

# M Rental MANAGEMENT

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## NEWS FROM THE ASSOCIATION

## Fall meeting offers inside look at Mi-T-M



By Brock Huffstutler

Nearly 40 members gathered together for the ARA of Iowa fall member meeting on Nov. 5, 2014, which began at the newly-expanded Mi-T-M facility in Peosta, Iowa, and wrapped up at member store Riesberg Rental in Dyersville, Iowa.



The event kicked off with a welcome by the Mi-T-M hosts, including A.J. Spiegel, founder/CEO, and Sam Humphrey, president. Attendees learned the story of what prompted Spiegel to create the company in 1971, and how they've grown over time.

The introductions were followed by a portable heater training session delivered by Mi-T-M service managers, which highlighted usage and troubleshooting in preparation for the winter months. A group tour of Mi-T-M's new facility, which the company moved to over Labor Day weekend in 2014, capped off the activities in Peosta.

The group then traveled about



15 miles to Dyersville for a social hour and catered dinner at Riesberg Rental, hosted by owners Clair and Doris Riesberg. In addition to the networking time, a brief member business meeting was conducted by Mike Baartman, ARA



of Iowa president and owner, Rent-All, Sioux Center, Iowa, which included a prize giveaway of three jackets donated by Doug Attema of Attema Marketing. This was followed up by additional

heating equipment application information from Mi-T-M staff members.

"We're really enjoying these member meetings," says Maggie Abolt of Complete Rental, Fort Madison, Iowa, who attended with her husband, Craig. "We just opened our rental business in March of 2014. We were strictly a construction company prior to then, so it's a chance for us to meet people and build our network of contacts in this industry."

In addition to the networking benefits, Abolt said they also enjoyed the educational aspect of the meeting. "Soon after we opened earlier this year, we went to an ARA of Iowa program that was all about rental contracts. We're definitely taking different kinds of ideas from these meetings that we can use back home." **RM**