



ARAM NEWS

ARAM "Hoisting Bill" Advances

Gene LaPierre

Because of our members' support and willingness to contact their state senators and representatives, the "Hoisting Bill" that ARA of Massachusetts (ARAM) has submitted to the Massachusetts Legislature has seen a lot of action during the month of July.

This bill was first submitted to the Legislature in 2008 during the 185th session of the General Court.

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It died in committee that year when the session finished with no action on our bill. In January of 2009, Sen. Brewer (D-Barre) resubmitted our bill for consideration by the 186th session of the General Court. Each session lasts two years. Any bill not acted on during that session dies at the end of the session.

Not wanting our bill to suffer a similar fate as it did in 2008, ARAM embarked on a campaign to have members contact their legislators on Beacon Hill. Several members e-mailed, faxed and phoned their legislators on behalf of this bill. One of those who sent copies of the ARAM-drafted letter to his legislators

was ARAM President Dan Shaughnessy. Rep. Vinny DeMacedo (R-Plymouth) called for further information on our bill and then suggested he make an appointment with a legislative aide in Senate President Therese Murray's (D-Plymouth) office. Dan did as suggested and set up a meeting for Thursday, July 22, at 11 a.m. He invited Rep. DeMacedo, Andrew Taylor (ARAM vice president) and myself to join him. As schedules would have it, Rep. DeMacedo was not able to attend; however, he did call Sen. Murray's office and shared his support of the bill.

On the way into Sen. Murray's office, my cell phone beeped with a message. It was from Beth McLaughlin at the Department of Public Safety informing me that our bill was scheduled to be taken up in formal session that day. Once we entered the office and met with Jacqueline Horigan, legislative aide to Sen. Murray, we asked about the bill's sudden movement. She explained that once Sen. Murray heard about our situation, she immediately asked the Senate Ways and Means Committee to report on the bill and send it to the Senate for consideration. It was redrafted and sent to the Senate as Bill No. S2564. The Senate approved and referred the bill to the House Committee on Ways and Means on July 26. On July 28, the House Committee on Ways and Means approved and sent it to the House Committee on Steering, Policy and Scheduling where they reported that the matter be placed in the Orders of the Day for the next sitting.

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Cast Your Vote and Help Determine the Future Leadership of ARA

By now you should have received a ballot for the upcoming American Rental Association (ARA) board elections. ARA of Massachusetts (ARAM) general members will have the opportunity to vote for the president-elect, associate member director and Region One director. ARAM associate members will vote for the associate member director.

Below is a listing of the candidates running for these board positions:

President-elect:

Michael Flesher, president/owner, Taylor Rental Center, Vestal, N.Y.

Barry Ghiglione, president/owner, Handy Rental Centre, Saskatoon, Saskatchewan, Canada

Associate Member Director:

John Fuchs, special events sales manager, Anchor Industries, Evansville, Ind.

Pierre Pereira, vice president, sales & marketing, Billy Goat Industries, Lee's Summit, Mo.

Region One Director:

Judy Cheney, CERP, business/sales coordinator, Vermont Tent Co., South Burlington, Vt.

Russ Dagenais, president/owner, Taylor Rental Center, Wallingford, Conn.

To help you learn more about the candidates before you cast your vote, a special ARA board elections insert with candidate profiles was included in the July/August issue of *RENTAL MANAGEMENT* magazine. You also can review the candidate profiles by logging on to www.ARArental.org and clicking on the link in the "ARA Board Elections" box.

Each company has a designated voting representative who will receive the ballot(s). If you are not the representative but have an opinion on who you feel should be elected, let your company's voting representative know.

Take advantage of this opportunity to have your voice heard and help determine the future leadership of your association.

Completed ballots must be received by Sept. 2.

American Rental Association of Massachusetts, Inc.

Officers:

Dan Shaughnessy, president
508-746-8899

Andrew Taylor, vice president
781-834-7921

Board of Directors:

Chairman:

Stuart Smaller
978-744-4600

Directors:

Dan Dalton (10)
978-463-1750

Michael Kramer (10)
978-744-4600

John Costa (11)
508-586-0900

JC Connolly (11)
617-825-3600

Michael Linton (11)
413-583-3123

Mark Gelinas (12)
413-786-4433

Daniel Chase (12)
508-758-2055

Michael Tonry (12)
508-473-5022

Executive Director:

Gene LaPierre
413-364-7667

ARA Region One Director:

Steve Reitter (10)
978-562-7317



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Facebook.com/ARAofMA

President's Podium

By Dan Shaughnessy

I hope all of you are having a great summer. The ARAM board of directors has been busy planning a great meeting schedule for you and your team. I am pleased to announce the ARAM meeting program for the 2010/2011 season.

This fall ARAM will concentrate on the theme of ***Building Revenue and Profits*** in your business.

We have several events scheduled that will help you and your staff work toward this goal. We will host our traditional evening meetings and have added several employee training programs, which will be held during the day to facilitate attendance by your customer service reps, service technicians and drivers.

ARAM is also working closely with ARA of Connecticut to bring in presenters who have a great deal of experience working with rental businesses nationally. By coordinating our meeting dates, both associations will have a higher level of expertise to offer our memberships.

The box on the right lists the events we are planning. Please mark the dates on your calendars now and plan to attend these great learning opportunities, not to mention the great networking opportunities also.

If you would like to host any of the events, please call or e-mail Gene. He can go over the details and requirements. Hosting a meeting is easy and a great way to participate in ARAM. It's also a great way to instill an increased level of pride in all your team members.

As you read on the first page, our "hoisting bill" is moving forward. I hope that by the time you read this we will have word that the bill has passed and been signed by the governor. Stay tuned to your e-mail and the ARAM Facebook page for updates.

Dan



Dan can be reached at: taycamllc@comcast.net.



Save the Dates

ARAM 2010/2011 Meeting Schedule

Sept. 22, 2010, 10 a.m.

Employee Training

"PHP Heater School"

Hands-on training for direct fired portable heaters
Location to be announced.

Sept. 22, 2010, 6 p.m.

General Meeting

"Options for Additional Winter Revenue"

Presented by experienced rental owners
Location to be announced.

Oct. 20, 2010, 10 a.m.

Employee Training

"Dri-Eaz Drying School"

The science and techniques for proper drying after a flood
Location to be announced.

Oct. 27, 2010, 6 p.m.

General Meeting

"How to Make a 20 Percent Operating Profit in the Rental Business"

Presented by Tom Ross, chairman, Alert Management Systems
Location to be announced.

Nov. 9, 2010, 10 a.m.

Employee Training

"Massachusetts State Police Truck Team"

A review of the regulations as they apply to your delivery drivers,
including roadside inspections and weigh station stops
Location to be announced.

Dec. 8, 2010, 6 p.m.

Holiday Party

Special guest speaker to be announced
Pearl Street Station - Malden

Jan. 19, 2011

General Meeting

"Using Social Media to Promote your Rental Business"

Presented by Kaitlyn Pinterich
Location to be announced.

Feb. 16, 2011

Legislative Day - Boston

A special event where you can come to Boston and
participate in the legislative process
Details to be announced.

Feb. 27 - March 2

The Rental Show

Las Vegas

March 2011

Demo Day/Rodeo

*An all-new format to see and try out new equipment.
A fun-filled day of hands-on equipment demonstrations.*

This event also will include exciting competitions for both
the equipment and party crews.

If you would like to host a meeting,
please contact Gene at 413-364-7667 or ARAM.Gene@gmail.com.



RentalHQ: A Free Benefit of Membership in ARA

Having a dynamic Web presence is essential for any business positioning itself to succeed in today's marketplace. The American Rental Association has a resource to assist you in that effort — www.RentalHQ.com — a free benefit of membership. Gain an enhanced Web presence that can bring customers into your business through this comprehensive rental store locator — the world's largest!

Let your customers know who you are, where you are located and what services you offer through ARA's RentalHQ.com. It's the perfect resource to assist you in connecting with customers, generating rentals and running your business efficiently and effectively. On www.RentalHQ.com, you receive your own storefront that you can customize with your store information such as hours of operation, delivery policies and a link to your website as well as a photo or store logo. You can personalize your storefront page by going to the "My ARA Page" of the ARA website at www.ARARental.org and clicking on the red "RentalHQ.com Listing" link on the lower left-hand side of the page.

Be sure to keep your inventory information updated because it is a key way potential customers can find you and determine whether you have what they need. Go to the "My ARA Page" and select the red "Update your membership info" link on the lower left-hand side of the page to ensure your inventory listing is current.

Don't pass up this easy and effective opportunity to connect with potential customers. Use this free benefit of your ARA membership — www.RentalHQ.com.

Hoisting Update

(Continued from page 1)

Bill No. S2564 was then placed on the House calendar for July 30. That session ended with no action and it was held over to the formal session on July 31. As of midnight July 31, the bill had not yet been heard. I have been told by Rep. DeMacedo that he has been assured that our bill can and will be taken up in informal session sometime in August.

As soon as we hear of the final action on Bill No. S2564, we will notify you all via e-mail.

A big "THANK YOU" to all the members who took the time to contact their legislators and especially to Dan Shaughnessy and his legislators, Sen. Murray and Rep. DeMacedo.

To read the bill go to:

<http://www.mass.gov/legis/bills/senate/186/st02pdf/st02564.pdf>

Mark Your Calendar

Dates to Remember for 2010 State and Federal Elections

Massachusetts Primary Election:
Sept. 14, 2010

General Election Voter Registration Deadline:
Oct. 13, 2010

Early, In-Person Voting:
Oct. 4 - Nov. 2, 2010

Early Voting by Mail Deadline:
Nov. 1, 2010

2010 Midterm General Election:
Nov. 2, 2010

Michael's Party Rental Holds Customer Appreciation Event

What better way to show off your event rental equipment than to have an event!

Michael Linton, owner of Michael's Party Rental in Ludlow, Mass., wanted to show his customers the extent of his party/special event inventory and also thank them for their continued support over the years.

According to Linton, "We set up a showcase of our equipment from padded garden chairs to paper lanterns and even introduced some new items like our market umbrellas. We bought the wine from a local vineyard that we do business with and catering was done by Creedon and Co., a fellow ARAM member and also a company we do business with."



The event occurred at the MPR warehouse, a place that most MPR clients never see, since most events require on-site delivery and setup. "The best part," according to Jayme Hennihan, MPR office manager, "was meeting people in person that I talk to on the phone on such a regular basis. The food was delicious and the entertainment was fun but the guests made it special. It was really so much fun to be having an event like this after setting up so many events for our customers."

"Everyone at Michael's Party Rentals really does appreciate each and every client," Linton says. "We hope this event, on top of our superior customer service and equipment, lets those clients know."



MPR clients, family, friends and staff all had a wonderful time. If you want to showcase your business, try hosting an event like this. It's a lot of work but can generate a lot of good will.



Steve's Soap Box

By Steve Reitter, ARA Region One director

A Land of Opportunity

Times are tough, business is down, rental stores are closing. That's the reality that makes the headlines.

But there's another reality out there. This reality says business is not great but all right and stores are expanding.

The strange but true fact is that both realities are true.

I know of several stores in our region that have closed. I know of several others that are on the brink.

I also know of several stores that have purchased other stores. I also know of stores that have expanded their operation by opening new locations. There are rental stores that have added new services or expanded their inventory to take advantage of new opportunities. One rental company has ventured into repairing small engines and equipment powered by small engines such as lawn mowers and snow blowers.

Now more than ever, the concept of continually re-inventing yourself and your business is crucial. If you remain stagnant, if you continue to do more of the same, you are likely to get the same diminishing results.

Several party rental stores in our area have opened several satellite showrooms, some of which are only staffed part time. This offers a great opportunity to expand the reach of your business with minimal expense. All you need is a small office area and a phone. There is no need for much of the infrastructure that can make the party business so expensive. You already have the warehouse, the washing equipment, the storage racks and totes ... so opening a satellite can be an efficient move that will help you realize better ROI.

I know we are all in search of the Holy Grail, an off-season business that allows us to keep our staff busy and provides cash flow during the winter or slower months. I believe at upcoming meetings we will be discussing ideas that might help you find something that will help in this regard.

The Rental Show: Now is the time to book your hotel for *The Rental Show*. The show schedule has been finalized and can be seen at www.TheRentalShow.com. I am also excited to announce that we will be having a Regional Reception on Monday evening. The cost will be only \$15 per person. Perhaps a bunch of us can go out for dinner afterwards.

There is special hotel pricing available and ARA's official housing company, Travel Planners has worked with each of *The Rental Show's* six hotel properties to waive the resort fees for Show guests who book through Travel Planners. Typically the resort fee is \$15 a night.

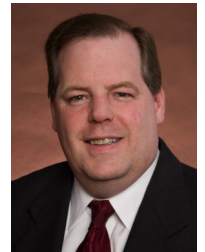
Flights to Vegas are currently available for under \$300 round trip. If you live near an airport served by JetBlue, you might want to wait for their tickets to be available since it's nice to have free snacks, television and satellite radio at your seat.

Elections: I know there was a sigh of relief across the region as the ballots for your next regional director came out. It's hard to believe that my reign of terror is almost over. We have two very good candidates running to replace me. Please be sure to use your ballot and vote for one of them. Remember that ballots are due by Sept. 2.

Thanks for your time!

Steve can be reached at Steve.Reitter@Gmail.com.

Steve



BC Tent - Avon, Mass. Announces Promotions

BC Tent and Awning owner **Bob Costa** is pleased to announce two promotions:

Rhona Dias has recently been promoted to general manager and **Mark Wilson** has been promoted to operations supervisor.

Dias has been with BC Tent since 1997 and Wilson started in 1999.