



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

April 2010 • [www.CRArental.org](http://www.CRArental.org)

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## A message from your president

OK, let us not sugarcoat things. This was a tough winter for most of us. There wasn't enough snow to sell off our stocks of snowblowers or generate the repairs necessary to keep our mechanics busy. It wasn't really cold enough to produce strong heater utilization rates and, in turn, spawn the sale of fuel to run them. I know in my area, winter construction was all but nonexistent, and you had to fight for every dollar as contractors worked from severely controlled winter budgets. However, let's put that all behind us. Nothing is gained by dwelling on the past. Spring has sprung and with it renewed optimism. We remain positive about the upcoming year!

## The Rental Show and Canadian Rental Mart offered valuable education

If you were able to attend either **The Rental Show** in Orlando or the Canadian Rental Mart in Toronto, you would have sensed the upbeat atmosphere that currently encompasses the industry. More compact formats at both shows led to good show floor traffic and, for the most part, exhibitors reported that it was quality traffic. Extracurricular events were also well-attended and enjoyed by all. Hey, a little fun is the best way to forget about the economic worries!

At **The Rental Show**, I attended the "Extreme Leadership at Work and Beyond" seminar presented by Steve Farber. Steve's passion centers around LEAP — Love, Energy, Audacity, Proof — and Extreme Leadership as the art of harnessing these powers in order to transform the ordinary

into the exceptional. He encouraged those in attendance to inspire others and take on a GTY — Greater Than Yourself — mentoring project. And I have actually employed many of his concepts in my hiring of student help for the summer.

CRA Ontario presented Suzanne Price, a certified Myers-Briggs Type Indicator (MBTI) consultant, who facilitated a Myers-Briggs Personality Type assessment seminar at the Canadian Rental Mart. The seminar was eye-opening for everyone in attendance. With the positive feedback we received from this seminar, CRA Ontario will be looking into running a related event at a future date. Jeff Campbell, St. Thomas Rent-All, noted the Ontario board has

at least two people from each dichotomy and he commented, "I think that balance has helped us to see every side of the situations we have to deal with." I think he is right.

What was even more interesting from my perspective is that the scale is fluid and reflective of your current situation. While I remained solidly a type INTP (Introversion, Intuition, Thinking, Perceiving), I welcomed the birth of my second son over the past year. This event has meant that I have moderated the Thinking/Feeling (T) aspect of my personality. Also, I attribute my enhanced role in the CRA to a slight decline on the scale of

*continued on page 2*



*"Nothing is gained by dwelling on the past. Spring has sprung and with it renewed optimism. We remain positive about the upcoming year!"*

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Dean Nasato  
District Manager  
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## Upcoming events

### Member meeting: April 21, 2010

Stihl  
1515 Sise Road  
London, Ontario N6A 4L6  
[www.stihl.ca/corporate](http://www.stihl.ca/corporate)

**6-7 p.m.: Social hour**  
**7-8 p.m.: Dinner**  
**8 p.m.: Speaker**

Darrell Martin, national manager of tech services at Stihl, will address environmental challenges with two-stroke engines.

**Register by April 15 by contacting Mike Maltby by fax at 519-485-6283 or e-mail at [mike@ingersollrentall.ca](mailto:mike@ingersollrentall.ca)**

### Hotel reservations:

Staybridge Suites  
824 Exeter Road, London  
Call 519-649-4500 and ask for the Stihl or rental association rate of \$89 per night.

### Golf tournament: Sept. 14

at the Trehaven Golf Club  
Watch future issues for details.

### Host a meeting:

If you are a general or associate member and are interested in hosting an upcoming CRA Ontario meeting, please contact Mike Maltby at 519-485-4231 or [ingersollrentall.ca](mailto:ingersollrentall.ca).

## CONGRATULATIONS!

ABCO Equipment & Supplies will celebrate its 40th year in business this June.

We wish to extend congratulations to Charlie and Catherine O'Hara for their commitment and dedication over the past 40 years in the rental industry.

**IAIN WATSON**  
President

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## President's message *continued from page 1*

my Introversion. I think that is proof that people are not static but growing and changing throughout life.

### Read **RENTAL MANAGEMENT** for marketing assistance

Did you happen to read the March 2010 issue of **RENTAL MANAGEMENT** magazine? Beyond the strong Canadian representation, the issue explores 'The New Basics of Marketing' and the utilization of technology and social media to connect with your customers. Each article provides you with a good background and explanation of the various opportunities the Internet provides your company to specifically target and generate new business. Revisit the issue; it will be well worth your time. Not sure where your copy has gone? Check it out online!

### Kudos to Paul Everitt

Congratulations to Paul Everitt of Rentquip Canada who was awarded CRA Ontario's Rental Person of the Year for 2009. His dedication to the industry is

unsurpassed and he is one of the most respected individuals in rental today. He is recognized industry-wide as the consummate salesman. He has always been eager to help new store operators break into the industry. He genuinely has his customers' best interest at heart when it comes to selecting the right piece of equipment, and he is willing to offer his suggestions even if it means he doesn't always make the sale. During his years in the industry, he has amassed vast knowledge not only of equipment and suppliers but also of people. He can be considered an authority on several subjects. Moreover, the CRA Ontario board credits the rejuvenation of our annual golf tournament to him and all of his hard work. Be sure to congratulate Paul on his award next time you see him.

It has been a fantastic season at the CRA Ontario and we will finish our 2009-2010 meeting series at Stihl in London on April 21. I hope to see you there! ♦

— James Morden  
CRA Ontario president

## CRA Ontario Banquet • Doubletree Hotel • March 9



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MARKETING**

## What is offered through the Market Monitor?

General and associate members who sign up for the basic annual subscription, which costs \$100, receive:

- An economic overview and forecasts through 2014 for the United States and Canada.

- National equipment rental revenue figures and forecasts for the United States and Canada.

These are broken out by rental segment – construction and industrial equipment, general tool, and party and event.

- Quarterly updates, including webcasts. One was held this past February. Future ones are scheduled for May, August and November.

To sign up, go to [www.ARArental.org/go/research](http://www.ARArental.org/go/research) or contact Melanie Radkiewicz, ARA project coordinator, at 800-334-2177, ext. 282, or [melanie.radkiewicz@ararental.org](mailto:melanie.radkiewicz@ararental.org).

## Check out ARA's Market Monitor

The advantage of belonging to an association is the information that is offered to you. This information can be retrieved in a number of different ways: attending different trade shows, looking at equipment, attending seminars and networking, as well as attending local meetings to see how your peers and suppliers operate.

Other opportunities you can take advantage of are the programs that the CRA/ARA have to offer. One of these programs is *The State of the Equipment Rental Industry Outlook for 2009-2014* Market Monitor by economic forecasting firm IHS Global Insight. You can find data as well as forecasts for the overall Canadian economy and equipment rental revenue



*Remember to take advantage of information like this that is available to you from your association.*

Remember to take advantage of information like this that is available to you from your association. ♦

in construction and industrial equipment, general tool, and party and event segments. This online service is available as a subscription to CRA/ARA members only.

As a positive note to the upcoming year, housing starts in Canada are expected to have a significant rebound in the first half of 2010. This will contribute to increases in equipment rental revenue in 2010 for construction and industrial equipment (4.8 percent) and general tool (2.8 percent). This is just some of the information that can come your way by participating in the Market Monitor.



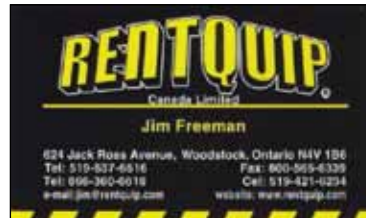
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## Tell us how you have been impacted by equipment theft

**T**heft: It impacts rental operators in so many ways. In addition to the outright theft from your operation or job site, there is equipment theft (or theft by conversion) in which equipment is not returned after the expiration of the rental agreement, and there is theft of service when equipment is returned after the expiration of the rental agreement without payment of applicable rental charges.

These two types of theft are more prevalent than many realize. When they occur, these thefts rob rental operations of not only the equipment but also substantial rental revenue from the current holder of the equipment and from potential renters who would have been able to use the equipment if you had it in your inventory.

### Canada does not have clear laws that address equipment theft (conversion) or theft of service

Because there are no clear laws in Canada to address this issue, Canadian rental operators do not have much recourse to right this wrong. The Canadian Rental Association (CRA) wants to change this.

According to CRA President Andrew Paquette, owner of Bravo Rentals in Montreal, "CRA is pursuing with authorized parties to develop more understanding and knowledge of how theft by conversion affects rental operations," noting that this is the first step in trying to show legislators the need for an actual law that punishes these types of thefts.

CRA already has contacted the American Rental Association (ARA) "because of its experience in increasing awareness among legislators in various states about this issue," Paquette says, adding that many states now have laws in place that directly address equipment, or conversion, theft and theft of service violations. These laws advance such offenses from being civil disputes and make them actual crimes.

### Many U.S. states have laws addressing these specific types of theft

For instance, the Texas Legislature has adopted strong theft statutes:

**Equipment theft or theft by conversion** is addressed in the Texas Penal Code §31.03. This code states:

(a) "A person commits an offense if he unlawfully appropriates property with intent to deprive the owner of property.

(b) "Appropriation of property is unlawful if: (1) it is without the owner's effective consent; ..."

**Theft of service** is addressed in Penal Code §31.04 (a) and defines who commits theft of service and the steps that must be followed before anyone can be prosecuted under this section. It states that:

"A person commits theft of service, if, with intent to avoid payment for service that he knows is provided only for compensation ... (3) having control of personal property under a written rental agreement, he holds the property beyond the expiration of the rental period without effective consent of the owner ... thereby depriving the owner of the property of its use in further rentals."

Theft of service occurs when equipment has been returned

after the expiration of the agreement without payment or applicable rental charges. Intent to avoid payment must be established.

### Share your experiences

To illustrate the scope and impact these types of thefts have on the Canadian rental industry, the CRA needs your help.

CRA would like to hear from you regarding:

- Incidents of these types of thefts occurring in your rental operation.
- The response you received from the authorities when you reported an incident.

### Please e-mail your responses to:

Mandy Wellnitz, CRA executive director, at [mandy@craarental.org](mailto:mandy@craarental.org) or Andrew Paquette at [andrew@bravoparty.com](mailto:andrew@bravoparty.com). Questions? Contact CRA at 800-486-9899. ♦



*To illustrate the scope and impact these types of thefts have on the Canadian rental industry, the CRA needs your help.*

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When you order throughout April, you will save US\$5 off the regular member price of each report, thanks to ARA's Product of the Month program. So, if you haven't tried ARA's program, now is the time to check it out and save while doing so.

To order, download the credit report form online by going to the "ARA Members Only" section of [www.ARArental.org](http://www.ARArental.org). Once there, click on "Business Resources" and then "Credit Report Service." During weekday business hours of 8 a.m. to 5 p.m., Central time, you usually will receive reports within an hour of your faxed request and often as soon as 15 minutes. First-time orders of reports containing Fair Credit Report Act (FCRA)-regulated information might take a little longer.

For more information, contact ARA Member Services at 800-334-2177. ♦

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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 Dale Brinklow at [mhra@cottagecountry.net](mailto:mhra@cottagecountry.net).