



# Canadian Rental Association **ONTARIO** MemberUpdate

February/March 2011 • [www.CRArental.org](http://www.CRArental.org)

## A message from your president

I am pleased to report that we have concluded another successful tabletop trade show. We sold out the show again with 36 vendors displaying their wares, and while the day began a little soft, it finished strong with good show floor traffic. CRA Ontario extends its appreciation to all those who attended, vendors and members, making this year's show a success. Make sure you are a part of our next tabletop in 2013!

Our annual awards banquet followed the show and featured a "loonie auction" where participants bid on a variety of items for as little as a loonie (\$1). The event was a lot of fun. We even had spontaneous donations like a \$50 dinner voucher valid for dinner with Rentquip Canada salesman Paul Everitt, which brought plenty of laughs and, of course, furious bidding, generously offered by Chris Wilson from A World of Rentals, Kingston. Thanks to everyone who made a donation to the prize table and supported the auction. Hopefully, you went home with something you bid on; I know I did!

Of course, CRA Ontario handed out the annual awards recognizing those who excel and excel in our industry. Congratulations to the 2010 CRA Ontario Award winners:

■ **Image Award General Tool: Stayner Rental**

■ **Image and Innovation Award Party and Event: Pete's Rental**

■ **Supplier of the Year: Rentquip Canada**

■ **2010 Rental Professional of the Year: Jeff Campbell, St. Thomas Rental**



All are well-deserved winners.

CRA President Andrew Paquette was in attendance and handed out some CRA hardware as well. CRA Ontario Chairman Neil De Jong was bestowed with the Ontario Regional Award, and he also accepted the CRA President's Image Award for Industrial Tool and Equipment Rentals. I was recognized as CRA Person of the Year,

which is certainly an honour. Both Neil and I feel that while these awards are presented to individuals, we would not be where we are today without the support of our families, employees and, of course, our fellow CRA Ontario board members. Thanks to everyone, and we count ourselves privileged to be recognized with these honours among so many other worthy candidates.

Taking advantage of some winter downtime, our store trained several of our employees on the ARA Professional *continued on page 2*

*"Thanks to everyone who made a donation to the prize table and supported the auction."*

### Ontario Board of Directors

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Chair, CRA Ontario

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Dean Nasato  
District Manager  
Central Region

## UPCOMING EVENTS



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

**Region 10 Reception**  
**Monday, Feb. 28**  
5-6:30 p.m.  
\$15 per person

Receptions will include a short program by leaders from each ARA region, as well as light hors d'oeuvres and one drink ticket.

**Canadian Hospitality Event**  
**Monday, Feb. 28**  
6:30-10 p.m.  
Mandalay Bay  
Convention Center

This is a no-charge, sponsored event. Enjoy the hot appetizers and networking.

## CRA Ontario Member Meeting

**March 16, 2011**  
**Diamond Products Tyrolit's facility**  
**(co-sponsored by George Daan Supplies)**  
**335 Admiral Blvd.,**  
**Unit 6, Mississauga**  
**Pre-registration required.**  
**Call: 519-485-4231**

**April 20, 2011**  
**Member meeting:**  
**To be determined**

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President

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

**Driver Education Program**, me included; after all, what is good for the goose is good for the gander! The program was well-received and, being Web-based, allows employees to work at their pace without getting in the way of their daily tasks. The rental-specific program is designed to promote "industry best practices" through nine interactive modules that offer six to seven hours of instruction on all aspects of the delivery driver process, from loading, load securement, unloading and transportation regulations to pickup and delivery at the job site, on-the-road safety and customer service. The inclusion of pre- and post-tests, driver evaluation forms, and a 52-page Coaching Guide enables you and your supervisors to reinforce the principles set forth in the training and incorporate your own company's policies and procedures. I can recommend the program and advise that you explore utilizing this resource as an addition to your in-house training regimen.

Next up is **The Rental Show** in Las Vegas. I hope to see you there. With our dollar at par

and extremely low-cost room rates and flights, it has never been more affordable to attend the largest and most comprehensive rental industry trade show. While there, be sure to stop by the CRA hospitality suite to enjoy conversation and networking with rental industry professionals from across Canada. Even a few Americans manage to get by security to revel in some

Canadian benevolence in what has become a legendary industry event.

Following **The Rental Show**, we only have two CRA Ontario events remaining for the season. On March 16, we will visit Diamond

Products Tyrolit's facility in Mississauga. This event is co-sponsored by George Daan Supplies. Be sure you join us for another great CRA Ontario evening. Then our final event of the year will be our board elections meeting in April. I don't want to give too much away, but CRA Ontario is working on making this an extraordinary event. Watch for news involving a tour of a major distribution facility and a pig. ... ♦

— James Morden  
CRA Ontario president

*"Next up is the  
The Rental Show  
in Las Vegas."*

## Nominations sought for CRA Ontario board elections

**N**ominations for the positions of secretary, treasurer, second vice president and associate director on the CRA Ontario board of directors are being sought for the April 2011 elections.

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.

Questions? Contact any of the current board members listed on the front page of this newsletter. ♦

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# It pays for these CRA Ontario members to participate in the CODB Survey

For years, Phil Morand, owner of Riverside Rental in Tecumseh, has been participating in the Cost of Doing Business (CODB) Survey from the American Rental Association because it is the first step toward providing him “an opportunity to see where I place among others in the industry” and to see how his company is “shaping up in regards to the age of my equipment, productivity of my equipment and my employee costs,” he says.

Lea-Ann Suzor, CERP, general manager of Festival Tent & Party Rentals in Maidstone, also has been participating in the survey for many years because the resulting report that is compiled from the survey



*“It makes you think about what is required to run the business that you would normally just do automatically.”*

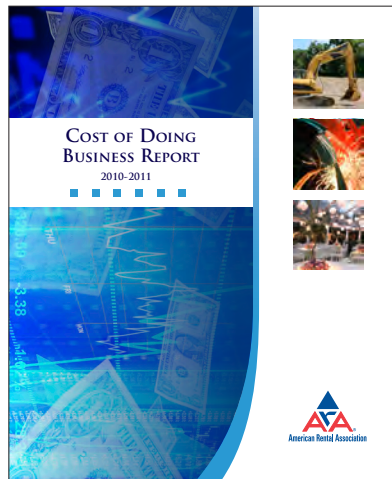
— **Phil Morand**, owner of Riverside Rental in Tecumseh

data by Business Resource Services/ Profit Planning Group offers her valuable information. “We’re a party rental store that is locally owned and operated. Receiving the *Cost of Doing Business Report* gives me something to gauge our progress against and see if there are trends across the country. It gives me a benchmark,” she says.

You now have that same opportunity to see how you rank and discover how to improve your business. Earlier this month, the CODB Survey was mailed to all general members in Canada and the United States. An Excel version also is available to download by going to [www.profitplanninggroup.com/surveys](http://www.profitplanninggroup.com/surveys).

Return it by March 15 to be eligible for the \$500 early bird drawing as well as other prizes, including a Canadian Rental Association contest. All participants receive a **free** copy of the *CODB Report* — the rental industry’s financial benchmarking guide — a \$325 value. (See the adjoining story for details.)

Morand completes the printed survey. “It makes you think about what is



required to run the business that you would normally just do automatically,” he says.

Suzor fills out the top portion and then sends in her financials. “I’m not worried that it [financial statement] will go anywhere,” she says.

Both say the *CODB Report*, compiled from the survey data, is invaluable. “It’s excellent,” Morand says. “It addresses everything in the business that you need. It tells you instantly where you stand. It’s a quick, easy-to-read reference.”

“For me, the most important items are the wage line and advertising expenses,” Suzor says. “It’s nice to be able to see



*“It’s nice to be able to see actual figures and see if we are out of whack or in line with businesses across the industry.”*

— **Lea-Ann Suzor**, CERP, general manager of Festival Tent & Party Rentals in Maidstone

actual figures and see if we are out of whack or in line with businesses across the industry.”

Follow their lead so you can gain the same benefits. For more information, go to [www.ARArental.org/go/CODB](http://www.ARArental.org/go/CODB) or call **ARA Member Services at 800-334-2177**. ♦

## Know how you rank: Complete the CODB Survey

Want to know how you rank compared with the industry? Want to know how to improve? Then complete the Cost of Doing Business (CODB) Survey from the American Rental Association.

### It’s easy to participate:

- Complete the printed survey. Fill out the entire survey or complete the top portion and return it with your financial statements.

### Or

- Fill out the Excel spreadsheet version of the survey that can be downloaded from [www.profitplanninggroup.com/surveys](http://www.profitplanninggroup.com/surveys).

(All surveys go directly to Business Resource Services/Profit Planning Group, the firms compiling the report. None of your data will be shared with ARA or any other third party.)

### It pays to participate:

By completing and returning the survey, you not only receive a **free** copy of the 2010-2011 *Cost of Doing Business Report*, but you also become eligible for other rewards:

- **Return your survey by March 15:** Be entered into the early bird prize drawing for \$500.
- **Complete the survey via Excel file by April 15:** Be entered into a separate prize drawing for \$500.
- **Return the survey by the final deadline of April 15:** Be entered into the grand prize drawing for a free trip to **The Rental Show 2012** — three nights’ hotel stay, airfare and full registration (prize package worth up to \$1,000).

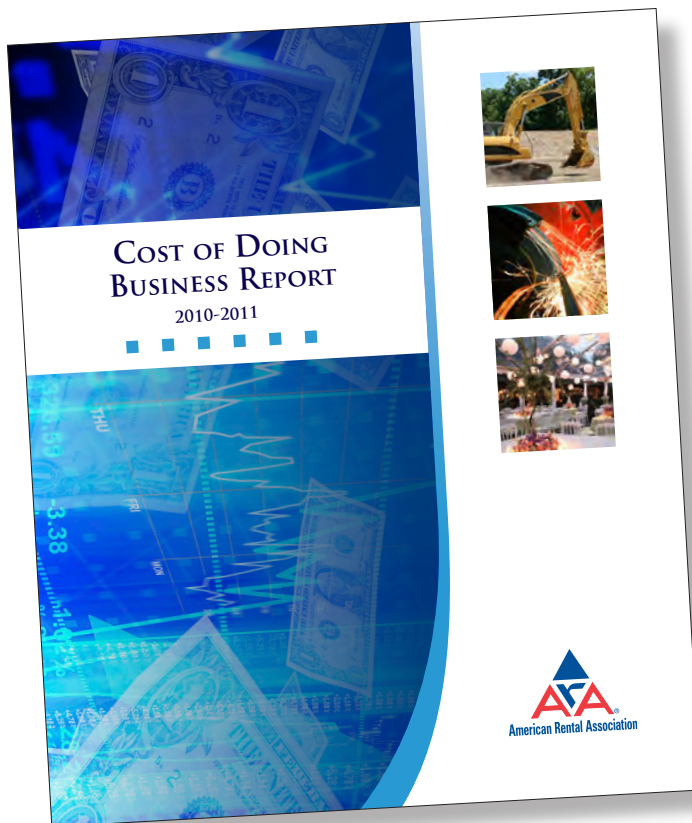
Plus, as a member of the CRA Ontario, you can be part of the **Canadian Rental Association contest**:

- The local association with the highest percentage of increased participation over the 2008-2009 survey wins **\$500!**

Participate today. For more details, go to [www.ARArental.org/go/CODB](http://www.ARArental.org/go/CODB). ♦



# How Do You Rank?



- Are you in the top 25 percent?
- Are you below the average?
- Do you know how to improve?

Complete the American Rental Association's **Cost of Doing Business (CODB) Survey** to learn those answers. Participate and you will receive a **FREE 2010-2011 CODB Report** — the rental industry's financial benchmarking guide. It includes:

- Median financial figures, including critical financial ratios, for both the most profitable companies and all participating rental stores.
- Tools to improve your ranking and profitability.

Watch your mail for the survey. **Return it by March 15** to be eligible for the \$500 early bird drawing as well as other prizes.

Questions? Call ARA Member Services at **800-334-2177**.

## Canadian members: Here's another way to win big!

The local association with the highest percentage of increased participation over the 2008-2009 survey wins \$500! Complete the survey so you and your association become eligible to win.

**Complete the survey today!**

[www.ARArental.org/go/CODB](http://www.ARArental.org/go/CODB)



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## Host's Corner

To have successful member meetings, it takes teamwork. One of the key players is the meeting host. The host provides the space, coordinates the food, offers tours of the facility, etc. All of that takes an investment of time and resources. The CRA Ontario appreciates the commitment of all the meeting hosts. As a way to thank them for their assistance, the board is implementing the "Host's Corner" where the meeting host's business will be highlighted.

Below is an overview of CRA Ontario's November host, Trinitec Distribution.



Trinitec Distribution (TDI) is a premier distributor of quality measuring and site equipment products to rental dealers involved with the construction, survey and other industries. From flagging tape and marking paint to optical levels and rotating lasers, our focus is to deliver contractor-grade, wholesale, high-profit products to our dealers. We service any make or model laser and automatic levels in-house, which bypasses the hassle of dealing with warranty repairs that are sent to manufacturers. Dealers have come to appreciate our commitment to understand their businesses and our willingness to work with them along with our quick-response times on the phone.

We take pride in our ability to offer exceptional customer service, and on-time shipping and delivery. Our sales representatives across the country and dedicated professionals in our Canadian distribution centres are ready to start working with you. ♦

## \$447,205 return of premium going to CRA protected self-insurance program participants

**The Canadian Rental Association and Western Financial Group Insurance Solutions** are pleased to announce that the CRA protected self-insurance program (PSIP) has continued to perform well, resulting in another **member-owned surplus of \$447,205**, which will be returned to the participants of the CRA insurance program. This follows the return of \$660,369 of member-owned surplus in 2009.

If this were a traditional program, all participants' premiums would stay with the insurer that would be responsible for paying claims. The insurer also would keep all of the remaining premiums, regardless of how low claims were during the year. Under the PSIP model, when claims are low, there is an opportunity for a return of premium.

The **CRA PSIP** retains a large portion of all the premiums paid each year. **Low levels of claims have been experienced since the PSIP was first established June 1, 2006.**

The preventative measures that the rental dealers have made to reduce losses have helped keep claims low. The positive program results allowed members to establish the required \$1 million member-owned reserve that may be needed to pay potentially large claims that may have occurred but have not been reported until after the end of the term. (Note: Third-party claimants have two years after an incident to report a claim.)

The \$1 million reserve is maintained to ensure that the program has enough funds to pay for two \$500,000 claims (pool deductible) that may have been incurred but were not reported (IBNR). This \$1 million IBNR reserve is only needed once. The \$447,205 surplus is above the IBNR reserve and is now available to be returned to the members of the PSIP.

The calculations are simple: Returns are payable to those properties participating in the program at the time of the premium return, based on the percentage of the total program premiums paid by the property in the previous three policy years compared to the total premium for the period. This percentage will be applied against the total amount of return premium.

Essentially, the longer a property has participated in the program, the greater its percentage of entitled premium return. **A rental dealer that has been a CRA insurance program member since June 1, 2007, will receive an average return premium of approximately 14 percent of annual premiums.**

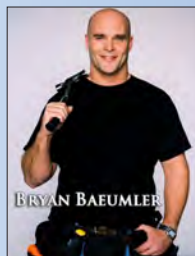
Cheques will be distributed by the end of March 2011.

Additional amounts will be returned in the future to then-qualifying properties as future surpluses are accumulated. ♦

## New HGTV agreement

**T**he Canadian Rental Association has made an endorsement agreement with HGTV's Bryan Baeumler of "Disaster DIY" and "House of Bryan."

Baeumler will be at the CRA's annual general meeting, Region 10 Reception and Canadian Hospitality Event on Monday, Feb. 28, and will make an appearance at the CRA kiosk at the ARA Member Services booth from 11 a.m. to noon Tuesday, March 1, 2011, during **The Rental Show** at the Mandalay Bay in Las Vegas. Come by and say hello! ♦



**Attend the Region 10 Reception at The Rental Show Monday, Feb. 28, 2011 5-6:30 p.m. \$15 per person**

To register, go to:  
[www.TheRentalShow.com](http://www.TheRentalShow.com)

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## Thanks to all who exhibited at the CRA Ontario Tabletop Trade Show

The following companies participated in January's CRA Ontario Tabletop Trade Show. The CRA Ontario board would like to offer a sincere thank you to all exhibitors for making this year's show such a success:

Abmast  
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