



Ontario Board of Directors

Neil De Jong
Chair CRA Ontario
ITE Rentals
905-545-6011
neil@iterentals.com

James Morden
President
Rentshop
705-435-3844
jamesmorden@rentshopinc.com

Mike Maltby
First Vice President
Ingersoll Rent-All
519-485-4231
mike@ingersollrentall.ca

Dale Brinklow
Second Vice President
Minden Hills Rent-All
705-286-3047
mhra@cottagecountry.net

Penny O'Sullivan
Ontario CRA Director
ABCO Equipment & Supplies
877-424-5118
penny@abco-equip.ca

Jeff Campbell
Eastern CRA Director
St. Thomas Rent-All Sales & Service
519-631-5450
jeff@stthomasrentall.com

Peter Webster, CERP
Director
McLean-Sherwood Party Rental & Supply
905-459-5781
peter@mcleansherwood.com

James Urquhart
Associate Director
Huron Tractor
519-270-5132
ju479@hurontractor.com

Ken Malott
Treasurer
Kensal Rental Service
519-471-9910
kensalparts@execulink.com

Shirley McCormick
Secretary
Honorary Member
905-697-0380
smc1smc2@gmail.com



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

March 2010 • www.CRArental.org

Your participation: Your associations count on it!

The success of the CRA Ontario, the Canadian Rental Association (CRA) and the American Rental Association (ARA) depends on you. Whether it is volunteering your time or services to an association event, or simply reviewing and offering input on association correspondence that crosses your desk, we need you to participate. I am not going to preach regarding the benefits of volunteering. You already are aware of them.

Get involved

I do want to emphasize that we are looking for better participation from members in surveys, voting and other communications distributed by our CRA Ontario provincial association. Without your feedback and participation on these items from the CRA Ontario or other items from CRA and ARA, you really are not getting the most out of any of these associations!

Apathy and indifference do nothing to grow or strengthen your business or our provincial association. The CRA Ontario already is an extremely effective provincial association, but we can do better! You have elected strong, talented and dynamic board members who continue to dedicate their time and efforts to advance the industry by providing you with the best opportunities to improve, develop and succeed in your business. That said, we solicit your input because we require your ongoing assistance in establishing direction, recognizing achievements and developing programs — all of which are intended to benefit you and your fellow members. Failure to involve yourself in these efforts is

disadvantageous to both your business and your association.

Moreover, participating in your provincial and national associations is easier than ever. Information sharing and discussions are taking place right now online. Both



CRA and ARA have LinkedIn and Facebook groups that promote events, facilitate discussions and feature enhanced opportunities to grow your capacity to follow the industry and develop connections with fellow industry professionals. I encourage you to augment your CRA Ontario experience by participating online. Come join us and

together we can raise the standard!

Does your company have a fan page on Facebook yet? Your competition does! There are several rental companies, both in party/event and general tool/construction, that are doing an excellent job of utilizing the social medium. Explore what they are doing and become inspired to develop your own social presence. While you are at it, I urge you to become a fan of Rentshop. I would be glad to share my company's achievements with you.

Attend the Canadian Rental Mart

Your participation is requested at the Canadian Rental Mart, which takes place March 9-10. Prior to the show opening March 9, CRA Ontario has prepared an enlightening seminar exploring your personality and how you interact with others. You should have received faxes *continued on page 2*

"Your participation is requested at the Canadian Rental Mart, which takes place March 9-10."

ECHO
Lloyd Smith, CSP
District Manager
ECHO Power Equipment (Canada) Phone: (800) 700-1358
A Division Of ECHO, Incorporated Fax: (800) 655-3246
311 Sovereign Road Email: lsmith@echo.com
London, ON N6M 1A6 www.echo.com

DSI
RICHARD SARGENT
39 Hilda Rd.
Brampton, Ontario
Canada L6W 3J9
Cell: 416-560-0644
Tel: 905-786-0640
Fax: 905-457-3330
www.dsirentals.com TOLL FREE: 1-800-387-2513

Target PAUL TOMC
3070 Lenworth Drive
Mississauga, Ontario L4X 2G1
Tel: (905) 507-8899 • Fax: (905) 507-4590
Cell: (416) 525-6467
Email: targetequipment@rogers.com
www.targetequipmentsales.com

NATIONAL HOSE
NATIONAL HOSE AND EQUIPMENT
FLEXIBLE HOSE FOR ALL THAT PLOWS
AND SERVICE SECOND TO NONE
112 MANER AVE., TORONTO
ON, CANADA M1S 3P3
TEL: (416) 298-0464 FAX: (416) 298-0608
E-MAIL: mstone@nationalhose.ca
WEB: www.nationalhose.ca
MIKE STONE
VICE PRESIDENT

patron
John McGibbon
Operation Manager
RENTAL HEATERS
TEL: (416) 298-3639 TOLL FREE 1-800-361-5451 FAX (416) 298-1412
www.patronproducts.com email: heat@patronproducts.com

WACKER NEUSON
Wacker Neuson Limited
190 Admiral Boulevard
Mississauga, Ontario L5T 2H6
Phone: 905-705-1001
Toll Free: 800-251-2946
Fax: 905-705-0008
Cell: 905-621-0319
Email: neuson@wackerneuson.com
www.wackerneuson.com

Don't miss all of the CRA Ontario events at the Canadian Rental Mart



Canadian Rental Mart March 9-10, 2010

Toronto Congress Centre

March 9 Events

Personality-type seminar 9-11 a.m.

Presented by Suzanne Price, certified Myers-Briggs Type Indicator® consultant and facilitator

Runs prior to the Canadian Rental Mart

Cost: \$25 per person

Next Generation reception 5:15-6 p.m.

Doubletree banquet foyer
Networking opportunity
(light appetizers and cash bar)

Cost: This event is free.

CRA Ontario Annual Awards Banquet

Following the Next Generation reception

Doubletree banquet foyer

6-6:45 p.m.: Banquet reception
(cash bar)

7 p.m.: Banquet dinner

8 p.m.: Awards and comedy
magic show

Cost: \$60 per person

To register, contact Shirley
McCormick at 905-697-0380 or
smc1smc2@gmail.com.

Upcoming events

April 21, 2010 Member meeting

Stihl • London

Thank you, Affair Rentals

CRA Ontario wishes to thank Rick Lukasik and the staff of Affair Rentals, Mississauga, for hosting our Jan. 20 meeting. Your outstanding hospitality and first-class facility were an inspiration to everyone in attendance. It truly can be said: "The best events start here."

IAIN WATSON
President

flagro
INDUSTRIES LIMITED

26 Benfield Drive
St. Catharines, ON
Canada L2S3V5
TEL: 905-685-4243
FAX: 905-685-0113
EMAIL: iwatson@flagro.ca
WEBSITE: www.flagro.ca

Atlas Copco

Jan Marcus
Technical Sales Representative
Portable Air Division

Atlas Copco Compressors Canada
2900 Argentea Road, Unit #13
Mississauga, ON L5N 7X9
www.atlascopco.com

Tel: (905) 816-9369 or 1 (800) 665-4721
Fax: (905) 816-9370
Cell: (416) 433-0991
Home office Fax: (905) 553-1596
Email: jan.marcus@ca.atlascopco.com

Kim Wiles
Arnold Rovers

CS CONSTRUCTION
EQUIPMENT
SOLUTIONS

1064 Salk Road, Unit #13
Pickering, Ontario L1W 4B5
Office: 905-420-2243
Fax: 905-420-9655

President's message *continued from page 1*

and e-mails for pre-registration. Participants are required to complete an online assessment prior to the seminar to get the most out of the session. Also, be sure not to miss the annual CRA Ontario Banquet at the Doubletree following the show that evening. This event sells out every year and our comedy magic show is certain to entertain and dazzle. March 10 features a free seminar planned to illustrate how you can profit from the restoration market — and aren't we all looking for new revenue streams right now!

Excellent networking opportunities abound at the Canadian Rental Mart. As of press date, the 2010 Canadian Rental Mart features 75 exhibiting companies occupying 200 booths, truly making the Canadian Rental Mart the premier Canadian rental industry exhibition, offering you the largest and most comprehensive selection of products available in today's Canadian marketplace. Make

sure your entire staff has the opportunity to see the latest in rental and discuss service tips with reps from all the leading suppliers. Be sure not to miss the opportunities that the Canadian Rental Mart offers to advance your business, strengthen your individual qualities and, most importantly, improve your bottom line.

Congrats to Neil De Jong

I would like to congratulate CRA Ontario Chairman Neil De Jong, ITE Rentals, Hamilton, on receiving the Outstanding Leadership Award presented during the Keynote Session at **The Rental Show** in Orlando. I also will mention that I am honoured to have been recognized as ARA Region 10 Person of the Year. I am humbled as I look over the list of names who have previously received this recognition for their service to the industry and association. I wish to thank my family, employees, my fellow Ontario board members past and

present, and the ARA/CRA for all your support and encouragement.

As I look forward to seeing you March 9-10 at the Canadian Rental Mart, I leave you with one of my favorite quotes from Ralph Waldo Emerson:

"Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising which tempt you to believe that your critics are right. To map out a course of action and follow it to an end requires courage."

"Don't wait until everything is just right. It will never be perfect. There will always be challenges, obstacles and less than perfect conditions."

"So what! Get started now."

"With each step you take, you will grow stronger and stronger, more and more skilled, more and more self-confident and more and more successful." ♦

— James Morden
CRA Ontario president



Vulcan
Demolition Tools Inc.

ISO 9001:2000

Wello Kase

3070 Lonsdale Drive
Mississauga, Ontario
Canada L4X 2G1
Website: www.vulcandemo.com

Tel: (905) 625-0144
Fax: (905) 625-0383
Cell: (416) 707-1470
Toll Free: 1-866-229-9064

Sensible Software Solutions

Xgensoft
rental manager

www.xgensoft.com 877-895-6410

D & K Imports Inc.

A Leading Provider of: Dinnerware,
Platters, Bowls, Cutlery, Folding Tables
and Chairs and much more!

Dennis Heathcote dennis@dandkimports.com
Toll Free: 1-800-827-8953 Phone: 905-795-1667
3280 Caroga Drive, Mississauga, ON L4V 1L4

UniquipDavid Bolton
Ontario Regional Sales Manager*The Right Tool
for the Right Job!*C: 613.290.6664
P: 1.888.332.4012 /
905.567.5071, ext.382
F: 1.866.567.0956 /
450.963.9060
dbolton@uniquip.ca4101 Industriel, Laval QC, H7L 6G9
www.uniquip.ca**Uniquip***The Right Tool
for the Right Job!*P: 1.888.332.4012 /
905.567.5071, ext.381
F: 1.866.567.0956 /
450.963.90604101 Industriel, Laval QC, H7L 6G9
www.uniquip.caDOUG PATERSON
PAT PARKER PATERSON
MANUFACTURER'S REPRESENTATIVES#12 AQUILA COURT
TORONTO, ONTARIO
CANADA, M9W 5J2
Tel: (416) 748-8045
Fax: (416) 748-7922
Canada Tel: 1-877-748-1130
Canada Fax: 1-800-748-9989
Email: eastcan@rogers.com
www.eastcanmarketing.com**EASTCAN
MARKETING**

CRA Ontario Awards Banquet

Enjoy an evening of entertainment

Canadian Rental Mart seminar CRA Ontario program will reveal personality types

Discover more about yourself than you thought you knew, and learn more about others at the same time!

The CRA Ontario Myers-Briggs seminar on March 9, 2010, will provide you with the opportunity to gain more knowledge about your own personality-type preferences as a context for understanding your innate communication style as well as that of others. As part of the seminar, you will complete and receive the *Myers-Briggs Type Indicator® Communication Style Report*, a nine-page document that will help you understand your communication strengths, offer useful tips for communicating with others and suggest steps for further development.

Through the two-hour seminar you'll discover and determine, as a group, how you and your potential clients can better communicate. A fun and creative activity, this seminar is your opportunity to express who you really are as well as see others as they see themselves. ♦

Learn more about the speaker

Suzanne Price is a certified Myers-Briggs Type Indicator® (MBTI) consultant and facilitator. A great believer in MBTI's success as a communication tool and a strategic stepping stone for career and scholastic achievement, Price has effectively utilized MBTI as part of the college certificate program at Toronto's Seneca College of Applied Arts & Technology School of Communication Arts for which she is the program coordinator.



For more than a year, Price has been a professor of various media and communications subjects at the college. She has accumulated several years of front-line experience in the media and communications industry, working on behalf of advertising agencies as well as event planning management and corporate media production organizations. As a creative director, she continues to develop digital media projects.

Prior to her current profession, Price spent 16 years strengthening and developing her understanding of retail management, sales and the promotion of divergent lines in the cosmetics industry. A personal benchmark for Price was her affiliation with and facilitation of the "Look Good ... Feel Better" program.

Continuing to develop her strengths, Price is currently working on the final phase of her Master of Arts in Leadership Studies through the University of Guelph, Ontario. As well, she is a Seneca College high honours graduate of four diploma programs. ♦

Prepare to be amazed and thoroughly entertained at the annual **CRA Ontario Banquet** at the Canadian Rental Mart the evening of March 9 at the Doubletree Hotel located across from the Toronto Congress Centre. The comedy magic show that has been lined up will feature the talents of two first-rate entertainers. (See below.)

The banquet is preceded by a reception that takes place from 6-6:45 p.m. Dinner begins at 7 p.m. Banquet tickets are \$60 per person.

This banquet sells out every year so make your reservations now by contacting Shirley McCormick at 905-697-0380 or smc1smc2@gmail.com. ♦

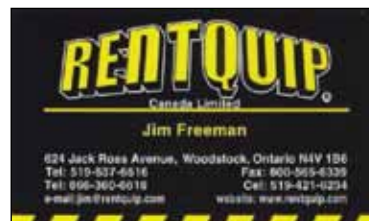
Preview of banquet entertainment



With thousands of shows to his credit, **Adolfo B.** presents a hilarious, amazing and unforgettable magic show that is guaranteed to create happy memories that will last a lifetime.



James Harrison, a self-professed "bamboozler," will astound everyone in attendance with his abilities as a conjurer, illusionist and magician.



CRA Ontario rental operators honored during *The Rental Show*

For their outstanding service to both the American Rental Association (ARA) and the entire rental industry, the following Canadian Rental Association (CRA) Ontario members received awards during ***The Rental Show*** in Orlando, Fla.:

Outstanding Leadership Award

Neil De Jong, manager of Industrial Tools and Equipment Rentals, Hamilton, received the Outstanding Leadership Award during the Keynote Session of the Show for his superlative leadership at the grassroots level. During his tenure as CRA Ontario president, De Jong increased membership, encouraged volunteer involvement, supported activating the CRA Ontario next generation group and provided support to both ARA and CRA.

"Neil has been such an effective leader for his provincial association," says Buddy Stubbs, ARA chairman of the board. "He has energized his board and his fellow rental members to work together and create a provincial association that works hard at providing valuable programs for its members. That's exciting to see."

De Jong admits that he was "astounded" when he received the call from Stubbs. "I understood who had called and what honor was to be bestowed on me, but when it all started to sink in, I began to wonder, 'Why me?' " he says. "What had I done to get on that radar screen? I quickly concluded that it wasn't just me. I had a great team supporting me; I could not have accomplished all that was done without them. This is saying to me and the CRA Ontario, 'Job well done!'"

Region 10 Person of the Year

For his significant contributions at the regional, state/provincial or local level, **James Morden**, president of Rentshop in Alliston, received the Region 10 Person of the Year Award during the Regional Breakfasts. As an active member of ARA's Next Generation of Rental Store Owners who is now serving as president of the CRA Ontario, Morden has been a formidable force in integrating technology into association efforts.

"His knowledge and use of technology to communicate with the membership and attract new members has been incredible," says Rhonda Pedersen, ARA Region 10 director. "He has

Top: CRA Ontario Chairman Neil De Jong, right, receives the award from ARA Chairman Buddy Stubbs during the Keynote Session at ***The Rental Show***.
Bottom: De Jong offers his thanks to those who attended.



Right: James Morden (center) is honored during the Region 10 Breakfast at the Show.
Below: Jeff Campbell (center) is awarded the CRA Regional Award.



embraced Facebook, LinkedIn and other avenues for communicating with members and showing how we can communicate

with our customers. He has done great work, along with Neil De Jong, in getting our next gen group off the ground. He also has a refreshing take on rental meetings and networking. All in all, he's been instrumental to the success of the CRA Ontario."

CRA Regional Award

Jeff Campbell, St. Thomas Rent-All in St. Thomas, was presented this award during the Regional Breakfasts for his "ongoing dedication to both the local and national boards," says Penny O'Sullivan, Ontario CRA director. "Over the years, Jeff's participation and contributions have proven to be an asset to our members and our associations. We are very fortunate to have him on our team." ♦



Photos from *The Rental Show*



BOMAG
FAYAT GROUP

TERRY CONSTANTIN
Territory Manager
Ontario & Newfoundland

BOMAG (CANADA) INC.
3455 Semenyik Court
Mississauga, ON L5C 4P9
(800) 263-0814
Tel: (905) 361-9961
Fax: (905) 361-9962
Cell: (905) 334-5322
terry.constantin@bomag.com

STIHL

Larry Isaac
Regional Manager, Central Ontario
Gérant régional, Centre de l'Ontario

STIHL LIMITED
1515 Sise Road, Box 5666
London, Ontario N6A 4L6
CANADA

Tel: (800) 572-4794 Ext. 5601
Fax: (800) 363-4943
larry.isaac@stihl.ca

SULLAIR

Tom Irwin
Area Sales Manager
Cell # (705) 665-2267
Email: tom.irwin@sullair.com

An Insurance Program Exclusively Designed for Canadian Rental Association Dealers

1-800-665-8990

Justin Friesen, Assistant VP, Commercial Sales & Service (Ext. 7211)
Ken Fingler, Director, Risk Management (Ext. 7279)

HED
Hayward
Eliot
Drexler Inc.
INSURANCE AND RISK SERVICES

www.hedinc.com/cra

ETOBICOKE IRONWORKS LIMITED

Manufacturers/Suppliers:

- * Scaffolding, Shoring & Forming Systems
- * Structural Steel
- * Miscellaneous Iron & Railings

141 Rivalda Rd., Weston, Ontario M9M 2M6
Tel: (416) 742-7111 Fax: (416) 742-2737

www.eiwc.ca

ALL SHELTER
SALES & RENTALS
A Division of
Pioneer Communities Ltd.

NEW & USED
WSSL

- Peak Marquee Tents
- Peak Pole Tents
- Stage Covers
- Modular Buildings
- Armadoles

Surplus Party Rental Equipment

120 Booth Road
North Bay, ON P1B 8Z4
Tel: (888) 411-0400
Email: allshelter@aol.com www.allsheltersalesandrentals.com

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@cottagcountry.net.