

August 14, 2020

Hall of Fame Selection Committee Members
American Rental Association
Via email: joann.lay@ararental.org

Dear Hall of Fame Selection Committee Members,

On behalf of myself and the others that have provided testimonials in this submission I am happy to submit this nomination for Ed Latek to be considered for entry into the ARA Rental Hall of Fame. Ed has been active in the rental industry for over 50 years and I have known him for about half of that time. Ed has had a truly unique career in the rental industry and one that deserves to be shared in this manner.

I have been involved in both the equipment side and the party / event side of the rental industry over the years including being the CEO of three of the larger companies in the country. Ed has served as a mentor to me throughout my career in the rental industry and this has had a positive impact on me and my career. Ed and his wife Joni have been friends to me and my family and I am thankful for that.

John D. Rockefeller said "The road to happiness lies in two simple principles: Find what it is that interests you and that you do well, and when you find it put your soul into it – every bit of energy and ambition and natural ability you have." I believe this describes Ed's relationship with the rental industry. Ed would make a wonderful addition to the ARA Hall of Fame.

Sincerely,

Ed Latek's Rental Industry Story



When asked his age, Ed always tests one's knowledge of history and mathematical skills by responding that he still remembers well FDR's speech on December 8th proclaiming that "this day will live in infamy!", then turning over in the crib to take another bottle ... Ed having been born only three months before Pearl Harbor. As a child Ed had one goal - to grow up to be a businessman. As an adult Ed has had two passions: Government / Politics - having been initiated to it with the presidential conventions of Eisenhower and Stevenson in 1952, resulting in Ed being a "political junkie" and consummate reader of most all our presidents. Ed's other passion for the past 60 years has been "rental". Having spent his entire adult life devoted to his rental passion, Ed always proclaims that he has "never worked" as he has only done that which he loves.

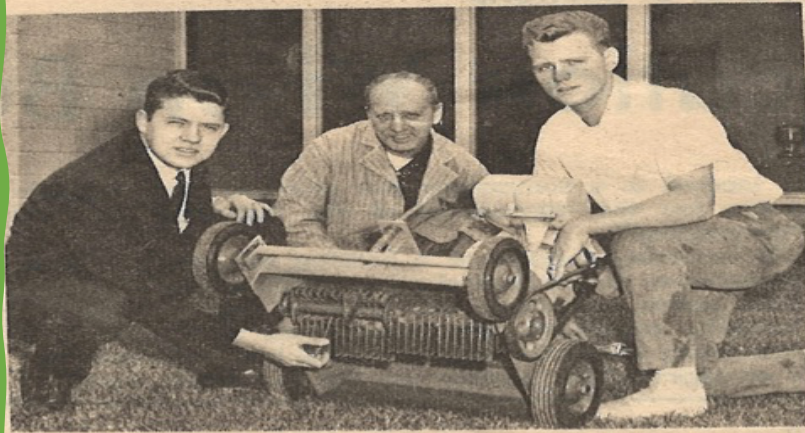
Ed grew up as the eldest of four boys on the south side of Chicago (the White Sox side), having been the beneficiary of a Catholic education for all 16 years, including being taught by the Jesuits ... which Ed holds so very dearly, and thus assured that all his four children received the same type education and influence..

In February, 1959, when Ed was a senior at St. Ignatius College Prep his Dad, Chester, purchased a United Rent-All franchise for a business to be located in the southern suburbs of Chicago. From the start, Ed was in love with the business, worked at it until time to go away to college in the fall. During his college career, Ed would return to Chicago every other weekend in order to be at the business. Following college graduation in 1963, Ed immediately joined the family rental business on a full-time basis. Ed always feels blessed in many, many ways. One area that he holds especially dear is that he and his father enjoyed a unique relationship. Chester started a rental business due to his love of tools and working with them; Ed has no concern nor ability with such. Thus, Chester always took the position that he would take care of the equipment, while Ed was responsible for the business side of the rental operation.

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Ed's Career as a "Rentallman"



Four years ago on Feb. 9, 1959, Chester G. Latek and his wife, Marie, brought a new revolutionary idea to Oak Lawn. They opened the first rental company in the south suburbs. They had a small inventory of rental equipment which was housed in their leased premises at 6154 W. 95th, a building 1300 feet square.

Today, four years later, the Lateks occupy their own building which they constructed in November 1962 one plot of ground which now gives them more than 10,000 square feet to conduct their growing business, under the name "United Rent-All"

During this time their two oldest sons, Edward and George (students at St. Ignatius and De LaSalle respectively) would help after school and on weekends.

Edward, during the past four years, while attending St. Joseph College in E. Chicago, Ind. majoring in accounting, would spend every available hour helping his father run the Rent-All business.

Edward graduates on May 11th of this year with high honors and even with this heavy curriculum he found time to run for President of the Student Council which he won unanimously.

George joined the Marines and saw service in the Cuban trouble area. Now he also spends every available hour while on leave helping to build the business.

Two other brothers also assist: James, who attends Leo high, and Robert, who hopes to attend Quigley Prep next year.

He stated he intends to spend full time with his father in this business and to build on the firm foundation they have started, namely.. To SERVICE the CUSTOMER in the BEST MANNER possible.

1960's

1962

As a college junior, Ed returns home to attend his first ARA convention.

1963

Graduating from college with an accounting degree, Ed foregoes accounting profession in order to join the family rental business.

1964

Ed attends his first "away" convention, then spends two weeks touring rental yards throughout the state, meeting Texas rental pioneers that several years later Ed would provide financing to and/or manage their exit from the business.

1965

Ed begins transitioning the family owned general rental business into a construction equipment rental business, changing name of firm to Latek Rent-All Co., Inc. While at the convention Ed meets several industry pioneers from California: Sam Greenberg, Jack Wanamaker, Bob Grasse, Bernie Sims, Bill Cushing, Jack Decker - with Ed visiting with them in their "rental yards" for two weeks following the convention.

Ed begins pursuing a young lady who will become a fixture at all future ARA conventions.

1966

Ed and Joni are married on Saturday, February 12th, the day before the start of the ARA convention. This results in Ed missing his only ARA convention since 1964 as his bride did not wish to spend a honeymoon meeting Ed's rental buddies at the ARA.

1968

Ed is elected president of ARA of Illinois.

1969

Ed chairs the Convention Seminar Program.



Ed's Career as a "Rentalman"

New Move for Latek

by Jim Gartland



Ed Latek has always been known for his willingness to try a new direction when the old seems like a dead-end. The latest? Out with homeowner items and onward in pursuit of an expanded contractor market.

Page 12/Rental Equipment Register

For several years, Chicagoland rental owners have been watching a young man named Edward Latek. As compared to the majority of Chicago-area rental firms, which have based their growth upon the accepted homeowner/contractor mix and the proven methods of operation, the Latek Company has long been an innovator in the rental field.

Attributable perhaps to the inherent confidence and aggressiveness of youth, the philosophy of Ed Latek has always been one of a willingness and eagerness to change. The latest in a series of bold moves by the Latek organization is a recent decision to divorce itself from homeowner items and open a new, all-contractor rental yard.

The plan called for obtaining a centralized location in the western suburbs of the sprawling metropolis, from which the Latek Company could reach out in all directions with fast and economical deliveries. The intent was to broaden the scope of the company, which had previously limited itself to northern Chicago, with its Skokie headquarters, and to southern Chicago, with its Oak Lawn branch.

Originally, the idea was to continue the Skokie and Oak Lawn operations as "satellite" stores and thereby surround the market.

Moved To Industrial Park

In October, 1973, the Latek Company opened a modern, one-and-a-half acre facility in a new industrial park in the community of Lombard, 25 miles from downtown Chicago. They moved the bulk of their equipment to this new location, having spun off their homeowner inventory before the move.

Soon after, in January/February of 1974, the decision was made to close the Skokie and Oak Lawn operations. Why the almost immediate withdrawal from the "satellite concept"?

"We simply found that we could not maintain an adequate inventory in either location," Ed Latek explained. "The demand we received after our move to Lombard was much greater than we had anticipated. In the first two months our volume increased 30 per cent, and we needed the equipment here. We had a

good control set-up, and there was no problem other than the fact that we were spreading our inventory too thinly. We realized that we simply did not need the satellites if we couldn't afford to stock the equipment for them."

The Lombard operation affords the Latek Company no traffic exposure whatsoever. The yard is hidden from the nearby freeway, and one would not pass the firm unless he were in the industrial park itself.

"Naturally we would have liked a more prominent location," Latek admitted, "but costs necessitated this choice. Besides, we deliver 95 per cent of our rentals to major contractors in the area. We get all shook up when a customer comes to us," he smiled. "Why, just the other day we had three people come in, and we're still talking about it!"

Heavy In Groundworking Equipment

Years ago, when rental firms in Chicago (and throughout the country, for that matter) were avoiding the rental of backhoes, Latek was successfully renting these units from the Skokie yard. Consequently, he is experienced in ground-working equipment and has now concentrated on serving those contractors working on ground preparation rather than on structural or mechanical jobs. His basic inventory starts with air compressors, tractors and backhoes, trenchers, compaction equipment, water pumps and crawlers, with back-up equipment such as concrete trowels and vibrators, space heaters and generators.

In order to run multiple deliveries, the company has several 12-foot tilt-bed trucks. This allows them to carry one piece of equipment on the truck and tow another piece behind it. Latek "flat-charges" on all deliveries, with small portable equipment charged at the rate of \$15 each way and items such as bobcats, trenchers and rollers charged at the rate of \$25 each way. Equipment requiring use of a large 21-foot tilt-bed truck (backhoes, crawlers, skidloaders, etc.) are charged at \$40 each way.

A great deal of planning goes into deliveries and pick-ups in order to cut these costs. Trucks are routed

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every morning for delivery to several jobsites, and these same trucks pick up other equipment on their way back to the yard.

What are some other philosophies of Ed Latek?

"We make it a practice to sell off our equipment before it gives us trouble. Unlike many rental companies, we try to sell our equipment after a couple of years, sometimes sooner. We don't believe in keeping equipment for a lifetime and then having the maintenance headaches. I don't get a feeling of pride for having kept a unit running for ten years.

"It all ties in with our concept of operation," Latek continued. "We have two to three fulltime salesmen, and my brother, George, is responsible for what we call our 'rental development program.' These men scout out the jobs that are starting up, and we sell our services by actually taking our equipment out to the jobsites and demonstrating it. We show them what our equipment will do versus what they are using or don't have.

"And this brings up something that exists here but doesn't happen to be the case, say, in California. Our contractors still have a pride in ownership. It's a throwback to the old days. They're established and well-known, and they like owning their own gear. It's changing gradually — otherwise we'd still be back with the homeowners. I don't say that with any criticism of those who are renting to homeowners, but we feel that our future lies in the direction we have taken."

The Latek Company, founded in 1959 in Oak Lawn, Illinois, by his father, Chester, always represented a challenge to Ed and he has been a part of the firm since the very beginning. He glows with enthusiasm and tackles his management responsibilities with outspoken resolution.

The firm's 25 employees have an average age of 35, and all of them share Ed's dedication and enthusi-

The Latek Company is loyal to top-line manufacturers. They want the 'Cadillac' of each type of equipment, and they point this out to the customers.

asm. There is little employee turnover, largely because the entire organization is continually kept apprised of the firm's progress through individual and staff meetings.

The modern office and display area at the new Lombard location is unlike most rental firms. Several pieces of equipment, such as compactors and trenchers are prominently displayed near the entrance. New units are put here before they are placed in rental service. Although few customers visit the Latek Company, the attractiveness of the office and counter area obviously instills pride in the employees and offers them excellent working conditions.

Time For Maintenance

During the past few months, when inclement weather cut back on construction activity in Chicago, every effort was made to repair equipment and bring everything up to A-1 condition. The paint spray area in the large maintenance shop is constantly busy. All shop personnel, by the way, own their own tools and each mechanic may have up to \$2,000 invested.

The Latek Company remains loyal to top-line manufacturers. Latek's theory is that he wants his equipment to be recognized as the best. He wants the "Cadillac" of each type of equipment, and he emphasizes this to his customers.

Although conscious of competitive rental rates charged by other rental firms as well as by dealers and distributors, Ed Latek closes his eyes to these and charges what he feels is equitable and necessary. In most cases, his rates are ten to 15 per cent higher than those charged by distributors and dealers in the Chicago area.

More Than A Living

Being a young man and managing an operation which is now nearing the \$1 million annual gross figure, Latek is attempting to build a business, not merely to "make a living." He knows that the rental industry must be attractive to investors and outside capital in order to grow and expand. His aim is to someday return to the "satellite concept." Unbeknownst to Latek, his concept of greater specialization and greater market penetration is very similar to what RER witnessed recently in Japan. Latek is building his business along much the same lines, and with a similar physical appearance, as those Japanese rental firms which have grown so successfully.

Currently a director of the American Rental Association, Ed Latek is making his presence felt on the national scene. He is aggressive, organized, outspoken, and positive in his course.

His counterparts in Chicago are watching him. They may not all agree with him, but they are impressed by his accomplishments and are rooting for his continued success. □

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1970's

Ed's Career as a "Rentalman"

1970

Ed chairs the Convention Seminar Program.

1971

Ed is elected ARA Region 5 Director and chairman of Education Committee.

1972

Develops a travelling seminar program entitled "Finance and Accounting for the Rental Exec" with program presented in key cities across the country.

1974

After having expanded Latek Rent-All into the leading multi-location construction equipment rental business in the Chicago market, the Company suffers a severe decline in revenues during the 1974-75 recession, resulting in Ed having to liquidate the business and discontinue operations.

"I've known and been friends with Ed Latek for well over fifty years.

Most anyone will tell you that Ed is a numbers man, that may be so, but in my opinion his greatest asset is his love of people.

Ed never misses the opportunity to find out what makes people tick. Whether it is his largest customer or the waitress who is serving him breakfast.

I love his scale of values and his genuine interest in all new and exciting, just around the corner. His desire to make the Rental Business more successful and rewarding has influenced literally hundreds of Rental Owners to go the extra mile to obtain more success in business and in their personal lives.

If you ask me to single out one thing that has had a tangible impact it will be the use of his expertise, experience and contacts to provide rental operators with an exit strategy helping many reap the proper rewards for a lifetime of work."

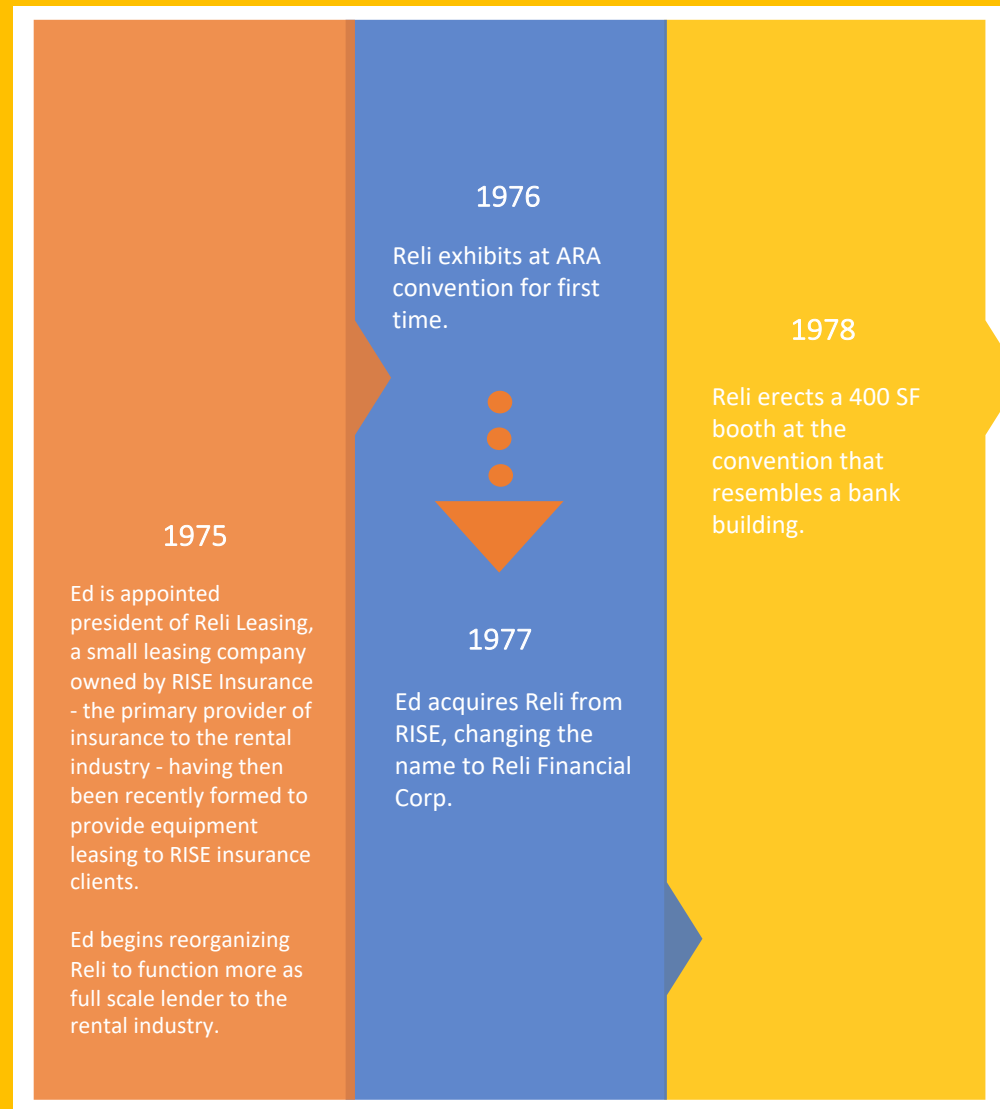
Frank Pagura
Former Owner
IMI Custom Design



Ed (left), Walter Pagura (center), George Latek (right)

1970's

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Ed's Career as a "Financier" of the Rental Industry

1980's

"I've known Ed for 50 years, first as his employee, then as his colleague and life-long friend. Ed is a visionary, a born leader whose personal commitment to the industry and his clients has had a significant impact on the national rental industry and numerous rental businesses.

As a Junior at St Joseph's College in Rensselaer, Indiana, Ed convinced his father, Chester Latek, to go into the rental business by becoming a United Rent-all franchisee in Oak Lawn, Illinois. Ed transferred to the Northwest Indiana campus of St Joseph's for his senior year to help in opening the Latek Rental store in the early sixties.

He soon became active in the local chapter of the American Rental Association (ARA), Chicagoland, served as its President, and became involved on a national basis. Ed enthusiastically attended ARA national conventions with his wife, Joni, first as a rental store owner, then as a supplier at Reli Financial and subsequently as President of Latek Capital going on 60 years. He served as Region 5 Director.

In true entrepreneurial fashion, Ed proposed a business idea in the mid-seventies to Ed Cantwell, the owner of the endorsed insurance agency to National ARA: start a finance company providing much-needed financing to the rental industry. Ed firmly believed that people who went into the rental industry were good and honest people, and if financing was provided over a long-enough period, the equipment would more than pay for itself and clients would prosper. The new business, Reli Financial (an acronym for Rental Equipment Leasing) would become the industry's foremost banker. Cantwell, agreed, started the business even before Ed moved his family to Cantwell's hometown in Lincoln, NE, at which time Ed took over management of the new Company and subsequently bought out Cantwell. He relocated to Illinois soon thereafter.

Ed's vision was an answer to what the industry needed at the time. Reli Financial provided nationally \$50M+ of financing to the rental industry. Its success and growth, as well the growth of the other businesses Ed built, Latek Capital Corp., were due to the three pillars he has built in his career: a vast knowledge of the rental industry (from rental equipment to accounting and finance, operations, marketing, and customer centricity); a passion for the business rooted in his trust in the industry's people which turned out to be correct, as proven by a history of minimal bad debts, and the numerous win-wins achieved as he and his organization addressed emerging issues with business owner; and, most noteworthy of all, the deep respect he gained in the industry, that paved the way for his successful transitions from rental store owner to banker to a mergers and acquisitions expert.

Ed exemplifies the members of the community to which he has dedicated his career. He is a good, honest man, a great husband, father and grandfather, colleague, friend and businessman. I am proud to be his friend, and wholeheartedly recommend him to the ARA Hall of Fame."

Daniel Sideman
Former CFO of Latek Rent-All Co.
Former Exec. Vice President of Reli Financial Corp.

1980 - 1981

Notwithstanding stagflation and exorbitant interest rates, Reli continues to fund the industry, with it being one of the few businesses in the U.S. that could absorb such rates.

1982 - 1985

Reli plays major role in propelling the expansion of the rental industry by providing it the necessary capital.

Ed helps several rental friends exit their business when age, health or dysfunctional family issues developed ... all on a pro bono basis.

1986

With Reli having become known as the "Banker of the Rental Industry", Ed sells Reli to a life insurance company.



1987 - 1989

While continuing as president of Reli, Ed makes it known to all that his next mission in life is to become the "investment banker" of the rental industry.



Ed's Career as a "Financier" of the Rental Industry

1990

Ed forms Latek Capital Corp for the exclusive purpose of bringing professional investment banking services to the rental industry.

The convention marks not only the first time Latek Capital has exhibited at it, but also is the site for Ed & Joni's Jubilee anniversary celebration.

Latek Capital is launched by Ed assisting Maun Peterson, Diamond Rental in Salt Lake City acquiring a competitor, with Maun (God rest his soul) forever after being referred to as Project "UNO".

1994

Latek Capital manages The Stanley Works divestiture of its Taylor Rental Stores via a transaction with an high net worth equity investor.

1995

Latek Capital manages the break up/divestiture of the Taylor Rental business acquired in the prior year by the high net worth equity investor.

Latek Capital manages the divestiture of the Macuso's Texas based five store U-Rent-M chain to newly formed RSC.

1996

Latek Capital manages the divestiture of John Haener's party rental business in Michigan, after which John joins Latek Capital to head up its investment banking services to the event rental segment of the industry. Subsequently John goes on to hold CEO and other key executive positions with major national rental firms, as well as founding Vendo Rental Solutions to provide consulting and M&A services to the industry.

After having been in discussions with GTCR, a major private equity firm, for three years, Latek Capital invites them to the convention in Anaheim, resulting in their acquiring a multi location construction equipment rental client of Latek Capital and forming NES.

"My first ARA show with Ed was in 2000. He failed to tell me it was over Valentine's Day. Not a big deal to him as Joni was there (as she always tirelessly is!), but it was my first Valentine's Day away from my wife!"

Ed has worked hard for the industry and represented company owners very well. Ed introduced me to the opportunity within the rental industry and has served as a mentor. We should all be proud of his achievements!"

Brent Paris
Managing Partner
Dubin Clark & Company

1997

Latek Capital manages recapitalization of Sun Valley Equipment Rental Corp., an Arizona multi location heavy construction equipment rental business, to RDO, Inc. in conjunction with their IPO.

Latek brings Circle L Capital Management into the industry by representing many old Chicago area rental friends in the sale of their business to RentalMax, which goes on to acquire 16 rental locations in the Chicago area.

1997

In early September Latek meets with the founders of equity firm that had recently rolled up a segment of the waste industry, had substantial capital available to invest, and seeking another fragmented industry. The result of their having spent three days at Latek offices, on October 18th Latek managed the transaction whereby they acquired an old-line, major construction equipment rental business in northern California ...with the new entity to be known as United Rentals, Inc.

1999

Brent Paris, upon earning his MBA degree from University of Chicago's Booth School of Business, joins Latek Capital as an Associate. Subsequently Brent joined Dubin Clark, a private investment group that has subsequently invested heavily in the rental industry, with Brent now serving as its managing director.

2000's

2000

Latek Capital manages the recapitalization of Maun Peterson's Diamond Rental, Salt Lake City by Rubicon Venture Partners.

2006

Though not looking to retire, Latek at a point in career whereby wishes to focus his attention on special, larger transactions, thus converts to operating as a solo professional.

2001 - 2005

Latek Capital manages the divestiture of several mid-size event rental firms (\$5M-\$10M revenues) by bringing into the industry search funds and other investor groups.

"I have never met a man more passionate about this industry from both the tool and event side. I received the first phone call from Ed in the fall of 2013, and I have considered him my friend ever since. He taught me more about the financial side of the business than I ever learned from any other source. I had never heard the terms – EBITDA, CapEx, "taking chips off the table", and many other deal making terms.

No one can spin a story about a deal with more colorful analogies to dating and marriage than Ed. From dating to playing hard to get, Ed taught me every aspect of the deal. While he keeps all of his deals and past clients completely confidential through the use of secret code names, he remembers every detail of each one and romanticizes them like the most precious relationships one could ever have.

However, without a doubt, his most treasured relationship is with his lovely wife, Joni, who is always by his side. They are both so devoted to this industry that they celebrate their anniversary each year at the ARA Rental Show. They are quite a team.

Ed is a wonderful choice for submission to the ARA Hall of Fame."

Dan Hooks
President / CEO
Party Reflections, Inc.

2009

Latek Capital manages the recapitalization of Karl's Event Rental, Inc. by Horizon Partners, LCC, a private equity group Latek has been introducing to the industry for the prior ten years.

2007

Latek Capital manages the recapitalization of Arizona Tents & Events, Party Concepts and Peerless Events by Sverica International, an equity firm Latek has been introducing to the rental industry for the prior three years.

Latek Capital manages the recapitalization of Chicago Party Rental and Party Panache, two event industry stalwarts, to Classic Party Rental.

Ed's Career as an "Investment Banker" to the Rental Industry

2010's – 2020's

-12-

2014

Latek Capital manages the recapitalization of Bob Traina's Peterson Party Center, Boston by Dubin Clark & Company.

2017

Latek Capital manages Apollo's divestiture of all Classic Party Rental stores outside of California.

2018

Latek Capital manages the recapitalization of Peerless Event Rental, a Texas based, four location firm, by Dunmore Capital Partners.

"Ed Latek has been a family trusted friend and a business insider for myself for over 40 years.. never have I met any individual in the rental industry that is as dedicated and hard working as him. He has sold our rental equipment business in 1999 to a national firm and headed up the entire process from finding the correct buyers to working with our attorneys and accountants on both sides, also he just finished selling my equipment rental business and surface prep business to an investment banking group that I started in 2004. That man never met a stranger and is as honest as the day is long. At 78 years old still riding a bike 25 miles per day and has the stamina of a 30 year old. Here is my definition of a true hall of famer (when Ed Latek and Joni were married they spent their honeymoon at the ARA national convention). Now that's dedication."

Gary Runyon
Former Owner
Runyon Equipment Rental

"Ed has been very instrumental in the development of our industry. I view him as the Rental Industry Historian. Ed has an endless vault of stories related to the industry. He has even shared a few with me about my grandfather. Ed is well deserving to be in the Rental Hall of Fame."

John Bibbo
President
Event Source / Panache Events

2019

Latek Capital manages the recapitalization of Runyon Equipment Rental by Rock Island Capital, a firm Latek has been introducing to the rental industry for the past 12 years.

2020

Latek Capital manages the recapitalization of Total Tent Solutions, TX by Glin Limerick Partners.

Ed's Career as an "Investment Banker" to the Rental Industry

Just some of the transactions Ed has been involved in over the years

Business	Location	Business	Location
A Grande Affaire	East Bay California	Napa Valley Party Services	Napa Valley
A to Z Rentals (Coin Operation Inv.)	East Texas	Naperville Rental Center	Suburban Chicag
A&A Tool Rentals & Sales, Inc.	Northern California	Orland Park Rental	Suburban Chicago
AA Rentals (21 Locations)	Seattle Metro Area	Party Panache	Southeast Florida
AAA Rentals & Sales (Mandelbaum Inv.)	Kansas City	Party Plus (GRLP)	Atlanta
Abbey American Party Rents (Si-Mor, Inc.)	San Antonio	Party Rental World	Houston
Abbey Party Rents, Inc.	Los Angeles	Peerless Event	Phoenix
Abbey Party Rents (Baiser Investments)	Los Angeles	Phoenix Tent Rental	Phoenix
Accent Party Rental	Northern California	Pinamar NVPR Division	Napa Valley
Ace Rentals (Lesard, Inc.)	Suburban Chicago	Pincorp Rental	Panhandle Florida
All American Rental & Sales, Inc.	Salt Lake City	Red Rock Equipment Rental	Sedona, Arizona
Alpha Rents (TOGI)	Houston	Rental World	Raleigh
American Tool Rental, Inc.	Central Indiana	Rent Rite Equipment Co.	Suburban Chicago
Anderson Oregon Rental, Inc. (6 Locations)	Portland	Rents Et Al	Northern California
Arizona Tents & Events	Phoenix	San Leandro Equipment Rental	East Bay California
Ben's Rentals, Inc.	Northern Oregon	Smart Party Rents	San Fernando Valley, CA
Bower Rental & Sales	Kansas City	Sonoma Party Rental	Sonoma
Braun Event & Tent Rental	Suburban Chicago	Special Events (Carlton Enterprises)	San Jose
C&N Party Rentals	Suburban Detroit	Sun Valley Equipment Corp. (5 Locations)	Northern Arizona
Central Virginia Rental (5 Locations)	Central Virginia	Target Rental (Kelsey Ent., Inc.)	Suburban Chicago
Chicago Equipment Rental	Chicago	The Stanley Works (Taylor Rental Chain)	National Chain
Chicago Party Rental	Suburban Chicago	Taylor Rental (Perrburn, Inc.)	East Bay California
Diamond Rental & Sales (9 Locations)	Salt Lake City	Taylor Rental (GRLP - 3 Locations)	Central Coast California
Distinctive Tents	Denver	Taylor Rental (GRLP)	East Bay California
Events Chicago	Chicago	Taylor Rental (GRLP)	San Diego
E-Z Rentals (MGB Rental Co., Inc.)	Suburban LA	Taylor Rental (GRLP)	San Fernando Valley, CA
GL Supply Co.	Suburban Chicago	Taylor Rental (GRLP)	Suburban Denver
Londsdale Tool Rental (Glen Lea, Ltd.)	Vancouver	Taylor Rental (GRLP - 4 Locations)	Florida Gulf
General Rental Co., Inc. (3 Locations)	Suburban Chicago	Taylor Rental (GRLP - 3 Locations)	Suburban Chicago
Garfield's Rental Mart	Suburban Chicago	Taylor Rental (Lesard Ent.)	Suburban Chicago
High Land Rental, Inc.	Northern Arizona	Taylor Rental (GRLP)	Springfield
Johnson Handy Rent All, Inc.	Westchester County, NY	Taylor Rental (GRLP)	Suburban Baltimore
J&J Rental Services, Inc.	Houston	Taylor Rental (GRLP)	Suburban Philadelphia
Jack's Tool Rental, Inc. (3 Locations)	Indianapolis	Ted & Ed's Rental, Inc	Suburban Chicago
Joliet Rentals	Suburban Chicago	Tool Box Rental, Inc.	Salt Lake City Area
Karl's Event Rental, Inc.	Milwaukee	Tri City Rental	Suburban Chicago
Kent's Rental Center, Inc.	Panhandle Florida	United Equipment Rentals	Northern California
Lone Star Equip. Rentals (5 Locations)	Houston	U-Rent-M (CVM, Inc. - 5 Locations)	Mid Texas
Mac Rental Corp. (3 Locations)	Northern Oregon	Valley Rentals, Inc. (3 Locations)	East Texas
Mallory Enterprises of Bay Cty	Panhandle Florida	Wanamaker Rents, Inc.	Burbank California
Michael's Rentals	Bay Area California	Wheaton Rental Center (5 Locations)	Suburban Chicago

"I have had the great fortune of having spent my entire career in the industry: first as a "rentalman", then as "the banker of the rental industry", and now for the past twenty years as the "investment banker" of the rental industry. During this close to half century we have witnessed and been a part of an industry founded with very humble origins, developed successfully due to dedication and perseverance, and now is an integral part of America's society and business community."

Ed Latek

ARA Hall of Fame Submission Criteria

While I have provided an overview of Ed's participation in the industry and testimonials to his worthiness to be considered for induction into the Rental Hall of Fame, I would like to specifically address the criteria that the ARA has outlined for the award.

Leadership

"a person who guides or directs a group"

I believe a leader stands out by the nature of their commitment, and the integrity of their character. Over the years, Ed has consistently demonstrated a level of commitment and integrity of character that is matched by few.

He led a successful equipment rental company in the 1960's and 1970's; led a successful finance company in the 1970's and 1980's; led a successful investment banking firm from the 1990's to today. He served as a leader within the ranks of the ARA having held the positions of President ARA Illinois, ARA Region 5 Director and chairing several committees for the ARA. Ed has mentored many students of the rental industry, both young and not so young. This will continue well into the future.

Industry Impact

"impression, influence, meaning"

The foundation for Ed's success within the rental industry comes from rolling up his sleeves and learning the industry from the ground up right out of the gate. Working with his father to grow and lead an equipment rental business. Listening and learning from industry pioneers in his early years in the industry. Participating in the ARA and learning from the organization and its membership. Ed was an enthusiastic student that became an enthusiastic teacher.

Ed put his mark on the Chicagoland equipment rental market during the 1960's and 1970's. He put his mark on the ARA, starting with his involvement during the 1960's up until today having participated in every ARA Show since 1964 except one. Ed brought much needed financing to equipment rental companies at a time when it was difficult for the industry to obtain financing from traditional sources.

He has played a significant and unique role in helping transform the rental industry from its infancy as a "Mom & Pop" industry to one that has experienced major organic growth and consolidation. Ed has been involved in more rental industry merger and acquisition transactions than anyone. It is not only the quantity that is so meaningful, but the quality of transactions he led and the magnitude of the impact these transactions have had on the landscape of the industry and the rental owners involved in them.

Ed has shared with many sellers and buyers that transactions are like marriages. He has worked relentlessly to be a successful matchmaker and bring the right sellers and buyers together. His track record in doing so is unmatched.

ARA Hall of Fame Submission Criteria

Ingenuity

“the quality of being cleverly inventive or resourceful”

As Dan Sideman said in his testimonial, “Ed is a visionary”. Ed had the ingenuity to create three successful careers driven by his passion for the rental industry. He leveraged the experience, knowledge, skill-set and relationships he developed over the years to make each a success.

Industry Stability

“able or likely to continue to last”

Ed’s participation in the ARA in various capacities over the years has played a role in the success of the ARA organization and the rental industry.

Ed’s leadership of Reli Finance Corp. provided rental companies with the necessary financing to grow their businesses at a time when they were struggling to get that financing. This played an important role in the growth and success of the industry.

His leadership of Latek Capital Corp. has played a major role in the growth and success of the industry. Ed has led some of the most influential transactions in the history of the industry. While Ed’s contribution through these types of transactions has been significant, he has also played a key role in introducing rental industry outsiders to the industry; helping small rental companies become stronger and larger; helping medium sized rental companies become larger and more successful.

Personal Commitment

“engagement, involvement”

As I referenced earlier, I believe a leader stands out by the nature of their commitment. Ed has consistently demonstrated a level of commitment to the rental industry matched by few. Many of us have heard the saying that excellence is the result of caring more than others think is wise, risking more than others think is safe. Dreaming more than others think is practical and expecting more than others think is possible. This describes Ed and his life in the rental industry.