

in the
news

The Rental Show 2015 Recap:

Bulldozers, Bouncy Houses, and Beignets



The American Rental Association held its 2015 Rental Show in New Orleans, Louisiana this year, from February 23 to 25. With more than 600 exhibitors, and thousands in attendance, the show room floor was buzzing with excitement and innovation each day. From bouncy house rentals to construction equipment, there was something for everyone to enjoy and learn from. Here are some of the highlights:

- '80s flash mob dance, which was hosted by Skyjack



- Keynote speaker, professional NFL player, Peyton Manning
- Our Law Enforcement education class

Each year it is our pleasure to exhibit at the ARA Rental Show in order to support the rental industry and law enforcement in efforts to prevent equipment theft. This year one of our focuses was on our GPS tracking device, IRONwatch, which has three models. This tracking device covers assets that require a small covert device, for assets where no power is available, and for assets that require a rugged device. There are no monthly fees with our IRONwatch device, and many great benefits integrated into the purchasing fee including:

- 50 free pings
- A complimentary heartbeat ping every six to eight hours to determine the location of the device
- Courtesy HELPtech equipment registration

To learn more about our products and services, visit us on the web at www.ner.net or give us a call at **866-663-7872**.

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The Rental Show 2015 Recap

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A special thank you to everyone who stopped by our booth at the Rental Show, and to the American Rental Association for another successful event. The city of New Orleans proved to be full of good food, great people, and grand times. We hope to see you next year, in Atlanta, Georgia to celebrate the ARA's 60th anniversary.

If you missed us this year, here are some photos from our time spent at the Rental Show 2015 in New Orleans, Louisiana.



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Law Enforcement Identification Guide Is Now Available Online

In efforts to streamline our resources to Law Enforcement, NER has created an online version of the Identification Guide. In doing so, we hope to add convenience and value to this staple item. This will come in handy for those who need the identification guide for the first time, and for any Law Enforcement personnel that need a replacement guide.

The Law Enforcement Identification Guide provides information necessary for an officer or agent to understand the construction and farm equipment theft problem, know what to look for and have the technical knowledge to initiate an investigation. The LE Guide creation is in effect to develop the terminology necessary to help officers discuss equipment theft with law enforcement colleagues, those in the equipment industry, and NER analysts.

With contents such as: "What To Look For", "Identification Numbers", and "Finding Pins," this booklet is a comprehensive overview full of details that explain commonly stolen equipment, theft indicators, useful items for investigations, key guide illustrations, and more.

To access the online version, Law Enforcement personnel must log into their accounts on the National Equipment Register database on www.ner.net. If you are a Law Enforcement member and do not have an account with us yet, sign up today by visiting www.ner.net and clicking the "Log In" tab in the upper right hand corner. From there, you can register with your law enforcement credentials to gain access to our database of stolen equipment and ownership records.

The 2015 ARA Insurance Services/NER Award Winner IS...

It is our pleasure to announce that the 2015 recipient of the ARA Insurance Services/NER Award is Detective Beckelheimer, of the Seaport Operations Bureau in the Miami-Dade Police Department in Miami, Florida.

Detective Beckelheimer received the award during a ceremony at The Rental Show, in New Orleans. The annual award, presented by NER and ARA Insurance Services, recognizes a law enforcement officer who has exhibited exemplary service in the recovery of rental equipment, or whose actions have deterred theft altogether.

Detective Beckelheimer's award is a direct reflection of her hard work and tenacity, which is heavily required when patrolling one of the busiest ports on the Eastern seaboard. Thousands of containers are processed every day at the Port of Miami in Florida, leaving Beckelheimer little time to determine the legitimacy of a piece of equipment or identify a threat, but with her keen eye and dedication to excellence, she has helped reduce the number of equipment thefts. We thank you, Detective Raisa Beckelheimer for your unwavering commitment to preventing equipment theft and recovering stolen equipment.



Interview with Detective Beckelheimer

Detective Raisa Beckelheimer, of the Seaport Operations Bureau in the Miami-Dade Police Department, is this year's ARA Insurance Services/NER Award recipient. The ARA Insurance Services/NER Award recognizes an officer of the law who has dutifully worked towards equipment theft prevention and recovery. For her unwavering efforts in identifying potentially stolen equipment and diligence in ensuring that no stone is left unturned while conducting investigations, Detective Beckelheimer's nomination and award is a result of her dedication to the rental equipment industry. I was given the opportunity to speak with Detective Beckelheimer to ask a few questions to highlight her career, her challenges, and her conquests in the field.

EO: First off, congratulations on being chosen as this year's ARA Insurance Services/NER award recipient, it is a

true testament to your efforts to combat equipment theft. I want to take this time to ask you a few questions to further illustrate the integral role you play in equipment theft prevention.

EO: To begin, what motivated you to a career in Law Enforcement? And what led you to Seaport Operations?

DB: Well, since I was a child, I always had interest in becoming a Law Enforcement Officer. I came to the Seaport a couple years ago after the Auto Theft Task Force was disbanded due to budgetary issues, in order to continue to investigate export related vehicle/heavy equipment theft.

EO: Thousands of containers are loaded onto ships every day at the Port of Miami in Florida, beyond that, what has been one of the biggest challenges in theft prevention at the Seaport?

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Interview with Detective Beckelheimer

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DB: The amount of vehicles and heavy equipment being exported out of the Port of Miami is overwhelming. Also, having to enter containers when necessary to identify numbers on equipment and vehicles in 100 degree weather can also be a challenge.

EO: I am sure you have seen your fair share of stolen equipment or red flags for equipment theft over the years, can you recall and important victory in the defense against equipment theft?

DB: I can't tell you about any specific item I felt was more important than the other to have recovered. I did have a case where two

pieces were recovered inside one container, which was rewarding.

EO: To close, for your colleagues in the field, do you have any tips or theft prevention techniques that you have learned in your experiences that you would like to share?

DB: I think tracking devices are a good theft prevention tool. Also, very important is to report the equipment stolen as soon as possible. Timing is very crucial in theft recovery.

Elizabeth Ohanyan is a Marketing Analyst for the National Equipment Register and a content writer for their newsletter: "Equipment Theft Quarterly".

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Report a theft: www.ner.net
or fax to 201-469-2027

Sign up for theft alerts:
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