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

November 2010 • www.CRArental.org

A message from your president

CRA Ontario extends a very special thank you to Colin and Chris Wilson, along with the staff of A World of Rentals in Kingston, for their hospitality in opening up their shop for our October meeting. Thirty-seven members joined us for the 1,000-island cruise, which actually consists of 1,793 islands. Although we only saw a handful of islands during our three-hour cruise, we did have Lady Gaga and Elton John sightings, which brought the crowd to their feet for some dancing during the entertainment portion of our event.

Many of those in attendance continued the evening at the "non-sanctioned" after-party in Tir Nan Og, a local Irish pub. A truly outstanding night included excellent live entertainment and featured Owen Braby of St. Mary's Rentals actually joining the band on stage for a few numbers, djembe in hand. I have to say, the man has rhythm! You can check out pictures from the entire evening on CRA's Facebook page and in this newsletter.

CRA Ontario board nominations

We have had a good response to our request for CRA Ontario board nominations. However, I am asking every member to carefully consider the opportunity to serve. As I was quoted in our October newsletter; 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. So, I ask again, if you would like to take an active role or know someone whose skill set would benefit your association, please contact a member of the board. We will be contacting

those nominated in the coming weeks to discuss this leadership opportunity in greater detail.

Golf tournament proceeds

I am pleased to report that our golf tournament brought in an outstanding \$6,163 profit. Donations on behalf of CRA Ontario will be made to the CRA Scholarship Fund in honour of Dorothy Wellnitz

in addition to the newly created scholarship fund in honour of the late Doug Mitchell. This new scholarship will be available to Canadian students who are pursuing academic degrees and involved in associate member businesses. We also will be sponsoring the CRA Hospitality Night at **The Rental Show** in Las Vegas (after the Region 10 Reception), so be sure to come out and enjoy! Once again, CRA Ontario thanks all of the companies and individuals who made our tournament such a success this year.

continued on page 2



"I hope to see you at one of CRA Ontario's upcoming events. November's meeting will be held in Mississauga and will be hosted by Trinitec Distribution."

**Lloyd Smith, CSP**
District Manager

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Dean Nasato
District Manager
Central Region

NEXT MEETING

Don't miss the November meeting

Date:
Wednesday, Nov. 17

Location: Doubletree by Hilton — Toronto Airport
655 Dixon Road

Agenda:

5:30-6:30 p.m.:

Tour Cansel Survey Equipment (Trinitec Distribution)
81 Kelfield St., Unit No. 2, which is right across from the hotel

6-7 p.m.:

Social hour at the Doubletree by Hilton

7-8 p.m.:

Dinner and dessert

8-9:30 p.m.:

Panel Discussion with round-table and question-and-answer period on store security and theft prevention

A Panel of rental professionals will discuss their views on preventing theft and securing their stores. The session will cover best practices for reducing equipment losses, and will offer you a chance to ask questions of our panel, or share your strategies with your peers.

For more information or to register, call Mike Maltby at 519-485-4231.

UPCOMING EVENTS

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

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President

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Don't miss the CRA Ontario Tabletop Trade Show

**Join us from noon to 4 p.m.
Saturday, Jan. 22, 2010,
for the second biannual
CRA Ontario Tabletop Trade
Show.**

This event will once again be held at the Best Western Lamplighter Inn and Conference Centre in London and will feature information from manufacturers and sales representatives on a broad range of products.

Stay for the evening and attend the annual CRA Ontario Awards Banquet. This event will feature a live auctioneer who will conduct a "Loonie" auction for which we are seeking donations of items to be auctioned off. In addition to rental-related products, we also



are seeking "fun" items. This may be a good opportunity to "regift" old Christmas and birthday presents that are collecting dust in the basement.

Immediately following the banquet, CRA Ontario will be hosting a hospitality suite.

Watch your e-mail, fax and future issues of this newsletter for more information. The CRA Ontario board looks forward to seeing many of you there. ♦

President's message *continued from page 1*

Upcoming events

I hope to see you at one of CRA Ontario's upcoming events. November's meeting will be held in Mississauga and will be hosted by Trinitec Distribution.

Of course, you don't want to miss the Tabletop Trade Show in January — the only regional CRA trade show this year. Don't be afraid to bring your family to the latter as the giant indoor pool

and water slide guarantees they will have as much fun as you will at our "Loonie" auction and hospitality banquet!

Both events promise to be informative and fun evenings full of that good old face-to-face networking that just can't be beat with all of the "friends," "fans" and "followers" you can accumulate. ♦

— James Morden
CRA Ontario president

The RENTAL Show

Be sure to attend the Region 10 Reception at The Rental Show
Monday, Feb. 28, 2011 • 5-6:30 p.m. • \$15 per person

Come out and enjoy!

Stay for the CRA Hospitality Night right after the Region 10 Reception

Order your tickets for the reception when you register for the Show at www.TheRentalShow.com

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MARKETING

Plan for the future with ARA's enhanced Market Monitor

To effectively manage your business, make staffing and marketing decisions, and support financial and credit requests, you need sound data. You can receive that information from the *State of the Equipment Rental Industry Outlook Market Monitor* online service offered by the American Rental Association (ARA) and **RENTAL MANAGEMENT**.

Market Monitor data is updated quarterly. The upcoming update will offer two new features: forecasts by quarter through Q4 2011 and annual forecasts extended through 2015. The launch date for these new features is Nov. 12, with a webcast for Market Monitor subscribers on Nov. 17. It also incorporates data from ARA's proprietary 2010 survey of Canadian and U.S. rental stores.

The annual subscription, priced at \$100, provides a forecast analysis for the Canadian and U.S. economies as well as their equipment rental industries by segment — construction and industrial equipment, general tool, and party and event. It also provides U.S. rental equipment investment data.

Make sure you have the latest information to make the best decisions for your business.

Subscribe today to be invited to participate in the Nov. 17 webcast.

Visit www.ARArental.org/go/research or contact **Melanie Radkiewicz** at 800-334-2177, ext. 282. ♦

Jam-packed weekend offered great training to all who attended the Leadership Conference

By Mike Maltby

In October, I was invited to represent CRA Ontario at the American Rental Association's 2010 State, Local and Provincial Leadership Conference in Rosemont (Chicago), Ill. This was an intensive weekend program designed to give attendees a better understanding of the programs that ARA has developed in order to help our local associations deliver more relevant service to our membership and our customers.

"The core purpose of state/provincial associations is all about ARA membership, engagement of members in legislative issues and education, extending member benefits ... members helping members, and volunteer leaders leading at all levels of the organization," said Chris Werhman, CEO of ARA, during the opening session, "The Foundation of Leadership in ARA."

With that in mind, I offer my assistance to all of you and encourage you to seriously consider running for election to the CRA Ontario board of directors in April.

With regard to ARA resources that can help members, it was noted that there has been a low rate of participation in the biannual *Cost of Doing Business Report* from some regions, Ontario included, which prevents the report from being of greater value to all of us. Having seen the results of the last report, I encourage you to fill out the short questionnaire and return it when it arrives in early 2011. It really is as simple as answering a few questions and submitting



A fun-hearted group represented Canada at the Leadership Conference.

"Attending this conference reinforced my commitment to making the CRA Ontario a vibrant association that benefits our members."

a copy of your financial statements. All responses are kept *extremely* confidential, and the information you will receive back from this report will help you benchmark your operation against the most profitable rental companies across North America.

Attending this conference reinforced my commitment to making the CRA Ontario a vibrant association that benefits our members.

If you have a suggestion that might help the CRA Ontario deliver a more relevant or useful service to help your business prosper, or if we are not meeting your expectations, please let me or any other board member know. Our contact information is printed on the left side of the front page of every issue of this newsletter. We always are willing to help. ♦



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Store Tour and Evening Cruise • Oct. 20, 2010



Take advantage of ARA's free Web-hosting services

One of the many benefits of membership in the Canadian Rental Association and the American Rental Association (ARA) is the ability to have a website for your business created by you and hosted — **free of charge** — by ARA.

ARA's website-hosting service allows you to build a dynamic, content-rich site. Using the DotNetNuke portal system, you can add the latest Web technologies to your operation's site, including:

- Videos
- Document libraries
- Photo galleries
- Banner advertisements
- And so much more

The best news is that you have complete control of the content, and the multiple formats allow you to have a professional presentation with the ease of use you've come to expect from ARA Web Services. You may upload images, videos, brochures and more.

Discover how this member benefit can boost your online presence and help you make more effective rental connections with your customers. **For more information on how to create your new website, go to www.ARArental.org or call Mike Savely, ARA Web manager, at 800-334-2177, ext. 246.** ♦

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