

NATIONAL BOARD NOMINEES

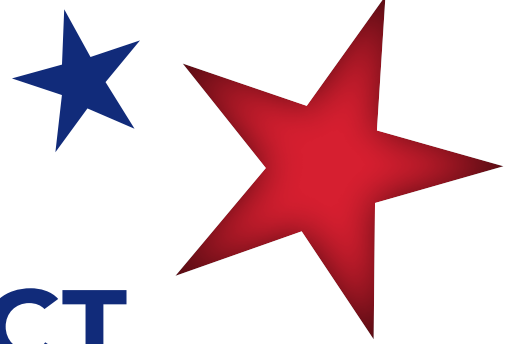
2023

**ARA Board of Directors
Slate Approval**

**Submit your approval
Aug. 28-Sept. 11, 2023**

See inside for nominee information

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



PRESIDENT-ELECT



Robert H. Pedersen
A Tool Shed
Santa Cruz, Calif.

Robert H. Pedersen is president and CEO of A Tool Shed, Santa Cruz, Calif. The family business, founded by Robert and Geneva Mac Ardell, began as White Elephant Sales, an Army surplus store in Sunnyvale, Calif., in 1945. Under the leadership

of Robert Mac Ardell through 1964, A Tool Shed grew and, with other rental companies in California, helped form the California Rental Association (CRA). The company grew from a single store location to 10 locations under the leadership of Robert's father, Larry Pedersen, who passed away in 2008. At this time, Robert, who came into the business full time in 1983 after receiving his degree in business management and economics from the University of California, Davis, took over the leadership of the company and is the current president and CEO. The company currently has eight locations and 94 employees in four counties of California's Silicon Valley.

Background: "I have been involved with our rental business in one way or another my entire life. I remember picking up shop rags around the stores for a nickel apiece in grade school, rebuilding engines while in high school and setting up canopies on a rainy New Year's Eve. I had other options, but chose a career in the rental industry and our family business. When I came on board full time in 1983 and with my brothers' help, we added six new locations to the three we were currently running. At the same time, my wife, Barbara Pedersen, opened A Party Place, our party and event rental division that ultimately grew to three locations before we sold it in 2001. Throughout my career, I have volunteered time to the rental industry that has given so much to our family over the years," Pedersen says.

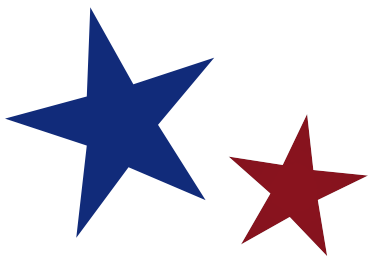
Activities and recognition:

- **ARA Equipment Rental Shared Interest Group (SIG) co-chair: 2022-present.**
- **ARA Executive Committee: 2015-2016, 2022-2023.**
- **ARA Budget/Audit Committee: 2015-2016, 2022-2023.**
- **ARA Investment Committee: 2015-2016, 2022-2023.**

- **The ARA Show™ attendee; speaker, 2014, 2023.**
- **ARAPAC Council chair: 2016-2018.**
- **ARA President-Elect nominee: 2015, 2018.**
- **ARA Region Nine Person of the Year: 2017.**
- **ARA President's Image Award: 2017.**
- **ARA Region Nine director: 2013-2016.**
- **ARA of California Legislative Committee member: 2013-2014.**
- **ARAPAC member: 2012-present.**
- **ARA National Legislative Caucus attendee.**
- **ARA Leadership Conference attendee.**
- **Campbell Veterans Memorial Foundation vice president.**
- **Santa Clara County Department of Education Advisory Board member.**
- **Billy Jones Wildcat Railroad Board member.**
- **Saint Mary's Church Facilities Board member.**
- **Los Gatos Masonic Lodge member.**
- **San Jose Scottish Rite member.**
- **CRA W.E. "Bud" Loeber Friendship Award: 2018.**
- **CRA James Gartland Memorial Award: 2013.**
- **Rental Service Industry Foundation chair: 2010-2013.**
- **California Rental Association president, 2007-2008; board member, 2003-2012.**
- **Campbell Chamber of Commerce president: 2009-2010.**
- **Kiwanis International Distinguished President Emerald Award: 2003.**
- **Kiwanis Club of Campbell president: 2002-2003.**
- **Campbell Chamber of Commerce Business of the Year: 1998.**
- **Santa Clara County Small Business of the Year: 1995.**

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

"I hope to empower the next generation of industry leaders to grow the association's membership, engage in the current programs offered and become involved in government affairs on the local, state and national level. We need to convey the direct value of American Rental Association (ARA) programs for our members to embrace and utilize them. I would like to see our programs become the mainstay in the rental industry."



ASSOCIATE MEMBER DIRECTOR



Marti Wenzler **Lawson Products** **Chicago**

Marti Wenzler is strategic account manager, Lawson Products, Chicago, and is responsible for sales and contribution margin growth across large accounts, and negotiating and renewing large enterprise contracts. She also is responsible for communicating customer service expectations with

the company's field leadership team. She participates in customer networking events and is responsible for supporting customer compliance, growth and profitability.

Lawson Products was founded in Chicago in 1952 by Sidney L. Port, who started by selling fasteners out of his car. The company went public in 1970, but Port maintained an active role until his death in 2007. He was largely involved in philanthropic efforts in the Chicago area including donating to the Art Institute of Chicago, the Joffrey Ballet, Mt. Sinai Hospital and the Gastro-Intestinal Research Foundation at the University of Chicago.

The company is currently under the leadership of President and CEO Cesar Lanuza, and provides maintenance and repair products including hydraulics, fasteners, electrical, chemicals, cutting tools, abrasives and safety equipment. Lawson Products joined the American Rental Association (ARA) in 2017 and also has exhibited at The ARA Show™.

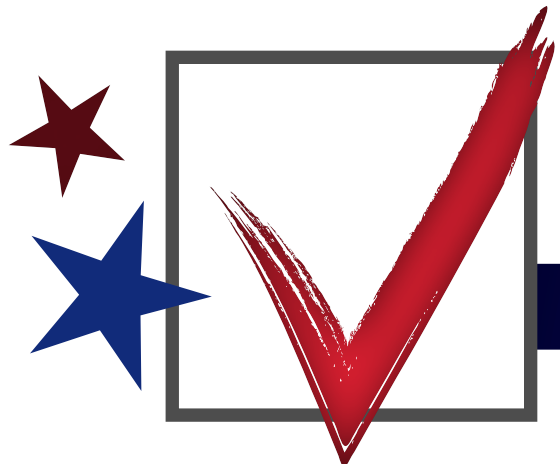
Background: “Prior to my experience with Lawson Products, I was VP, Marketing and Human Resources, for a large banking company. I was responsible for designing and executing all marketing initiatives to drive revenue, all corporate communications, and all HR functions. I have had rental industry customers since joining Lawson Products in 1998. I work closely with customers to learn their business needs and to assess industry trends. This enables me to identify and understand issues, problems, and opportunities so that I can select the most effective approaches for choosing a course of action or developing solutions in a well-informed, timely manner. By having a clear perspective on the industry, I can influence improved efficiency, increased equipment uptime and reduced operating cost,” Wenzler says.

Activities and recognition:

- **ARA Women in Rental Committee member, 2022-present.**
- **ARA of Florida participant.**
- **Habitat for Humanity participant.**
- **Chamber of Commerce member.**
- **United Way participant.**
- **Lawson Products Women's Affinity Group advisor.**
- **Lawson Products Sales Excellence Council member.**
- **Independent Bankers Association of Alabama Young Bankers president; representative board member.**
- **Award of Excellence nominee, Lawson Products, 2023.**
- **No. 1 Sales Producer, strategic account manager, Lawson Products: 2018.**
- **No. 1 Sales Producer, sales representative, Lawson Products: 2005, 2006.**
- **Vic Vidor Masters Award, Lawson Products: 2001.**

What do you expect from ARA board service?

“Working together as a group to effectively transform strategy into action for the good of the association. I'm very interested in working with trade schools and community colleges to develop curriculum and recruiting programs to ensure a labor pool to fill positions for mechanics as the current workforce retires. I'm also vested in expanding opportunities and awareness for women in the industry. Passion and purpose go together like PB & J. When combined, they're the driving force behind successful collaboration. Both sentiments are contagious and naturally attract connections. My missions are fueled by my passion, and I can't imagine doing life any other way. I'm looking forward to this opportunity to get more involved in the association.”



REGION SIX DIRECTOR



Steve Houser **U.S. Rents-It** **Jefferson** **City, Mo.**

Steve Houser is general manager, U.S. Rents-It, Jefferson City, Mo., and is responsible for the daily operations of the family business, which originated in 1955. The company started with equipment rental and over the years, grew to include event rental, truck rental, RV service, propane and

trailer storage. U.S. Rents-It has 20 employees and one location in Jefferson City.

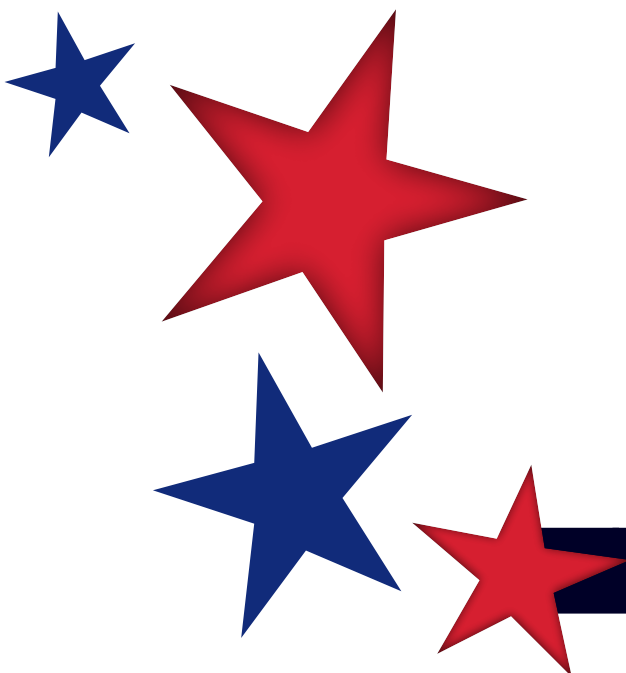
Background: “I have been associated with the equipment and event rental industry for seven years. My wife’s great uncle, Hugo Gentges, started the company in 1955 and it has been in the family ever since. My wife ran a successful third generation catering company and I assisted her efforts. Ironically, we would rent from U.S. Rents-It for most of the wedding and event rental needs. I hired my wife to run the event rental department seven years ago and it has been a blessing to work together ever since,” Houser says.

Activities and recognition:

- **ARA of Missouri board: 2019-present; secretary, 2020; vice president, 2021; president, 2022.**
- **ARAPAC supporter: 2019-present.**
- **ARA Region Six Leadership Impact Award: 2022.**
- **Jefferson City West Rotary president.**
- **Special Learning Center Operating Board president; Foundation Board president; “Perfect Pairing” Fundraising emcee.**
- **Jefferson City Chamber YP leadership chair.**
- **Jefferson City Chamber Board member; Transformation Downtown chair; Downtown Tour chair; Civic Progress Committee member.**
- **Piccadilly Downtown Association emcee.**
- **American Heart Walk Executive Committee member; co-chair.**
- **St. Joseph Cathedral Finance Committee member; Golf Tournament Committee member.**
- **Helias Catholic Foundation Board member; Gala chair.**
- **Helias Catholic High School 50th Anniversary Gala Committee member.**
- **Make-A-Wish volunteer.**
- **Jefferson City Magazine Impact Award – Community Board Member of the Year: 2022.**
- **Chamber of Commerce – Small Business of the Year: 2012.**
- **Franklin Investments Account Representative of the Year: 1993.**

What do you expect from ARA board service?

“I would expect to fully participate to the best of my ability. I have always accepted leadership opportunities so I can be challenged and better myself professionally. Being stagnant is not an option. Most leaders will tell you that educating yourself should be constant. Our rental store owners and employees should use the ARA resources online and we need to inform and educate them about these opportunities. ARA does a wonderful job communicating these features. I would take it upon myself to help our rental members apply that knowledge and share their successes. We have many rental stores around the country that are struggling because of workforce, economic conditions and other various factors. I would like to see them thrive and be a part of their success.”



REGION SEVEN DIRECTOR



Maureen Harkness, CERP **Cre8ive Event Rentals** **Tempe, Ariz.**

Maureen Harkness is managing director of Cre8ive Event Rentals, Tempe, Ariz., and is responsible for complete business oversight. The company was established in 2002 by Scott and Jayne Aswege in their family garage, and currently

has one location in Tempe. Seasonally, the company has roughly 50 employees and is growing.

Background: “My first business in Canada in 1996 was a member of the American Rental Association (ARA), and I have worked for a company that has been a member ever since. My only career has been in the event rental industry since I was 16. I met just the right people along the way looking to hire, sell, acquire or change partnerships. It eventually took me to the United States, Japan and Dubai. I moved to the United States to be closer to family. I started working at Classic Party Rentals in Los Angeles (LA) in inside sales. People in the company transitioned quickly and I found myself in outside sales, managing large accounts and organically growing the business. Sales were always my focus — that was my passion — growing more salespeople to understand what sales was and what it was not [order-taking]. It all comes from my love of the

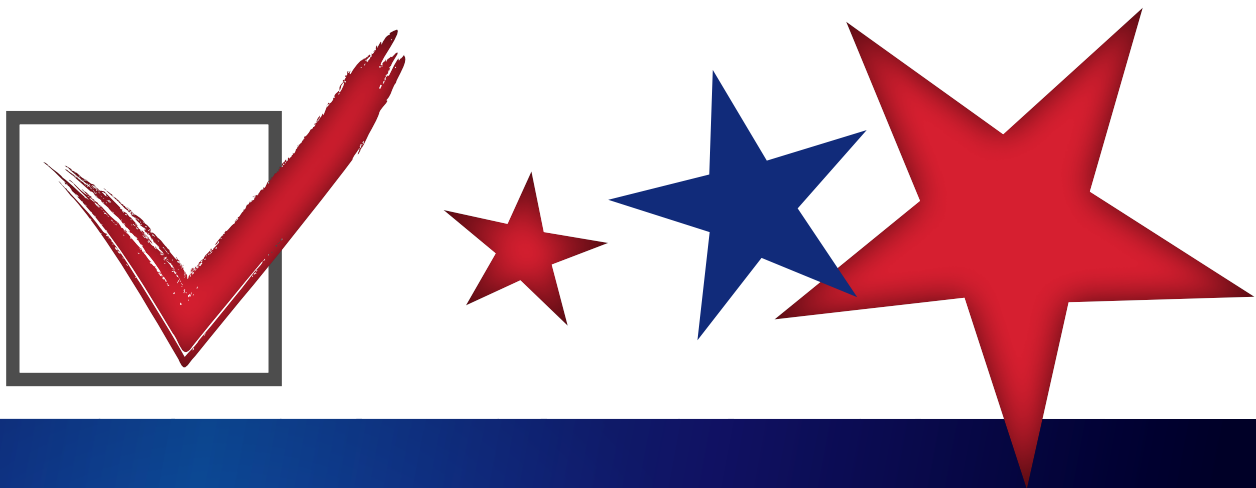
business, finding new ways to dig out revenue and creating happy memories every time. That’s what we’re in the business to do,” says Harkness.

Activities and recognition:

- **ARA of Arizona president: 2021-present.**
- **ARA Region Seven Leadership Impact Award: 2022.**
- **Meeting Professionals International-Southern California Chapter (MPI-SCC) board member: 5-plus years; member in good standing 15-plus years.**
- **National Association for Catering and Events (NACE) Phoenix Chapter member.**
- **Chamber of Commerce member in good standing.**

What do you expect from ARA board service?

“I believe I have a good understanding of financials and their impact on business. I spend much time reviewing financials and seeing the change for greater efficiencies. I agree with all of the continuing education we do throughout the ARA, and I love selling the ARA and this membership bonus. I love to network and to give back to the up-and-coming in this industry. I am greatly concerned about the safety and longevity of our aging workforce. I’m excited to learn and share from more than the membership in Arizona and look forward to the next adventure within the ARA. As a board member, I would like to continue giving back and growing our industry. It’s good for everybody if people step up and volunteer. Everyone can always learn something new. I learn every call we’re on from my [ARA of Arizona] board. Leadership goes forward from giving back. I live, eat, sleep and breathe rental, and it’s why I do what I do with the ARA — to give back.”



REGION EIGHT DIRECTOR



Sam Castillo **Tates Rents** **Boise, Idaho**

Sam Castillo is senior account manager for Tates Rents, Boise, Idaho. Castillo's responsibilities include growing the company's existing top 25 customers, acquiring new accounts and coordinating new purchasing. He also is responsible for employee teambuilding and training, as well as customer training.

Tates Rents was founded in 1946 and was originally known as Safeway Scaffold. Since then, the company has grown and now has eight stores and a delivery hub in the Treasure Valley, and recently acquired another location in McCall, Idaho. Tates Rents has 150 employees, and primarily focuses on construction and general tool equipment. As of 2019, Tates Rents has become employee owned.

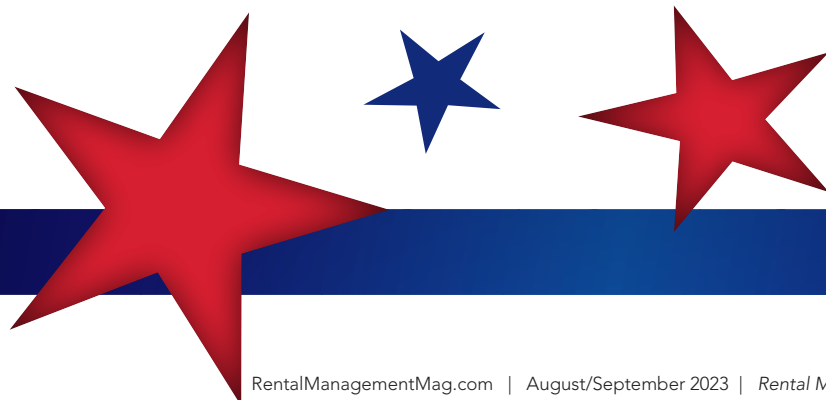
Background: "In 2006, I just got back from the University of Cincinnati studying accounting. A roommate of mine suggested that I work at Tates Rents and said, 'You won't get rich, but you will love your job.' When I started my career, I worked at our Eagle store location. I started out doing inside sales and also wash pad work. I established myself as a leader in the company and started doing floating shifts at other stores whenever they would need to be filled. This gave me vast experience and knowledge of what we had to offer. I then went to the Meridian store three years later and was assistant manager for two years until my true ambition — outside sales — became available. Since 2010, I have been doing outside sales for the company at an astounding growth rate year after year. I recently celebrated my 17th year with the company. I can't say that I know it all, but I have a lot of knowledge in the industry — not only from working at Tates Rents, but also volunteering for ARA and several other industry-related associations," says Castillo.

Activities and recognition:

- **ARA of Idaho board: 2018-present; president, 2018-2021; treasurer, 2019-2023.**
- **ARA Equipment Rental Advocacy Work Group member: 2022-2023.**
- **ARA Region Eight Leadership Impact Award: 2021.**
- **ARAPAC Council member: 2020-2021.**
- **ARA Outstanding Leadership Award: 2019.**
- **ARA Government Affairs Committee member: 2016-2018; chair, 2018.**
- **Rental Management 12 to Watch Under 40: 2017.**
- **ARA Equipment Rental Shared Interest Group (SIG) member: 2016.**
- **ARAPAC supporter.**
- **Northwest Rental Conference Board member.**
- **Associated General Contractors (AGC) Political Action Committee member.**
- **Building Contractors Association of Southwestern Idaho lifetime member.**
- **Big Brothers Big Sisters of Southwest Idaho Board member.**
- **National Association of Home Builders (NAHB) state representative: 2020-2022.**
- **Building Contractors Association Regional Associate of the Year: 2018.**
- **Building Contractors Association of Idaho Associate of the Year: 2017.**
- **Top 40 Young Professionals for Boise leadership: 2017.**
- **Building Contractors Association of the Southwest Associate of the Year: 2016.**

What do you expect from ARA board service?

"I hope to make a positive influence on the image and also the growth of the ARA during my time. I am fortunate to have met several of the current board members and would absolutely love the opportunity to grow this association that I have put so much passion into. I am willing to do whatever it takes."



REGION TEN DIRECTOR



Kelly Brincheski **Collective Event Rentals** **Winnipeg, Manitoba, Canada**

Kelly Brincheski is general manager of Collective Event Rentals, Winnipeg, Manitoba, Canada. She oversees the overall company vision, strategic planning, fiscal activity,

purchasing, operations and company culture within the business.

Brincheski founded Collective Event Rentals, formally C&T Event Rentals, in July 2016 after working in her family's equipment rental business, C&T Rentals & Sales, for many years.

"I saw a need in the Winnipeg market for a modern event rental business and decided to take a leap from equipment rentals and start an event rental business," she says.

Since 2016, Collective Event Rentals has acquired two event rental businesses — Swank Event Rentals in 2018, a company that specialized in event furniture, and Bel Ayre Rentals in 2020, a family-owned 35-plus-year business. In 2021, the company completed construction on its new 28,000-sq.-ft. store and combined all businesses under one name — Collective Event Rentals. In 2022, Collective launched a wedding and event venue, Novella at Collective, an event space that can host up to 150 guests on the second floor of their location.

Background: "I have been involved with the rental industry full time since 2010. I started working in my father's equipment rental business after completing my Business Administration Diploma from Red River College. From 2010-2016, I worked in numerous roles within the company. I started as a rental counter associate then progressed to managing our accounts receivable. I became our office manager and finished as the branch manager of our busiest equipment rental location. I was also a designated safety auditor and oversaw our COR* [Certification of Recognition Program] certification. I strive to be innovative, detailed and adaptable, all of which help with forward thinking and being a big picture thinker," says Brincheski.

Activities and recognition:

- **ARA Foundation Board: trustee, 2018-present; vice-chair, 2021-2022; chair, 2023.**
- **ARA of Canada Task Force member: 2022-present.**
- **ARA Foundation 1976 Club Award: 2023.**
- **Rental Management 12 to Watch Under 40: 2017.**
- **ARA Equipment Rental Shared Interest Group (SIG) member: 2015.**
- **Canadian Rental Association Manitoba: president, 2013-2015; director, 2015-2018.**
- **Family Enterprise of the Year — Canadian Association of Family Enterprises: 2015.**
- **Canadian Rental Association Regional Award winner: 2012.**

What do you expect from ARA board service?

"To be able to learn and grow as an individual in the rental industry, and share my current and future knowledge and expertise with other rental people. I have been volunteering in the rental industry for over 10 years through various roles and responsibilities. It is an industry that I am extremely passionate about. Throughout these years, I have made lifelong friends and connections. I would not have been able to start Collective Event Rentals without having been a part of this association and the wonderful people I've met in the industry being involved."



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. 28 through Sept. 11, 2023.**

Approval checklist:

- ✓ Review the qualifications of the nominees in the biographical information on the preceding pages.
- ✓ Add ARA@Intelliscaninc.net to your safe sender list.
- ✓ Look for an email from ARA@Intelliscaninc.net on Aug. 16, containing important information regarding the approval process.
- ✓ Watch for a “Meet the Nominees” special edition of Rental Pulse on Aug. 22.
- ✓ On Aug. 28, 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. 11.

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.



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. 28, and Monday, Sept. 11, 2023.

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 2024.

Watch for emails from **ARA@Intelliscaninc.net** on

Aug. 16 and Aug. 28

for important voting information.