



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

FOR IMMEDIATE RELEASE

JEFF WATTS ACHIEVES INDUSTRY CERTIFICATION

(April 8, 2009) MOLINE, IL – Graduating from the Certified Event Rental Professional (CERP) program, developed by the American Rental Association (ARA), is one of the party and event rental industry’s most esteemed accomplishments. For Jeff Watts who works in sales and management at Pacific Party Canopies in Burlington, Wash., receiving this distinguished certification has become a reality. Recipients of the CERP certification were recognized March 2 at ***The Rental Show*** 2009, ARA’s annual trade show and convention in Atlanta.

Watts completed the *Foundations of the Party and Event Rental Industry*, *Warehouse Management* and *Tabletop Design* disciplines. In addition to passing with an 80 percent or higher in these areas, Watts had to submit an essay assignment and accumulate a minimum of 25 qualifying points. Points are accrued from professional experience, participation in ARA-related activities or leadership, continuing education, community service and through educational materials from ARA’s Lending Library.

Watts first became interested in the CERP program at ***The Rental Show*** a few years back after seeing a group of CERP graduates receive recognition for completing the program. Seeking the professionalism associated with the CERP certification, Watts enrolled in 2006. He feels that the CERP program helps enrollees learn about areas of rental that they might not have experienced for themselves.

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About CERP

The Certified Event Rental Professional (CERP) certification program is a self-study, self-paced workbook program that is structured to maximize learning in the party and event rental industry. The program is designed to provide participants with the level of professionalism that will aid and identify them as an expert in their field. “Becoming CERP designated demonstrates the commitment these graduates have to the rental industry and to their customers,” Brozick said. “They have taken the time to learn and become experts in their chosen field. This is a tremendous service rental professionals can offer consumers who are looking for expert advice when planning their special event.”

For more information, contact Brozick at 800/334-2177, ext. 241, or go to ARA’s Web site at www.ARARental.org.

About ARA

The American Rental Association (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 1,100 manufacturers and suppliers, are located in every U.S. state, every Canadian province, and nearly 40 countries worldwide.

Entering 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. According to the ARA’s most recent State of the Equipment Rental Industry research study, the rental industry continues to grow with rental industry revenue in the U.S. and Canada at approximately \$38.3 billion annually.

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