



*Dedicated to Protecting our Customers' Assets*

## PROUDLY REPRESENTING THE ARA IN HAWAII

### ARA DINNER at TIKI'S BAR & GRILL



On January 27, 2009, Cavanah Associates, in conjunction with the American Rental Association (ARA), hosted a roundtable discussion with seven Oahu-based rental business owners at Tiki's Bar & Grill in Waikiki. Special guest, Ted Cook, ARA Region 9 director and owner of Ventura Rental Center in Ventura, CA, led the discussion.

Despite the diversity of their business backgrounds and rental products, ranging from equipment to tent to party rentals, all participants arrived eager to network and share their experiences.

Highlights of the discussion include the ARA's support of the \$819 billion economic stimulus package passed by the House of Representatives and currently under discussion in the Senate. Ted Cook also described the negative impact of the current economic climate on business in California, while Hawaii-based company owners shared their more positive experiences.

The question remains, however, in 2009 will Hawaii experience a pattern similar to that of California in 2008? One line of defense that was brought to the table was the idea of networking with other rental businesses.

Rental business owners stressed that an important benefit of networking was increased customer service and reciprocation. Providing informed referrals to customers who call from distant locations or for unavailable products reflects positively on the business making the referral. As one equipment rental owner summed it up, "united we stand, divided we fall."

After the discussion, participants exchanged business cards. Ted Cook and Chris Laniauskas, Preferred Agent of ARA Insurance Services in Hawaii, discussed the possibility of future ARA meetings in Hawaii, and also mentioned the value of attending the 2009 ARA Rental Show in Atlanta, Georgia, March 2-5.

If you are interested in joining the ARA or would like a complimentary insurance quote for your rental business, call 808.356.1774 or email Chris Laniauskas at [chris@cavanah.com](mailto:chris@cavanah.com).



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