

NATIONAL BOARD NOMINEES



2024

ARA Board of Directors Slate Approval

**Submit your approval
Aug. 26 - Sept. 9, 2024**

See inside for nominee information

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



Vote

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. 26 through Sept. 9, 2024.**

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. 15, containing important information regarding the approval process.
- ✓ Watch for a “Meet the Nominees” special edition of Rental Pulse on Aug. 21.
- ✓ On Aug. 26, 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 Sept. 9.

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.

PRESIDENT-ELECT



Brian Richardson **L & A Tent Rentals** **Trenton, N.J.**

Brian Richardson is president and CEO of L & A Tent Rentals, Trenton, N.J. In this role, Richardson oversees day-to-day company operations, delegates and directs agendas, drives profitability, and manages organizational structure and strategy. L & A Tent Rentals opened in Hamilton, N.J., in

1986, and today employs 22 full-time staff year-round, a number that increases to nearly 50 from April to November. In addition to L & A Tent Rentals, Richardson, along with his son and son-in-law, recently opened New Jersey Event Services — a stand-alone event restroom and golf cart rental business.

Background: “I started working part-time for a local tent company in my home state of Maine while in high school. After high school and a couple of years working in the grocery industry, I went to work full-time as a project manager for Lewiston Auburn Tent & Awning Co. in 1980. I would travel throughout the Northeast and mid-Atlantic installing tents for fairs, festivals and sporting events. I met my wife of 34 years, Kathleen, while setting up tents for a 4-H fair in New Jersey. For more than 20 years, I have led training and education sessions for various tent and special event-focused organizations. After starting two separate rental operations from scratch, I believe I have gained valuable insight into successfully managing the fiduciary responsibilities of an organization. I have expertise in strategic and long-range planning, business development, and relationship building, along with big picture thinking to see the broader vision of what needs to be accomplished in an organization,” Richardson says.

Activities and recognition:

- **ARA Region Two director: 2022-present.**
- **ARA Executive Committee: 2023-present.**
- **ARA Budget/Audit Committee: 2023-present.**
- **ARA Investment Committee: 2023-present.**
- **ARA Event Rental Advocacy Work Group member: 2021-2023.**
- **ARA Government Affairs Committee: chair, 2019-2021; member, 2018-2019.**
- **ARA of New Jersey: vice president, 2013-2015; board member, 2011-2019.**
- **ARA Event Rental Shared Interest Group member: 2014-2015.**

- **ARAPAC supporter.**
- **ARA National Legislative Caucus attendee.**
- **ARA Leadership Conference attendee.**
- **Manufacturers and Tent Renters Association (MATRA): president, 2004-2005; board member, 1997-2007, 2009.**
- **MATRA Volunteer of the Year: 2015.**
- **Industrial Fabrics Association International (IFAI) Tent Rental Division: chair, 2018-2020; board member, 2010-2021.**
- **IFAI Procedural Handbook for Safe Tenting contributor: 2017.**
- **Advanced Textiles Association (ATA) Association Wodetski Award Committee chair: 2021-present.**
- **ATA Outstanding Volunteer of the Year: 2019.**
- **ATA Tent Rental Division Volunteer of the Year: 2015.**
- **Amwell Valley Baseball: chair, 2003-2007; board member, 2000-2009.**
- **East Amwell Education Foundation: chair, 2006-2009; board member, 2003-2009.**
- **Maine Shrine Lobster Bowl staff: 1992-present.**
- **Maine Shrine Lobster Bowl Outstanding Service Award: 2011.**

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

“All effective leaders must have a long-range vision yet also recognize that they must remain agile in the face of ever-changing environments. Our association has faced numerous challenges in the last few years and will most likely face more in the future. We must have the ability and resolve to pivot when faced with unforeseen trials and remain resilient when confronted with unpredictable circumstances.

I would like to see ARA continue as the driving force in industry-related education and training. I will encourage members to take advantage of the opportunities available via ARA and RentalU. On the equipment side, the certification programs for MEWPs (mobile elevating work platforms) and forklifts have been terrific additions to RentalU. For event rental operators, we have educational partnerships with both ATA and MATRA to develop training courses on safe tenting. Partnerships like these benefit the entire industry and highlight ARA as the foremost resource in education for the equipment and event industry.

We must also focus on leadership development. I will endeavor to foster relationships between people with different areas of expertise and from different backgrounds to encourage more volunteerism in our industry.”



ASSOCIATE MEMBER DIRECTOR



Kevin Karcher Jr. **InTENTional Systems (formerly Eureka! The Tent Co.)** **Binghamton, N.Y.**

Kevin Karcher Jr. is a regional sales representative with Binghamton, N.Y.-based InTENTional Systems (formerly Eureka! The Tent Co.). He is responsible for supporting customers in the Northeast and mid-Atlantic through

sales, service, technical support and marketing initiatives. Tasks ranging from the creation of sales budgets to fostering rewarding relationships with customers are core to Karcher's positions with the company.

InTENTional Systems is a collective of people who are passionate about tents, Karcher says. The company combines the legacy of Eureka! party tents — which dates to 1895 — with new resources aimed at growth, expansion and the positioning of the company as one of the event rental industry's premier tent brands. InTENTional Systems specializes in party tents, pole tents, frame tents, keder frames, high-peak frames, canopies, clearspan structures, sidewalls/lighting and accessories.

Background: “My experience in rental goes back more than 30 years to high school, when I started working in a general tool/party store. I worked my way from waving to traffic for the store's grand opening to cleaning and maintaining small equipment to running the rental counter. After graduation, I worked in two rental stores where I learned about tent installation and event rentals. After serving in the Coast Guard, I opened my own event rental company. With a great team, we expanded our inventory to include tents and amusements. I worked every aspect of that business, from warehousing and cleaning to sales and installation — I did it all. After more than a decade of managing that company, I transitioned it to other owners and began working with an independent manufacturer rep agency, selling their products to both segments of the rental industry. I later took control of the company as its owner retired. I continued to support the rep agency until I

accepted a position with InTENTional Systems. I continue to be a principal partner in that agency — which represents associate member companies Bon Tool Co., PHP Distribution and Granite Industries — alongside my responsibilities with InTENTional Systems,” Karcher says.

Activities and recognition:

- **ARA of New Jersey: board member, 2016-present; vice president, 2016-2019; social media admin, 2023-present.**
- **ARA Young Professionals Committee member: 2017-2018.**
- **Rental Management 12 to Watch Under 40: 2018.**
- **ARAPAC supporter.**
- **ARA Leadership Conference attendee.**
- **Gloucester County Emergency Dispatchers Association president: 2021-2023.**
- **Garden State Jeeps charitable fundraiser director: 2016-2019.**
- **Monroe Township Small Business Association vice president: 2012-2014.**

What do you expect from ARA board service?

“To help grow not only the Association but also the concept of rental as a career. I want to help connect members with the various programs and services ARA offers and to be part of something that reinforces the relationships between associate member vendors and the general membership. I also want to aid ARA's state chapters with their educational offerings and networking by encouraging the support of the associate membership. Lastly, I look forward to growing personally. I have been surrounded for years by many great leaders of this Association and I see service as a key to professional accomplishment.”



REGION TWO DIRECTOR



Danny Showalter
CVR Rentals
Waynesboro, Va.

Danny Showalter is president of CVR Rentals, Waynesboro, Va. His responsibilities include oversight of daily operations across all divisions of the company, financial stewardship, equipment purchases and sales, research and development of

areas for expansion, and marketing initiatives. The company was established as Central Virginia Rental in 1972 by Norman Kiser. CVR Rentals offers a mix of equipment and event rentals, and its combined divisions encompass nine locations operated by 43 team members.

Background: “I have been involved in the equipment rental industry since 1978. I began working for Norman Kiser part-time on Saturdays and during summers until I graduated from high school. I then went full-time and have served in varying roles within the industry including tent crew, service, counter, sales, management, regional management and owner/operator. Along the way, I have furthered my education with college courses in business, varying leadership courses and ongoing training through ARA including state, regional and national programs,” Showalter says.

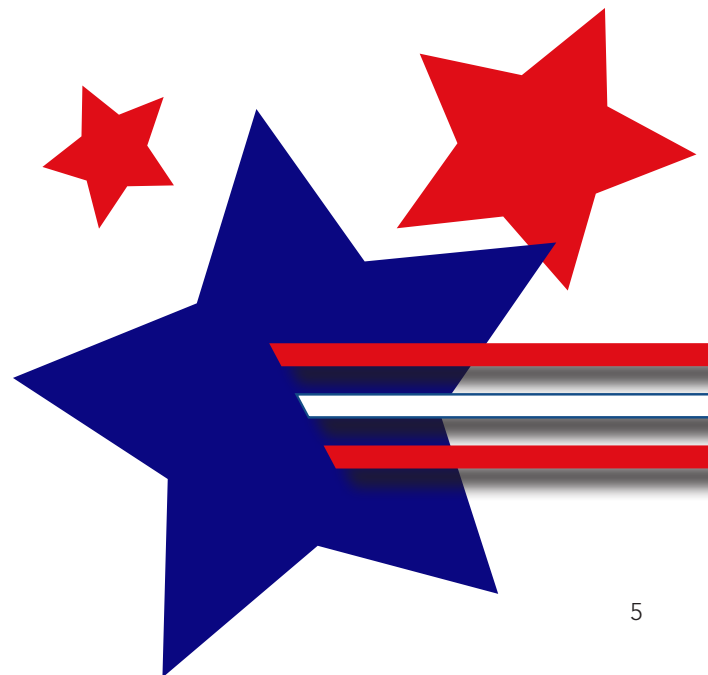
Activities and recognition:

- **ARA of Virginia: board member, 2019-present; treasurer, 2019-2021, 2022-present; president, 2021-2022.**
- **ARA Region Two Leadership Impact Award: 2022.**
- **ARAPAC supporter.**
- **ARA Leadership Conference attendee.**
- **Manufacturers and Tent Renters Association (MATRA).**
- **Greater Augusta Regional Chamber of Commerce member.**

- **Augusta Home Builder’s Association.**
- **Blue Ridge Home Builder’s Association.**
- **Springdale Mennonite Church Council member.**
- **Mennonite Relief Sale Board of Directors member.**
- **Tim Tebow’s “Night To Shine” Foundation.**

What do you expect from ARA board service?

“Having been a part of the rental industry for more than 46 years, I have been blessed with the opportunity to gain both knowledge and wisdom within the business. The insights shared through serving in, working with and leading all aspects of a small business in the rental industry allows me the ability to relate to and empathize with many in our industry. My expectation of board service is to work collectively with Association staff and my peers to enhance the overall experience of the ARA membership by developing relationships with all involved in ARA Region Two.”





REGION THREE DIRECTOR



Brandon Ahlgren, CERP
Elite Events & Rentals
Tampa, Fla.

Brandon Ahlgren, CERP, is owner of Elite Events & Rentals, Tampa, Fla. He is responsible for overseeing the management and sales team while focusing on the organization’s larger-scale tasks like national events,

disaster relief work, business acquisitions and facilities. Ahlgren launched Elite Events & Rentals in 2007 and today the company operates out of two locations with a combined team of 57 employees.

Background: “I have officially been in the event rental business for just over 16 years but in reality, it started when I volunteered for the American Cancer Society in high school. As I planned its community events, I worked alongside local rental companies to secure tents and other rentals. It was then that I first began to see the rental industry as a possible career path. Over the years, I’ve come to understand the rental industry and what it takes to be successful in this business. There’s no other industry like ours. One of the biggest factors for my business’s success was joining ARA. It was not until

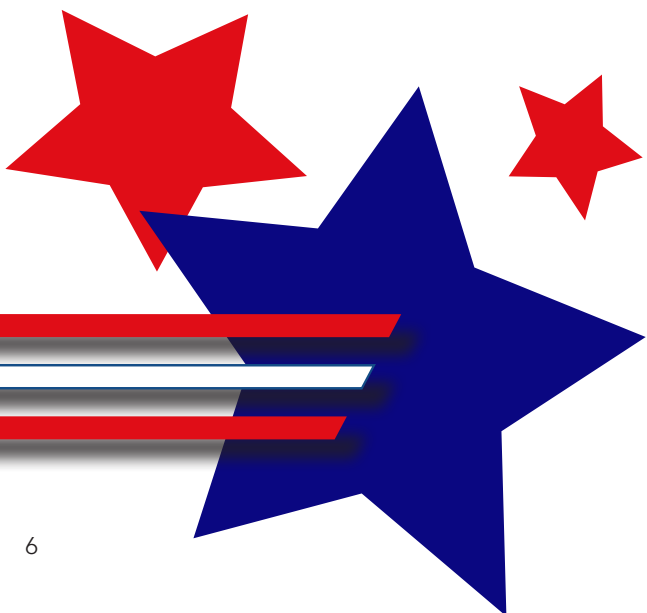
finding ARA that I was really able to connect with those who would be instrumental to my success. With the higher cost of labor, insurance, maintenance, rent, taxes and more, I’ve seen firsthand how challenging this industry can be and how much we need an association like ARA on our side,” Ahlgren says.

Activities and recognition:

- **ARA of Florida: board member, 2012-present; education committee chair, 2012-2014; secretary, 2014-2016; vice president, 2016-2018; president, 2018-2022; chair, 2022-present.**
- **ARA Region Three Leadership Impact Award: 2023.**
- **ARA Young Professionals Committee member: 2022-2023.**
- **ARA Events & Tents Task Force member: 2016-2018.**
- **Rental Management 10 to Watch Under 40: 2013.**
- **ARAPAC supporter.**
- **ARA National Legislative Caucus attendee.**
- **ARA Leadership Conference attendee.**
- **Youth baseball coach.**
- **Elementary school fundraising chair.**

What do you expect from ARA board service?

“I expect to build relationships with state chapter leaders and get to know them and their members — it would be an honor to represent the national board at the state level. I think it will be a fun and challenging task to be part of the ARA national board and help our industry grow. I would look forward to attending the strategic planning sessions and board meetings to provide suggestions and feedback while learning from the experience of others on the board. As a young professional, I am excited about the prospect of serving on a national level and being a part of the future planning of ARA, knowing that I have many years ahead in the industry.”



REGION NINE DIRECTOR



Jared Medaris, CERP Expo Events Fresno, Calif.

Jared Medaris, CERP, is CEO of Expo Events, Fresno, Calif. He took over the role in January 2024 after spending 10 years as company president and has transitioned from an operations focus to a concentration on

big picture matters like financial health, company culture, executive team oversight, strategic planning and HR.

Expo Events was founded in 1987 by Mario and Connie Viramontes as Exposition Décor, a trade show decorating company. The company later shorted its name to Expo Décor and as it grew added several divisions, including event rentals. The company employs 55 today and Medaris — who has been with Expo since 2003 — currently is in the acquisition process of a stock purchase with the previous owners/founders of the company.

Background: “My experience in the rental industry began when I started working at Expo Events 21 years ago in an office/sales position. In 2005 I was made head of the party rental division. I was promoted to vice president of the company in 2012, and in 2014 I was promoted to president, while still overseeing the party rental division. During the past 21 years I have worked in many different aspects of the business, including sales, warehouse, delivery, human resources, hiring, training and whatever else needed to be done. In 2014 I attended The ARA Show™ for the first time, and during that show I really saw the value in networking within the Association. As I have gotten more involved, I have had more exposure to the other segments of our industry. Serving on the board of the ARA of California has given me the opportunity to make visits to multiple member locations from all segments and see their operations,” Medaris says.

Activities and recognition:

- **ARA of California: board member, 2019-present; vice president, 2021; president, 2022-present.**

- **ARA Event Rental Advocacy Work Group member: 2021-2023.**
- **ARA Region Nine Leadership Impact Award: 2022.**
- **ARA Young Professionals Committee member: 2018-2019.**
- **Rental Management 12 to Watch Under 40: 2018.**
- **ARA Event Rental Shared Interest Group member: 2017-2018.**
- **ARA Certified Event Rental Professional (CERP) Delivery and Dispatch Work Group member: 2017.**
- **ARA President’s Image Award: 2015.**
- **ARA Diversity Focus Group member.**
- **ARAPAC supporter.**
- **ARA National Legislative Caucus attendee.**
- **ARA Leadership Conference attendee.**
- **Executives Association of Fresno board member and former board president.**
- **Church of Jesus Christ of Latter-day Saints volunteer youth leader.**
- **California Rental Association (CRA) CYRP (Certified Young Rental Professional) Breakfast at the CRA Rental Rally speaker: 2024.**
- **Manufacturers and Tent Renters Association (MATRA) West Coast Education attendee: 2023.**

What do you expect from ARA board service?

“I expect to be put to work. I am excited to be considered for the opportunity to be in a room of professionals dedicated to the success of the rental industry. I expect that my feedback, experience and opinions will be used to support, strategize and adjust the overall focus of the Association for the benefit of its members.”



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. 26, and Monday, Sept. 9, 2024.

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 early 2025.

Watch for emails from ARA@Intelliscaninc.net on

Aug. 15 and Aug. 26

for important voting information.