



February 2021

MEMBER *Spotlight*



This month's member feature is with Patti Whitaker, owner of A Prettier Potty (also known as Cardinal Rents). A Prettier Potty is one of NARI of Greater Charlotte's newer members and we wanted to find out more about how her business came to life and how NARI helps A Prettier Potty grow.

www.aprettierpotty.com

Patti, you have a unique business. Tell us about your product and how you came up with this idea.

My partner lives in Myers Park and one of his neighbors had an unsightly porta-potty (they all are, right?) in their yard. Every time he left the house and came back, he saw it, so he called his Neighborhood Association and asked about by-laws regarding porta-potties. They had none, which shocked him. So...an idea was born. Fred asked for my opinion on the cover idea, which I liked, and a business partnership was formed. We now have a division called Cardinal Rents where we specialize in even more unique rental equipment with a particular interest in job site improvements such as our MudRolls and WindWalls.

I'm sure you work with other NARI members. How does A Prettier Potty/Cardinal Rents best help them?

I have always liked connecting people with others in the industry and believe if we all help each other, then it makes us more successful personally and as an organization. If my clients express a business need and I know someone that can help from NARI, I pass on their contact info to my client.

How did you hear about NARI and what made you decide to join?

Actually, it was David Dovell of the *Ask John and Dave Show* that told me about NARI. I was invited to be interviewed and David mentioned NARI in our initial conversation. I am so grateful he did. The people who are members of NARI are just such a great group of people-so down to earth and helpful. Thanks, David!

You have been active in NARI... What events have you attended or connections made?

Yes, I actually won the Volunteer Award for NARI Charlotte in 2019 based on volunteering on the spring and fall golf committees, calling for the annual membership drive, and regularly serving meals at the Rescue Mission.

Has NARI been a good business decision and what could NARI do for you, as a member, to help make this investment in dues and time more beneficial to your business?

NARI has been a good investment due to the connections made. Normally, you cannot talk to everyone you would like just due to the limited time at networking events. It would be nice, once we get back to some normalcy, to have networking events where there are about 10 tables set up to showcase Vendor & Business Service providers. Remodelers must go around and get a stamp from all 10 businesses to be eligible for a special drawing for them. Everyone benefits.

I belong to several organizations and volunteer in every one of them in some capacity. When people say, "I dropped my membership because I didn't get a return on my investment." I usually follow up with, "How involved were you? Did you ever volunteer on any committees?"

Bottom line: You have to actively participate in an organization to see true benefits. Introducing yourself and passing out a business card usually doesn't go far. However, working side by side with someone on a project is where the magic happens. Those connections are stronger and can only benefit you in the long run. So, get involved!



**CARDINAL
RENTS**