



**American Rental Association
1900 19th St.
Moline, IL 61265**

FOR IMMEDIATE RELEASE

New Business Management Series workshops offer in-depth financial, leadership education

(Dec. 8, 2009) MOLINE, IL – ***The Rental Show*** in Orlando, Fla., will feature two new in-depth, day-long learning opportunities for rental owners on specific aspects of operating a rental business. The Feb. 7 Business Management Series workshops will focus on financial strategies and extreme leadership and are designed for those from construction, general tool or party/event businesses.

Business Management Series: How to Increase Your Company's Bankability, Performance and Value will be presented by Carl Forssen, a long-time speaker at ***The Rental Show*** from Business Resource Services, Seattle. Past attendees at Forssen's financial seminars have asked for a full day devoted to the topic. This Business Management Series session will focus on the role of the balance sheet, using financial ratios with the American Rental Association's *Cost of Doing Business Report*, managing income statements, break-even analysis and identifying ways to increase cash flow and profitability. Participants will leave with specific action steps to improve their business efficiencies.

The financial workshop is sponsored by Alert Management Systems.

Business Management Series: Extreme Leadership at Work and Beyond will be presented by Steve Farber of Extreme Leadership, Poway, Calif., a business leadership expert, frequent guest on news-talk shows and the author of "Greater than Yourself: The Ultimate Lesson in Leadership." Farber will show attendees how to use the principles of extreme leadership to improve both their businesses and their lives, focusing on examples that illustrate how to inspire themselves and others to change the world they

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live in, develop a company's talent to unprecedented levels, be a great leader by making others greater than themselves, create meaningful and loyal relationships at work, and more.

The sponsor of the leadership workshop's education is Mi-T-M Corp. Lunch sponsors are Arrow Material Handling Products, BLS Enterprises Inc. and Genisys Software. John Deere is the portfolio sponsor.

Complete details on these workshops and **The Rental Show**, Feb. 7-10 at the Orange County Convention Center, are available online at www.TheRentalShow.com. The Show also is branching into social media, with links to **The Rental Show's** Facebook, Twitter and LinkedIn pages available on the Web site's home page.

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About ARA: The American Rental Association (www.ARArental.org) is an international trade association for the owners of equipment rental businesses and the manufacturers and suppliers of construction/industrial, general tool and party/event rental equipment. ARA members, which include more than 7,500 rental businesses and 1,000 manufacturers and suppliers, are located in every U.S. state, every Canadian province, and more than 40 countries worldwide. Now in its sixth decade of operation, ARA is the source for information, advocacy, business development tools, education and training, networking and marketplace opportunities for the rental equipment industry throughout the world. **The Rental Show** (www.TheRentalShow.com) is owned and managed by the American Rental Association.

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