



Member Resource Guide

EVERYTHING YOU NEED TO BE READY FOR RENTAL

EDUCATION & TRAINING SAFETY & RISK MANAGEMENT BUSINESS SUPPORT TOOLS WAYS TO CONNECT



Dear ARA Member,

At ARA, our goal is to give you the resources you need to make a positive impact on your rental business. Whether it be the numerous educational products, safety and risk management resources or other business support tools, ARA is the "go to" for your rental-specific needs. You'll find all you need in this guide, but that's not all we have to offer.

As your business needs evolve, so does ARA. We understand that our members want and need more from their association and we're ready to deliver. The ARA board of directors, along with the ARA executive team, have been working on a new strategic plan that will be introduced in 2019. This plan outlines a number of key areas of focus that you — our ARA members — have told us you want from the association. These initiatives will guide the association into the future and will assure that ARA continually meets the needs of the rental community.

- Offering industry-leading education and training
- Growing the equipment and event rental workforce
- Leveraging technology to improve collaboration and operations
- Increasing consumer awareness of equipment and event rental options
- Providing market intelligence for more accurate business forecasting

Shaping the future of the equipment and event rental industry wouldn't be possible without you — so thank you for choosing ARA. We look forward to serving you.

Sincerely,

Vony J. Conard

04 Knowledge Leads to Success

Rental U

Rental U Tracks Certified Event Rental Professional (CERP) Program Event Rental Training Courses Winter Webinar Series Professional Driver Education Program

And Minimize Risk

ARA Insurance National Equipment Register (NER) Ready-to-Rent Tags Safety and Risk Management Resources

Business Support Tools

Financial Tools and Training Human Resources Support Advertising and Marketing Resources Business Planning Tools ARA Publications

FAST FACTS ABOUT ARA

Since 1955, ARA's purpose has been to help equipment and event rental professionals be successful. As a member-driven association, ARA is committed to providing the products and resources (listed in this guide) that members need to run a safer, more efficient and more profitable operation.

Who We Serve

Equipment and event rental business owners
Rental equipment manufacturers and suppliers

Members By The Numbers

ARA members are located in every U.S. state, Canadian province and more than 30 countries worldwide. The Canadian Rental Association (CRA) represents ARA's Region 10. Our membership includes:

- More than 10,500 rental businesses
- More than 1,000 manufacturers and suppliers

23 Ways to Connect

The ARA Show[™] State, Local and Provincial Associations ARA Foundation Young Professionals Network (YPN) Business Analysis Groups Government Affairs

26 Ordering Information

27 Membership Information

Categories We Cover

- Construction and industrial equipment
- General tool and light construction equipment
- Party and event equipment

Locations

- ARA headquarters is in Moline, III.
- ARA has an office in Washington, D.C.
- ARA Insurance, a wholly-owned subsidiary of ARA, is in Kansas City, Mo.
- Independent ARA Insurance agents are located throughout the U.S.

Knowledge Leads To Success

Education is key to an efficient, profitable and safe operation. So to help give you the knowledge you need to run a successful business, ARA offers a variety of rental-specific training programs for owners, managers and employees.

ARA's Training Programs Offer:

RELEVANT CONTENT

Many of our educational programs are designed exclusively for rental professionals and provide practical, rental-focused content.

SCHEDULE FLEXIBILITY

With ARA's online training options, you and your employees can learn at your own pace wherever, whenever,

VARIOUS FORMATS

From streaming videos, podcasts and e-books to webinars and seminars at The ARA Show, ARA offers a range of options to fit the way you learn.

COST EFFECTIVE

ARA's online training is either free or affordably priced, which eliminates travel costs associated with in-person training sessions.

CONSISTENT TRAINING

All of your employees can complete the same courses - ensuring they're receiving the same on-the-job knowledge.

CONVENIENT LEARNING TRACKS

Rental U offers several course tracks focused on specific topics – making it easy to assign and monitor employee training progress.

PROFESSIONAL DEVELOPMENT

Our Certified Event Rental Professional (CERP) program leads to a professional credential and participants in the Professional Driver Education Program receive a certificate upon completion.



Rental U

MEMBERS-ONLY RESOURCE

Access training anytime, anywhere with Rental U – an online professional development resource provided exclusively to ARA members.

KEY:	
Titles In Blue	Rental-Specific
MKTG	Marketing and Advertising
HR	Human Resources
MGMT	Management
CSS	Customer Service and Sales
TOP 5	Most Widely Viewed Videos

MARKETING AND ADVERTISING TRAINING

10 Ways Your Website Is Killing Your Business Learn what should be on your site, plus how to convert prospects

Marketing Minutes: Developing a Marketing Plan Develop your plan using tips from the video module, plus supporting

Marketing Minutes: Enhance Your Website for Search Engines Find out what makes a website search-engine friendly and how to inc

Marketing Minutes: How to Plan a Marketing Budget Get tips for creating an annual marketing budget and staying on tr

Marketing Minutes: Is Marketing That Important? Understand why marketing is an important investment, not just an

Marketing Minutes: It's All About Branding Learn how to create a positive brand experience for your business.

Marketing Minutes: Marketing to the DIY Homeowner Gain insights on the attitudes of DIY homeowners toward equipme

Marketing Minutes: Marketing to Party and Event Consumers Gain insights on the attitudes of DIY party and event rental consum

Marketing Minutes: Marketing to the Professional Contractor Gain insights on professional contractors' attitudes toward equipm

Marketing Minutes: Marketing to the Professional Event Planner Gain insights on professional event planners' attitudes toward even

Marketing Minutes: Online Marketing Basics Discover how to get your message out to consumers searching for

Marketing Minutes: Reach New Customers With Search Engine Ma Learn how search engine marketing can benefit your business.

Marketing Minutes: Rent vs. Buy Learn how to educate your customers and prospects about the bei

Marketing Minutes: Social Media and Your Business Understand the basics of the most popular social media sites.

Marketing Minutes: Tips for Shooting Marketing Videos Learn simple tips for shooting quality video with a smartphone or

Marketing Minutes: Using Video in Your Marketing Get tips on how you can use video to market your business.

Marketing Minutes: Using Public Relations and Advertising Explore the importance of including public relations in your mix of

HUMAN RESOURCES TRAINING

ACA: Part-Time, Temporary and Variable Hour Employees Learn how to calculate your employee count for the Affordable Ca

Attendance Management Learn best practices for dealing with late employees and unexcuse

Podcast	Length in Minutes	Category
	60	MGMT
	3	
	3	
	3	
	3	
	3	
	4	MGMT CSS
	5	MGMT CSS
	4	MGMT CSS
	4	MGMT CSS
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	31	MGMT
	14	MGMT
		 6.00 3 3 3 3 3 3 3 3 4 5 4 5 4 5 3 5 3 4 3 3 4

For more information, visit **ARArental.org** or call ARA Member Services at **800.334.2177**.

6 EDUCATION & TRAINING

KEY:				
Titles In Blue MKTG HR MGMT CSS TOP 5	Rental-Specific Marketing and Advertising Human Resources Management Customer Service and Sales Most Widely Viewed Videos	Podcast	Length in Minutes	Category
HUMAN	RESOURCES TRAINING			
	ective Teams pringing individuals together to form an effective, productive team.		16	MGMT
	With the Americans With Disabilities Act and Amendments view of ADA regulations, common issues and best practices.		24	MGMT
	Workplace Investigations o conduct a workplace investigation to protect against liabilities.		30	MGM1
Conflict Mar			22	MGMT
	eave Policy basics of developing and implementing an employee leave policy.		13	MGM1
Devising Wo	orkplace Dress Codes provides tips on the best way to form a dress code policy.		11	MGM1
Difficult Em Make conver	ployee Conversations rsations about hygiene, inappropriate dress and more a less painful task.	×	7	MGM
Diversity in	the Workplace: Sexual Orientation and Gender Identity provides information on working in a diverse workplace.		15	MGM
Do's and Do Explore wha	n'ts of Social Media Policy t you want and don't want in your employee social media policy.	×	5	MGM
Five Ways t	o Hire for Your Culture t covers the basics of hiring for skills, experience and cultural fit.	×	5	MGM
	otion Changes ges in the Department of Labor's "White Collar Exemptions."	×	8	MGM
	me Rules FAQ t covers questions about white-collar exemption overtime rules.	×	12	MGM
Fostering Di Understand	versity in the Workplace the importance of diversity and how it can work for your business.		15	MGM
	o Prevent Workplace Harassment Issment in your workplace to help improve morale and productivity.	x	9	MGM
	ress Bad Hygiene in the Workplace to say and what not to say to an employee about their hygiene.	×	5	MGM
HR 101: Bene Learn why b	efits enefits are crucial to attracting and retaining top talent.		29	MGM
HR 101: Com Develop a co	pensation ompensation strategy to attract and keep talent.		24	MGM
HR 101: Hirir Learn best p	g ractices and legal reminders for welcoming new employees.		18	MGM
	ormance Evaluations rr administering evaluations and discussing employee goals.		29	MGM
	cies and Recordkeeping usics of making effective policies and keeping compliant records.		32	MGM
	kplace Compliance ble federal employment laws from discrimination to benefits.		20	MGM
) Compliance mation you need and avoid questions that could get you in trouble.		14	MGM
	and Texting at Work xplains legal aspects and potential repercussions of texting at work.		9	MGMT MKTO CSS
	the Workplace o approach the subject of marijuana use by your employees.	х	10	MGM
Office Roma	nces roffice romance statistics and what they mean for your business.	×	7	MGM

KEY: Titles In Blue Rental-Specific MKTG Marketing and Advertising HR Human Resources MGMT Management CSS Customer Service and Sales TOP 5 Most Widely Viewed Videos HUMAN RESOURCES TRAINING OSHA Recordkeeping and Administration Learn about workplace injuries/illnesses and keeping OSHA-compl Personal Hygiene in the Workplace Learn how to proactively address personal hygiene issues with emp Record Retention: Spring Cleaning Learn the ins and outs of which documents to keep and for how lor **Retention: Keeping Your Best and Your Brightest** Learn methods for keeping your best employees engaged and con Termination the Right Way Get practical tips and advice on how to deal with letting an employ Vacation vs. PTO Learn pros and cons of a traditional vacation/sick leave program vs. Workplace Harassment Learn about ways employees can claim harassment and laws that p Workplace Safety (for managers) Get tips for assessing the safety risks and needs of your work envir MANAGEMENT TRAINING Are You Too Busy to Be Successful? Find out how to focus on what's important, shorten your to-do list **Cash Flow e-Book** Learn a three-step process for better cash flow through a series of **Effective Management** Improve your skills to positively affect productivity, morale and rete Effective Meetings Run meetings that make the best use of your employees' valuable Give the Right People the Right Feedback Learn how managing your team through praise or criticism has a di How Successful People Reach Their Goals Learn a four-step process for reaching your goals. Know Your Team's Motivational Mindset Find out what type of motivation your team responds to, so you ca Meet the Millennials Understand who the millennial generation is and what drives them. Multi-Generational Workplaces Learn how to actively manage the four different generations in tod Navigating Social Media in Employment Learn about legal issues, best practices and what your policy should New Employee Onboarding (for managers) Learn how to create a successful new employee onboarding exper New Managers Guide Get tips for navigating the leap from peer to manager. Peer Today, Boss Tomorrow Balance old coworker relationships with new management respons **Profit Planning e-Book** Know your numbers so you can make better, more profitable busin Workplace Coaching Learn best practices for successful coaching and asking effective q



EDUCATION & TRAINING 7

	Podcast	Length in Minutes	Category
pliant records.		31	MGMT
nployees.		10	MGMT
ong.	Х	8	MGMT
ntent.		16	MGMT
byee go.		18	MGMT
a. paid time off.		14	MGMT
protect them.		17	MGMT
ironment.		23	MGMT
t and get more done.		70	
f interactive lessons.		87	
tention.		34	HR
e time.		13	HR
direct link to results.		4	HR
		4	HR CSS
an lead them to success.		4	
n.		26	HR
day's workplace.		39	HR
uld include.		19	HR
rience.		12	HR
		20	HR
sibilities.		22	HR
ness decisions.		120	
questions.		17	HR
think.		60	HR CSS

8 EDUCATION & TRAINING

KEY:				
Titles In Blue MKTG HR MGMT CSS	Rental-Specific Marketing and Advertising Human Resources Management Customer Service and Sales Most Widely Viewed Videos	Podcast	Length in Minutes	Category
CUSTOM	ER SERVICE AND SALES TRAINING			
	ing in the Equipment and Event Rental Industry improve your listening skills.		15	
	:: Protecting Your Online Reputation respond to less-than-favorable reviews.		40	мктб
Body Langua Know what y	age Basics in the Equipment and Event Rental Industry our posture, smile, eye contact, walk and handshake tell other people.		11	
Bride's Buyin Learn how to	ng Signals spot buying signals and when to close the sale.		50	
	mmunications — Texting, Email, Voicemail o secure more appointments and sales through better communication.		50	HR MGMT
	the Irate Customer hrough techniques for keeping your cool when a situation escalates.		21	
TOP 5Give 'e Learn	e m a Pickle how to use "Pickles" — special or extra things you do to make people happy.		20	
	to Customer Service in the Equipment Rental Industry ate positive interactions with external customers and co-workers.		11	
	Them Love You — Creating an Exceptional Customer Experience now to create an exceptional customer experience before you even speak to a prospect.		50	
Professionali Learn tools a	sm in the Equipment and Event Rental Industry nd strategies for enhancing your level of professionalism.		14	
Reading Your Customer's Body Language in the Equipment and Event Rental Industry Learn how to read your customers' signals and know when they're ready to rent.			15	
Verbal Communication in the Equipment and Event Rental Industry Learn how to recognize, appreciate and treat your rental customers with courtesy and understanding.			13	
What's Your Learn about i	Pickle? four great "Pickles" — special or extra things you do to make people happy.		17	
Written Communication in the Equipment and Event Rental Industry Focus on how to improve your written communication skills in today's business culture.			11	
SAFETY AND RISK MANAGEMENT TRAINING				
	Keep Your Back in Action , everyday behaviors your employees can use to protect against back injuries.		33	
	ilica Awareness for Rental ed on the latest silica dust exposure standards to protect your business and customers.		13	
TOP 5Defensive Driving for Light- and Medium-Duty Vehicles Learn safety techniques aimed at drivers of Class 1 – 6 light- and medium-duty vehicles.		25		
Dishwasher S Learn electric	Safety cal and chemical safety basics, plus how to prevent cuts, burns and injuries.		11	
	and Disaster Preparedness In to help your organization recover from disaster as efficiently as possible.		20	HR MGMT
	on and Response that to do to prevent fires from occurring, as well actions to take if one ignites.		24	
Forklift Work	kshop (The) general safety, inspections, controlling the forklift, load handling and more.		38	
Hand Injury F Explore types	Prevention s of hand injuries, common workplace hazards, as well as preventive measures.		12	
Introduction Learn about	to Safety: Warehouse back injuries, forklift injuries, safety rules and regulations, and more.		13	
Slips, Trips and Falls – Keeping Your Workplace Safe 2 Learn about safety on slippery surfaces, winter weather hazards, ladders and more. 2				
	olace Safety Basics the basics about lockout, hazard communication, first aid and bloodborne pathogens.		37	MGMT

Rental U Tracks

MEMBERS-ONLY RESOURCE

Learn new skills at your own pace. These tracks offer you a series of courses on specific topics as well as a comprehensive knowledge check at the end. When a track has been completed, you get a printable certificate.

CASH FLOW E-BOOK

Learn the three-step process to better cash flow. Courses include:

- Budgeting for Profit and Cash (3 minutes)
- Profit and Cash Budgets (38 minutes)
- Know Your Financing Needs (9 minutes)
- Keep a Financial Focus (9 minutes)
- Knowledge Check

COMMUNICATION SKILLS 101

Enhance the skills you need to communicate more effectively on a daily basis. Courses include:

- Active Listening in the Equipment and Event Rental Industry (15 minutes)
- Body Language Basics in the Equipment and Event Rental Industry (11 minutes)
- Reading Your Customer's Body Language in the Equipment and Event Rental Industry (18 minutes)
- Communication Skills 101 (articles from ARA publications)
- Knowledge Check

COMMUNICATION SKILLS 102

Enhance your written and verbal skills. Courses include:

- Written Communication in the Equipment and Event Rental Industry (11 minutes)
- Verbal Communication in the Equipment and Event Rental Industry (13 minutes)
- Communication Skills 102 (articles from ARA publications)
- Knowledge Check

CUSTOMER SERVICE 101

Learn basic customer service skills needed in the equipment and event rental industry. Courses include:

- Introduction to Customer Service in the Equipment and Event Rental Industry (11 minutes)
- So Help Me Customer Service Training for Employees (16 minutes)
- Customer Service 101 (articles from ARA publications)
- Knowledge Check

CUSTOMER SERVICE 102

Learn how to act professional in the equipment and event rental industry. Courses include:

- Professionalism in the Equipment and Event Rental Industry (14 minutes)
- Glad I Could Help: Real Customer Service Situations for Discussions (28 minutes)
- Customer Service 102 (articles from ARA publications)
- Knowledge Check

INTRODUCTION TO MARKETING

Learn how to leverage marketing to achieve business goals and success. Courses include:

- Is Marketing That Important? (4 minutes)
- Developing a Marketing Plan (4 minutes)
- How to Plan a Marketing Budget (3 minutes)
- It's All About Branding (4 minutes)
- Using Public Relations and Advertising (4 minutes)
- Introduction to Marketing (articles from ARA publications)
- Knowledge Check

Rental U Tracks (continued)

MEMBERS-ONLY RESOURCE

ONLINE MARKETING STRATEGIES

Understand the different strategies required when marketing on the web. Courses include:

- Online Marketing Basics (3 minutes)
- Enhance Your Website for Search Engines (4 minutes)
- Social Media and Your Business (4 minutes)
- Reach New Customers with Search Engine Marketing (5 minutes)
- Online Marketing Strategies (articles from ARA publications)
- Knowledge Check

PROFESSIONAL DRIVER EDUCATION PROGRAM (PDEP)

Gain comprehensive knowledge on all areas of the driving process. Courses include:

- Introduction for Drivers (18 minutes)
- Loading of Equipment (26 minutes)
- Load Securement (24 minutes)
- Unloading of Equipment (13 minutes)
- Delivery to the Customer's Site (15 minutes)
- Pickup From the Customer's Site (14 minutes)
- Customer Service (16 minutes)
- DOT Overview (21 minutes)
- On-the-Road Safety (21 minutes)
- Knowledge Check

See page 13 for pricing and more details.

PROFIT PLANNING E-BOOK

Learn to make better, more profitable business decisions for your rental store. Courses include:

- Profit Is Not Optional (17 minutes)
- Breakeven Basics (28 minutes)
- Better Decision Making (49 minutes)
- Building Your Profit Maker's Intuition (11 minutes)
- Knowledge Check

RENTAL PROFITABILITY PROGRAM

Learn how to measure and improve the productivity and profitability of your rental business. Courses include:

- Measure, Understand, Get It Done (16 minutes)
- Income Statement Essentials (21 minutes)
- Balance Sheet Essentials (26 minutes)
- Benchmarking for Success (~2 minutes)
- Case Studies by Rental Segment (30 minutes each)
- Dashboard Development (30 minutes)
- Knowledge Check



TELEPHONE SKILLS 101

Gain skills to help increase customer satisfaction and loyalty. Courses include:

- Essential Habits (13 minutes)
- Servicing Business Calls (17 minutes)
- You Can Do It Better (14 minutes)
- Knowledge Check





Certified Event Rental Professional (CERP) Program



As the only rental-specific certification program for party and event rental professionals in the industry, the CERP program allows you to earn credentials - giving you a competitive edge. Graduates recertify every five years.

LEARN HOW TO:

- Maximize profitability
- Become an event rental expert
- Exceed client expectations
- Build word-of-mouth marketing

DISCIPLINES:

- Foundations of the Party and **Event Rental Industry**
- Driver Delivery Operations*
- Everyday Warewashing*
- Introduction to Sales: From Closing to Upselling*

*These courses also are available as Event Rental Training Courses. See page 12 for details.



MEMBERS-ONLY RESOURCE

- Perform the job more efficiently and safely

CERP CERTIFICATION REQUIREMENTS:

- Master three disciplines by passing the exam for each discipline (Foundations discipline is required) • Complete an essay assignment • Earn at least 25 professional credits
- Linen Processing Specialist*
- Tenting Operations*
- Tabletop Design*
- Warehouse Management*

COST: New student: \$475 per person Recertification: \$125 per person

Event Rental Training Courses

Get job-specific knowledge similar to the Certified Event Rental Professional (CERP) program.

(↓) **DOWNLOAD:**

- Driver Delivery Operations*
- Everyday Warewashing
- Introduction to Sales: From Closing to Upselling
- Linen Processing Specialist

- Tenting Operations*
- Tabletop Design
- Warehouse Management



*DISCOUNT: ARA Insurance Members get a 10% discount.

COST: Member: \$99 Each; \$250 Set of Three (Mix and Match); \$575 Set of Seven (Save 15%) Nonmember: \$239 Each

Winter Webinar Series

MEMBERS-ONLY RESOURCE

TUESDAY, NOV. 6, 2018 1:00 - 2:00 P.M. CST

"Employee Retention: How to Keep Top Talent" Learn the top reasons employees leave and cost-effective ways to retain them.

COST: Free for ARA Members



"Increasing Revenue Through Customer **Experience Management**" Learn to ask the right questions, build trusting relationships, and do more than just take orders.

WEDNESDAY, JAN. 16, 2019 1:00 - 2:00 P.M. CST **Details Coming Soon**









Professional Driver Education Program

MEMBERS-ONLY RESOURCE

This nine-course program provides industry best practices and real-life video instruction to help you train competent, confident drivers. After completing all nine courses, participants receive a certificate of completion, a uniform patch, hard-hat decal and wallet card.

Topics Covered:

- Tie-down regulations
- Aggregate load limits
- Department of Transportation (DOT) regulations
- The importance of a signed rental contract
- The critical customer service role that drivers play

Courses:

- Introduction for Drivers
- Loading of Equipment
- Load Securement
- Unloading of Equipment
- Delivery to the Customer's Site

DISCOUNT: ARA Insurance Members get a 10% discount.

- Pickup From the Customer's Site
- Customer Service
- Department of Transportation (DOT) Overview
- On-the-Road Safety
- Knowledge Check

COST

Quantity:	Price*:		
1 - 5	\$100 each		
6 - 25	\$75 each		
26 - 100	\$50 each		
100+	\$35 each		

*Member company pricing is based on cumulative orders.

Maximize Safety & Minimize Risk

Protect your employees, customers, reputation and bottom line with help from these risk management products and programs.

ARA Insurance MEMBERS-ONLY RESOURCE

As a member-directed service for more than 40 years, ARA Insurance has been focused on understanding the rental industry's unique insurance needs as well as providing reliable insurance and safety products to ARA members. Plus, ARA Insurance reinvests all surplus funds – benefiting members instead of shareholders.

With ARA Insurance, you get:

· Nationwide representatives with specialized rental industry insurance and risk management knowledge.

- Products and educational resources guided by the ARA/ARA Insurance Member Risk Management Committee.
- Industry-leading coverage enhancements based off of industry data and member feedback
- 24/7 access to insurance certificates, auto ID cards and risk management solutions via the ReSource website.
- FREE or discounted safety and risk management products available through ARA.
- · Loss control guidance, risk identification and claims analysis.

To learn more or request a free quote, call 800.821.6580 or visit ARAinsure.com.

National Equipment Register (NER) Theft Prevention Registry

MEMBERS-ONLY RESOURCE

Did you know that registering your equipment with the National Equipment Register increases the chances that it will be identified and returned to you if it's ever stolen? Thanks to ARA's partnership with NER, members can register up to 1,000 pieces of mobile, off-road equipment on the NER HELPTech database for FREE (a \$3,500 value).

Plus, if you're covered by ARA Insurance and have registered your equipment with NER prior to any loss, you can have your deductible waived (up to \$10,000) for theft or conversion of equipment.

Ready-to-Rent Tags

Streamline your equipment safety program and keep your service records up to date with a Ready-to-Rent Tag. Choices include:

- Three-color: White, green and red perforated sections only
- Four-color: Additional yellow perforated section for customer comments
- Weather-resistant
- Non- or pre-wired

Тад Туре:	Product ID:	Description:	Member 1,000 - 4,000	Price (By (5,000 - 9,000	Quantity): 10,000+	Nonmember Price:
Standard Tags*	7280 7285	Three-Color Four-Color	\$60/ Carton	\$56/ Carton	\$52/ Carton	\$120/Carton
Weather-Resistant Tags*	7286 10213	Three-Color Four-Color	\$98/ Carton	\$94/ Carton	\$91/ Carton	\$196/Carton
Pre-Wired Tags*	10886 10888	Three-Color Four-Color	\$80/ Carton	\$76/ Carton	\$72/ Carton	\$160/Carton
Pre-Wired, Weather- Resistant Tags*	10887 10889	Three-Color Four-Color	\$118/ Carton	\$114/ Carton	\$111/ Carton	\$236/Carton
Plastic-Coated Wire Ties*	7281	Carton		\$6/Carton		\$12/Carton
*All tags and wire ties come in cartons of 1,000. Per carton shipping charges will apply. DISCOUNT: ARA Insurance Members get a 10% discount. Personalize your tags with your store name and logo.						
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Manage Your Risks

MEMBERS-ONLY RESOURCE

Get risk management information on everything from equipment and facilities to policies and regulations.

DOWNLOAD:

- Contracts
- Emergency/Disaster Preparedness
- Employees
- Equipment
- Facilities

SAFETY & RISK MANAGEMENT 15



- Laws and Regulations Business
- Laws and Regulations Customers
- Laws and Regulations Employment
- Laws and Regulations Facilities
- Policies and Procedures

Productive Safety Meetings

Keep your team and your business risk-free with these ARA resources:

SAFETY FIRST!

Free for all members: these single-page, downloadable documents will arm your business with the necessary facts for understanding the latest regulation changes, risks and remedies. Safety First! should be your initial step toward knowledge and compliance.

SAFETY WORKS!

Use this free member-only, downloadable resource to help generate effective and dynamic safety meetings. These in-depth guidelines and best practices will help keep your team risk averse.

DOWNLOAD:

- Avoiding Slips, Trips and Falls
- Backing Up Your Vehicle Safely
- Bench and Pedestal Grinder Safety
- Chocking and Blocking
- Dangers of Driving Drowsy
- Driving Takes Focus
- Employee Costs Associated With an Accident
- Forklift Safety
- Heat-Related Illness Safety
- If the Glove Fits, Wear It
- Portable Fire Extinguisher Usage
- Preparing for Wintertime Driving

- Preventing Back Injuries
- Preventing the Spread of Germs
- Preventing Workplace Violence
- Propane Tank Safety
- Protecting Arms and Hands
- Safer Facilities Help Reduce Risks
- Seat Belt Usage
- Silica Dust Awareness
- Stay Alert Stay Alive
- Stepping Up Ladder Safety
- Warehouse Housekeeping
- Winter Weather: Outdoor Safety

AWP Best Practices

MEMBERS-ONLY RESOURCE

If you work with aerial work platform (AWP) equipment, learn how to prevent accidents, understand the primary sources of liability and reduce liability when an accident occurs. Each document was created in collaboration with the Association of Equipment Manufacturers (AEM), the International Powered Access Federation (IPAF), and the Scaffold and Access Industry Association (SAIA).

DOWNLOAD:

- Statement of Best Practices of General Training and Familiarization for Aerial Work Platform Equipment
- Statement of Best Practices of Personal Fall Protection Systems for Aerial
 Work Platform Equipment
- Statement of Best Practices for Workplace Risk Assessment and Aerial Work Platform Equipment Selection



Emergency Tent Evacuation Best Practices

Q MEMBERS-ONLY RESOURCE

Learn how to plan for various emergencies — including those related to the weather — and use the included guidelines and checklist to help your customers develop their own emergency evacuation plan.



• Statement of Best Practices of Emergency Evacuation Planning for Tented Events

Additional Risk Management Tools

Special member pricing and discounts for members insured with ARA Insurance are available.

Silica Dust Decals

Make your customers and staff more aware of silica dust exposure by adhering these informative, weather-resistant and reflective decals to all relevant equipment. Two sizes are available:

3" x 2" decal (Qty. 25)	\$15
5" x 3" decal (Qty. 25)	\$20
3" x 2" decal (Qty. 100)	\$55
5" x 3" decal (Qty. 100)	\$75

Trailer Maintenance System Guide

Q MEMBERS-ONLY RESOURCE

This free download outlines maintenance schedules, reviews maintenance instructions and includes forms as well as other resources.

Trailer Safety Decals

Display important messages to help renters operate safely and maintain the equipment's condition. There are two decal sizes available: $2-1/2'' \times 4''$ and $5'' \times 8''$.

COST: Member: \$8 ARA Insurance member: \$6 Nonmember: \$16

Trailer Safety Inspection Stamp

This stamp offers a way to verify that the trailer has been properly connected.

S COST: Member: \$25 Nonmember: \$50

Equipment Service Record

This carbonless, two-page record form allows you to track inspections and maintenance.

COST: Member: \$30 ARA Insurance member: \$20 Nonmember: \$60

Trailer Maintenance System Record File Folders

These specialized classification folders have two pocket dividers and come preloaded with forms protioned in the Trailer Maintenance System

Nonmember: \$60COST: Member: \$20 for pack of four

Business Support Tools

Whether you are new to the industry or have been managing a rental operation for years, you need the right tools to be successful. ARA has designed a variety of products and programs to help increase your efficiency and profits.

Financial Tools and Training

RENTAL PROFITABILITY PROGRAM See page 10 for more details.

Courses Included:

Measure, Understand, Get It Done! **Income Statement Essentials Balance Sheet Essentials** Benchmarking for Success Case Study: Construction and Industrial Case Study: General Tool Case Study: Party and Event Dashboard Development Knowledge Check

> **COST:** \$149 (company-wide) Access to the courses is available to everyone in your company with active membership in ARA.

COST OF DOING **BUSINESS REPORT**

Compare your company's financial data with businesses of a similar size and inventory mix.



COST: Member: \$350 Nonmember: \$650 Members who participated in survey: FREE

CASH FLOW E-BOOK See page 9 for more details.

PROFIT PLANNING E-BOOK See page 10 for more details.











Human Resources Support

HR ASSISTANCE PROGRAM MEMBERS-ONLY RESOURCE

Human resources regulations are always changing. So to keep you informed and compliant with current laws. ARA has partnered with Mammoth HR to provide easy access to expertise that you may not have in-house. This program can help you tackle tough issues that affect productivity, efficiency, morale and more through:

- per vear.

Use this report to benchmark your compensation and benefits offerings.

- the industry.
- retain good workers.
- potential regarding payroll costs.

COST: Member: \$199

JOB POSITION DESCRIPTIONS MEMBERS-ONLY RESOURCE

specific positions.

• Two free and confidential "Ask the Pro" phone calls or online questions

- Unlimited access to a wide variety of online tools such as forms,
- checklists, sample letters, policies and more.
- Federal and state-specific laws and regulations, plus email
- notifications when new laws are implemented.

COMPENSATION AND BENEFITS REPORT

• Compare your company's compensation and benefits with

• See whether you are competitive enough to recruit and

• Determine whether you are maximizing your profitability

Nonmember: \$475 Members who participated in survey: FREE

Recruiting and retaining the right employees is key to a successful business. Use ARA's free library of job descriptions to create your "help wanted" ad or to formalize roles and responsibilities for





Advertising and **Marketing Resources**

RENTALHQ.COM

This website is the world's largest and most comprehensive rental store locator, connecting hundreds of thousands of consumers with ARA member stores each year. To ensure optimal results, keep your inventory, company and personnel information up to date. Plus, use the ARA Member Traffic Report to see how many times your business has been searched.

MARKETING MINUTES

Watch this series of short videos to learn the basics of marketing - from creating your marketing plan and budget to working with media.

VENDOR LOCATOR

Search by product or company to find contact information for ARA associate members (manufacturers and suppliers) or to see which companies will be exhibiting at The ARA Show.

Q WEB HOSTING

Use ARA's free web-hosting service to create, publish and edit your business's website.

MEMBER TRAFFIC REPORT

Quarterly update on impressions your business receives on RentalHQ.com and top equipment searches as well as articles featured in local media outlets.

DOWNLOADABLE LOGOS

Easily download a variety of ARA logos to use in your marketing and advertising efforts.



Business Planning Tools

○ ARA RENTALYTICS™

With ARA Rentalytics™, ARA members can access data and information about what's happening with revenue and drivers of rental revenue on a national, regional, state and metropolitan statistical area (MSA) level to remain competitive in today's global marketplace. ARA Rentalytics will help you:

- Forecast revenue and plan budgets: Get quarterly economic updates for your market to understand your market share and make operational adjustments.
- Seek new markets: See the potential of different markets in your area and what product classes are increasing in utilization.
- Forecast manufacturing: With category class data, you can better project seasonal throughput for your product lines.
- Understand market trends: Receive data and analysis on how macroeconomic factors impact the equipment and event rental industry.

CONSUMER RESEARCH STUDY

Gain insights into your target audience, along with sales and marketing action items you can use to increase your bottom line.

PAYMENT PROCESSING

Use ARA's Merchant Services Program to accept credit and debit cards, and other electronic payments from your customers.

FORMS AND RESOURCES

Whether you're creating a maintenance log or drafting a new policy, tackle each business task with ease using one of 50 customizable forms and templates.

150 WAYS TO MAKE MONEY IN RENTAL

Get innovative, money-making tips from other ARA members relating to all rental segments.

NEW TO RENTAL GUIDE

Learn how to consider the variables for a successful transition into the equipment and event rental industry.

CREDIT REPORT SERVICE

Make an educated decision before extending credit to a customer with several options of commercial credit reports.

Business Planning Tools (continued)

LEGAL ASSISTANCE PROGRAM

Get your legal questions answered by attorney James R. Waite with up to two FREE hours of confidential legal services consultation (a \$950 value).

RENTAL CONTRACTS AND LEGAL GUIDELINES

Besides offering a comprehensive overview of contracts, sample clauses and other essential facts, your attorney can use the extensive legal research to develop a well-drafted contract that can assist in limiting your liability, maximizing income and minimizing disputes. A CD version also is included.

> COST: Member: \$125 Nonmember: \$375 Members with ARA Insurance receive one complimentary copy.

DEVELOPING YOUR BUSINESS PLAN

Your business plan is more than dollars and cents. Use this guide to learn how to create your "why" mission statement and understand the steps you need to take to implement your business plan.



RENTAL FACILITIES GUIDE

Expanding your facility or selecting a new location? From project management and site selection to building requirements and store layout, this guide outlines the steps and considerations you'll need to make.



FINANCING YOUR RENTAL **BUSINESS GUIDE**

Financing your business is paramount to success. From choosing a bank to developing a positive relationship with your lender, this guide will offer up helpful tips for navigating the financing process.





ARA Publications

Stay informed about the latest rental industry news with these ARA publications:

- Rental Management An award-winning monthly print and digital magazine that covers all aspects of the industry, from risk management and government affairs to industry trends and new products.
- Rental Pulse A weekly rental industry e-newsletter.
- ARA Advantage A guarterly newsletter that offers up tips and input from other members.
- ARA Regional Newsletters Quarterly e-newsletters focused on news about the industry and associations at the regional, state and local levels.
- Who's Who An annual membership directory.
- Management Sourcebook A product guide and associate member locator.
- Special Issues Additional publications that provide coverage on special features such as The Hot List.





Ways To Connect

Whether you're looking to network or make an impact in the rental industry, there's an ARA program for you. Connect with others who share your interests and draw on their expertise.

The equipment and event rental industry is constantly growing. To keep up, The ARA Show is where you need to be. It's a place where you can compare and shop for equipment, discover up-and-coming products and vendors, and take advantage of exclusive Show-Only Specials. You'll also get the chance to network and share ideas with peers as well as learn valuable tips for bettering your business from various rental industry experts.

Learn more at ARAshow.org.

- Networking opportunities
- Education and rental-specific training near you
- Grassroots legislative involvement
- Leadership development

HOW TO GET INVOLVED

Visit ARArental.org to find local leaders or check the calendar of events for upcoming events in your area.

Learn more and subscribe for FREE at RentalManagementMag.com.

The ARA Show[™]

State, Local and **Provincial Associations**

Joining an ARA chapter is a great way to get together with other rental professionals and stay up to date on current industry information, business trends and legislative issues. ARA currently has 38 active state associations, seven local associations and seven provincial associations, which offer:





ARA Foundation

This 501(c)3 charitable organization activates programs that directly

- benefit those in the rental industry, including:
- Scholarships for students planning a career in the equipment and event rental industry.
- Rental industry disaster relief with matching funds and grant assistance programs.
- Technical training grants, which are awarded quarterly to help offset the cost of technical training for your employees.
- Young Professionals Network (YPN), which offers young rental professionals valuable networking opportunities.

Young Professionals Network (YPN)

MEMBERS-ONLY RESOURCE

YPN helps young rental professionals between the ages of 18 and 40 learn about the industry, advance their careers and establish relationships that will help them grow both personally and professionally. YPN members will be featured in the YPN membership directory and get the chance to attend the Young Professionals Conference and the YPN Reception at The ARA Show.

Join for FREE at ARArental.org/go/YPN.

Business Analysis Groups

Q MEMBERS-ONLY RESOURCE

Evaluate and improve your business's performance through partnerships with other rental professionals. Each business analysis group consists of no more than 10 qualifying members from noncompeting rental stores of similar size, volume and inventory mix.

Government Affairs

This program provides effective political representation for the industry while encouraging members to advocate for rental issues on the federal, state and local levels.

WAYS TO GET INVOLVED

- ARAPAC, ARA's political action committee.
- ARA's National Legislative Caucus, which brings members to Washington, D.C., to meet with members of Congress and their staff.

ABOUT ARAPAC

The policy decisions legislators make every day have a significant impact on your business. ARA's political action committee has supported Congressional candidates who support a pro-business environment (regardless of party affiliation) for more than 40 years. Supporting ARAPAC is just another way you can help further the rental industry.

HOW DOES IT WORK?

To become an ARAPAC member, you must complete a prior approval authorization form (available at ARArental.org). ARAPAC can accept donations from U.S. citizens and other PACs. It's important to know that ARAPAC members can make voluntary, personal donations to help support advocacy efforts.





- Advocating for federal initiatives for the industry.
- State-level initiatives (theft of services. tax issues, etc.).

Ordering Is Easy

All of the items in this guide can be ordered through ARArental.org. For direct access, see the link that is listed with each item or visit the "ARA Store" section of the website. Products that require shipping will include a minimal shipping and handling fee.



SHIPPING AND HANDLING*

Order Total:	Ground Service:	
Up to \$20	FREE	
\$20.01 - \$100	\$10	
\$100.01 - \$200	\$15	
\$200.01 - \$300	\$18	
\$300.01+	\$20	

*Per carton shipping charges will apply to Ready-to-Rent Tags.



GET ANSWERS TO YOUR QUESTIONS

Want to know more about a product or simply want to place an order? Visit ARArental.org or contact ARA Member Services at 800.334.2177.

Live assistance is available Monday - Friday, 8 a.m. - 5 p.m. CST.



Advancing The Equipment And **Event Rental Community**

ARA is here to help you get the most out of your membership. With your help, ARA will keep your member records up to date to maximize the return on your membership investment.

How to increase your membership value:

- Update your contact information, including email addresses and websites, so ARA can communicate with you quickly and efficiently.
- Let ARA know when you add new key staff members, so we can tailor messages to specific job function and preference.
- Notify ARA when you have opened a new location or moved, so we can better reach you through our marketing efforts.

HELP CUSTOMERS FIND YOU

Let ARA know when you update your inventory. Your product code listing ARA has on file directly affects your company's search results on RentalHQ.com. Not keeping your records up to date could result in lost leads to your business.

HOW RENTALHQ WORKS

RentalHQ.com is the world's largest rental store locator, matching local customers with ARA member rental businesses. When a customer in your area searches on RentalHQ.com for a piece of rental equipment you carry, your store will appear in their results - but nonmember competitors will not.

Call ARA Member Services at 800.334.2177 for details on how to update your listing.



Not An ARA Member?

VISIT: ARArental.org CALL: 800.334.2177