PERA Council News: Fall 2010

Energized PERA Council Meets at LDI 2010

Members of the PERA Council held informal meetings during LDI to discuss PERA activities and programs for the upcoming year.
- Add PUSH feature to Missing Equipment List and expand participation.
- Undertake negotiations with major studios on accepting standardized Terms and Conditions for ESTA members

Stay tuned!

Push Reports for Missing Equipment List

The PERA Council is implementing new plan to increase the effectiveness of the popular Missing Equipment List. Effective immediately reports of theft or missing equipment will be pushed to PERA Affiliate rental companies via e-mail. This allows members to receive timely and up to date information about recent incidents. In addition the PERA Council is working with insurance companies to include reports received by them. These effort enables the rental community to recognize stolen equipment if it is brought in for service. In addition, pushing the Missing Equipment List will alert members to thefts in their area. In the past a spate of thefts have occurred over a short time in a particular area.

The strength of this program depends entirely on member participation. This has proved a valuable resource in the past. To contribute, please send information or address questions to David Sam at dsam@esta.org

Take Advantage of Member Programs

As ESTA members, PERA affiliates are eligible to participate in a range of member benefits. Now is the time to review the member benefits and see how they may help your business.

- Discount on Credit Card Merchant Services to accept Visa or Mastercard
- Discount on Hotel, Car Rental, and Delivery Services
- On-line Job Board
- Peer Group Advisory Program
- Sample Contracts and Policies
- ESTA's Publications (such as Protocol Magazine -- the highly regarded industry trade journal.
- ESTA Technical Standards Publications (Such as Recommended Practices for GFCIs, Camera Cranes, DMX512, RDM, ACN and atmospheric effects.

PLASA | ESTA
COUNTDOWN TO MERGER
January 1st 2011

As of January 1, 2011 the ESTA name will be no more. When the merger with PLASA goes into effect on that date, ESTA will become PLASA North America. What will change other than the name? Please see What Will Change For PERA Council Affiliates After the Merger on page two of this flyer.
What Will Change For PERA Council Affiliates After the Merger

The merger between ESTA (Entertainment Services and Technology Association) and PLASA (the European sister organization) strengthens both trade associations and brings the unique capabilities of each association to the other. The merger doubles the membership and so doing doubles the influence and buying power of the association.

The benefits to PERA members of a united PLASA will become evident over the course of the next couple years as new capabilities are implemented and become a regular part of PLASA membership activities.

For the time being, the merger has the welcome effect of lowering the membership dues for some of the bigger companies in the U.S. Due to the need to harmonize the dues structure between the two organizations, the new fixed rate structure is as follows:

- Standard Annual Membership - $550
- Premium Annual Membership - $1100

From the PERA Council Manager

I have now been PERA Council Manager for one month. It is has been a busy month and a great deal of ground has been covered. One of the things I do is contact PERA Council Affiliates personally, and get acquainted. I am eager to learn more about you and your business, and talk about ways in which the PERA Council may offer help. ESTA has the unique ability to leverage the expertise and business of its membership to provide a forum to discuss questions, to arm members with information, to organize networking and training events and so on.

I have a request of you. As the PERA Council Manager I am actively engaged in increasing our membership. Increasing membership is essential to the health and vitality of the group. As active businessmen and women you come into regular contact with others who are eligible for ESTA membership as PERA Affiliates. Next time you get into a business conversation with a peer, ask if they are a PERA Affiliate, and start the conversation. We want to get the word out that the PERA Council provides the Motion Picture and Television production community valuable networking and cost saving resources, and allows your company to take part in the future of the industry.

Please let me know if there is any way I can help you in this effort.

Harry C. Box
PERA Council Manager
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