

In today's fast pace world, clients have less time to visit brick and mortar establishments and are more than willing to accomplish task with the point and click method or just by picking up the phone. Although there are market where a showroom is a must, maybe it's time to think about downsizing, or better yet investing in an outside sales force that can show your services and products anywhere.

Space is money. Are you better off filling that space with product that can be rented to produce revenue or display items that might draw a limited audience? I still agree there are those clients that need to come in and "kick the tires", but that has to be balanced with the need for space.

More and more rental companies are opting for the Industrial complex model. Moving off major highways and high priced real estate locations to more cost effective properties that are still accessible but priced right. Usually these locations have better loading facilities and are much easier to layout efficiently. Showrooms are still present, but at a much reduced size.

Second, let's review delivery vehicles. As I drive around, I have been paying special attention to the unique vehicles you all use. From 24' box trucks, to Sprinters vans and from flatbeds to tractor trailers. I have seen amazing body wraps and clever slogans painted on the sides. Delivery trucks are moving advertisements for you and then say a lot about your company.

What I have noticed in these vehicles will probably make your cringe. I have

stopped at traffic lights and looked in the cabs of these vehicles and noted the following items: The remains of a baloney sandwich from days gone by, piles of lottery scratch off tickets, risky magazines, empty soda cans, crumbled rental contracts, several days' worth of t-shirts, jackets and caps. And assorted tent parts such as R-Pins and bungees.

I'm sure once these trucks return to base locations there are procedures to clean this up (hopefully), but is it really necessary that your trucks be treated like dorm rooms while your crews are on the road representing your company?

Third, I would like to mention trade shows. Walking around, I noticed that the manufacturers with the most traffic are the one that have the most new products and ideas. If you're selling the same old thing, what is the draw to visit your booth? If you're offering special pricing or discounts, that doesn't require traveling. It can very easily be obtained via a phone order or internet sale, rather than attendees giving up their time to travel or see other vendors that have new items worth their time.

Wake up manufacturers! Stop being content with what you have now. Survival will be based on how well you adapt to changing markets. New products are just one part of this. New markets must be opened and you must connect with today's clients and their needs. Remember, as a manufacturer or vendor have the ability and knowledge to shape markets and change customer needs and wants.

Finally, I would like to mention training. Many of you have employees that have been around awhile and are very set in there ways. When was the last time you updated or refreshed there customer service, telephone answering, computer knowledge and even CAD skills?

Your warehouse, delivery and back office people need training in safety, material handling, and driving and customer service as well. Don't take this for granted. Training not only serves to make your company more competitive, it's also a great motivator for employees. It shows your care enough about them and are willing to invest in their futures.

You can never go wrong with training. Its available, it's generally economical and now is the perfect time of year when it's quiet to do it.

Looking forward to visiting many more of you. Send me an email, be glad to come and say hello. We can do lunch or just hangout.

By the way, I have not mentioned any particular operations or vendors, but I do want to point out that everyone I have visited has rolled out the red carpet and

made me proud to be part of the greatest industry on earth.

Until next issue, enjoy the holidays, stay warm and keep growing  
I'll be watching ☺

Respectfully,

[Steve Kohn](#)

[CADMYEVENT.COM](http://CADMYEVENT.COM)

### **Over the Years...A to Z Rentals, Action Rentals, Allstar Rentals and Friendly Rentals**

[By Howard Heller](#)



Many of us in the rental industry haven't a clue about Curly Boelhouwer's beginning! I spent a few minutes with Curly chatting- no, he wasn't always in the rental business! Out of high school, instead of going to college on a full basketball scholarship, he went to work at PSE & G for ten years, where he became a lineman. Can you believe that he used to climb up utility poles- some 100 feet high and over traffic??

His best friend, high school basketball team-mate, Bill Boege and Curly (not noted for curls), talked about going into business together for years. After seeing an ad from A-Z Rentals, he and Bill, sprung for it and opened their first store in Iselin in 1967. Curly's wife Joan did the books while his daughters Sharon and Judy hung out in the playpen behind her desk. Bill worked full time at the rental store and Curly worked on weekends and evenings, still holding a full time job at PSE & G. Another franchise of A-Z in East Brunswick became available and was purchased by Bill and Curly. Curly then went full time into the rental business. In 1972, they started a FabTek lift division at a new location in Edison. Following, Bill and Curly broke the franchise agreement and named the business Action Rental and Sales.

In those early years, he recalled the help he got from Viking sales rep Ben DeLuca, who became a friend as well as supportive rep.

In 1978, an additional store was opened in Somerset, NJ. 1980 was the beginning of party rental in the East Brunswick location. Bill and Curly split up in 1982. Curly kept the East Brunswick and Somerset location with the name AllStar Rentals and Bill obtained Edison and Iselin locations with the name Rent Rite. In 1985, Curly opened another location in Freehold, NJ.

Friendly Rental was purchased in 1989. There are 2 stores, one in North Brunswick and the other in Princeton. Because of the recession in 2004, all the AllStar locations were closed. The inventory was all consolidated into Friendly Rental.

What keeps him going with his positive attitude? Joan, his family, his church, and he loves the business and the people- likes helping them solve their problems with equipment needs. It's been a family oriented business for the past 47 years. His wife and 2 daughters are still very active in the business.

**Curly's Advise for Newcomers:**

Consider at least some party items, go to the ARA convention, and limit your debt!  
Make your reputation count: be fair to your customers and they'll come back!

**Curly' s Challenges & Goals for next year:**

It's time to computerize the rest of the business!  
Separate Friendly Rentals from the Big Box stores.  
New opportunities- he's always looking out for the new idea!

Knowing Curly, these challenges will be met and he will never retire!