

## Road trip to *The Rental Show* ... and back!

On a whim, but with a vision, Brad Hilmoe, owner and CEO of OMH Proscreen USA, Chattaroy, Wash., a first-time exhibitor at *The Rental Show* 2010 in Orlando, Fla., and Darren Kirkwood, sales manager with OMH, set off Jan. 30 from Spokane, Wash., on a two-week road trip to the Orange County Convention Center, determined to personally see the rental industry in all its forms, both at stores and at the trade show.

On their journey, they traveled through Washington, Idaho, Montana, Wyoming, Colorado, New Mexico, Texas, Alabama, Louisiana and Florida. Over the course of the trip, they "tweeted" their progress, showed a map and photos on their Web site, and in general, had a great time.

"As you can see from our pictures and our tweets, we started this trip off really business-like and once we started eating different foods, our pictures changed drastically," Kirkwood says.

Weather-wise, they managed to avoid the storms that wreaked havoc in different parts of the country. "On the way down there, we were like 50 miles in front of the storm the whole way down there. We watched the weather every night and kind of mapped our way around it. On the way back, it kind of got scary. Everybody was getting snow and sleet, so we chose to come across Interstate 10 and went through Houston and San Antonio. We hit a little bit of snow in Alabama, but it was just starting. We gave it some more gas and went on. Knock on wood, we haven't had any bad weather at all."

Both say that *The Rental Show* was a motivator for the company to target the rental industry with its product. "We had actually been talking about the rental market for a couple of years, but never acted on it. We decided to attend the ARA trade show in Orlando about two weeks before it started. Brad had the great idea that we should drive and visit rental stores along the way," Kirkwood says. "Everyone that we stopped and visited along the way was very positive about our product. Some companies had tried other screeners before, but they were targeted at much larger jobs with much greater investment costs."

The 1,500-lb. OMH Proscreen pvg 12v Green Giant, with a 4-ft.-by-7-ft. vibratory screen deck, is designed to be transported on the same trailer with a skid-steer. "Our trek across America was a great success. We stopped at many rental stores, open or not, and left our information. Once we arrived at *The Rental Show*, being first-timers, we did not know what to expect. We made a lot of good contacts at the show and met many great people. The thing that impacted us the most about the show was the desire of rental owners to actually do business, unlike the public trade shows where you get a lot of tire kickers. It was a great trip in all and with us driving, we were able to see all different cultures of life and see first-hand how our products could help each area differently."

OMH Pro Screen also custom designed a Web site — [www.topsoilscreenerrentals.com](http://www.topsoilscreenerrentals.com) — to connect stores who rent their vibratory screeners, with landscapers, excavation contractors, and do-it yourself homeowners, and the company also supplies rental stores with special postcards to promote the product to customers. "We are all very excited at the opportunity to expose our vibratory soil and rock screening products to the rental industry," Hilmoe says. **RM**

— Whitney Carnahan

Maps and photos of the OMH Proscreen trip, as well as information about the company, is available online at [www.omhproscreen.com/road-trip-to-the-rental-show.html](http://www.omhproscreen.com/road-trip-to-the-rental-show.html).

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■ @intentsevents BIG THX to ARA & another fantastic show in Orlando! Always on the cutting edge of the rental industry! Props to YOU!

Also, on Terex's Facebook page, we found this comment: "ATTITUDE UPBEAT: Traffic has been brisk at the Terex booth at *The Rental Show*", as the American Rental Association calls this important industry event, now under way in Orlando, Florida. Visitors are upbeat and looking forward to an improved business climate, Terex team members tell us."

To see other comments, photos and a video followers of *The Rental Show* posted on Facebook, go to [www.facebook.com/TheRentalShow](http://www.facebook.com/TheRentalShow). You can see what people were saying about *The Rental Show* on Twitter at [www.twitter.com/TheRentalShow](http://www.twitter.com/TheRentalShow).

There also are several comments posted at LinkedIn at [www.linkedin.com](http://www.linkedin.com), which you can view by joining *The Rental Show* group. **RM**

