they've moved machines from the
addressing them. It might be and we just go about
we understand where our weaknesses
thankfully, is keeping me up at night.
around North America. So, nothing,
for equipment rental markets looks
exception of the oil and gas industry.
holes. So, I feel good about the team
to over the last six or seven months,
organization the way we have been able
to do the last six or seven months,
you bring in the expertise where you
brought your experience into play.
And that's why it's important to us that we can
come back at some point and again
offer opportunities. It's just a question
of when and how meaningfully it
will be appropriate, and it is
significantly professionalized and
automated over the years. There's
something that we have been able
to do the last six or seven months,
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brought your experience into play.

RM: What's keeping you up at
night? It's a question of what's going
on across the business.
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on across the business.
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night? It's a question of what's going
on across the business.
RM: Could you explain a bit more
current status? We are seeing a lot of
questions about where our business
is for Hire, but it is also about the
capital equipment the way we have been able
to do the last six or seven months,
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Siller aims to lead Herc Rentals to greatness

by Wava Malloy

Currently seven years after Larry Silber was hired as president of Ocean Fence Inflatable Rentals (also known as Jaunt Balloon Company), Silber is now president of Herc Rentals. He likes to joke that he was hired to join Herc Rentals Equipment Rental Corp. (HERC), a new company, that he didn’t have much to do but build his own team and help develop the company and implement a corporate culture.

Silber, who will change his name to Herc Rentals following its separation from Hertz Corp. in late February, is taking over Herc Rentals’ leadership as it embarks on its public company journey.

“This company trained the industry and we are going to bring, with Herc, a lot of people with the same background,” Silber said. “If you don’t train people, they will fail. If you don’t listen and they decide to part, leave your family behind or go on to success elsewhere. Our focus on people is fundamental to our main objectives, which is to build a business by enhancing the customer experience and to establish Herc Rentals as a world-class player in the equipment rental industry.”

What attracted you to join Herc Rentals and what excites you about this opportunity as president of HERC?

Larry Silber: After spending 30 years in the rental business with Hertz and being hired by the company in mid-2000s, I’ve maintained an attachment and involvement in the industry. What really attracted me to the opportunity at HERC is the culture and the people. The people I’ve had the opportunity to build key teams because all of the corporate divisions that were previously a part of the parent company now have to be provide their own talent. It gives me a unique opportunity to change the foundation of the company, so we will be able to push forward on our core business and make decisions that are strictly rental equipment as opposed to considerations that come into play in a part of the business that might be considered a rebranding effort. An edited version of the interview with Silber is below.

RM: From Page 41 — a detail about Hertz Equipment Rental Corp. is owned by Hertz, but will be spinning off as a separate public company as of the end of February.

YOU’re joining at a time when Hertz Equipment Rental Corp. is owned by Hertz, but will be spinning off as a separate public company. How are you seeing the future of the company, the challenges ahead and the opportunity at HERC?

Larry Silber: This company trained the industry and we are going to bring, with Herc, a lot of people with the same background. If you don’t train people, they will fail. If you don’t listen and they decide to part, leave your family behind or go on to success elsewhere. Our focus on people is fundamental to our main objectives, which is to build a business by enhancing the customer experience and to establish Herc Rentals as a world-class player in the equipment rental industry. What really attracted me to the opportunity at HERC is the culture and the people. The people I’ve had the opportunity to build key teams because all of the corporate divisions that were previously a part of the parent company now have to be provide their own talent. It gives me a unique opportunity to change the foundation of the company, so we will be able to push forward on our core business and make decisions that are strictly rental equipment as opposed to considerations that come into play in a part of the business that might be considered a rebranding effort.

RM: Your加入 of an independent brand name company is not many positives, but do you see any negatives?

Larry Silber: There is a separation, there is certainly a renaming, the rebranding effort. An edited version of the interview with Silber is below. When you look at the contour, it starts as we look at that fact that we are going to make decisions and we’ll be subject to our own markets and cycles, and be experiencing challenging economic times in other parts of the business that may be contrary to the business that we are in and the decisions and we’ll be subject to our own investments in our core business and make decisions that are strictly rental equipment as opposed to considerations that come into play in a part of the business that might be considered a rebranding effort.

RM:ULSE for us is an independent brand name company and heritage is very important, but do you see any negatives?

Larry Silber: There is a separation, there is certainly a renaming, the rebranding effort.

RM: What attracted you to join Herc Rentals and what excites you about this opportunity as president of HERC?

Larry Silber: After spending 30 years in the rental business with Hertz and being hired by the company in mid-2000s, I’ve maintained an attachment and involvement in the industry. What really attracted me to the opportunity at HERC is the culture and the people. The people I’ve had the opportunity to build key teams because all of the corporate divisions that were previously a part of the parent company now have to be provide their own talent. It gives me a unique opportunity to change the foundation of the company, so we will be able to push forward on our core business and make decisions that are strictly rental equipment as opposed to considerations that come into play in a part of the business that might be considered a rebranding effort.

What do you think is the most important thing about Herc Rentals?

Larry Silber: Herc Rentals, like we’re a new company. As a new company, we are committed to enhancing the customer experience, to build a strong leadership team and and to build a strong leadership team and the team and the customers.

RM: How do you expect Herc Rentals to evolve in the next few years and how will you take the target customers?

Larry Silber: We will continue to serve our current customer base and seek to build stronger relationships with them, but we will also be expanding our visibility beyond what has been beyond what has been traditional channel and into other areas. For example, we are aggressively moving into specialty solutions. We already have a lot of customers in the specialty rental business — but from our standpoint, we will also continue to serve our current customers and seek to build stronger relationships with them, but we will also be expanding our visibility beyond what has been traditional channel and into other areas. For example, we are aggressively moving into specialty solutions. We already have a lot of customers in the specialty rental business.

We are also going to have to be more efficient and be more productive and be more effective with the resources that we have.

RM: How do you think Herc Rentals will be able to adapt to the changes in the marketplace?

Larry Silber: Herc Rentals has always been and always will be a company that is focused on the rental business — but from our standpoint, we will also continue to serve our current customers and seek to build stronger relationships with them, but we will also be expanding our visibility beyond what has been traditional channel and into other areas. For example, we are aggressively moving into specialty solutions. We already have a lot of customers in the specialty rental business.

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