



CERP Essay

Depending on your position within a company, you will be asked to submit an essay discussing one of the following questions:

1. **Employees:** How do you create and build on the perception that the event rental industry offers career possibilities?
2. **Owners/Managers:** One of the biggest challenges our industry faces is the large seasonal variation in demand. How can you improve your business or organization's ability to expand during the peaks and contract during the valleys, and what ideas do you have to smooth out those peaks and valleys?
3. **Vendor/Supplier:** How does your business contribute to the education, safety and success of party and event rental professionals?

What format should it be in? All essays should be typed and:

1. Include your name and store name on the first page.
2. Be between 500 and 700 words long. (Approximately two pages.)

Best Practices: Remember, you are submitting professional documentation in support of a nationally-recognized event rental certification program. Therefore, your body of work must reflect not only the best of what you have to offer, but that of your company as well. Please adhere to the following best practices:

1. Use spell check.
2. Maintain consistent formatting, such as spacing (double-spaced, preferred), indentation, punctuation, and use of tense.
3. Ensure that your statements meet your objectives and thoroughly answer the essay question.
4. Proofread your essay - it is often a good idea to have someone else (preferably a current CERP and/or supervisor) provide feedback prior to submittal.

How do I submit my essay? Essays can be submitted via email to education@ararental.org, faxed to 309-764-1533 or mailed to:

Education and Training
American Rental Association
1900 19th St.
Moline, IL 61265