

Lunchtime Lessons: *A quick session with employees can improve company performance.*

Exhibit 1

We-Got-It Rentals: Issues Revealed at “Lunch and Learn” Session

Scope and Process Steps	<p>Scope of Operation</p> <ul style="list-style-type: none"> Starts with a call or email from a potential customer, and the evidence of that is a rental quote Ends with a signed rental contract and an invoice that the customer judges as complete and accurate <p>The basic steps that start with the customer’s call and eventually produce a contract and an invoice are:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Step 1: Obtain Rental Information</td> <td style="width: 50%;">Step 6: Deliver/Set-up/Operate/Strike/Return Equipment</td> </tr> <tr> <td>Step 2: Prepare Booking</td> <td>Step 7: Check In Equipment</td> </tr> <tr> <td>Step 3: Schedule Labor and Transportation</td> <td>Step 8: Prepare Billing</td> </tr> <tr> <td>Step 4: Stage Equipment</td> <td>Step 9: Collect Payment from Customer</td> </tr> <tr> <td>Step 5: Generate Contract and Check Out Equipment</td> <td></td> </tr> </table>		Step 1: Obtain Rental Information	Step 6: Deliver/Set-up/Operate/Strike/Return Equipment	Step 2: Prepare Booking	Step 7: Check In Equipment	Step 3: Schedule Labor and Transportation	Step 8: Prepare Billing	Step 4: Stage Equipment	Step 9: Collect Payment from Customer	Step 5: Generate Contract and Check Out Equipment	
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Current Issues to Address	<ol style="list-style-type: none"> <u>Obtain Rental Information</u> <ul style="list-style-type: none"> The driver has to ask the account manager where to deliver the equipment because the event location is often different from the billing address, but that address isn’t listed in the “Ship To” field on the contract or delivery ticket. The customer record doesn’t specify the method of payment, so the person delivering the equipment doesn’t know whether to ask for payment upon delivery or have Accounting bill the customer. Some customers require purchase order numbers, but the booking specialist usually doesn’t ask for a PO number. <u>Prepare Booking</u> <ul style="list-style-type: none"> When we run out of certain items, we have to rent them from competitors. The warehouse frequently finds out about those shortages on the day they stage the equipment for loading. <u>Schedule Labor and Transportation</u> <ul style="list-style-type: none"> No major issues. <u>Stage Equipment</u> <ul style="list-style-type: none"> Warehouse personnel enter equipment identification codes by hand instead of using barcode readers. It takes longer to check equipment in and out, and mistakes are frequent as staff members enter wrong or transposed numbers. Nobody is assigned responsibility for ensuring that all of the required items are included on the equipment list and that the right items are pulled and staged. 	<ol style="list-style-type: none"> <u>Generate Contract and Check Out Equipment</u> <ul style="list-style-type: none"> No one is responsible for verifying that the equipment listed in the contract matches what is on the truck. The set-up team gets to the location and doesn’t have the equipment that is listed. The items requested and associated prices listed on the contract frequently do not match the quote. When we bill customers, they dispute the charges. <u>Deliver/Set-up/Run/Strike/Return Equipment</u> <ul style="list-style-type: none"> Sometimes customers need additional items and the driver returns to the warehouse after hours to get those items. There is no way of making sure that the customer gets billed for those items. <u>Check In Equipment</u> <ul style="list-style-type: none"> Sometimes the customer doesn’t need items we think they need. There is no consistent procedure for adjusting the paperwork when the equipment returns, so the customer is often charged and disputes the invoice. <u>Prepare Billing</u> <ul style="list-style-type: none"> It often takes the billing office several weeks to prepare invoices. In the meantime, backup documentation is lost and customers call asking when they will receive their bill. <u>Collect Payment from Customer</u> <ul style="list-style-type: none"> The three most common reasons why our customers slow pay are related to the invoice. <ol style="list-style-type: none"> It does not match the contract. It does not include the customer’s reference information (e.g., P.O.). It is sent to the wrong address. No one is assigned clear responsibility for following up on overdue receivables. 										