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Small Business Week takes place April 30-May 6, and Paychex is proud to celebrate small companies by sharing stories of success and inspiration.

Kara Lawrence and her business partner, Mary Crosslin, gave a 40-year-old business a new incarnation in 2016 when they bought [Alert Management Systems](#) from its retiring owners.

“Rather than send their life’s work to the wolves, they accepted an offer from us, and we’re happily carrying on the tradition of superior rental technology,” Lawrence says.

Alert Management Systems, based in Colorado Springs, Colo., is a leading supplier of Windows-based equipment rental systems to single-store and multi-store rental operations across North America and other nations. Alert’s EasyPro rental software is used at hundreds of rental sites by thousands of end-users who write millions of rental contracts annually.

Lawrence and Crosslin serve as co-presidents; Lawrence is chief executive officer, and Crosslin is chief operating officer. The two are equal owners of Alert Management Systems.

“We’re a small but integral part of the American culture,” Lawrence says. “As software developers for the rental industry, my colleagues and I work hard for other small businesses, which have enormous impacts on the economy. Our small team has an indirect hand in thousands of transactions, events, projects, and happy endings all over the USA.”

Alert Management Systems serves clients in the rental industry, including but not limited to party and event rental, general and heavy equipment rental, as well as specialty rental such as pumps, oilfield rental, and modular containers.



“Our company is growing – we’ve added 15 percent to our workforce this year,” Lawrence notes. “As long as folks continue to rent things, the health of our small business will continue to make a meaningful impact on the economy. We strive to be a company where our employees want to be, which shines through our customer care.”

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