

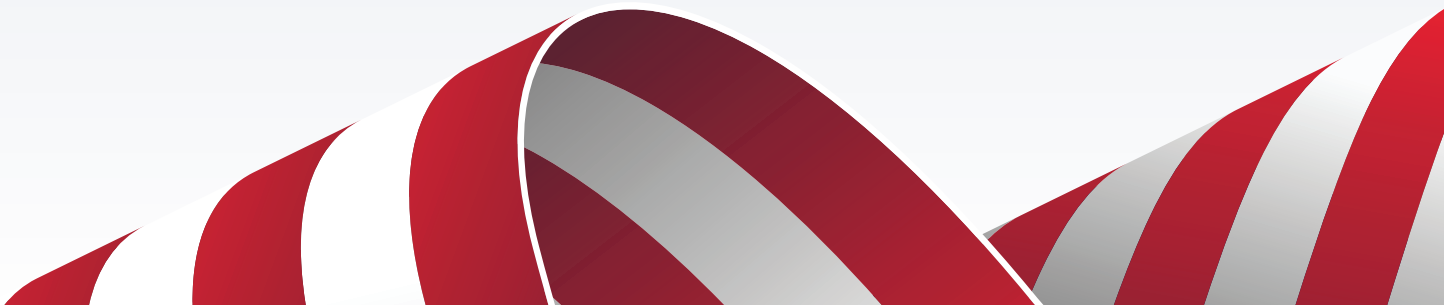
ARA Board of Directors Election



Deadline to vote is Sept. 21, 2020

See inside for nominee information

For more information, contact Joann Lay at
800.334.2177, ext. 265, or joann.lay@ararental.org



Vote

— It matters —

Your **approval**
is **necessary!**

Help shape ARA's future by participating in this important election. ARA members are responsible for approving the slate of nominees to the ARA Board of Directors. Ballots will be available electronically to the primary contacts or designated voting representatives of all ARA members beginning **Sept. 8 through Sept. 21, 2020**.

Election checklist:

- Review the qualifications of the nominees in the enclosed biographical information.
- Add ARA@Intelliscaninc.net to your safe sender list.
- Look for an email from ARA@Intelliscaninc.net on Aug. 27 containing important voting information.
- Watch for a "Meet the Nominees" special edition of Rental Pulse on Aug. 26.
- On Sept. 8 you will receive an email from ARA@Intelliscaninc.net containing a personalized link that will take you directly to the electronic ballot.
- Submit your approval by 11:59 p.m. CDT on Sept. 21.

This election is an opportunity for you as an ARA member to learn about and voice your support for the individuals who represent you on our board.



Dear ARA member:

The ARA Board is committed to strategic foresight to ensure the industry's long-term success. As part of that effort, the Board has carefully examined its governance structure and has approved the following changes in 2020.

New nomination and selection processes were initiated to grow the pool of qualified board candidates and to develop a board with balanced skill sets to lead the association. A single nominating committee was created and tasked with developing a list of viable candidates for each open director position, vetting those candidates and presenting a final slate of nominees to the board of directors for approval.

The board of directors also approved moving from a contested election to a slate of nominees which the ARA membership will vote to approve. Elections are no longer competitions, but members must still confirm final candidates.

These changes will provide ARA members with strong and effective leadership that supports the strategic direction and future needs of the association.

ARA members have the opportunity to help shape ARA's future by participating in this important election. Ballots will be available electronically to the primary contacts or designated voting representatives of all ARA members beginning Sept. 8 through Sept. 21, 2020.

ARA general members must approve the nominees for president-elect, directors for their specific regions and the associate member director. Associate members must approve the associate member director nominee. Those elected will begin their terms in February 2021 at the conclusion of The ARA Show™ 2021 in New Orleans.

While we have moved to an uncontested election, confirmation of the slate by the membership is required. Please take the opportunity to learn about the nominees by reviewing their biographical information and voice your support for the individuals who represent you on our board by participating in the election.

For more information about the ARA national board election, you may contact Joann Lay at 800.334.2177, ext. 265 or joann.lay@ararental.org.

A handwritten signature in black ink that reads 'Beth Hoff Blackmer'.

Beth Hoff Blackmer
ARA President

A handwritten signature in black ink that reads 'Tony J. Conant'.

Tony Conant
ARA Chief Executive Officer

PRESIDENT-ELECT

[Click here to view Scott's nomination video.](#)



Scott Irwin Delux Rental Ypsilanti, Mich.

Scott Irwin is president and co-owner of Delux Rental, Ypsilanti, Mich. His father, William Irwin, opened the business in 1966. Irwin and his wife, Susan, bought the company in 2014. The location includes five buildings and the company has five full-time employees and six part-time employees as required. Delux Rental also acquired a landscaping company and is integrating that service in the business. In

addition, Delux sends out operators with equipment when a customer requires it. The business is 65 percent construction rental and 35 percent general tool. Irwin's responsibilities include creating operating budgets, approving new equipment purchases, overseeing spending on repairs for equipment and the facility, and serving as the company's interface with an accountant. He also oversees employee development and assists in the hiring and training process.

Background: "I have been associated with the equipment and event rental industry, in one way or another, for more than 45 years. I started cleaning and servicing equipment when I was 12 years old. That progressed into more advanced repairs and maintenance and then into customer service and finally evolved into ownership of the business. I have had a well-rounded education in this industry as Delux Rental was both equipment and event rental until my brother, Todd, bought the event half in 2000. I have worked in every aspect of the equipment and event industry and I have enjoyed every step of the way. I did step away from the industry for seven years to explore other opportunities, but the rental industry drew me back. I feel it is the industry that I belong in."

Activities and recognition:

- **ARA Region Five director, 2017-2019.**
- **ARA of Michigan board of directors, 2012-2015; president, 2015-2017.**
- **ARA of Michigan Legislative and Membership Committee member.**
- **ARA Government Affairs Committee member, 2016.**
- **ARA State Rebate Policy Task Force chair, 2018.**
- **ARAPAC member and supporter, 2014-present.**
- **ARA Region One and Region Three Director Nominating Committees.**
- **ARA Leadership Conference four-time attendee.**
- **ARA National Legislative Caucus five-time attendee.**
- **The ARA Show attendee for 11 consecutive years.**
- **ARA Technology Committee member.**
- **ARA Workforce Development volunteer.**

- **ARA Education Day panelist.**
- **Ypsilanti Community Schools Vocational Technology Program volunteer to help establish the curriculum.**
- **Ypsilanti American Little League Board, 1994-2000, serving as the head of umpires and a voting member.**
- **Ann Arbor VA Hospital volunteer, 2002-2006.**
- **Delux Rental recognized as key strategic partner of Habitat For Humanity.**
- **Delux Rental named 2018 MVP of Ypsilanti Baseball Project.**
- **Four-year varsity letter winner and scholarship athlete, Western Kentucky University, 1978-1982.**
- **Gold Award Winner, Dale Carnegie Training.**

Why do you want to serve as ARA president-elect? "I feel I have been very well trained in small group problem solving and in how to lead a small group. I feel this skill would be a great benefit to ARA because small group problem solving and think tanks are the method by which the ARA national association functions. I have learned how to express my opinion without overpowering the group and I also appreciate and respect other suggestions made by group members. I have had extensive training in Kaizen (Just In Time) and Organization Management. I am well equipped to help the ARA in any organization effort. I also have a great deal of training in public speaking in both small and large group settings. I would enjoy helping the regional directors set goals and giving them my personal support and the support of ARA to help them achieve and surpass them. I enjoy problem solving and feel my training and experience would be of benefit. I enjoy the rental industry and feel that volunteering my time and energy is a privilege and something I do with little effort. I enjoy traveling to different rental stores and getting to know the rental operators. It affords me the opportunity to see how different parts of the country use different equipment and allows me to see the challenges that each operator faces. Meeting these people also allows me to share what the ARA is doing and how the efforts of the ARA could be beneficial to the operator and their business. It also allows me to encourage engagement at the state or local level. I am a firm believer in the thought that 'two minds are better than one' and anytime you get the chance to discuss successes and challenges with another ARA member it is beneficial to all who are included. I also enjoy leading or being in a small group tasked with problem solving. I find small task forces or committees can solve just about any challenge. I would love to see more engagement of the general members at the state and local level. I would promote engagement by making members aware of all the opportunities available to them and helping them understand all the benefits that could help them become a better operator and a business that follows ever-changing regulations. Helping stores understand safety and best practices helps to improve the image of the entire rental industry. I also believe that the more involvement there is at the state and local levels, the more engagement there will be at the national levels. I am interested in promoting ARA's new Mission Statement and Strategic Plan. I strongly believe that if people understand they can have a hand in shaping a \$60 billion industry in North America, we can get a greater level of participation. I believe in the direction the ARA board and CEO have set and I will do my best to promote and grow ARA."



ASSOCIATE MEMBER

[Click here to view Scott's nomination video.](#)



Scott Pevey
Ditch Witch
Perry, Okla.

Scott Pevey is director of marketing — brand management and marketing for the Ditch Witch, American Augers and Trenchor brands, Perry, Okla. His key responsibilities include strategic planning, research, brand and product line positioning, message and communication strategy, partner agency relationships, budget management and staff development. He and his team manage a broad range of marketing activities including brand standards, website, corporate communications, print and digital media, social media, thought leadership, public relations, dealer marketing, dealer facility and image guidance, marketing automation, company conferences and industry events. He also serves as chair of the company's Corporate Image Team.

The company markets equipment, parts, service, training, job-site solutions, telematics and more across multiple product lines that support a broad range of market types including rental, utility, energy, telecom, residential and commercial construction, pipeline, landscape, surface mining and more. Ditch Witch products are sold exclusively through a worldwide dealer network and the company supports 185 dealer locations that sell to more than 120 countries on six continents. Products include horizontal directional drills, walk-behind trenchers, stand-on skid steers with more than 70 attachments, ride-on trenchers, plows, vacuum excavators and more. Ditch Witch has been an ARA associate member since 1960 and has exhibited at The ARA Show for 62 years.

Background: "I have been associated with the equipment and event rental industry for the last nine years. I have worked on multiple projects to help our rental customers market and promote Ditch Witch products to their customers. I have also worked on co-branding strategies with our larger global rental customers and we strongly support their annual trade shows through sponsorships and exhibit space. I have helped to create rental store kits, digital marketing tactics and other support tools for our dealers to partner more effectively with their rental customers to drive increased utilization and revenue. In addition, I have worked hard to support the ARA through eight years of service on the Exhibitor Advisory Council and the ARA Foundation."

Activities and recognition:

- **ARA Exhibitor Advisory Council member, 2012, 2016 and 2017.**
- **ARA Foundation board member, 2018-present.**
- **CONEXPO-CON/AGG marketing committee, 2013-2018.**
- **Provided marketing assistance to help support industry groups including AEM, AED, PCCA, DCA and NUCA.**
- **Chairman of Worship Pillar at the local church. Also serve as a lector, Eucharistic Minister and an usher.**
- **Knights of Columbus Fourth-Degree member, has served as chancellor for the local council.**
- **Habitat for Humanity volunteer.**
- **Homeowner's association president.**

Why do you want to serve as an ARA Associate Member director? "I have 35 years of business experience across a range of markets, and I have successfully marketed a diverse portfolio of leading brands such as Borden, Nestle, Minute Maid, McDonald's, Purina, Coca-Cola, CITGO, Baskin Robbins, BASF and Ditch Witch. I have served on numerous teams and committees during my career and I have made significant contributions to projects that were essential to company growth and success. I am confident that my experience base and my diverse skill set will allow me to make strong contributions that will support the ARA Strategic Plan, strengthen ARA programs, increase member engagement and more. I am excited about the opportunity to serve and will work hard to make a difference."

REGION SIX

[Click here to view Doug's nomination video.](#)



Doug Haas
Crown Rental, Burnsville, Minn.

Doug Haas is president and CEO, Crown Rental, Burnsville, Minn. He manages funding, oversees performance and reviews, and discusses operations with the general manager and office manager. He also directs the focus of upper management to continue the company's vision. Prior to the coronavirus (COVID-19) pandemic, Haas was transitioning away from the day-to-day operations, delegating responsibilities to the general manager and his children who work in the business, and plans to transfer the role of president after the pandemic.

Crown Rental opened in Burnsville in March 1989 with a store manager and Haas serving as the mechanic and warehouse/yard employee. The company opened a second location in Rosemount in the fall of 1992 and moved the location to a newly built 7,000-sq.-ft. facility in 1997. Crown Rental opened a separate party division in 2009 but closed it at the end of 2016 due to labor costs and the tight job market. In December 2014, the company purchased an additional rental operation in Apple Valley and also moved into a new Burnsville location in January 2015. Haas purchased the business in 2017 when the company's founder decided to retire. Crown Rental has been an ARA member since September 1988. Today, the company has 21 full-time employees and 40 percent of the company's business is in construction, 40 percent in general tool and 20 percent in party and event.

Background: "I was hired March 1, 1989. Rental has been my life and I love it so much. My family has found the same passion. Each of our four children have careers in the rental industry. Our oldest daughter, Brittany, is our office manager. Our oldest son, Billy, is our service manager. Marty has opened his own party and event rental business and our youngest son, Andy, works for Point of Rental. It is fun to see their passion for the industry and their willingness to help others. I didn't get involved with ARA until I started managing our Burnsville location in 2003 and was invited to a meeting. I joined the ARA of Minnesota board and served in different capacities from 2004-2010. I stayed involved in many committees, rejoined the board in 2015 and currently serve as president."

Activities and recognition:

- **ARA of Minnesota president, 2006-2008, 2020; vice president, 2004-2006 and 2018-2019; chair, 2008-2010; board member, 2016-2017; Nominating Committee chair, 2010; and Membership Committee member, 2005-2006.**
- **ARAPAC member and supporter, 2004-present.**
- **ARA Education Task Force, 2019.**
- **ARA Leadership Conference attendee, 2006 and 2019.**
- **ARA President's Image Award, 2015.**
- **ARA Region Six Person of the Year, 2008.**

Why do you want to serve as ARA Region Six director? "I fully believe in ARA's Strategic Plan. I am passionate about education and I truly believe in ARA's mission to strengthen and support the rental industry as a whole. I follow through on everything that I put my mind to, I work well with others and I am at that point in my career that I have extra time I can give. My expectations would be that I could make a difference and help get more involvement from our members by attending meetings, visiting stores and giving input to the ARA staff. One of my earliest experiences with an ARA member was in the early 1990s. I was working at our store and a gentleman called and told me that his motorhome had broken down and he needed help. He explained that he was retired but used to be in the rental business and found our name in the yellow pages. He knew that we could help since we were an ARA member. I offered to help him out after we closed. I drove up to where he was after work and replaced his fan belt. I still remember how he raved about the ARA "family" and how everyone looked out for each other. I experienced the same type of help when we had a trailer stolen and it ended up in New Orleans. I opened the member directory and looked up a rental center close to where the trailer was abandoned and asked if he could pick it up. He did and he stored it until The ARA Show in New Orleans when one of the Minnesota members who drove to the show hauled it home for me."

REGION SEVEN

[Click here to view Andrew's nomination video.](#)



Andrew Heesacker
Arvada Rent-Alls
Arvada, Colo.

Andrew Heesacker is president and CEO, Arvada Rent-Alls, Arvada, Colo. He serves as the face of the company and is responsible for the culture, legal issues and contracts, finance, budgeting, reporting, taxes, cash flow management and equipment acquisition.

Arvada Rent-Alls was founded in 1964 and currently has two locations, including Arvada and Littleton, Colo. The company has been an ARA member since December 1963 and the rental fleet has grown 350 percent over the last four years. About 60 percent of the company's business is in construction, 39 percent in general tool and 1 percent in party and event.

Background: "Technically, I can say I have been in the rental industry my whole life, but my entrance as an employee was in 2007 with Neff Rental. I worked in several positions there until March 2013 when I came to work with my dad at Arvada Rent-Alls. At Neff Rental, I won several awards as an outside sales representative. I have been in Peer Executive Groups since the fall of 2017, focusing on digging deep into business operations, building relationships with other top-tier rental operators, and touring several locations including A to Z Equipment Rentals & Sales in Gilbert, Ariz., Durante Rentals in New Rochelle, N.Y., and the manufacturing plant for Genie, A Terex Brand, in Redmond, Wash. I will forever be a student wanting to improve and grow outside of my comfort zone."

Activities and recognition:

- **ARA of Colorado president, 2017-2020; treasurer, 2014-2017; Education Committee member, 2016; Social Media Committee, 2014.**
- **ARA Government Affairs Committee, 2020.**
- **ARAPAC member and supporter, 2014-present.**
- **ARA Construction and General Tool Shared Interest Group member, 2017-2018.**
- **ARA Leadership Conference attendee, 2014, 2016, 2017 and 2019.**
- **ARA National Legislative Caucus attendee, 2016 and 2018.**
- **Rental Management 12 to Watch Under 40, 2015.**
- **ARA Region Seven Leadership Impact Award, 2019.**
- **President's Volunteer Service Award, 2018.**
- **Arvada Young Professionals Leadership Award, 2016.**
- **Member of Arvada Chamber of Commerce, Denver Chamber of Commerce, South Metro Denver Chamber of Commerce, Arvada Chamber Young Professionals and Arvada Chamber Government Affairs.**
- **Arvada Economic Development Association Retention Committee member.**
- **Team Rubicon Boulder Area Project coordinator.**

Why do you want to serve as ARA Region Seven director? "I pride myself on being patient yet pushing forward to be better every day. I love using my experience and sharing to help people and other rental operators. I also thrive on abstract thinking and growth of entities I am a part of. I'm well-connected and love networking. As Region Seven director, I would want to visit member stores in Arizona, New Mexico, Wyoming, Utah and more to help build member involvement."

REGION EIGHT

[Click here to view Steve's nomination video.](#)



Steve Ricci Bigfork Rentals Bigfork, Mont.

Steve Ricci is president and owner of Bigfork Rentals, Bigfork, Mont. He is responsible for daily operations and focuses on the company's growth and development.

Bigfork Rentals was founded 20 years ago and purchased by Ricci three years ago. Since then, the business has grown exponentially in fleet and revenue with a focus on possibly adding another location. The company motto

is "to not tell the customer no." The company has been an ARA member since 2017. About 60 percent of the company's business is in construction and 40 percent in general tool.

Background: "I started as a sales rep for a local rental company in Seattle more than 28 years ago. I believe I had a leg up starting out in rental due to the fact that I was a union carpenter and had first-hand knowledge of what the customer expects from a rental company and sales reps."

Activities and recognition:

- **ARA of Montana president, 2019-present.**
- **Northern Rockies Rental Association, president, 2019.**
- **ARAPAC member and supporter, 2019-present.**
- **ARA Leadership Conference attendee, 2019.**
- **ARA National Legislative Caucus attendee, 2019.**
- **Member of the National Wild Turkey Federation, Ducks Unlimited, Rocky Mountain Elk Foundation, Pheasants Forever, Bigfork Chamber of Commerce, Bigfork Rodeo, Bigfork Baseball and the Local Economic Development Organization.**

Why do you want to serve as ARA Region Eight director?

"I want to give back to the rental industry and know that I have helped make a difference for the future. I believe I can add growth, development and more solidarity to Region Eight as its director. Simply put, I'm good at getting people involved in what I am interested in."

REGION TEN

[Click here to view Angie's nomination video.](#)



Angie Venekamp Rental Network Squamish, British Columbia, Canada

Angie Venekamp is general manager of Rental Network, Squamish, British Columbia, Canada. She oversees the daily operation of the business. Rental Network opened its doors in 2001 with two full-time employees and one part-time staff member. The company has been an ARA member since 2001 and currently has 18 employees. About 10 percent of the company's business is in construction, 50 percent in general

tool and 40 percent in party and event.

Background: "I began working in a rental store in 1993. It was my first job and I have never left the industry over the last 27 years. I began working for Rental Network in 2001 when the business opened. I have worked in most of the different positions available in a rental company, from service technician to return clerk through dispatch and accounting. I enjoy the daily challenge of helping solve customer problems and connecting them with the right piece of equipment for their task at hand. I also have been involved in the Canadian Rental Association at the national and local level for the last 14 years, following in the footsteps of both of the owners of Rental Network, who served the association prior to my terms."

Activities and recognition:

- **Canadian Rental Association, national British Columbia director, 2009-2016; member, 2008-2020; president, 2008, 2011; secretary, 2009, 2011; newsletter chair, 2009, 2011.**
- **ARA Party and Event Shared Interest Group, 2012-2013.**
- **ARA Region Ten Person of the Year, 2012.**
- **ARA Leadership Conference attendee, 2007, 2008, 2010, 2011.**
- **Board member of the local slo-pitch association for two years.**
- **Canadian Rental Service magazine Top 10 under 40 in 2013.**
- **Participant in the ARA Foundation International Leadership Program, job shadowing at Camden Hire in Australia.**

Why do you want to serve as ARA Region Ten director? "I feel that my years of experience in leading the Canadian Rental Association's local in British Columbia gives me an opportunity to bring my leadership skills to the table. I have always had success in recruiting new volunteers and working as a liaison between the local and national levels of the Canadian Rental Association. My previous board experience allows me to be a critical thinker and always put what is best for the membership in the forefront. I am a firm believer that what ARA offers to its membership has great value. I would like to see that this is something that remains available to any rental store that can see the value. I am excited for the opportunity to be a part of a board that is run so well."



E-VOTING

Ballots to approve the slate of nominees to the American Rental Association (ARA) Board of Directors will be available electronically to the designated voting representatives of all ARA members between Tuesday, Sept. 8, and Monday, Sept. 21, 2020.

The designated voting representative of ARA general members will vote to approve the slate of president-elect, directors for their respective regions and the associate member director.

The designated voting representative of associate members will vote to approve the associate member director nominee.

Those elected will begin their terms in February 2021 at the conclusion of The ARA Show™ 2021 in New Orleans.

**Watch for emails from ARA@Intelliscaninc.net on
Aug. 27 and Sept. 8
for important voting information.**