

Polloni joins ARA of Connecticut board

Manny Polloni, chief operating officer and chief financial officer, The Greenwich Tent Co., Bridgeport, Conn., has been elected to the ARA of Connecticut board of directors as its newest member.

Polloni, a graduate of the Lubin School of Business at Pace University, New York, with a Bachelor of Arts in marketing and management, has more than 35 years of management, operations and finance experience.

2021 marks Polloni's fifth anniversary of involvement in the event rental industry. "I've been in the event business for five years with Greenwich Tent. It's been quite a ride so far. I got involved through our president, Zach Wilson, who used to work for me back at one of my businesses," he says.

The Greenwich Tent Co. was founded on the concept of combining an exclusive catalog of products, white-glove customer service and an unmatched drive for perfection in event production. At its inception, The Greenwich Tent Co. was known as the exclusive provider of authentic Sperry Tents, but to meet the needs of the ever-evolving, high-end event market, its inventory and expertise has grown substantially and now includes an array of frame and structure tents.

Polloni's role at The Greenwich Tent Co. is to manage operations and logistics while overseeing the financial sector of

the business. In a pinch, he also has been known to install a tent and wash a dance floor or two. In addition to his responsibilities at The Greenwich Tent Co., Polloni has served on the White Plains Business Improvement District board of directors for more than 10 years.

Polloni's association with the ARA of Connecticut board of directors grew out of his professional contacts with current board members Linda Tracy of Fred's Tents and Canopies, Waterford, N.Y., and Lindsay Smith, CERP, of Abbey Tent & Party Rental, Fairfield, Conn.

"Linda was the first person who reached out to me about potentially joining the ARA of Connecticut board, but it was both Lindsay and Linda who actively encouraged me to participate," he says.

As he was familiar with ARA of Connecticut events and their potential for connecting members with solid business opportunities, Polloni was eager to accept the call to service.

"It is great networking with fellow professionals," he says. "I look at it as friendly competition. At our company, if we can't help somebody, we try to refer them to a fellow company that we know will do a good job. I got involved because I had been to a couple of the chapter events, like the DOT training and some of the get-togethers, and enjoyed the energy and transfer of ideas."

Moving forward, Polloni has his eyes



Manny Polloni

set on the state chapter as a driver for increased membership and inclusion of a broader segment of company personnel in programs and activities.

"I hope that we can increase not only membership but also involvement beyond the owner/president level in companies — I think that's really important. A lot of the time, not everybody at a company hears the news about upcoming ARA events. We need to figure out how to spread the word about training that is happening and other programs within ARA beyond just the people who are at the top of the company so that more people can take advantage of this great resource," he says.