Arrests in London!

The rental community was elated to read the news on January 21st that detectives in north London have arrested a 31-year-old man as detectives investigate a London-based crime gang suspected of carrying out a spate of thefts of production equipment (http://www.standard.co.uk/news/crime/man-held-in-probe-over-theft-of-film-gear-worth-millions-9990128.html).

The London Evening Standard reported that similar scams have been perpetrated in 11 countries across five continents, with thefts suspected to total several million pounds. PERG has reported many of these incidents via the PLASA Fraud and Theft Alert System. Police credit these arrests to international coordination. Detective Inspector Matt Mountford said “Working with police forces across the globe, we have unearthed the true scale of their crimes. Today is a culmination of a lot of hard work by my officers.”

PERG’s focused effort over the past 24 months has brought attention to this issue, and has helped our members and law enforcement authorities act. The PLASA alert system sends out missing equipment alerts, notifies members when questionable activity takes place at other rental houses, and enables members to check new customers with other rental houses. These strategies have proven effective in averting theft and in recovering stolen equipment. Now there is hope of criminals being brought to justice, which is likely to continue the chilling effect on theft. We congratulate Detective Inspector Mountford and his officers, and we hope that other law enforcement agencies will take their good example.

Later this year PLASA will roll out the new, automated, web-based Fraud and Theft Network. We are actively reaching out to rental houses, equipment service centers, insurance companies, and used equipment dealers to take part in the program. If you are not a member, you are urged to join PLASA, use the PLASA alert system, and gain all the benefits of affiliation with PERG and ASPEC (UK). If you are a PLASA member but have not yet signed up to receive these alerts, please notify harry.box@plasa.org to have your name added to the alert lists. Your membership is very necessary to PLASA’s work.

Don’t forget about these resources (more on pg. 5)!
- 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.
2015 Calendar of Events

Each year PERG has pushed into new and exiting territory. We are looking forward to a very busy 2015. On January 9th, the PERG council met in Dallas to plan PERG’s events and initiatives for 2015. The group had a great deal to discuss.

On this year’s events calendar:

1. The PERG general membership meeting at NAB, scheduled for Tuesday April 14th from 4:30-7 pm. Members will get a first look at PLASA’s new automated fraud and theft prevention website and alert system. This meeting has grown every year, and is attended by rental companies from across the country and around the world, including members of ASPEC, our sister PLASA group in the UK. It is a great opportunity for rental house executives and staff to have a drink with their counterparts at other companies and to engage in discussion of industry issues.

2. AICP and PERG co-sponsored events. We hope to schedule an additional event modeled after the very successful Oktoberfest bash in New York arranged jointly between the two associations, which has proved a great opportunity for rental company principles to enjoy some non-business time with their clients from commercial production companies.

3. We hope to have a presence for the first time at Cine Gear – potentially providing our members with new and unprecedented promotion at the show. Details coming soon.


Each of these events provides sponsorship opportunities. PERG relies on support from its members, manufacturers, and industry service providers to put on these events. If your company may be interested
Crew Gear Rentals

in sponsoring an event, please contact us (harry.box@plasa.org).

A

n area of concern for many members, especially for camera rental houses, is the business of processing crew rentals through their companies. The PERG council has identified some ways PERG can help members explain insurance requirements and offer sample guidelines for crew rentals in order to avoid misunderstandings, misplaced expectations and acrimony with their clients.

With the appearance of companies like gridshare.com, it is ever more important that professional rental companies are clear about what insurance they require for sub-rentals. Contrary to what some believe, renters need more than just a damage waiver to be protected. Scott Taylor of Taylor and Taylor Associates points out the following reasons why equipment owners need to buy proper insurance:

1. An equipment owner cannot escape liability if their equipment was not properly maintained or if the equipment contained hidden defects that contributed to an accident causing bodily injury or property damage.

2. Listing an equipment owner as an additional insured on a production company’s liability policy will not protect the owner of the equipment where the proximate cause of the loss was the condition of the equipment at the inception of the rental.

3. An equipment owner doing business as an individual or as a sole proprietor faces personal liability for claims arising from defective equipment or claims arising from inherent defects in their equipment.

4. Equipment owners can be brought into a claim even if it cannot initially be proven which piece of equipment caused the accident. In those instances where there are multiple pieces of equipment on a job site which are not readily identifiable, but one of those pieces of equipment causes an accident, a plaintiff’s attorney will bring a claim against all the parties.

5. The only way equipment owners can protect themselves against their own negligent behavior is by purchasing an insurance policy for their business.

Listed below are some examples of what can and has gone wrong with camera, lighting and grip, and vehicles rented to production companies:

1. Defective brakes contributed to a vehicle accident;

2. Electrical short results in a crew member getting shocked;

3. Camera battery fire;

4. Tow trailer hitch coming off the tow vehicle;

5. Camera platform snapping and the occupants falling to the ground;

6. Destruction of camera and lens when a camera crane arm collapsed;

7. Improper railing on a stage;

8. Defective shipping container causes a crew member to fall off a lift gate;

9. Generator electrocution;

10. Improper use of equipment by inexperienced operator.
Quick Turn Around PERG Surveys

We're trying something new. PERG surveys have provided our members with valuable information about industry trends and business metrics. While we like to bring this data to light, we are ever conscious about not creating an unwelcome burden. To that end, this year we will perform a series of very short surveys on the topics of greatest interest to our members. Each survey will be no more than four or five questions. The surveys will be open only for a short three-day period. This allows results to be posted back to our members very quickly, while the topic is still fresh in their mind. In this way, PERG aims to create a continuous back and forth with members each month. We are encouraging members to get involved. Everyone has questions that they would like to pose to other companies about how they handle different aspects of their business. Send your questions to harry.box@plasa.org.

PERG Congratulates SOC Nominees

Join the Society of Camera Operators on Sunday February 8, 2015 in celebrating the Honorees, Nominees, and Winners at the 2015 SOC Lifetime Achievement Awards, benefiting The Vision Center at the Children’s Hospital Los Angeles.

Production professionals will gather at the Paramount Theater, Paramount Studios Hollywood to celebrate the best of the best operators in motion picture, television and the industry at large. This year’s theme is honoring our military and will be reflected in the presenters.

PERG congratulates all of the nominees for the 2015 SOC Awards.


Lifetime Achievement Awards have been given to the following honorees:

Dan Gold, SOC for Camera Operator, David Eubank, for Camera Technician, Alan “Moose” Schultz for Mobile Platform and Suzanne Hanover, SMPSP for the Still Photographer category.

“Boogie Nights,” has been chosen for the Lifetime Achievement Award Historical Shot.

President’s Award, Dan Perry, Director NAO Production Manager/Director DMPC of Sony Electronics and the Governor’s Award honoree will be announced soon.

Technical Achievement Award, Teradek LLC, for the advancement of HD transmission and the Bolt line of products.

For a complete list of the nominees and winners, please visit www.socawards.com.
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

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 membership@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 2.8%. If you already accept American Express and want to lower your rate, or if you would
like to begin accepting American Express, email Frances Thompson (frances.thompson@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.