The good news is that PERG’s Fraud and Theft Prevention Network is working, in fact it was the PLASA/PERG alert initiative that recently prevented a theft from a camera rental company to the tune of $300,000 in gear. The Questionable Customer Alerts and New Customer Inquiries are two new member benefits that have already proven to be invaluable less than three months after they were launched at NAB.

In the case mentioned above, one of our members received an equipment order from a company they did not know. This rental company posted a New Customer Inquiry through the PLASA system and received a response from a fellow rental house on the other side of the Atlantic within fifteen minutes. It informed the inquirer that the potential client rented from their partner in another country and the equipment was never returned and is considered stolen. The end result is that a large theft was prevented and the information enabled law enforcement to take action.

The fact is, the Fraud and Theft Prevention Network can put the right information in your hands and put you back in control. It has the potential to make it much harder for thieves to succeed, and puts law enforcement in a position to do something.

(continued on the next page)

When renting to a new client you should be watching out for these suspicious behaviors and fraudulent information:
- “Temporary insurance”. Call the insurer and ask if they have received payment for the policy and how long they have done business with the client.
- No local crew hired.
- No lighting package rented for the shoot.
- No referral from another reputable rental house.
- Clients website domain (and the domain in their emails) has only recently been registered. Check www.who.is to look up the domain registration.
- Client gets irate when you enforce insurance and payment requirements.
- Bogus contacts listed on the credit application. Fraudsters will try to use the names of real people, but might supply faked domains for their email address. Find the person and contact them.
- Incompatible or unlikely combinations of equipment on the order.
- Address of business does not check out. (Use Google Maps to check out the location.)
- Is the client attempting to rent the same package from other rental houses? Criminals will send the same rental order to several rental companies at a time. Use the PLASA alert system to find out.
- If something does not seem right, slow way down, get suspicious, do some checking and use the Alert system.

Don’t forget about these resources (more on pg. 3)!
- Missing Equipment List
- International Job Board
- Data Security Documents
- Business Resources
- Friend Us at www.Facebook.com/PERG.PLASA

Members Area
Check out all the benefits and services that are available to your company by logging in to the MEMBERS AREA: www.plasa.org

If you don’t know your password, click on “Lost your password” and enter your email address then answer the prompt question with “resend.”

Want to find out more about membership? Please contact Harry Box at harry.box@plasa.org.
Alert System Foils Large Theft (continued)

Please help us expand the network:

- Members, please send the names and e-mail addresses of the people on your staff who should be receiving these alerts. Send them to harry.box@plasa.org.
- Non-members, join the association, and gain access to all the fraud and theft alerts. The New Customer Inquiry and Questionable Customer Alert are delivered to members only.
- Whether or not you are a member, report missing equipment and questionable customers through the network and get on the distribution list for Missing Equipment Reports.
- Tell your colleagues at other rental facilities and branch offices.

The number of actual thefts and attempted thefts of motion picture equipment around the world continues at an alarming rate. In the past few weeks alone there have been attempted or actual thefts in New York, Vancouver, Los Angeles, Atlanta, Portland, Boston, Miami, London, Amsterdam, Frankfurt and Johannesburg. Check out the PLASA Missing Equipment List to see reports we have received: http://na.plasa.org/perg/fraud_theft_initiative.htm.

2nd Annual Gathering in New York – “A Great Community Builder”

Building on the success of last year’s Oktoberfest event in New York, PERG will once again co-host an Oktoberfest party in the City on October 21st, 2014, 7–10pm. The event is for PERG and AICP members and invited guests. Last year’s event brought together more than sixty New York production companies and rental houses together over a spectacular spread of Bavarian themed food, beer and wine.

Matt Miller, president and CEO of the AICP, characterized the mood of the evening, saying “It’s always great to bring people together in an atmosphere that is lively and fun—the great food and the beer didn’t hurt either. But just inviting a good cross section of people with no real agenda, just the ability to talk and socialize is a great community builder.”

The 2014 Oktoberfest event is sponsored by:

ARRI CSC
Chubb Insurance
Clairmont Camera
Feature Systems, Inc.

High Output, Inc.
Marks Paneth LLP
NEED Financial Services
Panavision

Scheimpflug Digital
Taylor & Taylor Associates
Wits End Group
PERG Member Resources

Fraud and Theft Prevention –
http://na.plasa.org/perg/fraud_theft_initiative.htm

AICP/PLASA Sample Terms and Conditions –
http://na.plasa.org/perg/aicp-perg_terms.htm

PLASA Job Board – Now a full-featured employment resource.
http://jobboard.plasa.org
- Job postings
- Resume search
- Self service management of postings
- Notification of new candidates with the qualifications you are looking for.

Members receive one free job posting on the new job board.
Additionally, members receive 25% off subsequent purchases using your member discount code. Contact kacey.coffin@plasa.org for information.

Media cards and storage devices are commonly returned with sensitive images still on the device. PERG brought together representatives from every side of the industry to discuss the issue and created the Recorded Content Disclaimer, and the Media Handling Guidelines for Rental House Employees.

Membership Benefits – http://www.plasa.org/association/
Take full advantage of your PLASA membership.

PERG Website – http://na.plasa.org/perg/perg.htm
Learn about upcoming and past PERG events and programs. Connect to other members.

Become a Member – http://www.plasa.org/benefits/join.asp
Please contact Harry Box (harry.box@plasa.org) to learn more about joining PLASA as a PERG member. Join the growing international network focused on the challenges and opportunities faced by professional rental companies in the film, television and commercial production market.

Save Money with American Express
PLASA is delighted to welcome a program with American Express which will offer members the low rate of 2.6%. If you already accept American Express and want to lower your rate, or if you would like to begin accepting American Express, contact Kacey Coffin (kacey.coffin@plasa.org).

Help Your Colleagues in Need
Learn more about Behind the Scenes – a charity that provides grants to entertainment technology professionals who are seriously ill or injured. See the video, Behind the Scenes: In Their Own Words, an informative and moving testament to the success of this unique charity. Visit http://www.behindthescenescharity.org.