

## *The 2000 Rental Excellence Awards*

The Rental Excellence Awards, presented by the American Rental Association, symbolize a level of excellence obtainable by all. These top industry awards are presented to members who have achieved excellence in customer service, store design or business promotion. A.R.A. introduced the Rental Excellence Award Program in 1997 to encourage excellence in the rental industry by awarding those who have achieved it. The first Rental Excellence Awards were presented in February 1998 during the A.R.A. Annual Convention in Orlando. This booklet highlights the winners of the fourth annual awards program.

The 2000 Rental Excellence Award winners are:

*Alan Zatik*

*Award accepted by Jamie Terpay*

*ABC Equipment Rental & Sales, Brunswick Hills, Ohio*

*Construction & Industrial Equipment Services – Best Store Design*

*Steven M. Vanker*

*Midwest Tool & Equipment Center Inc., Waterford, Michigan*

*Construction & Industrial Equipment Services – Best Customer Service*

*Rick Frechette*

*Award accepted by Michelle Maynard and James Walsh, employees*

*Quality Rental Centers Inc., Pawtucket, Rhode Island*

*General Tool & Equipment Services – Best Store Design*

*Tim Maloney*

*Canton Chair Rental, Canton, Ohio*

*Party & Event Services – Best Business Promotion*

*Megan Jones-Holt*

*Celebration Party Rentals, Flemington, New Jersey*

*Party & Event Services – Best Business Promotion*

*Kelly Murphy and Robert DeFriest*

*Panache Party Rentals, Pompano Beach, Florida*

*Party & Event Services – Best Customer Service AND*

*Party & Event Services – Best Store Design*

## *Construction & Industrial Equipment Services*

*Best Customer Service*

*Midwest Tool & Equipment Center*

*Waterford, Michigan*

This is the second Rental Excellence Award for Midwest Tool & Equipment Center, following an award for Best Customer Service in the General Tool and Equipment Services category in 1998. Since then the company has shifted its focus to construction and industrial equipment, with 80 percent of its revenues now coming from that sector.

The company policy for Midwest Tool & Equipment Center is to do more than just satisfy their customers. Whenever a problem occurs, whatever the cause, they do what it takes to rectify the situation and make the customer happy – and then offer the customer a discount coupon or two. In addition, Midwest Tool & Equipment Center produces and mails birthday discount coupons each quarter and mails monthly thank you postcards to customers. Customer comfort in the store is also a priority – free coffee is available every morning, free popcorn is available in the showroom, hard candies are at the counter and donuts are supplied on busy spring days. Key tags, pencils, local area maps and other items are also given away.

Employees receive the same great service, as they are recognized on an ongoing basis and on-the-spot after handling difficult situations well. Employees with acceptable attendance records are rewarded with up to an extra 48 hours of pay if they've been with the company for at least a year, while newer employees receive a pro-rated amount. Incentive pools are established for employee attendance also, with eligible employees receiving up to \$200 before the holidays. Midwest Tool & Equipment Center also has a benefits package for full-time employees that includes a profit-sharing plan, a 401k savings plan and more. Employee training is a priority, as new employees complete an extensive program during their initial orientation and then receive specific departmental training. Full staff meetings are held twice a month, after the store closes, for on-going training.

*Congratulations, Midwest Tool & Equipment Center!*