



Frequently Asked Questions about The PSAI's Partnership with the American Rental Association

Updated September 2015

What is ARA?

The American Rental Association (ARA) is the international trade association for owners of equipment rental operations and manufacturers and suppliers of rental equipment. ARA's current membership includes more than 9,100 rental operations and nearly 1,000 manufacturers and suppliers.

ARA members are located in all 50 U.S. states, the District of Columbia, Guam, Puerto Rico, the Virgin Islands, the Canadian provinces and more than 30 countries throughout the world.

The ARA's headquarters is located in Moline, Ill. The association also has an office in Washington, D.C.

How did this partnership with ARA come about?

When PSAI Executive Director Karleen Kos was hired, the Board asked her to be aware of strategic opportunities that would provide valuable benefits to PSAI members, preferably without the need to increase dues.

In February of 2014 Karleen, together with Board President Ron Crosier and Past President Jeff Wigley, had an exploratory conversation with ARA leaders. Since that time Karleen has been engaged in an ongoing dialogue with ARA. The PSAI Board of Directors received periodic updates on the progress of the talks, and in October they voted to approve the partnership agreement we announced on November 7, 2014.

Fun fact: Former PSAI Board President James Elliot and his wife Alison have been ARA members for many years. They were honored at ARA's Rental Show in 2014 for their longtime commitment as international members of that organization.

What is meant by the term "partnership?" Are we merging with ARA?

In the non-profit environment, a "partnership" is an agreement to work together so that one or more of the following things happens: (1) benefits/services/industry influence increases, (2) costs are held in check or go down, (3) the door is opened to potential new members/customers.

The PSAI's partnership with ARA accomplishes – or has the potential to accomplish - all of these things.

In a partnership of this nature, both organizations remain autonomous. Both are still governed by their own Boards of Directors, subject to their own bylaws and internal policies/procedures. Decision-making power and all funds remain with the individual organizations. While there is no permanent

organizational commitment, we hope the arrangement will be beneficial for members of both organizations and thus lead to an ongoing relationship between ARA and the PSAI.

Are PSAI members now ARA members also?

No. Unless you specifically join ARA, you are not an ARA member.

ARA has agreed to allow PSAI members to access select ARA services and benefits. They are doing this because we all believe the rental industry – of which portable sanitation is just one category – will be enhanced by information sharing and best practices.

While we are sure ARA would be delighted to have PSAI members join ARA as well, that is not necessary in order to access the ARA benefits being made available. The PSAI will simply keep the ARA apprised of our current members, and ARA will extend the select services/benefits based on that information.

What ARA benefits are available to PSAI members?

As of January 2015 PSAI members:

- Receive subscriptions to **Rental Management** Magazine and the **Rental Pulse** electronic newsletter at no cost.
- Be able to request the ARA *New to Rental Guide* at no cost – and new PSAI members will get it as part of their welcome package.
- Can get quotes for ARA’s insurance program. (ARA membership is required to get the policy.)
- Are able to attend **The Rental Show** with full access to education and the exhibit floor at the lowest ARA member registration rate.
- Are able to purchase certain training programs (e.g., ARA’s Professional Driver Education Program, ARA’s Rental Profitability Program) at ARA member prices.

When possible, the PSAI’s Annual Convention and Trade Show will be located near ARA’s Rental Show so you can attend both events.

When will this go into effect?

Most of the benefits above have been in place since January 2015. If and when anything changes, information will be shared in your weekly PSAI newsletter, ASSOCIATION INSIGHT as it becomes available.

The earliest our shows will be near each other is likely to be either 2018 or 2019 depending upon a number of factors still being worked through.

How will the PSAI Annual Convention and Trade Show be affected? Will the experience change?

The PSAI will continue to hold its Annual Convention and Trade Show as it always has. When it is possible to do so, we will locate it near the ARA Rental Show so that PSAI members who wish to attend both can do that – but the events will be separate events, planned by the committees of each Association as they have always been planned. Nothing about the experience will change unless PSAI planners make that decision.

ARA’s event often conflicts with Pumper/WWETT. Did anybody realize that?

This partnership is intended to be a win-win, and nobody can be in two places at once. So of course this was something we checked very carefully before moving forward.

We have had discussions with leaders at Cole Publishing (the founders of the Pumper/WWETT event and longtime PSAI members) as well as at ARA. Be assured we are “on it” and fully intend to be sensitive to date overlaps and travel logistics in setting the schedule for the PSAI’s Annual Convention and Trade Show. Our plan is to make decisions on whether, and when, to locate near ARA with these issues – as well as several other important considerations - in mind.

I am thinking of going to the Rental Show to check it out. When I go to register on ARA’s website, I need an ARA member number. What should I do?

Each year ARA will provide PSAI staff with a special code and instructions PSAI members can use to register for the Rental Show . As soon as we have the information each year, we will publish it in the weekly PSAI newsletter *ASSOCIATION INSIGHT*.

What if I don’t want my information shared with ARA?

Just let the PSAI office know, and you will be removed from any list shared with ARA. That will mean you won’t be able to take advantage of ARA benefits since they won’t be able to verify your PSAI membership.

The PSAI has also started implementing an “opt out of sharing” box on all membership renewal forms. This will allow you to tell us annually whether you wish us to share your contact information with industry partners who may bring valuable benefits to you and your business.

What is ARA getting out of this?

The ability to reach PSAI members; our group is a new audience for them. They hope some PSAI members will attend their events and be interested in their programs and materials. This will help their bottom line and join all of us in raising the bar in the rental business.

Can the agreement with ARA be changed?

Yes. The agreement specifically requires an annual review, although changes can be made any time the Associations feel that is prudent.

What if my question isn’t on this list?

Contact PSAI Executive Director Karleen Kos via email at karleenk@psai.org or give her a call at +1- 952-854-8300. She’ll be glad to talk with you.