

A stylized graphic of the American flag, featuring a blue field with white stars in the upper left and red and white stripes that curve and flow across the right side of the image.

ARA Board of Directors Slate Approval

Voting is open Aug. 15-29, 2022

See inside for nominee information



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

The logo for the American Rental Association (ARA), consisting of a stylized white triangle with a curved line inside, followed by the letters "ARA" in a bold, sans-serif font.

ARA
American Rental Association

Vote

— It matters —

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

Help shape the future of the American Rental Association (ARA). 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 representatives of all ARA members beginning **Aug. 15 through Aug. 29, 2022.**

Approval checklist:

- Review the qualifications of the nominees in the biographical information on the following pages.
- Add ARA@Intelliscaninc.net to your safe sender list.
- Look for an email from ARA@Intelliscaninc.net on Aug. 2, containing important information regarding the approval process.
- Watch for a “Meet the Nominees” special edition of Rental Pulse on Aug. 9.
- On Aug. 15, 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. Central time on Aug. 29.

This 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.



American Rental Association

PRESIDENT-ELECT



Jeff Crotto, CERP **All About Events –** **Jacksonville** **Jacksonville, Fla.**

Jeff Crotto, CERP, is president, All About Events – Jacksonville, Jacksonville, Fla. He founded the company in the fall of 2010 and oversees the day-to-day operations of the event rental company as the de-facto general manager. The company started out in a 10-ft.-by-10-ft. storage unit and, after

a few moves over the years, is now in a 32,000-sq.-ft. facility and has 45 employees, including 41 who are full-time.

“The business has grown steadily from its beginnings and was poised to have its best year ever in 2020. Obviously, the pandemic made that impossible, but after a 2020 that saw sales down about 40 percent, we had a good year in 2021, where we were slightly up over 2019. In 2022, we are well on our way to the best year in the company’s history by a wide margin,” Crotto says.

The company’s business development manager, operations manager and warehouse manager, as well as an administrative assistant who handles human resources, payroll and accounting functions all report to Crotto, who also serves as the “face” of the company at networking and other community events.

Background: “I moved to Jacksonville in 2004, started in the industry that same year and have basically worked in a rental store ever since. The rental companies I worked for prior to starting All About Events were small, ‘mom-and-pop’ operations, but the small size allowed me to see and do almost everything from delivering equipment, installing tents, washing dishes and cleaning equipment in the warehouse to sales and on-site meetings with clients. The four years prior to starting All About Events, I operated as a sales manager and that really gave me the confidence to go out on my own, knowing I would be able to sell myself and our services to clients. I could not have survived this long without those lessons,” Crotto says.

Activities and recognition:

- **ARA Region Three director: 2019-2021.**
- **ARA Executive Committee member: 2021.**
- **ARA of Florida: chair of the board, 2018-2019; president, 2016-2018; vice president, 2014-2016;**

secretary, 2012-2014; membership committee chair, 2015-2017; and communications committee chair, 2013-2019.

- **ARA Volunteer Recognition Awards Committee member: 2017.**
- **ARA Event Rental Shared Interest Group member: 2015-2016.**
- **The ARA Show™ Task Force: 2016-2018.**
- **The ARA Show speaker: 2017.**
- **ARAPAC supporter: 2012-present.**
- **ARA Event Rental Advocacy Group: 2021-present.**
- **ARA Leadership Conference attendee: 2012, 2014, 2018, 2019, 2021.**
- **ARA National Legislative Caucus attendee: 2015, 2019.**
- **Women in Rental Breakfast attendee, 2019-2021.**
- **The ARA Show attendee: 2010-present.**
- **ARA Outstanding Leadership Award: 2017.**
- **Jacksonville Chamber of Commerce trustee.**
- **St. John’s County Chamber of Commerce member.**
- **San Marco Preservation Society member.**
- **Adopt a Road program participant.**
- **Bold City Best – Best Place to Work in Jacksonville – Small: 2015.**
- **Inc. 5000 fastest-growing privately held companies in the U.S.: 2019.**

If the members select you as president-elect – and ultimately you serve as president and board chair – what do you hope to accomplish?

“In my opinion, the two best initiatives that ARA has in motion are the Young Professional Network and the Women in Rental program. I intend to do everything in my power to encourage the continued growth of these programs. These two groups represent the future of our industry and the greatest untapped resources of our industry. We have to continue to encourage these groups, so these people know that equipment and event rental provides a viable career path for them and that we are a welcoming industry. We know this industry is great; now we just need to show them. I also believe my desire to learn will greatly assist me in this role. I enjoy meeting new people, hearing their stories, their challenges and their thoughts on things. This will help me to either know about an issue our association will need to address and be able to speak intelligently on that issue or will provide me the desire to learn the relevant things so I can provide insightful thoughts,” Crotto says.

ASSOCIATE MEMBER



Larry Ott Rainier Industries Tukwila, Wash.

Larry Ott is the Northeast sales representative for the Commercial Tent Division, Rainier Industries, Tukwila, Wash. His responsibilities are to introduce the company's product line to the event rental industry, maintain relationships with customers and assist them in succeeding with Rainier tenting and tent-related products and services.

"Lately, we have been focusing on

labor-reducing products as well as products that promote safety on the job site," Ott says.

Rainier Industries was founded as Puget Sound Tent & Duck on the Seattle waterfront in 1896, established by Henry Carstens. The company initially sold tents and camping equipment to gold miners heading north to Alaska. In 1916, the company was sold to George Schaffer, who owned it until 1962. In 1963, Albert Cox and Bob Campbell purchased and renamed the company Puget Sound Tent & Awning. The pair then sold the business to Campbell's son, Scott, who renamed the company Rainier Industries in 1984 and most recently retired as president and CEO. Currently, Rainier Industries has about 300 employees and operates within a 140,000-sq.-ft. facility in Tukwila and an 80,000-sq.-ft. manufacturing facility in Statesville, N.C. The company's three main divisions — display, shade and shelter — make everything from wall tents, yurts and cottages to retractable power screens and awnings, branded environments and experiential marketing elements, commercial tents and marine and industrial products.

Background: "I have been working in the rental industry for almost 30 years. I started, after college, washing dishes after the Thanksgiving holiday. When I arrived for a second day, the owner said I would be in the industry for years if I came back after that. I have helped fledgling companies become multi-million-dollar operations. I helped start new product lines such as linens and formed new niche companies to help those rental companies grow. I moved from the rental company side of the industry to the manufacturing side in 2018 and use my experience to help my clients succeed with their own companies," Ott says.

Activities and recognition:

- **Philadelphia Chapter of International Live Events Association (ILEA): Served as president, president-elect, vice president of membership and vice president of communications.**
- **Brandywine Convention and Visitors Bureau.**
- **Jingle Jam multi-organization networking event.**
- **Bucks County Convention and Visitors Bureau.**
- **ILEA Member of the Year: 2008.**

Why do you want to serve as an ARA Associate Member director?

"The best part of my job is to visit with rental companies and discuss their challenges and their companies. Being a part of a solution to a challenge is rewarding — being a member of the ARA board would take that experience and expand it to another level by helping the industry as a whole. I look forward to meeting some amazing people in the industry, consulting on how to help the membership thrive and expanding my own knowledge base," Ott says.



REGION ONE



Sarah Wilper **Mazzotta** **Equipment** **Rentals** **Middletown, Conn.**

Sarah Wilper is director, Mazzotta Equipment Rentals, Middletown, Conn. Wilper's responsibilities include assisting the Mazzotta team with individualized customer service, including but not limited to, understanding the contractor's equipment needs, coordinating

customer equipment rentals, service calls, and resolving problematic situations for clients. "My position also involves staying up to date on state and national equipment safety requirements as well as coordinating certified training for customers," Wilper says.

Mazzotta Equipment Rentals began with two brothers, who immigrated to the United States from Italy in the 1950s and began a construction and masonry company in 1963. After frequently renting their masonry equipment to fellow contractors for a fee, they recognized the need for organized equipment rentals.

Consequently, during the mid-1970s, they formed Mazzotta Brothers Renting & Leasing, which today has become Mazzotta Equipment Rentals. The second generation has grown Mazzotta into one of the largest independent aerial equipment rental companies in the Northeast, with locations in Connecticut and Massachusetts.

With more than 50 employees, an Occupational Safety and Health Administration (OSHA) certified training program, and an expansive rental fleet including mobile elevating work platforms (MEWPs), telehandlers, specialty lifts and more, Mazzotta Equipment Rentals fills contractors' equipment needs, and keeps them up to date on operating certifications and safety requirements.

Background: "I have been in the equipment and event rental industry for approximately 15 years, working in event rentals, general tool and construction equipment rental. By way of background, during my late 20s, I married into a rental family and transitioned from a career in banking to a customer service role at Taylor Rental. During my time at Taylor, I quickly progressed from customer service to general manager and ultimately to vice president of sales and business development. As time passed, I made the change to the corporate side of the business and took a job with United Rentals resulting in my current expertise of the aerial construction equipment rental industry. I loved working in the construction equipment business, however, after experiencing corporate, I knew my desire was working in a family business atmosphere, resulting in my move to Mazzotta Equipment Rentals

in August 2021. My wide-ranging skill set coupled with my desire to work in a family business was a perfect fit for Mazzotta. Like many of us who work in rental, I have done everything from answer phones and making deliveries to driving box trucks and making late night and weekend service calls," Wilper says.

Activities and recognition:

- **ARA of Connecticut: president, 2016-2018; vice president, 2014-2016, 2021, 2022; treasurer, 2020-2021; legislative chair, 2014-2016; nominating committee chair, 2014-2018.**
- **ARA Event Rental Shared Interest Group: 2017.**
- **ARA Young Professionals Committee: 2017-2018, 2021.**
- **ARA Leadership Day participant: 2020.**
- **ARA Young Professional Conference attendee: 2016, 2017, 2019, 2022.**
- **ARA Leadership Conference attendee: 2013, 2014, 2021.**
- **ARA National Legislative Caucus attendee: 2013, 2014, 2016, 2017, 2018.**
- **ARA Region One Young Professionals Weekend Retreat attendee: 2018.**
- **ARA Women in Rental Maximizing Female Influence and Impact at Work attendee: 2021.**
- **ARA Women in Rental Breakfast attendee: 2020.**
- **Vernon Soccer Club board member and serves as COVID-19 & Safety director.**
- **Girls Youth Soccer coach.**
- **Parent Teacher Organization (PTO), serving as treasurer for the last two years.**
- **Connecticut National Guard Family Services Program volunteer.**
- **Rental Management 10 to Watch Under 40: 2014.**
- **ARA Region One Person of the Year: 2016.**
- **ARA Exemplary Service Award: 2020.**

What do you expect from ARA board service?

"Volunteering and community service are extremely important to me, as evidenced by my time in ARA as well as on a local level with my volunteer work. Philanthropic work is key to growing, improving, and developing ourselves and our community. Having served on the ARA of Connecticut board, I learned first-hand, the demanding work and commitment required to be an effective board member, which will serve me well as a member of the ARA Board of Directors. I'm open to learning more about the industry I love, not only as a career, but also a lifestyle. I strongly feel my desire, knowledge, experience and affection for this industry will undoubtedly add value to the ARA board, and the members it represents," Wilper says.

REGION FOUR



Angela Nussel, **CERP** **Premiere Events** **Austin, Texas**

Angela Nussel, CERP, is administrative vice president, Premiere Events, Austin, Texas. Her day-to-day responsibilities include accounts payable and receivable and sales team training and support as well as human resources duties such as development of written policies, disciplinary documentation, new hire

onboarding, termination, employee maintenance and compliance. She also works with customers to secure rentals, handles complaints and plans events with the Premiere team.

Premiere Events originally opened as Austin Party Central in October 2000 as a small neighborhood retail and rental store with one location in south Austin and 10 full-time team members. "Over the last 22 years, we have omitted our retail selections, expanded to three locations — Premiere Events South, Premiere Events North and Premiere Events Bryan/College Station — purchased three competitor companies and expanded staff to about 100 full-time employees. We are well-known throughout the Austin/College Station and surrounding area as a full-service event rental company," Nussel says.

Background: "My experience over the last 22 years in the event rental industry has been diverse. I started out as a showroom consultant and a little-known fact, occasionally, as a model for our print advertising. I think it was obvious early on that I was committed to doing what it would take to be successful in this industry even if that included getting out of my comfort zone. As our company grew, my role morphed into part-time sales and part-time human resources. Over the last decade, our team, revenue, expenses, and inventory have had unprecedented growth year over year, and I devote almost 100 percent of my time to accounting, human resources and event consultant team leadership," Nussel says.

Activities and recognition:

- **Texas Rental Association (TRA): Immediate past president, 2021-2022; president, 2019-2021; vice president, 2018-2019; secretary/treasurer, 2017-2018; director at large, 2015-2017; membership committee member, 2019-2021, chair, 2018-2019; education committee member, 2019-2022, chair, 2014-2019; finance committee, 2019-2021, chair, 2017-2018; legislative committee,**

2019-2021; nominating committee, 2019-2022, chair, 2021-2022.

- **The ARA Show™ Task Force member: 2018.**
- **ARAPAC supporter: 2017-present.**
- **ARA Leadership Day attendee: 2020.**
- **ARA Leadership Conference attendee: 2016, 2017, 2019.**
- **ARA National Legislative Caucus attendee: 2019.**
- **ARA Women In Rental Breakfast attendee, 2019-2021; Maximizing Female Influence and Impact at Work attendee, 2021.**
- **National Association for Catering and Events (NACE) Austin: Membership chair and fundraiser committee.**
- **SAFE Austin: Gala Committee and Women of Hope member.**
- **SEPA mentor.**
- **CHILD Reading Program volunteer.**
- **Manufacturer and Tent Renters Association (MATRA) and Industrial Fabrics Association International (IFAI) member.**
- **Rental Management 10 to Watch Under 40: 2013.**
- **ARA Region Four Person of the Year: 2018.**
- **TRA Rental Person of the Year: 2017.**
- **NACE Austin Event Professional of the Year: 2011.**

What do you expect from ARA board service? "My expectation of board service would be to serve as a liaison between national and state boards and members. I would be responsible to communicate any concerns or issues that may be experienced by our members. I would also be responsible to inform members of the resources available to them through ARA such as continuing education and disaster relief among other available resources. I would represent our industry on a federal and state level and keep our members informed of bills that may impact our industry. I have an interest in making a difference for our members, whether that is simply acknowledging a concern, mentoring or connecting people together. It is very rewarding to work with all different personalities from different backgrounds and find the common ground that unites us all. I have an interest in our future as an industry and how we can improve so we can continue to grow our business while having a positive impact on our team and our community," Nussel says.

REGION FIVE



Robert Copley, **CERP** **Event Essentials** **Windsor, Wis.**

Robert Copley, CERP, is sales manager at Event Essentials, Windsor, Wis. He is responsible for overseeing and supporting the company's sales team while also handling top accounts and serving as a member of the Event Essentials Management Team.

In 2010, Event Essentials grew into a separate business as the event rental division of A to Z RentAll & Sales, an equipment rental store founded in 1954 by Rex and Enid Hoffman. In addition, A to Z RentAll & Sales became a founding member of the American Rental Association (ARA) in 1955. The company recently sold the equipment rental side of the business to RentalMax, Carol Stream, Ill., making Event Essentials a standalone event rental company with 26 full-time employees.

Background: "I started in the equipment and event rental industry while in college working summers on the trucks for Event Essentials. I also spent one summer working at our tool location on the counter to experience the customer service and computer software side of the business. After graduating college in 2008, I began a full-time position as an account manager. Over the last 11 years, I have worked on the operational side of our event division and became sales manager in 2016," Copley says.

Activities and recognition:

- **ARA of Wisconsin: president, 2014-present.**
- **ARA Event Rental Shared Interest Group member: 2014-2016.**
- **ARA Leadership Conference attendee: 2009, 2013, 2019.**
- **ARA National Legislative Caucus attendee: 2019.**



- **The ARA Show™ attendee: 2009-present.**
- **Peer Executive Group member: 2018-present.**
- **The United Way of Dane County loaned executive: 4.5 months in 2010, member of a team that collectively raised \$16.5 million to fund Dane County programming.**
- **Youth Basketball Team, Sun Prairie, Wis., assistant coach: 2019-2022.**
- **Junior Varsity High School Boys Basketball assistant coach, Sun Prairie, Wis., 2021-2022.**
- **AAU Basketball 12U Girls basketball coach: 2021-present.**
- **FLAG Group member, University of Wisconsin Business Center: 2018-present.**
- **Rental Management 10 to Watch Under 40: 2014.**

What do you expect from ARA board service? "While serving on the ARA board, I am looking forward to the continued opportunity to meet and network with industry professionals and use these connections to learn and grow as a young professional. Over the years, I have been extremely fortunate to follow in the footsteps of exceptional industry leaders, one of which I also get to call family. Kevin Hoffman, who served as ARA president in 2018, has included me in many leadership opportunities at Event Essentials that have sparked my interest in participating in similar opportunities within ARA. Also, it is through these leadership opportunities that I can give back to my community with time and resources. My family, friends and colleagues have been instrumental in supporting my desire to learn and grow as an industry professional that can positively contribute to society in many ways. With this desire, I look forward to opportunities and challenges that will provide me with new learning and broaden my horizons within the business world," Copley says.



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 Monday, Aug. 15, and Monday, Aug. 29, 2022.

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

The approved nominees will begin their terms in Spring 2023.

**Watch for emails from ARA@Intelliscaninc.net on
Aug. 2 and Aug. 15
for important voting information.**