



CANADIAN RENTAL ASSOCIATION



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

CRA Director at Large
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

October 2010 • www.CRArental.org

A message from your president

Special thanks to Paul Everitt, Rentquip Canada, and his 2010 golf committee for another successful tournament. We had 96 golfers and 22 hole sponsors support our annual event. Please see the list of sponsors in this issue and be sure to thank them when you deal with them. Of course, our event could not have been possible without the assistance of our volunteers: Shirley and Claude McCormick, retired; Wally Carruthers, retired; Scott Ritchie, National Hose; Burton Smith, Western Financial Group Insurance Solutions; and Louise Everitt. Your efforts do not go unnoticed or unappreciated. We hope to see you next year!

Our October meeting is at A World of Rentals

in Kingston. Colin and Chris have arranged tours of their facility throughout the afternoon and then we'll take a dinner cruise of the 1,000 islands in the evening. I know how much fun everyone had

on our Toronto harbour cruise, so be sure not to miss your opportunity to see the fall colours at their peak and some truly stunning vistas.

Social media efforts work. A customer was searching YouTube (now the second-most-utilized search engine next to Google) for videos on steam cleaners and came across our page. There he watched two short videos and called to rent the unit we purchased at **The Rental Show** this past year in Orlando. Most importantly, the customer was from outside our area and only found us because of his search. We would not have had the

rental with a directory ad. We also have had confirmed rentals of products we have featured on our Facebook page. The social media venues work, but best of all, they are fluid, dynamic and interactive! The way you market your brand is changing. Facebook, YouTube, Twitter and the like offer you the ability to adjust, focus and enhance your marketing efforts.



However, with more than 2 billion (yes, with a "b") tweets a month on Twitter and more than 500 million people with active Facebook accounts, it is increasingly important to have mass behind your social media efforts. Therefore, your entire team should be engaged in a common social media goal. Too risky, you say? Someone might post something that will reflect

negatively on your company? Don't fret. The risk is no greater than having someone do or say something in person — that is if you implement some simple policies and strategies.

You need to have a social media policy. I have posted links on the CRA Facebook page outlining how to create one. Remember you are not trying to control the conversation; rather you want to encourage individuals (both inside and outside your company) to talk about your brand while promoting respectful input.

continued on page 2

"I suggest you start off by following marketing and branding experts on Twitter and Facebook."

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 1 A6 www.echo.com

D'AX™
CUTTING SOLUTIONS

www.dsiamond.com
Toll Free: 1-800-387-2513

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 FLOW
AND SERVICE SECOND TO NONE

112 MILNER AVE., TORONTO
ON, CANADA M1S 3R3
TEL: (416) 298-0484, 0485
FAX: (416) 298-0625
E-MAIL: mikestone@nationalhose.ca
WEB: www.nationalhose.ca

MIKE STONE
VICE PRESIDENT

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
160 Admiral Boulevard
Mississauga, Ontario L5T 2H6

Phone: 905-792-1661
Toll Free: 800-201-0948
Fax: 905-796-0828
Cell: 905-691-0519
www.wackerneuson.com

Dean Nasato
District Manager
Central Region

UPCOMING EVENTS

Oct. 20, 2010

**Member meeting:
A World of
Rentals, Kingston**

Nov. 17, 2010

**Member meeting: To be
determined**

Jan. 22, 2011

**Tabletop Show:
Lamplighter Inn &
Conference Centre,
London**

Feb. 27-March 2, 2011
**The Rental Show,
Las Vegas**

March 16, 2011

**Member meeting:
Diamond Products Tyrolit,
Mississauga (co-sponsored
by George Daan Supplies)**

April 20, 2011

**Member meeting:
Orangeville**

**Pre-registration required.
Call: 519-485-4231**

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 Argenta 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

ES CONSTRUCTION EQUIPMENT SOLUTIONS

**Kim Wiles
Arnold Rovers**

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

President's message *continued from page 1*

You need to invest in education. Most of us are curious about how social media work in both business and personal contexts, so seek out and offer employees opportunities to learn about etiquette or shoot and post a YouTube video, for example. All of these resources are available online for free. Time is your only investment! I suggest you start off by following marketing and branding experts on Twitter and Facebook; you will be amazed at the resources and expertise that are available free of charge. Arm your employees with the proper skills and knowledge, then watch as they become your brand ambassadors online — not just at the counter!

You need to encourage and engage in social media conversations. Social media author and entrepreneur Amber Macarthur believes that customers who are searching online are expecting to find companies that are actively participating in social media. She suggests that a good way to share your brand is by “personalizing”

your content and promoting your company culture by posting photos and video from inside your office, i.e., profiling employees and by just having fun with the interactions. I have posted and captioned pictures and video of me using equipment at home: drilling post holes with a skid-steer, dethatching the lawn, installing baseboard with a compressor and brad nailer, etc. It may seem silly, but think about how many times you get asked, “Have you done this job or used this equipment?” when you rent to your customers. Studies show that many people’s purchasing decisions are influenced by their perceptions of a company’s culture. By sharing this simple content, my advice at the point of rental has been given legitimacy in the eyes of the consumer: I am “a rental professional,” and my brand is stronger because of it.

So go forth and carve out your own social media success and have some fun while doing it! ♦

— James Morden
CRA Ontario president

Nominations sought for CRA Ontario board elections

Nominations for the positions of secretary, treasurer, second vice president and associate director on the CRA Ontario board of directors will begin in a few short weeks in preparation for the April 2011 elections.

“We are making an unprecedented effort this year to reach out to our members to ensure the strongest possible slate of candidates is presented at our elections in April 2011,” says James Morden, CRA Ontario president.

If you would like to take an active role in the governance of your association, or if you know someone whose skill set would benefit the board, please note the following information:

- Directors are elected for a two-year term

beginning in August and may, if they wish, stand for re-election. Directors are required to attend monthly board meetings, participate on at least one committee of the board and demonstrate their support by attending several CRA Ontario events throughout the year.

- Candidates must be a member in good standing of the Canadian Rental Association or its designated representative.
- Nominations will be accepted until the close of business on Friday April 15, 2011, or in person from the floor prior to the membership vote at the general members’ meeting, which is scheduled for Wednesday, April 20, 2011.

“If you have any questions regarding any of these positions, please do not hesitate to contact a member of the board,” Morden says. “We are anxious to discuss this volunteer leadership opportunity with you.” ♦

Contribute to your CRA Ontario newsletter

If you have a story to share, please write a quick item and e-mail it to Dale Brinklow at mhra@cottagecountry.net.

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 Mike @ingersollrental.ca. If he is not available, please contact any other member of the board.

Vulcan
Demolition Tools Inc.

ISO 9001:2000 **Wello Kase**

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

Tel: (905) 625-0144
Fax: (905) 625-0383
Cell: (416) 707-1470
Toll Free: 1-888-229-6064

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

Uniquip
www.uniquip.ca

Keith Berry
Territory Manager - Ontario

M: 613.290.6644
P: 1.800.332.4012 ext. 392
F: 1.866.825.2221
kberry@uniquip.ca

KODIAK POWER EQUIPMENT

4101 Industrial, Level QC, 101 609
Halifax • Montreal • Toronto • Edmonton

Uniquip
www.uniquip.ca

P: 1.800.332.4012
F: 1.866.825.2221
info@uniquip.ca

KODIAK POWER EQUIPMENT

4101 Industrial, Level QC, 101 609
Halifax • Montreal • Toronto • Edmonton

DOUG 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@progers.com
www.eastcanmarketing.com

EASTCAN LTD. MARKETING

Find answers and connect with your peers through ARA's Member-to-Member Forum

CRA Ontario Golf Tournament 2010: Another successful event

Once again, the CRA Ontario Golf Tournament was a great success. Thanks to all who participated and our sponsors, including those companies listed below, who donated to our prize table. Your continued support is appreciated by everyone.



2010 Hole Sponsors

- ▶ A & E Sales
- ▶ All Cover Portable Systems
- ▶ Bartell Morrison — Chipping Contest
- ▶ Bobcat
- ▶ Bradford Rental Sales & Service — \$10,000 Hole-In-One
- ▶ Clarke Sanders
- ▶ DK Imports — Closest to Table • Winners: Men: Brant Flaherty, Hose Power Canada Women: Penny O'Sullivan, Abco Equipment & Supplies
- ▶ Echo Power Equipment Canada — Closest to Pin Winner: Phil Demers, Stephenson's Rental Services
- ▶ Etobicoke Iron Works
- ▶ Golfer's Green — Childhood Cancer Foundation Charity
- ▶ Grip Clinch Canada — Putting Contest • Winner:

- Dean Nasato, Wacker-Neuson
- ▶ Hose Power Canada
- ▶ Husqvarna Construction Equipment
- ▶ Hy-Cor International
- ▶ Impact Canopies
- ▶ Minden Hills Rent-All — \$10,000 Hole-In-One
- ▶ National Hose — Longest Drive • Winner: Jeff Bowering, Bradford Rental Sales & Service
- ▶ Rentquip Canada — Free Beer
- ▶ Stihl — Closest to Pin Winner: Mike Fantauzzi, Solideal Canada
- ▶ Vulcan Demolition Tools
- ▶ Wacker-Neuson — Closest to Pin • Winner: Gord deBruin, Claessen Pumps
- ▶ Western Financial Group Insurance Solutions

Most Honest Golfers

The Abco Equipment & Supplies group combined skill and expertise. They shot a sincere +18 for a total of 88. Congratulations Penny O'Sullivan, Dennis Black, Paul Tomc and Charlie O'Hara.

Low-gross Team

Brant Flaherty and Mark Forget, both from Hose Power Canada, and Ed Cosman from Annex Publishing shot a blistering -10 for a total of 60.

Special thanks also go to our volunteers who assisted with our tournament: Shirley and Claude McCormick, retired; Wally Carruthers, retired; Scott Ritchie, National Hose; Burton Smith, Western Financial Group Insurance Solutions; and Louise Everitt. ♦

What are the best ways to subrent equipment? What should you look for before buying commercial washers and dryers? What is the best way to format a customer survey?

If you recently looked on the American Rental Association's (ARA) Member-to-Member Forum, you would find answers to these questions and so many more.

Reading the the Member-to-Member Forum has helped Mike Maltby, manager at Ingersoll Rent-All in Ingersoll. "Anytime we are looking to add a new piece of equipment to our rental fleet, I always check the member forum to see if other members have any recommendations on brands or models to consider (or to avoid)," he says. **"I have yet to find a product that hasn't been discussed on the forum."**

As Maltby and rental operators from around the world have discovered, the Member-to-Member Forum — a free benefit of membership in ARA — is the place to learn what other rental operators are doing to solve rental business issues.

Discover how ARA's Member-to-Member Forum can help you find the answers you need. Log on to www.ARArental.org. Under "My ARA," select "Member Forums." ♦

Tabletop Show • Jan. 22, 2011



Don't miss the CRA Ontario's tabletop show, Jan. 22, at the Lamplighter Inn & Conference Centre in London. In addition to great fun and networking, there will be a Loonie Auction, so bring lots of Loonies. Watch this newsletter for more information. If you have questions, contact a CRA Ontario board member. ♦

MQMP
MULTIQUIP POWER
TOLL FREE 1.877.963.4411

POINT-OF-RENTAL Systems

BC Office: 41694 2107 King George Blvd White Rock, BC V4A 9K6 Canada aara@point-of-rental.com

Corporate Office: 1001 In Road Highway 360, Suite 342 Grand Prairie, TX 79060 USA 800-944-7368 972-662-8818 FAX 972-622-3178 www.point-of-rental.com

ARA **CRA**

>>> The Leader in Windows' Rental Management Software

RENTQUIP CANADA
PRODUCTS YOU RELY ON. SERVICE YOU TRUST

Jim Freeman

624 Jack Ross Avenue, Woodstock, Ontario N4V 1R6
Tel: 519-537-6616 Fax: 800-555-6339
Tel: 866-360-6616 Cel: 519-421-6234
e-mail: jim@rentquip.com website: www.rentquip.com

Join us for a store tour and evening cruise on Oct. 20

Our October members' meeting will begin with a tour of A World of Rentals, a family-owned rental business in Kingston that caters to the small contractor and do-it-yourself rental markets. After the tour, we'll take an evening dinner cruise on the Island Star Dinner Cruise Ship.

The Island Star is a Bateau-Mouche-styled catamaran dining ship that seats up to 180 people. Her defining feature is the full translucent glass and lexan canopy over the cabin with an open-air second deck.

This is an event that you won't want to miss. The details include:

- **Noon-4:30 p.m.: Tour A World of Rentals**
154 Railway St. • Kingston
- **4:45-5:15 p.m.: Board the Island Star Dinner Cruise Ship**



Kingston 1000 Islands Cruises
1 Brock St. (Next to Confederation Place Park) • Kingston

■ 5:30-8:30 p.m.: Enjoy dinner cruise and entertainment

Tour a CRA Ontario rental business and then enjoy a great evening of fellowship with your rental peers. The cost for the dinner cruise is \$45 for members and \$65 for nonmembers. To register, call **Mike Maltby** at **519-485-4231**. **Registration deadline is Oct. 13.** ♦

Don't miss any of the CRA activities at *The Rental Show* in Las Vegas

It's the place to leverage your rental investment — **The Rental Show**, Feb. 27-March 2 at the Mandalay Bay Convention Center in Las Vegas. That includes learning the latest news from the Canadian Rental Association (CRA) and benefiting from networking with other rental business owners from across Canada.

In addition to:

- **Events & Tents**, Saturday afternoon, Feb. 26, through Sunday morning, Feb. 27
- **Lunch With ARA** and evening reception at LAX Nightclub in the Luxor on Sunday, Feb. 26.
- **Keynote session** on Monday, Feb. 28, featuring Leigh Anne Tuohy, whose life was depicted by Sandra Bullock in the film "The Blind Side."
- **Educational seminars** on Sunday, Feb. 26,

and the mornings of March 1 and 2.

- **The trade show** Monday, Feb. 28, to March 2.
- **ARA Foundation auction** on Tuesday, March 1.

You won't want to miss these Canadian-specific events:

- **The CRA Annual General Meeting** from 4-5 p.m. Monday, Feb. 28.
- **Region 10 Reception** from 5-6:30 p.m. Monday, Feb. 28. The cost is \$15 per person. Preorder your tickets with your Show registration.
- **Canadian Hospitality night** that immediately follows the Region 10 Reception at 6:30 p.m. and continues until 11 p.m. This is a no-charge, sponsored event. Enjoy the hot appetizers and networking.

■ The CRA kiosk

in the Member Resource Center on the Show floor. Mandy Wellnitz, CRA executive director, will be there along with Ken Fingler and Justin Friesen from Western Financial Group Insurance Solutions.

Sign up for the **Canadian block of hotel rooms** at the Mandalay Bay and Luxor. **Call Travel Planners at 800-221-3531 or 212-532-1660.**

Plus, take advantage of the **Internet-only \$99 Show registration special before Oct. 31**. To register and for Show details, go to **www.TheRentalShow.com**. ♦



BOMAG
FAYAT GROUP

TERRY CONSTANTIN
Territory Manager
Ontario & Newfoundland

BOMAG (CANADA) INC.
3455 Denbigh Court
Mississauga, ON L5G 4P9
(905) 269-0914
Tel: (905) 361-0961
Fax: (905) 361-0962
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

RA2
PIDEX

Next generation Customized software solution for Rental Industry.
Fully integrated CRM, Pipeline, Inventory, Rental, Email, Purchasing and Accounting Modules.
Call 1-877-71-PIDEX for complete details OR Email: sales@pidx.ca

An Insurance Program Exclusively Designed for Canadian Rental Association Dealers

1-800-665-8990

Justin Friesen, VP, Commercial Insurance (Ext. 7211)
Ken Fingler, Director, Risk Management (Ext. 7279)

Western FINANCIAL GROUP **CRA**

www.westernfgis.ca/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.eiw.ca

ALL SHELTER
SHEDS & RENTALS

NEW & USED **WSSL**
Peak Marquee & Peak Pole Tents
Stage Covers
Armadillo
GigaSpan & Modular Buildings

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

ALLSHELTER.ca **IKA FLOOR**

StarDiamond
LAUNCHED BY INNOVATION. POWERED BY PERFORMANCE.

Concrete Equipment Diamond Tools Dustless Solutions

Master Distributor for **EDCO** equipment

1-800-282-6470
www.stardiamondtools.com