

Exchange program keeps growing

With one exchange planned for this fall and two more in the works, the international rental exchange program continues to grow.

The exchange program provides young rental professionals with the opportunity to live and work in another country to learn more about the rental industry internationally. Its purpose is to bridge cultures, build global relationships and create new leadership opportunities within the entire rental industry. The ARA Foundation administers the program for The Global Rental Alliance.

The first exchange was held in the fall and winter 2008/2009, with two exchanges held last fall. The previous exchanges all involved the U.S. and Australia.

In September, Thomas Marley of Marley Hire Shop in Portadown, Northern Ireland,

will travel to the U.S. to work at George's Tool Rental in Hatfield, Pa. Marley will stay with the company's owner, Alan Wismer, and his family throughout the exchange. During his time in the U.S., he also will attend the ARA Leadership Conference in Chicago, where he will be able to network with nearly 100 ARA members.

Marley works in his father's hire



Thomas Marley



business as a mechanic. He hopes to learn about the U.S. rental industry and bring new ideas back home to both put into place in their business and share with others.

When asked why he wants to participate in the exchange, Marley said, "America was one of the first countries to really take hire seriously and they are always a few steps ahead of the rest of the world. Seeing different cultures and their way of life can spark new ideas that will benefit our industry and hire shop."

With a goal to move into a managerial and leadership position, Marley believes the exchange experience will provide valuable insight into the overall global rental market.

The Hire Association Europe (HAE) is the partnering rental association for this exchange. "As founding members of The Global Rental Alliance, we are really



pleased to be involved in this first United Kingdom/ United States exchange,"

said Graham Arundell, HAE managing director. "We are sure that Thomas will find the experience truly inspirational and will bring back many ideas for use in his company. We hope this will spark greater interest in the program and be the first of many future exchanges between U.K. and U.S. rental organizations."

The other associations in The Global Rental Alliance in addition to ARA and HAE are the Canadian Rental Association, DLR (France), the European Rental Association, Hire Industry Association of New Zealand and Hire & Rental Industry Association (Australia). More information on the Alliance is at www.globalrentalliance.com.

Future exchanges currently in the works will include Australia, Canada and the U.S. ▲

How you can get involved

If learning more about the rental industry on the global level interests you, there are a variety of possible opportunities available in future exchanges. Jenni Venema, ARA Foundation director of development, is compiling applications for those interested in the following:

- ▲ Candidates for exchanges
- ▲ Host rental businesses
- ▲ Host families

Applications for each of these, along with eligibility requirements for all groups, are available by calling Venema at 800-334-2177, ext. 236; e-mailing jennifer.venema@ararental.org; or online at www.ARAfoundation.com under "International Rental Exchange Program." ▲



Alan Wismer

Meet the REAP advisor: Tom Fouts

NOTE: This feature spotlights a Rental Executive Advisory Program (REAP) advisor.



When Tom Fouts started working for Bledsoe Rentals in Kansas City, Mo., in 1970, his only goal was making enough money to buy his first car. Later, at the 1973 ARA convention in Anaheim,

Calif., Fouts decided to make rental his career. At the same time, he realized that involvement in ARA was the key to learning the most he could about the rental industry.

Fouts has owned Bledsoe Rentals since

1988, expanding the company to three locations today. Through his years in rental, he's gained a vast amount of industry and volunteer experience he's able to share as an advisor for the Foundation's Rental Executive Advisory Program (REAP). "While great programs and services are vital to the association at all levels, it is the opportunity to network and discuss issues with the best people in the rental industry that has kept me involved and in touch throughout my career."

His volunteer involvement began with the Associated Rental Stores of Kansas City and he served as the group's president in 1980. He was involved in the formation of ARA of Missouri in 1982, holding a variety of offices including president. Fouts also is a long-time ARA volunteer, serving as the chair for a variety of

committees as well as ARA president in 2003 and chairman of the board in 2004. He's attended more than 15 ARA Legislative Caucuses in Washington, D.C., to lobby for issues that are important to the rental industry.

He is happy to share his knowledge and looks forward to serving others as a REAP advisor too. During a recent REAP advisor session, Fouts spoke with someone from a new ARA member company who had multiple questions about everything from inventory selection, insurance and marketing to showroom displays, equipment storage and safety.

If you are interested in learning more about REAP, details are online in the REAP section at www.ARAfoundation.com or by calling Jenni Venema at 800-334-2177, ext. 236. ▲

REAP can help you be prepared

With ARA's quarterly economic survey showing increased optimism among rental businesses for 2010, perhaps you'll be looking for business advice on how to prepare now that the economy is slowly turning around. If you have questions on financial business planning, operations, risk management or other areas, the ARA Foundation's REAP (Rental Executive Advisory Program) and its advisors are available to offer guidance.

There are more than 30 REAP advisors with a wide variety of rental experiences and backgrounds. All of these volunteer advisors are highly qualified rental executives who provide confidential consultations.

Business owners with rental businesses of all sizes, inventories and years in business can benefit from the program.

Connecting with an advisor is simple: you need to complete a one-page form and indicate the areas where you want business advice.

You will then be matched with a REAP advisor, although you choose how you want to communicate: by phone or by e-mail. If you need more in-depth guidance, an advisor can visit your store.

REAP also is a cost effective way to receive business advice. You are asked to make a tax-deductible contribution of \$50 per hour of counseling to the ARA Foundation.

More information on REAP is available online at www.ARAfoundation.com. You'll find an advisor request form, list of current advisors and more. ▲

Remembering Hotch Manning



Hotch Manning, ARA past president and a strong supporter of the Foundation and the rental industry, died Jan. 18 in Tyler, Texas. The Foundation board of trustees is saddened to

have lost a friend, colleague and mentor.

Several ARA members established the Hotch Manning Memorial Fund to honor his legacy. Donations will be accepted to this fund through June 1.

Memorial and honor funds can be established for anyone as a way to honor their memory and achievements. ▲



The mission of the ARA Foundation is to develop and implement programs that create educational opportunities, build relationships and aid the rental industry.

Board of Trustees: Charlie Neffle, CERP, chair; Doron Broadfoot, vice chair; Christine Wehrman, executive director and trustee.

Trustees-at-large: Delores Crum, CERP; Catherine DeBusk, CERP; Peter Maginnis; Dennis Von Ruden.

Trustees: Ted Cook, Buddy Stubbs. **Director of Development:** Jenni Venema. **Treasurer:** Marcy Johnson.

Contact the ARA Foundation at 1900 19th St., Moline, IL 61265 • **Phone** 800-334-2177 • **Fax** 309-764-1533

Questions or comments about any Foundation programs can be directed to Jenni Venema at the number above or via e-mail to jennifer.venema@ararental.org.

Thank you for your Show support



The equipment rental industry displayed its support of the ARA Foundation during **The Rental Show** in Orlando,

Fla., Feb. 7-10. More than \$62,000 was raised for the Foundation from contributions and a live auction.

The auction, sponsored by Ritchie Bros. Auctioneers, raised \$50,000. "It was a great turnout for the fourth annual auction. On behalf of the Foundation trustees, I wish to express my thanks for the generosity of our members," said Charlie Neffle, CERP, chairman of the Foundation board of trustees. "This is the Foundation's main fundraiser for the year and the funds raised allow us to continue our programs throughout the year."

Twenty-three items were up for bid in the auction, with most donated by Show exhibitors. (See the May issue of **RENTAL MANAGEMENT** for a complete list of auction donors and purchasers.)

Prior to the auction, Doug Mitchell and Foundation Trustee Doron Broadfoot, both of The Rent-It Store in Saskatoon, Saskatchewan, Canada, were honored with the 1976 Club award in recognition of their \$5,000 in contributions to the Foundation during 2009.

The Foundation sponsored two Rental Town Hall sessions at the Show, one for construction/general tool and one

for party/special event. These sessions allowed attendees the opportunity to learn from their peers and the panelists answered questions such as how they use new technology in their businesses, how businesses have changed in the past five years, advice for those just getting started in the industry and more. ▲



Clockwise from top right: John Bibbo Jr., CERP, asked a question at the party and event Rental Town Hall; Leanne and Larry Steele were happy with their top auction bid; Michelle Evans made a bid; Charlie Neffle, CERP, (from left) presented the 1976 Club award to Doug Mitchell and Doron Broadfoot with John Crabbe, CERP, assisting; and Tom Fouts and Neffle talked during the auction.



Scholarship schedule

Thank you to all the students who applied for the ARA Foundation's 2010/2011 scholarships.

The Foundation's scholarship committee will review all applications and meet via conference call in June to determine the recipients. The selection process is anonymous – names, addresses and business details are blocked on all applications being reviewed to ensure impartial selection. Once the new recipients are chosen, all applicants will be notified of their status. Announcement of the recipients will be made via **Rental Pulse** in late June.

Recipients of all affiliate scholarships – ARA Insurance Services, ARA of Michigan, ARA of Ohio, Texas Rental Association, Ron Marshall Scholarships for ARA Region Two and Dorothy Wellnitz Scholarship for Canada – also will be announced in **Rental Pulse**.

Scholarship funds for these newest recipients will be sent to the student's college, university or technical school by mid August. ▲

Annual report now online



The ARA Foundation annual report was included in the February/March ARA membership mailing to all general, associate

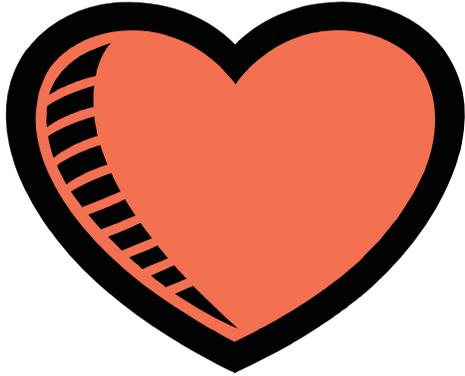
and independent manufacturer representative members. It includes a listing of all 2009 donors and testimonials from those who have benefited from Foundation programs.

If you need another copy, it's available on the "Welcome" page of the Foundation's website, www.ARAfoundation.com. ▲

Your giving makes a difference

The ARA Foundation board of trustees wishes to thank you for your support and generosity to the ARA Foundation. Without your contributions, we could not have made a difference for ARA's members and the equipment rental industry.

This year, because of you, scholarships will assist young people from ARA member businesses with their educational goals that, in turn, help the industry grow; the international rental exchanges will further connect future industry leaders globally; REAP advisors will work with numerous member business owners on rental-related issues and concerns; and the disaster relief program will expand to help individual rental stores if disasters affect them. As trustees, we proudly support the ARA Foundation mission to develop and implement programs that create educational opportunities, build relationships and aid the industry. With



your help, we do make a difference in the rental equipment industry.

Share your volunteer efforts

How do you make a difference in your own communities? Philanthropy starts at home, then expands to encompass the world, so we are interested in learning what you do. Please send photos and information on how you and your employees volunteer within your own

local area. Your efforts will be publicized by the Foundation to show how ARA members are making a difference. We want to share in your excitement and success!

Your information can be sent to Jenni Venema, Foundation director of development, by e-mail to jennifer.venema@ararental.org or by mail to American Rental Association, 1900 19th St., Moline, IL 61265. ▲

How to support the Foundation

As the rental industry's charitable organization, the ARA Foundation relies on the industry's generosity to administer its programs. To show your support, there are several options:

- ▲ Contribute when renewing your ARA general or associate membership dues. Check the amount you wish to donate on your invoice and add to your membership payment.
- ▲ Complete the coupon below.
- ▲ Support the Foundation through planned giving, stock, retirement assets, charitable gift annuities or charitable remainder trusts.
- ▲ Utilize the Foundation's programs: consult with a REAP advisor, access the online disaster resource center or recommend the Foundation's programs to those you know within the industry.

Thank you for doing your part to support the Foundation! ▲

Contribute today and impact the future of rental

Make a difference in the future of your industry by contributing to the ARA Foundation. Simply detach this donation coupon and send today with your tax-deductible gift. Your valuable contribution will help further the mission of the ARA Foundation: developing and implementing programs that create educational opportunities, build relationships and aid the rental industry.

Option 1: Check Enclosed

\$50 \$125 \$250 \$500 \$1,000 Other: \$ _____

Option 2: Bill me

\$ _____ per month or \$ _____ per quarter, starting ____ / ____ / ____ for a total of \$ _____

Option 3: Charge to Credit Card

\$ _____ per month or \$ _____ as a one-time gift to my: Visa MasterCard Discover American Express

Credit card number: _____ - _____ - _____ - _____ Expiration date: ____ / ____

Signature: _____

Please send me further information on:

Giving a gift of stock Volunteering Making a bequest in my will

Name _____ Company _____

Address _____

City _____ State _____ ZIP/Postal _____

Phone _____ E-mail _____

Your contribution to the ARA Foundation is tax-deductible to the extent that the Fair Market Value (FMV) of any goods or services received is subtracted from your contribution.

Please make your gift payable to the ARA Foundation and return this coupon to 1900 19th St., Moline, IL 61265. Thank you!