



TOTAL NEWS

Property Patrol...CCTV Monitoring...Facility Protection...Equipment Rental...Fire Watch..

Volume 2, Issue 3

March 2010

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History of Phoenix

As Arizona achieved statehood the nature of Phoenix also changed. It was no longer just a small farming community, but rather an aspiring metropolis, with a population of just over 29,000 by 1920. In 1920, over 1000 buildings were erected in Phoenix, including the first skyscraper, the Heard Building at 112 N. Central, which topped out at 7 stories. It's still there. Named after Dwight Heard, it was the home of the Arizona Republic and Phoenix Gazette for over 25 years. Dwight Heard was a local businessman, owner of the Arizona Republic from 1921-1929, lover of Native American artifacts and culture, and of course, founder of the Heard Museum.

As Phoenix continued to grow and mature, it began to develop strengths. 1929 saw the opening of the Arizona Biltmore Resort. With that, Phoenix was clearly on the tourist map, and building a reputation for a healthy and pleasant lifestyle. The Biltmore would host the likes of Clark Gable, Marilyn Monroe, and Harpo Marx, and Irving Berlin is said to have written "White Christmas" in his room at the Biltmore. The classy Westward Ho Hotel opened that year, and Los Angeles to Phoenix scheduled air service was begun. Phoenix's credentials in tourism were becoming firmly established.

~Special thanks go to George Hirko for providing these wonderful articles every month!!!~



The Westward Ho Hotel, completed in 1928. It was the tallest building in Phoenix until 1960 (218 feet). The hotel was one of the premier luxury establishments in Phoenix, and the likes of Jack Benny and Elisabeth Taylor stayed there. It is located at 618 N. Central, and has recently been restored at a cost of over \$8 Million, allowing many of its beautiful details to be preserved.

Equipment Spotlight



First impressions of an event are created in the parking lot before patrons even get inside to enjoy all the activities. We want to make sure their experience is positive, and it all starts with a plan. Our ATSSA (American Traffic Safety Services Association) certified personnel will create or coordinate a plan for setup and traffic flow as needed. Without a plan parking can turn chaotic quite quickly. Once a plan is finalized we can flag, chalk, or paint the parking area as needed so that we can maximize the area utilized and create the highest level of ease and convenience. We also provide cones, signage, and other traffic devices to assist in directing patrons to the right place when they start arriving for your event. Patrons often do not realize



when they try to park themselves that they are blocking someone in, blocking a fire lane, or creating other issues either unintentionally or selfishly. Thus our staff will be there to guide every vehicle into its designated space. Additional staff and signage are used to direct VIP patrons and ADA guests into convenient and appropriate areas. For evening events or events ending after dark we can provide temporary lighting towers to make sure your lot is fully visible and well lit for all of your patrons.

UPCOMING EVENTS

Mar. 3	Dodge Theatre	Zac Brown Band
Mar. 5-7	Tempe Beach Park	AZ Beer Festival
Mar. 5-7	Carefree	Art & Wine Fest
Mar. 11	Dodge Theatre	Chelsea Handler
Mar. 12	Alwun House	Spring Ball
Mar. 17-21	Pinal Co. Fairgrounds	Pinal County Fair
Mar. 17	Padre Murphy's	St. Paddy's Day
Mar. 17	RT O'Sullivan's	St. Paddy's Day
Mar. 19-28	Superstition Mall	Carnival
Mar. 23	Dodge Theatre	Ray Davies
Mar. 26-28	City of Tempe	Arts Festival
Mar. 28	Uni. of PHX Stadium	Wrestlemania

H&E EQUIPMENT SERVICES.



H&E Equipment Services was established in 1961, when manufacturer's sales representative Tom Engquist and Houston equipment distributor Frank Head recognized a trend of growth along the Mississippi River and decided to take advantage of the increasing opportunities that were developing in the earthmoving and construction equipment business. Founding their alliance in Baton Rouge, the two men named their company Head and Engquist and focused on offering quality construction equipment and personalized customer service. By 1968, the reputation Tom Engquist and Frank Head built drew the attention of Southwest Growth Pool. Southwest Growth Pool, a diversified conglomerate, bought Head & Engquist and retained the services of Tom Engquist to manage the business.

In 1974 Southwest Growth Pool elected to liquidate and Tom Engquist once again purchased the company along with minority partner Bob Kennedy. Business continued to grow with the opening of a new branch in Kenner, LA in 1978. Expanding to Kenner enhanced opportunities in the growing New Orleans market. Six years later, Kennedy left Head & Engquist to join Houston's South Texas Equipment as their executive vice president and general manager. Like Head & Engquist, Southwest Texas Equipment was the Grove Crane distributor, which set the stage for a merge with Head & Engquist.

The opportunity to merge the two companies came in 1988 when South Texas Equipment's parent company moved to divest itself from the wholesale equipment business. A partnership including Bob Kennedy, Tom Engquist and his son John was quickly formed to purchase South Texas Equipment. In 1991, the company's stock was liquidated, and it became a wholly-owned division of Head & Engquist. Other Head & Engquist stores opened between 1985 and 1991 in Shreveport, LA; Lake Charles, LA; and Beaumont, TX. Between 1995 and 1997, branch offices also opened in Alexandria, LA; Little Rock, Springdale and Fort Smith, AR; San Antonio, TX; Jackson, MS; and Memphis, TN. Aerial lift divisions opened in Southern Texas and Gonzales, LA.

To solidify the crane and aerial lift market in the large Dallas, TX area, Head & Engquist acquired Martin Equipment in August 1998. This Dallas-based distributor boasted more than \$20 million in annual sales, and provided Head & Engquist access to the Manitowoc Crane line. The purchase of this Manitowoc Crane distributor meant instant expansion into Martin's territory of North, East and West Texas. Such a strategic move was important because Manitowoc Cranes holds the highest market share for lattice boom cranes in the United States. That same year, Head & Engquist acquired Houston-based Coastal Crane. In business since 1971, Coastal was among the leaders in the Manitowoc distributor network. Coastal also rebuilt Manitowoc cranes, sold replacement parts and serviced Manitowoc cranes. The Coastal acquisition included offices in Belle Chase, LA and Birmingham, AL, and opened markets in Southern Texas, Mississippi, Louisiana, Alabama and Tennessee.

Continual growth established Head & Engquist as a premium equipment dealer and one of the largest equipment distributors in the world. In May 1999, the majority interest in Head & Engquist's parent company (Gulf Wide Industries L.L.C.) was purchased by a capital investment group called BRS. In addition, in the spring of 1999, BRS made another significant investment in a large equipment distributor that operated in the west, ICM Equipment Company LLC, with the intent of merging the two corporations. The merger of Head & Engquist and ICM was delayed due to the unstable economy, but growth continued. After years of focusing on the earthmoving and industrial crane business, Head & Engquist turned their attention to the aerial lift and telescopic forklift business. In 2000, Head & Engquist embarked on a huge undertaking as they established H&E Hi-Lift with locations in Texas, Florida, Louisiana, Georgia and North Carolina. H&E Hi-Lift secured dealership rights for such top-name manufacturers as JLG, Genie, Gehl, Gradall and Skytrak. By the summer of 2002 things began to turn around in the bond market, providing the perfect opportunity and funding necessary to merge Head & Engquist and ICM. The merge took place June 17, 2002, creating H&E Equipment Services L.L.C. The many common manufacturers and the contiguous geographic markets of ICM and Head and Engquist made the merger of the two companies a perfect match. Once combined the company operated 47 facilities throughout the Gulf Coast, Intermountain, Southwest and Northwest Regions with a combined rental fleet of over 15,000 units.

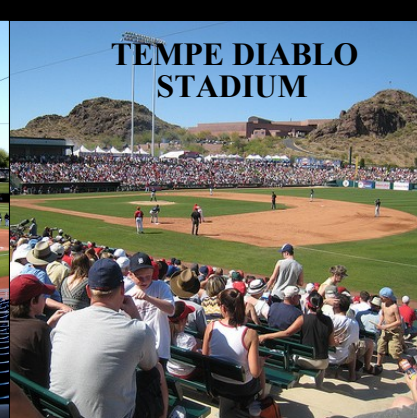
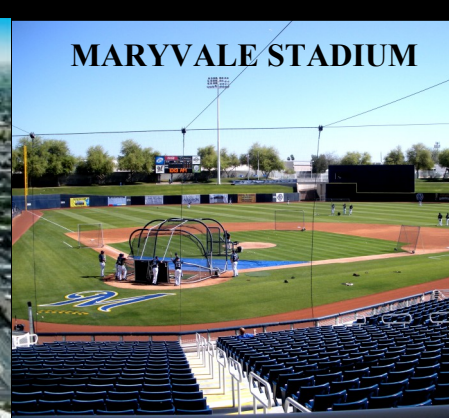
On January 31, 2006 H&E Equipments Service L.L.C. announced their Initial Public Offering (IPO) of common stock at a price of \$18.00 per share on NASDAQ becoming H&E Equipment Services, Inc. (NASDAQ: HEES) The Company sold 10,937,500 shares in the offering. An additional 1,640,625 shares were sold pursuant to an over-allotment option exercised by the underwriters. Total net proceeds to the Company from the offering, after deducting underwriter discounts, commissions and estimated offering expenses, were approximately \$198,807,813.

With a portion of the proceeds generated by the IPO, H&E Equipment Services, Inc. acquired the assets of Eagle High Reach on February 28, 2006. Eagle High Reach was a Southern California-based equipment company, operating 4 locations in La Mirada, Santa Fe Springs, San Diego and Bakersfield. Eagle focused primarily on aerial lift rentals, but with the acquisition, these locations adopted the H&E full service dealership model and now provide rentals, sales, parts, service and training. On September 1, 2007, H&E Equipment Services, Inc. acquired the assets of J.W. Burrell, Incorporated, headquartered in Roanoke, Virginia with 12 locations in the mid-Atlantic states of Virginia, North Carolina, South Carolina & Maryland. The J.W. Burrell locations now make up the Mid-Atlantic Division of H&E Equipment Services, Inc., bringing the current total H&E locations to 61 nationwide.

Executive Officers for H&E Equipment Services, Inc. are as follows:

Gary Bagley, Chairman; John Engquist, President, Chief Executive Officer and Director; Leslie Magee, Chief Financial Officer and Secretary; Brad Barber, Executive Vice President and Chief Operating Officer; William W. Fox, Vice President - Cranes and Contract Services; John D. Jones, Vice President of Product Support

Spring Training is here!



HELP YOURSELF

10 Tips to Avoid Identity Theft

The number of identity theft-related crimes continues to go up on a yearly basis. As criminals get more savvy and technology becomes more prominent, it gets easier for these criminals to find victims. [Read here.](#)

Save Water, and Money!

Summer is coming, and that means we all going to start using more water. [Click here](#) to see a neat website that shows you how to conserve water in different parts of your home so you can save money.

Some Are Born to Lead, Others Can Learn

Want to build your leaderships skills? Dean Newlund got together with the Arizona Republic to put together a special program to help you become a better leader in 30 days. [Check it out here.](#)



Luck is what happens when preparation meets opportunity. — Seneca

Happy St. Paddy's Day!



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