

Be the Best

In the Party and Event Rental Industry



Be knowledgeable
Be an expert
Become certified





Enhance your
professional growth
and development.

The Certification that Means Excellence



The American Rental Association recognized a need for a certification program and set a goal to devise one that would be the educational standard of excellence for party and event rental professionals. This program would provide a way to designate their expertise, highlight the career opportunities available in this field and offer a competitive edge for their businesses.

That dream became reality in 2000 when ARA, with the help of many dedicated members, established the Certified Event Rental Professional program – the first and only certification program that offers a written curriculum for those in party and event rental.

In the years since, the program has grown dramatically. The honor associated with being certified has spread throughout the industry and is recognized by those in affiliated industries as well as by rental consumers. It has become a sought-after designation because of what it signifies: excellence, knowledge and expertise. Those who have gone through the program enter an elite group of rental professionals who are dedicated to providing the best the industry has to offer its clients.

"I think the true value for the business owner is increased profitability, improved safety, employee retention as well as a higher level of customer satisfaction."

Charles Neffle, CERP, president of All Occasions Event Rental in Cincinnati



The CERP Advantage for Owners

“The CERP program is a great way to cross-train your employees. When the truck drivers understand what is going on in the warehouse and the warehouse understands what is going on in tenting, everybody has a better understanding of each individual’s challenge and they all work together.”

Damon Holditch, CERP, CSEP,
president of Marquee Event
Group in Austin, Texas

Be knowledgeable!

The Certified Event Rental Professional (CERP) certification program offers you, as a rental owner, the gold standard established by and for the party and event rental industry. Having certified professionals on your team creates a culture in which the thirst for knowledge is supported and rewarded. Customers know and appreciate that you and your staff can provide the expertise needed to create a successful event.

Be an expert!

Going through the CERP program boosts confidence. Your staff members are more professional and assured that what they offer their clients is the best in the industry. Their enhanced knowledge makes them the experts, increasing productivity and profits.

Become certified!

The CERP program is created specifically for those in the party and event rental industry. Being certified not only indicates individuals have met both academic and professional standards, but it also means your entire operation is dedicated to excellence.

The CERP advantage

- Develops your most valuable business resource: your work force.
- Serves as a recruitment tool for your business.
- Differentiates your business from the competition because you have trained, qualified and certified staff.
- Builds upon and extends the knowledge and skills of workers.
- Increases employee loyalty and commitment, and boosts morale.
- Makes for a safer work environment, which saves you money.



Meet both academic and professional qualifications.



Set the standard for
professionalism and
expertise.

The CERP Advantage for Employees



Be knowledgeable!

The Certified Event Rental Professional (CERP) certification program maximizes learning in a variety of areas specific to the party and event rental industry through an in-depth, self-paced, self-study workbook curriculum. The program, which features course content in eight disciplines, provides the knowledge you need to be successful.

Be an expert!

The CERP program is more than just an educational and training program. The certification process sets the standard for professionalism and expertise, giving CERP designees an edge in the party and event rental industry.

Become certified!

This is the only certification program specifically designed for those in the party and event rental industry. Becoming certified is a mark of achievement, both personally and professionally. It sets you apart from your peers and demonstrates your dedication to the field. Customers notice that and feel more comfortable, which makes you successful.

The CERP advantage

- Provides an extensive knowledge base to aid in your professional development.
- Offers specialized learning opportunities.
- Establishes potential career paths in a growth industry.
- Identifies you as a highly skilled, knowledgeable and dedicated individual.
- Builds personal confidence along with professionalism, which is recognized and valued.
- Distinguishes you as a more valued employee.
- Provides you with a peer group with which to network.

"Being certified has given me the confidence to better serve my customers."

Scott Martel, CERP, senior tent installation supervisor with Vermont Tent Co. in South Burlington, Vt.



Certification Requirements

The CERP program is available only to American Rental Association members. To become certified, you must:

Complete three disciplines and pass the exam for each one.

Coursework consists of workbook lessons in three of the eight disciplines. Each discipline takes an average of 14-18 hours, depending on your expertise on the topic. You must complete the mandatory *Foundations of the Party and Event Rental Industry* and two other disciplines of your choice, as well as demonstrate proficiency in each by scoring a minimum of 80 percent on a proctored exam.

Complete an essay assignment.

The essay requirement allows participants to use both industry experience and knowledge gained through the program to offer practical solutions to common dilemmas.

Accumulate a minimum of 25 qualifying points.

In addition to coursework study, earning the CERP designation requires hands-on rental experience. You can accrue points from professional experience, participation in ARA-related activities or leadership, continuing education, community service and through the educational materials from ARA's Lending Library.

You must complete at least one discipline and pass its corresponding exam every 12 months. To obtain your certification, you must complete three of eight disciplines, including the exams, essay and qualifying points, within 36 months of registration.

"We feel that training is very important in retaining employees. CERP training gives them that base."

Ben Shipper IV, CERP, general manager of Classic Party Rentals - Chicago in McCook, Ill.

C.E.R.P.

CERTIFIED EVENT
RENTAL PROFESSIONAL



Training is
essential
for business growth.



Disciplines

ARA recommends you begin by taking the required discipline, *Foundations of the Party and Event Rental Industry*, since it provides a solid overview of the industry. Then, select any two of the topics below for your additional disciplines.

Foundations of the Party and Event Rental Industry (required course)

Reviews party and event rental history, processes and procedures, products and services, basic financial analysis, and customer and business relations.

Tenting

Overviews tent rental from history to current trends, including the types of tents and accessories available, as well as the entire tent rental process from the site survey to staking, setup and takedown.

Warehouse Management

Examines efficient warehouse design, inventory checkout and check-in procedures, cleaning and storing techniques, use of handling equipment and warehouse maintenance.

Linen Processing Specialist

Provides information on setting up an in-house laundry, fabric and linen specifics, and laundry chemistry, processes and management.



“Warehouse Management was particularly helpful in reviewing the storage and maintenance of rental items.”

Steve Buxton, CERP, vice president of Encore Party Rentals in Hudson, Mass.



Introduction to Sales: From Closing to Upselling

Offers an introduction to sales fundamentals, including conventional sales techniques, value-added selling, closing a sale and customer-service techniques to increase customer satisfaction.

Driver Delivery Operations

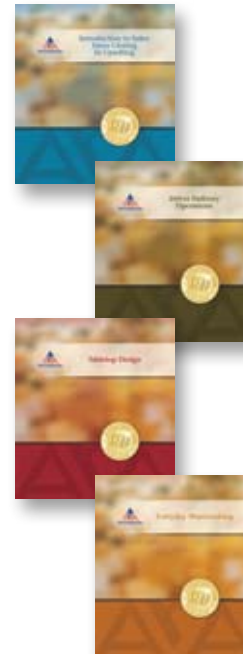
Supplies the fundamentals of rental delivery operations, including driver responsibilities, vehicle types and licensing, delivery processes and management, delivery-related warehouse procedures and dispatching.

Tabletop Design

Examines the evolution of tabletop design, current trends, tabletop inventory components, design techniques and keys to successful customer consultations.

Everyday Warewashing (Available in English and Spanish)

Reviews warewashing inventory management, equipment use and maintenance, and cleaning and sanitizing processes.



“The Driver Delivery Operations course is a great tool for those involved in booking customer reservations. It helps them understand and foresee possible issues that the delivery drivers may encounter, which allows them to ask the right questions. This insight has improved our operations.”

Kim Way, CERP, party manager for A to Z Eden Prairie Rental in Eden Prairie, Minn.



Rise above
the competition.

Recertification



You must renew your certification every five years.

CERP graduates may recertify by demonstrating excellence in the party and event rental industry through participation, leadership, service and continuing education. To retain CERP status, you must accumulate 35 points in the five-year period after the original certification date. Some of the ways you can achieve those points are by:

- Serving in leadership roles in ARA at the local, state, national and/or provincial levels.
- Contributing to industry-related events such as sharing your knowledge as a CERP panelist at Events & Tents or *The Rental Show*.
- Participating in educational and professional development programs such as attending a seminar or taking coursework.
- Becoming a member of other industry-related professional organizations.
- Performing community service work.

A recertification application must be submitted within a 90-day period – two months before or no later than one month after the expiration date. ARA will keep CERP designation holders apprised of their status in the program. A recertification application can be downloaded from the ARA Web site by going to www.ARArental.org.

Recertification fee

\$125 per person

“Recertification shows that no matter how many years you’ve been in the business, you still need to stay on the cutting edge.”

Richard Frechette Jr., CERP,
owner of Quality Rental Centers
in Pawtucket, R.I.



Registration and Fees

To enroll, complete a registration form and return it with payment to ARA.

Certification fee

\$475/person. This cost includes all the material in the certification process as well as a subscription to *Event Pros*, ARA's quarterly newsletter with information on the CERP program, industry news and event rental information.

Discounts

Two to four concurrent registrations receive a discount of 10 percent (\$427.50 each). Five or more concurrent registrations receive a 15 percent discount (\$403.75 each).

Transfer fees

If an employee leaves or does not complete the program, you can transfer the course to another employee for \$25.

Upgrade credit

You can obtain a credit of \$99 on up to two Event Rental Training Course (ERTC) books if you keep the same books and enroll in the CERP program.

Questions

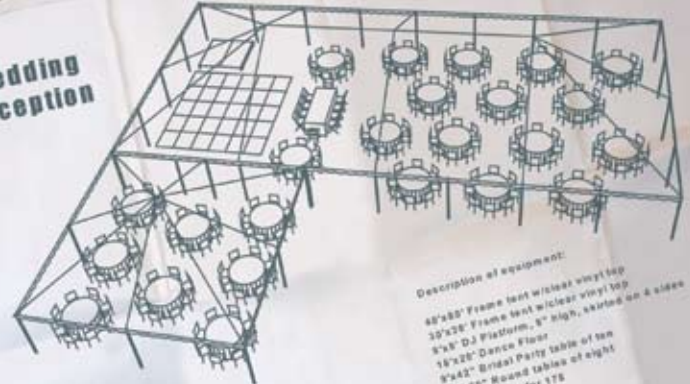
For questions on the program, call the ARA director of education and training at 800/334-2177, ext. 241, or the ARA project coordinator at 800/334-2177, ext. 277. You also may go to ARA's Web site at www.ARArental.org. On this site, you also will find the registration and the necessary forms you will need to complete the program. All forms can be downloaded for your convenience.

"I believe training is critical to employee growth and development, and education is critical to your business success. We found the CERP program to be an integral component of our training."

Delores Crum, CERP, owner of Austin Party Central in Austin, Texas

Add credibility
to your name with
the CERP designation.

**Wedding
Reception**



Description of equipment:
48'x80' Frame tent w/ clear vinyl top
30'x30' Frame tent w/ clear vinyl top
8'x8' DJ Platform, 8" high, skirted on 4 sides
16'x20' Dance Floor
16'x20' Bar/Party table of ten
(21) 60" Round tables of eight
Total seating for 176

For additional
information on the
CERP program,
contact the:

ARA director of
education and training
at 800/334-2177, ext. 241
or
ARA project coordinator
at 800/334-2177, ext. 277

You also may visit
our Web site at
www.ARArental.org.



1900 19th St.
Moline, IL 61265

Thanks to those who provided photos:

PartySavvy, Monroeville, Pa.
All Occasions Event Rental, Cincinnati
Vermont Tent Co., South Burlington, Vt.
Classic Party Rentals – Chicago, McCook, Ill.