



Canadian Rental Association **ONTARIO** **MemberUpdate**

August/September 2009 • www.CRArental.org

A message from your president

It certainly seems to be the year of uncertainties. The economy, the weather — it doesn't matter — you cannot predict the coming days with confidence. However, this has not stopped the venerable rental owner! Speaking with several fellow members over the summer, many of us have chosen to seize on opportunities to expand, renew and divest our rental fleets, showrooms and homes.

Programs and opportunities not to miss

Personally, I have taken advantage of a few government rebate programs for renovations and upgrades around the house. I have also taken advantage of a few government programs aimed at small business.

I became aware of one program in particular while talking with Phil Morand of Riverside Rental at **The Rental Show** in Atlanta. It turns out that small businesses are able to receive up to \$1,000 in free lighting and equipment upgrades through an Ontario Power Authority program offered by many local electricity providers. Utilizing that \$1,000 in free upgrades, we were able to outfit our entire showroom with new energy-efficient ballasts and bulbs that are brighter and save us about 15 percent over our old fluorescent system. They say nothing in this world is free ... but trust me, this is; plus, it is actually putting money in my pocket every month!

It also has been a great time to take advantage of low interest rates, great terms and suppliers looking to unload overstocks and U.S. inventories. Also, if you were able to stop by a few auction houses over

the spring and summer, you would have seen some great used equipment rolling through — many items selling for a fraction of their resale cost only a few short months ago. Adding to or renewing your rental fleet has never been easier or cheaper. The media is now beginning to talk about recovery, so be sure not to miss this opportunity. All that is required is a positive outlook, which will soon translate into the confidence to invest.

CRA Ontario has great events planned

Shifting gears slightly, I would like to talk a little about the outlook for the upcoming CRA Ontario season. We are going to start BIG and start quick.

Tall Ship Kajama cruise: Our first event of the season is an evening harbour cruise, complete with dinner and dancing, aboard

the Tall Ship Kajama on Sunday, Sept. 13. This will be my first event as CRA Ontario president. Talk about a baptism by fire. CRA Ontario will host the CRA national board that evening, which has chosen to hold its annual meetings in Toronto that weekend. We welcome you to join us at this one-of-a-kind cruise event.

Golf tournament: We will quickly follow this event with our 40th Annual Golf Tournament, scheduled for Tuesday, Sept. 15, at Trehaven Golf & Country Club. We are planning for this year's tournament to be bigger *continued on page 2*



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Don't miss these upcoming events

Sept. 13, 2009
Toronto Harbour
Cruise aboard the
Tall Ship Kajama
\$60 per person
6:15-10 p.m.

Dinner, dancing and the opportunity to mingle with CRA national board members

Sept. 15, 2009
40th Annual CRA
Ontario Golf
Tournament

Trehaven Golf & Country Club, Orillia

Oct. 21, 2009
Member meeting
and board elections

Vulcan Demolition Tools and Target Equipment Sales, Mississauga

Nominations sought for October's board elections

Interested in being more involved in your provincial association? Serving on the CRA Ontario board is a great way to do just that.

Board elections will take place in October.

Nominations are being sought for the positions of:

- Second vice president
- Treasurer
- Associate director

If you or someone you know is interested in being a candidate, contact Penny O'Sullivan, chair of the nominating committee, at 877-424-5118 or penny@abco-equip.ca.

See the benefits that volunteering can offer! ♦

IAIN WATSON

President

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President's message *continued from page 1*

and better than ever! The 2009 CRA Ontario Golf Committee is pleased to announce a 40th anniversary drawing for a \$1,000 travel voucher good for three nights' accommodation and airfare for two to **The Rental Show** in Orlando, Fla., in February 2010!

However, you must be registered for the tournament by Aug. 25, 2009, to be eligible for the drawing. At \$135 per golfer, including golf, cart, breakfast, lunch, steak dinner and prize — not to mention the multiple \$10,000 hole-in-one opportunities and supplier giveaways — it is the best tournament value you will see this year.

October's meeting: On Oct. 21, we'll be meeting at Vulcan Demolition Tools, which has recently joined forces with Target Equipment Sales. We'll learn about the multitude of changes that have occurred since our last visit in 2007. We have arranged for a speaker from the Canadian Federation of Independent Business to come and review some of the issues that all of us will face surrounding the 2010 Provincial/Federal Tax Harmonization.

Elections: The October meeting also will be our 2009 CRA Ontario elections. I am pleased to announce that most of our current board members have agreed to continue their service, although many in different capacities. Therefore, we are seeking members to stand for the following positions: second vice president, treasurer and associate director. I do wish our current associate director, Lloyd Smith of ECHO Canada, all the best and want to thank him for his four years of dedicated service. If you wish to give back to your association, please feel free to contact Penny O'Sullivan or any member of the CRA Ontario board.

Goals for the CRA Ontario

A few issues close to my heart that we will be pursuing during my tenure include: continuing to develop the Ontario Next Generation program, developing member benefits and utilizing social media and technology to allow more interaction between members and offer the association a faster and more efficient means of information distribution.

We worked during the spring and summer on developing a CRA Ontario Web site, so watch for

the official launch this fall. We also have recently launched the Canadian Rental Association Facebook page and the CRA Ontario Next Gen LinkedIn page. Both social networking sites are free to join and are great for connecting with fellow members, sourcing new business and developing your social network.

I created my LinkedIn account in March. I currently have just 26 connections that provide me a social network of more than 306,000 professionals. My Facebook account is even crazier. Using just the average user's engagement of 120 friends, with my 255 connections at just three degrees of separation,

I have a network of more than 3.6 million people! Forget six degrees of separation! In today's world, you should be talking in the range of three degrees.

Don't be fooled into thinking that these are tools you can get away without using. Facebook has more than 200 million active users and more than 100 million log on at least once every day. And these sites are not just for the kids. The fastest-growing demographic group is

35 years and older. Moreover, more than two-thirds of Facebook users have graduated from college or a university. These are the potential customers and dollars you cannot miss out on!

Watch for another Next Gen event coming soon. We are planning a fun and insightful seminar and a Next Gen reception to take place at the Rental Mart in March 2010. More details on these events will follow.

Finally, I would like to thank Neil De Jong. He was the driving force and visionary behind the adoption of CRA Ontario's own logo and the transformation of the newsletter you are reading now. He also has overseen the transition of our general meetings from an almost exclusively hotel-anchored event to a fully mobile affair, which has offered more accessibility and value to our members. Thanks to his work, along with those who served with him and before him, the CRA Ontario 'brand' has never been stronger. I count myself privileged, and I am honored to follow in such a long line of dedicated volunteer rental professionals. ♦

— James Morden, president
CRA Ontario

NEXT GENERATION
OF RENTAL OWNERS

*We are planning a fun
and insightful seminar
and a Next Gen
reception to take place
at the Rental Mart in
March 2010.*

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product OF THE
month

August special: ARA Risk Management Guides

How can you reduce or eliminate risks associated with your equipment, employees, facility and customers — essential for running a successful operation.

Turn to the four guides in the American Rental Association (ARA) Risk Management Series:

- *Managing Risk: Employees*
- *Managing Risk: Customers*
- *Managing Risk: Equipment*
- *Managing Risk: Facilities*

Each guide offers you:

- Detailed information on how to implement a risk management program.
- Guidance for identifying and addressing particular risk areas.

Order them in August and receive a savings bonus, too. As a member, you pay only US\$20 per guide or US\$75 for all four.

September special: Event Rental Training Courses

Want to learn how to best clean your linens? Need to bring an employee up to speed on tabletop design?

For assistance with these and other party and event topics, turn to the American Rental Association (ARA) Event Rental Training Courses.

Each of the seven courses provides rental-specific knowledge for an in-depth understanding of that area.

Order a course in September and save. The member cost is only US\$75 instead of the normal US\$99.

Order any of these Product of the Month specials by going to www.ARArental.org or calling 800-334-2177. ♦

CRA Ontario sets sail on a harbour cruise on the Tall Ship Kajama

Date: Sunday, Sept. 13, 2009, 6:15 p.m.

Location: Toronto Harbourfront, Queen's Quay West (boarding between the two piers on the south wall behind the Harbourfront Centre and Queen's Quay Terminal at the base of Lower Simcoe St.)
See map below for directions.

Agenda:

6:15 p.m.: Check-in and ship boarding

6:45 p.m.: Ship departs

7 to 10 p.m.: Cruise, featuring a buffet dinner and dessert and dancing

10 p.m.: Return to dock

Cost: \$60 per person, which includes related cruise expenses and dinner. Cash bar available onboard. No refunds.

Parking: Cost for parking is not included. Several parking lots are available within close walking distance to Kajama's pier.

Registration and payment deadline: Monday, Aug. 31, 2009.

Need a registration form? Contact James Morden at 705-435-3844 or by e-mail at jamesmorden@rentshopinc.com.

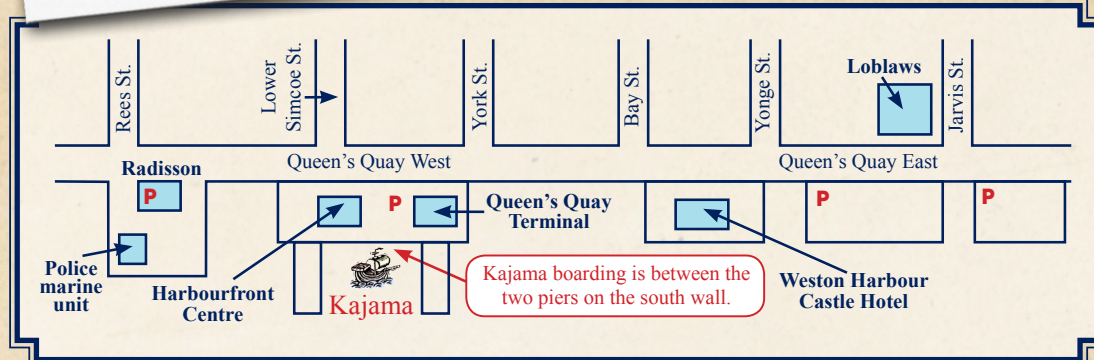


Photos courtesy of The Great Lakes Schooner Co.



The Great Lakes Schooner Co. and CRA Ontario are proud to offer this 164-foot-long, three-masted, gaff-rigged schooner for a one-of-a-kind private sunset dinner cruise through Toronto Harbour.

We will enjoy the spectacular sunset over the Humber River, the twinkle of the city's skyline under starry skies and a deliciously prepared meal in Kajama's spacious dining room — a 1,006-square-foot, open and airy venue that enjoys natural lighting and ventilation through massive skylights. ♦



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Ontario scholar wins the jackpot

Paying for college just got a little bit easier for an employee of one CRA Ontario member business, thanks to the ARA Foundation scholarship program and the Canadian Rental Association. Shannon Penfound, daughter of Mark and Brenda Penfound, owners of Par-Tee Rentals in Petrolia, Ontario, has been selected to receive a \$2,000 ARA Foundation scholarship as well as the CRA Dorothy Wellnitz scholarship of \$1,000. Shannon was selected from entries submitted from across North America and Canada.

Penfound says she learned she had won the scholarships while she was on a job site. "My father called and told me that a representative from the American Rental Association had called our office to speak to me. I rushed back to our store immediately and returned the phone call to hear that I had been the lucky recipient of both the ARA Foundation Scholarship as well as the Dorothy Wellnitz Scholarship," she says.

"I will be completing my undergraduate degree in psychology this year at the University of Windsor," Penfound says, adding that the scholarship money "will be put toward my tuition and book costs for my fall term. Our tuition price rose for this upcoming year and I was already nervous about how I would afford school. These scholarships pay for an entire semester."

Penfound got her start in the rental industry at an early age. "My parents started the business back in 1992 when I was just 4 years old.

I really started helping out when I was in grade two or three, believe it or not. Since then I've been able to learn a lot about the business and this company."

Currently, she says she does "a little of everything at Par-Tee Rentals. I am a licensed amusement device mechanic, so I set up and run children's rides. I also help with our decorating team from time to time. Last year, I joined our tent crew as well. I get to do something new every day, so my job is never boring."

As for her future, Penfound says, "I have given a lot of thought to one day taking over the company from my parents. I have also become interested in the industrial/organizational aspect of psychology with some recent courses I have taken."

Penfound says she would like to "thank the American Rental Association as well as the Canadian Rental Association. These two scholarships will let me sleep a little easier just knowing that I will be able to complete my last year of undergraduate studies. It is such a blessing and I appreciate it very much." ♦



PRIZES

Closest to the pins

Longest drives

Hole-in-one holes: \$10,000 each

Putting contest

Supplier giveaways



CRA Ontario's 40th Annual Golf Tournament

Tuesday, Sept. 15, 2009

11:30 a.m. shotgun scramble start

8:30 to 11 a.m. — Meet fellow rental operators and suppliers for breakfast.

See equipment displays by hole sponsors.

Trehaven Golf & Country Club

Located on Highway 11 North at 135 Line 10 S.

Registration only \$135 per golfer

Includes: 18 holes of golf, power cart, breakfast, lunch, steak dinner and prize

LIMITED SPOTS AVAILABLE



Win a trip!

Win a trip for two to **The Rental Show**

in Orlando, Fla., during February 2010.

Must register for golf before Aug. 25, 2009, to be entered in the drawing on Sept. 15, 2009.

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Contribute to your CRA Ontario newsletter

The goal of this newsletter is to provide you with the latest updates from your provincial association as well as to share news and success stories about our members.

If you have a story to share, please write a quick item and e-mail it to Mike Maltby at mike@ingersollrentall.ca.