RENTAL GUARD Launch

RENTAL GUARD launched on August 6th and is well on its way to building a worldwide network. Companies have registered from near and far to receive RENTAL GUARD alerts. RENTAL GUARD enables us to observe and share trends in the ever-changing tactics of thieves (see RENTAL GUARD Report, p. 3). We particularly want to get knowledge into the hands of rental houses, service centers and equipment dealers. Please help us spread the word to your staff, and colleagues at other rental houses (www.missingequipment.org).

Members are not automatically registered to receive alerts.
If you have not yet registered for the service, please take a moment to do so. It’s free!

About Membership

The PLASA Production Equipment Rental Group needs to recruit more members in order to continue to support the kinds of work we are doing. Members benefit from two powerful additional features of RENTAL GUARD — the Questionable Customer Alert and the New Customer Inquiry. By becoming a member your company joins with the world’s premier rental companies in a mission to shine a light on industry concerns and focus our collective expertise to shape solutions that serve everyone. Please join, refer your colleagues, and help us continue to grow our membership.

Opening Ears to Heed Words of Warning

After a rash of thefts from vehicles in the New York area, PERG Council Member, Scott Taylor (Taylor & Taylor Associates), urged the AICP to issue a letter to production companies alerting them to the problem, and asking them to take action. In boldface type the letter said “Criminals are waiting for you to leave your production vehicle(s) unattended even for a brief moment of time. At least one member of the production crew is to remain with the vehicle(s) at all times when motion picture equipment resides in the vehicle(s) and during the loading and unloading of the vehicle(s).”

It is not always easy for rental companies to make demands on their customers. However it is possible to channel these messages through organizations like PLASA and AICP. Therefore PERG is now drafting a letter that our members can circulate to the production community. The object is to communicate the message in a way production companies will

Don’t forget about these resources (more on pg. 5)!

- RENTAL GUARD
- International Job Board
- Data Security Documents
- Business Resources
- Friend Us at www.Facebook.com/PERG.PLASA

Members Area

Check out all the benefits and services that are available to your company by logging in to the MEMBERS AREA: www.plasa.org

If you don’t know your password, click on “Lost your password” and enter your email address then answer the prompt question with “resend.”

Want to find out more about membership? Please contact Harry Box at harry.box@plasa.org.
Opening Ears to Heed Words of Warning

be receptive to, as an industry-wide issue, rather than one that is identified with any particular rental house.

The AICP recently sent a letter to its members (See PERG Facebook page: https://www.facebook.com/PERG.PLASA in which AICP President, Matt Miller, states, “It has come to our attention that there have recently been several thefts of expensive production equipment being transported to and/or from locations in the New York City area. The dollar amounts of these thefts are in the millions.” Miller touched on some of the practical issues too. “In the unfortunate event that you are the victim of equipment theft, it is imperative that you call the police and do not touch the truck until they have been able to investigate/look for prints. These criminals are sophisticated and stopping them will require all of our cooperation.”

Other recommendations not included in the AICP letter are that two people should be present to pick up and receive equipment, and that those people should sign a memorandum to acknowledge that they have been informed of the recent thefts and agree not to leave vehicles unattended. The memorandum asks that the information be passed on to other crew members responsible for the safeguarding and/or transportation of the equipment during the rental period.

PERG members can expect to receive PERG’s outreach letter soon and we hope you will share it with all your customers.

Lithium-Ion Batteries

The fall issue of Protocol magazine, coming in early October, will feature an article on shipping lithium-ion batteries. I want to point out the article here because this article should be of great interest to camera-oriented companies as well as the more established Protocol audience in lighting and rigging. For those who may not know, Protocol is the leading journal of technical and business information for companies in the field of entertainment technology. I hope you enjoy the article!

PERG Pulse Survey on Lithium-Ion Batteries

There is great pressure from the airlines pilots association and others to ban the “bulk” shipment of lithium-ion batteries (“bulk” being defined as more than one battery in a case or package). PERG is taking on this issue, starting with a PERG Pulse member survey (coming soon to your in-box). The aim of the survey is to collect data to help determine how this issue could impact our members, and help get a base line for current practices. I urge everyone to please take a moment to fill out the survey. Your contribution is invaluable in helping us evaluate the issue, it only takes a few minutes, and you will see the survey results within a week!

Please watch for the survey in the coming days.
RENTAL GUARD Extras for Members

Please check out the member’s area of RENTAL GUARD. Clicking on Members News and Resources (right side) unlocks a treasure trove of resources for you and your staff. You can also download the RENTAL GUARD badge from the DOWNLOADS page or download a form to request counter signs and decals.

The RENTAL GUARD Report

Since the launch of RENTAL GUARD (Aug 6th) we have had 8 incidents reported totaling more than half a million dollars (and not all items had a reported value). On average, that works out to a theft every 5 calendar days, and losses at a rate of $14,000 per day, or $68,000 per incident.

Incidents include yet another major targeted break-in to a rental facility by professional thieves, a break-in to a camera truck over night, and two cases of fraud with falsified documents, among others. Over the past year we have seen a number of Honda EU-series generators stolen. In one case the generators were stolen from location by cutting the chain that secured the generators. In another case two generators were taken by fraud.

RENTAL GUARD has been greeted with enthusiasm by law enforcement personnel who are now showing an unprecedented interest in a number of cases.

Things to Watch For:
1. Do not leave trucks unattended. Instruct drivers not to make any other stops when delivering gear unless security arrangements can be made.
2. There have been more break-ins to facilities in the past eight months than we have seen before. These burglaries were professionally carried out.
3. Alarm horns and cameras that are accessible have been knocked down or disabled. Look at the placement of these items, assessing the ease with which they can be neutralized.
4. An unsuccessful theft attempt was made by impersonating the UPM of a TV series the rental house was renting to. The thief ordered a second unit package.
Once again the AICP and PLASA are co-hosting our annual Oktoberfest party featuring gourmet German(ish) cuisine, wine and beer. All AICP and PERG members are invited. The event will be held in late October at Highline Stages in Manhattan. Contact me if you have not received an invitation harry.box@plasa.org.

The event is made possible by:

Oktoberfest 2014 Photos

Photos by Dan Wang
PERG Member Resources

RENTAL GUARD –  
http://www.missingequipment.org

AICP/PLASA Sample Terms and Conditions –  
http://na.plasa.org/perg/aicp-perg_terms.htm

PLASA Job Board – Now a full-featured employment resource.  
http://jobboard.plasa.org
  • Job postings  
  • Resume search  
  • Self service management of postings  
  • Notification of new candidates with the qualifications you are looking for.

Members receive one free job posting on the new job board.  
Additionally, members receive 25% off subsequent purchases using your member discount code. Contact membership@plasa.org for information.

Media cards and storage devices are commonly returned with sensitive images still on the device. PERG brought together representatives from every side of the industry to discuss the issue and created the Recorded Content Disclaimer, and the Media Handling Guidelines for Rental House Employees.

Membership Benefits – http://www.plasa.org/association/
Take full advantage of your PLASA membership.

PERG Website – http://na.plasa.org/perg/perg.htm
Learn about upcoming and past PERG events and programs. Connect to other members.

Become a Member – http://www.plasa.org/benefits/join.asp
Please contact Harry Box (harry.box@plasa.org) to learn more about joining PLASA as a PERG member. Join the growing international network focused on the challenges and opportunities faced by professional rental companies in the film, television and commercial production market.

Save Money with American Express
PLASA is delighted to welcome a program with American Express which will offer members the low rate of 2.8%. If you already accept American Express and want to lower your rate, or if you would like to begin accepting American Express, email Frances Thompson (frances.thompson@plasa.org).

Help Your Colleagues in Need
Learn more about Behind the Scenes – a charity that provides grants to entertainment technology professionals who are seriously ill or injured. See the video, Behind the Scenes: In Their Own Words, an informative and moving testament to the success of this unique charity. Visit http://www.behindthescenescharity.org.