



# Strategic Plan

**Mission** To provide opportunities for the equipment and event rental industry and the communities that they serve.

**Vision** To be the leader in educational assistance and provide support for rental businesses and their communities.

## Programs

### Education

Scholarships  
Employee Training  
Mentoring Program  
Sponsored Trainings

### Community

Disaster Relief  
Community Impact

## Strategic Goals

### Education

- Attract talent to the industry by providing access to higher education through scholarships for trade schools, universities, and community colleges.
- Be the resource that rental companies look to for educational assistance.
- Retain and grow the rental industry workforce through support to rental companies to provide continuing education opportunities.
- Provide professional development opportunities via individual and group trainings to create a better qualified workforce.

### Community

- Promote projects and programs that improve the communities that we live and work in with an emphasis on underserved populations.
- Provide recovery assistance to rental industry companies and their employees that have been affected by natural disasters.
- Build relationships throughout the industry to promote sharing of best practices and building professional connections.

### Operations

- Double the foundation support and program expenditures over the next five years.
- Expand the staff support and resources to have dedicated resources for foundation operations.
- Maintain the investment portfolio at an amount of at least two times annual revenue.