

# Business Connection

Strengthening the local economy and serving members for more than 60 years



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[www.pleasanton.org](http://www.pleasanton.org)

May 2016

## Business Spotlight

### Pleasanton Rentals celebrates 20 years as leader for event rental items

Pleasanton Rentals was purchased by Sherri Creighton, March 1, 1996, making this their 20th year in business. Sherri is what is known in the rental industry, as a third generation rental store owner/operator. Her grandparents opened a rental store in East Texas in 1957, and her father, A. Reed Franklin, joined his parents in that company in 1966. Sherri likes to say that she grew up in a "rental yard" as she was either at the business playing on all the equipment in the yard, or working. She worked from the early age of 12 washing dishes by hand, servicing lawn mowers, washing chairs, sweeping/mopping and just about anything else that a 12 year old could do well for 50 cents an hour.

After graduating from the University of Texas in Austin in 1983, Sandi was offered a full-time position by her father as manager of the homeowner/party store in her hometown of Tyler, Texas. After being married, she moved to Dallas and worked for the premier event rental company, Ducky-Bob's, still in business today.

After a break from the rental industry, relocating to California and having



children, she was happy to get back into the industry with the purchase of Pleasanton Rentals.

In 1996, the company offered homeowners equipment, small construction equipment and

party rental equipment. In 2004, Sherri sold all construction and homeowner equipment to Cresco, becoming 100% party and event rentals. The year of 2005 saw the business moving to a larger facility, boasting one of the largest showrooms in the area on Commerce Circle in Pleasanton, which is where they are still located today. Pleasanton Rentals specializes in offering a wide selection of rental products for parties/events/meetings for homeowners, businesses, brides, wineries, etc. Pleasanton Rentals believes that the quality of service the customers receive is as important as the quality of the products they rent. Creighton's oldest and youngest sons, Collin and Matthew, now also work for the company and have their eyes on expanding to new markets as the family business continues to grow.

Visit Pleasanton Rentals online at [www.pleasantonrentals.com](http://www.pleasantonrentals.com) or visit their showroom on Commerce Circle in Pleasanton.