



Tom Doyle, ARA vice president of program development, shares insights during the Maximizing Uptime panel at the Celebration of Construction event.

IMAGE SOURCE: The American Rental Association

ARA participates in Construction on the National Mall

18 May 2023 by American Rental Association (ARA)

- ARA participated in the Celebration of Construction on the National Mall event
- AEM was a partnering organization for the event
- ARA members and construction companies showcased equipment and spoke with federal representatives

- ARA emphasized the importance of rental equipment in the construction industry
- Sustainability initiatives were highlighted, including alternative powered equipment and environmental stewardship
- ARA engaged with members of Congress, regulators, and staff about the positive impact of the construction sector on the American economy

Three-day festival shines spotlight on the construction industry

The American Rental Association (ARA) highlights the role of rental at the Celebration of Construction on the National Mall event. The festival was held Sunday, May 14 through Tuesday, May 16 in Washington, D.C. The ARA was one of 17 partnering organizations that joined forces to tell the construction industry story.

In partnership with the Association of Equipment Manufacturers (AEM), ARA leadership, members and construction companies from across the nation joined together to bring construction equipment to the nation's capital and speak with federal representatives about what's important to the construction industry.

"Representing ARA members at AEM's Celebration of Construction on the National Mall event helps the rental industry solidify its place as part of the broader construction industry for federal legislators," says Josh Nickell, ARA vice president, equipment segment. "This is critical now that more than 50% of equipment on a construction job site is rented versus owned."



ARA was one of 17 partner organizations that helped to tell the construction industry story at AEM's event.

IMAGE SOURCE: The American Rental Association

"It also allows us to speak about issues impacting our members, remind legislators that we are a more sustainable solution than ownership and help the construction industry better react to market cycles like we are currently experiencing."

To bring awareness to the industry's sustainability initiatives, participating AEM members showcased cutting-edge innovations, including alternative powered equipment, autonomous systems with live demonstrations and an array of other tools that are enabling the industry to sustainably build the infrastructure that makes modern society possible. Exhibits were open to the public and focused on workforce development, worker safety, sustainable materials and environmental stewardship.



John McClelland, ARA vice president for government affairs, visits with U.S. Representative Ron Estes (KS) during the Celebration of Construction event in Washington D.C.

IMAGE SOURCE: The American Rental Association

Through participation in the event, ARA leadership was able to engage with members of Congress, regulators and staff about the importance of the construction sector, innovation and sustainability impacts and the sector's positive effect on the American economy.

Source: The American Rental Association