

Why join?



When you join, you have access to a wide array of rental-specific resources that benefit your business. Take a look at just some of these:

- Western Financial Group Insurance Solutions (formerly HED Insurance) for your rental fleet, building and liability coverage — rental-specific self-protected insurance program that addresses your specific needs.
- Member-preferred pricing at **The Rental Show** — ARA's annual convention and premier rental event.
- Industry research on the trends, drivers and opportunities shaping the course of the industry as well as economic forecast information for all rental segments, now available online via an annual subscription with quarterly updates.
- Internationally circulated ARA publications, such as **RENTAL MANAGEMENT** magazine, that help you keep abreast of the latest developments, risk management and business issues across Canada, the United States and around the world.
- Member-to-member networking opportunities at **The Rental Show** and online in ARA's Member-to-Member Forum as well as through the CRA Ontario Facebook and LinkedIn pages, which help build valuable business relationships.
- A competitive merchant processing program and credit report service — important tools for your business.

CRA Ontario adds an invaluable level of local support to your membership by offering social networking between rental operators and suppliers through local meetings and trade shows.

How do I join?



Joining couldn't be easier. Contact CRA by calling the phone number on the back of this brochure for information on how to join today.

As soon as you are enrolled, you automatically are a member of CRA, ARA and CRA Ontario, which means you receive a wealth of provincial- and Canadian-level benefits in addition to the globally recognized advantages of being an ARA member.

We look forward to welcoming you as a member!



DON'T MISS YOUR CHANCE TO PARTICIPATE

Upcoming Events: Pre-registration required.

Sept. 14, 2010

CRA Ontario Golf Tournament, Trehaven

Oct. 20, 2010

Member meeting: A World of Rentals, Kingston

Nov. 17, 2010

Member meeting: Robert Bosch, Mississauga

Jan. 22, 2011

Tabletop Show, 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

Call today to join

CANADIAN RENTAL ASSOCIATION

Executive Director

800-486-9899

Contact information

CRA ONTARIO

James Morden, president, Rentshop
705-435-3844 • jamesmorden@rentshopinc.com

Mike Maltby, first vice president, Ingersoll Rent-All
519-485-4231 • mike@ingersollrentall.ca

Jeff Campbell, CRA director at large,
St. Thomas Rent-All Sales & Service
519-631-5450 • jeff@stthomasrentall.com

AMERICAN RENTAL ASSOCIATION

State, Local and Provincial Programs Director
800-334-2177, ext. 268

WAYS TO STAY CONNECTED



112B Scurfield Blvd.

Winnipeg, Manitoba R3Y 1G4

800-486-9899 • 204-452-1836

Fax: 888-270-4440 • 204-453-3569

www.CRArental.org



1900 19th St.

Moline, IL 61265

800-334-2177 • 309-764-2475

Fax: 309-764-1533

www.ARArental.org

CRA Ontario at work for you



Join the CRA Ontario —
your provincial association for
the rental industry.

Joining is more than a membership. It's an **advantage.**

The American Rental Association (ARA), the Canadian Rental Association (CRA) and CRA Ontario are dedicated to helping rental businesses grow and succeed through information, education, research and industry advocacy.

Membership offers you substantial savings on proven products and services developed by and for members. It's an inside track on the latest equipment and industry news.

Your membership is an instant connection to thousands of rental professionals throughout Canada, the United States and the world. It's an amazing value when you consider how many ways you can tap into the knowledge and experience of your peers.



CRA Ontario adds value

In addition to the vast array of benefits offered by CRA and ARA, you also gain provincial-specific benefits from the CRA Ontario, including:

Educational workshops and seminars:

From the seminar on personality types offered by the CRA Ontario at the Canadian Rental Mart to expert speakers at member meetings held every third Wednesday from September through April

Newsletters that keep you in the know:

From providing up-to-date information on upcoming events to offering the Ontario-specific information you need to be successful

Social events and Next Generation of Rental Owners special outings:

From offering cruises on the Tall Ship Kajama in the Toronto Harbour to golf outings and special get-togethers for the Next Generation of Rental Owners at your business

For more information:

- **CRA Ontario website:** www.on.ARArental.org for the latest information that is specific to Ontario
- **CRA (national) website:** www.CRArental.org for membership, benefit programs and insurance
- **ARA website:** www.ARArental.org for educational, business and risk management programs, industry research, **The Rental Show** — the largest rental industry trade show — and more

See what your rental colleagues have to say about the value of membership

"CRA Ontario meetings provide us with the opportunity to learn, experience and gain insights into a wide variety of rental locations. This also helps us to stay current with industry trends and the challenges and issues our customers are seeing. We can use this insight to help our efforts of providing innovative and quality products for our rental customers."

— Dennis Heathcote, D & K Imports

"Any company that is related to the rental business and does not spend the minutes required to read the benefits and join, simply put, is missing the boat."

— Mike Stone, National Hose

"We have been able to zero in on preferred equipment needs, receive business and find operational savings from fellow members. The hands-on knowledge can take years to learn on your own. We take home benefits from every meeting."

— Larry Lisoy, Larry's Rentall

*"I think **The Rental Show** is the most valuable thing that I have gained from being a member. It's not something that I went shopping for or that I signed up for training in. It's the friends that you make at the Show. Where else can you find hundreds of people facing the same challenges that you face in business every day?"*

— Dan Bonish, Pete's Rentall

