

Canadian Rental Association **ONTARIO**
MemberUpdate



CANADIAN RENTAL ASSOCIATION



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American Rental Association

April 2011 • www.CRArental.org

A message from your president

Are you thinking that it's important in tough economic times like these to offer better service or better products at a lower price in order to attract business? I think you are wrong, dead wrong. I would argue that by following this philosophy, your business would actually be better served selling lumps of coal than renting products.

Remember what your business is

For lumps of coal, sure, the lower the price, the higher the volume. But that means nothing to the rental company going out into the market with quality goods and services. Your rental products need to be serviced, repaired and stored, in addition to your employees requiring training to do each of these tasks correctly. In the art of positioning, price is the first message you send and the strongest message you can send in relation to your brand.

Don't be mistaken. Markets like the high-priced, high-quality offerings. The fact that your rental rates allow you to keep your existing fleet highly maintained, skilled employees on staff and even purchase new equipment regularly is a competitive advantage for your customers. So don't be cheap. Keep your prices steady while offering your customers a coupon or an incentive program to reward them for sticking with you during tough times. Low price and high volume may work for Walmart, Costco and even the national rental chains from time to time, but they have enormous resources and you don't.

Price higher and give more value. Offer high quality and price accordingly. Your customers will thank you.

Members see the value in social media

Darryl Cooper and G. Cooper Equipment Rentals are actively engaging social media. Darryl recently received "a huge response from a lot of highly trained sales professionals both locally and from around the world" from G. Cooper Equipment's sales territory manager job

posting on LinkedIn. While he was disappointed about not having received any inquiries from local rental professionals, he did have two responses from European rental industry professionals willing to relocate. He adds, "I paid about \$190 for a 30-day listing, which is pretty reasonable

compared to print advertising." Clearly, Darryl was able to reach a wider audience than traditional media.

Once again, I encourage everyone to read blogs as well as follow other rental businesses and industry professionals on Twitter, LinkedIn and Facebook. Seeing how people are being creative in their businesses helps me develop new ideas, and it will inspire you, too.

Moreover, by using social media to engage your customers more often, you can increase your sales opportunities by keeping your business top-of-mind with customers. We've all experienced that

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Price higher and give more value. Offer high quality and price accordingly.

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**CRA Ontario
Member Meeting
March 16, 2011**



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President's message *continued from page 1*

isolated feeling during those seasonal downtimes. Social media is one way to keep everyone connected. And it is increasingly important to participate given Google's recent introduction of "local search" and "social search."

A brief explanation of what I'm talking about is from John Jantsch, author of "Duct Tape Marketing." In one of his blog entries, he stated: "The idea behind social search is that if a Google account user does a search for something[,] they will get the most relevant results[,] according to Google[,] now mixed in with results that Google determines are important from those in your social networks. The news for anyone thinking about SEO [search engine optimization] is summed by this statement from Google – ... relevance isn't just about pages – it's also about relationships. Twitter results are being added pretty quickly[.] ... with Google and Facebook

locked in war for social [media], don't expect Facebook results to matter as much." So I suggest you go forth and cultivate more than your garden this spring!

Meetings keep you in the know

Another great way to keep connected is to attend a CRA Ontario meeting! Our final meeting of the season will be held at Split-Fire Sales in Norwich. This is also our election night, so join us and have a direct say in electing your board representation for the next term. Better yet, come out and let your name stand for a position! There are plenty of opportunities to volunteer your expertise. I promise you personal and professional development, and we, as an association, will be stronger because of it.

I hope to see you April 20. ♦

— James Morden, CRA Ontario president

Wood splitters, chippers, board elections and tour all on tap for April CRA Ontario meeting

Join us for our last meeting of the season, Wednesday, April 20, to tour Split-Fire Sales in Norwich, learn more about wood splitters, chippers and their maintenance, offer your vote during the board elections and enjoy dinner and networking with your fellow rental operators.

The evening kicks off at 6 p.m. with a social hour and tour. Then Split-Fire Sales owner Bert Vanderweerd and his son, Paul, the technical specialist at the company, will break up their presentation in two sessions:

■ **Session 1: Hands on the bark!**
Presented by Bert Vanderweerd

Log splitters and wood chippers are profitable machines for rental companies and safe for end users who rent them as long as they are used properly. Learn about the safe operation of hydraulic log splitters and wood chippers. A group discussion will follow about methods and strategies rental operators use to educate customers about safety when renting equipment.

■ **Session 2: Chipper blade tune-up**
Presented by Paul Vanderweerd

It's bad for business when rented equipment breaks down on the job site. Proper maintenance will avoid a disgruntled customer and lost business.

Learn the recommended maintenance practices that will help keep wood chippers out of the shop and on the customer's job site.

Board elections:

Be sure to participate in the elections that will take place during the meeting. (To learn more about the candidates, see the elections story on page 4.)

Take advantage of the election night special: Only \$25 per meal with a free vote per member.

Hotel rooms are available at Quality Hotel & Suites at 580 Bruin Blvd. in Woodstock, Ontario. For room reservations, call 519-537-5586.

Meeting pre-registration is required. E-mail Mike Maltby at mike@ingersollrental.ca or call him at 519-485-4231.

Member Meeting



**Wednesday,
April 20**
Begins at 6 p.m.
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Host's Corner



George Daan Supplies
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On April 1, 1984, when the economy was in a recession, George and Katie Daan founded George Daan Supplies. George was told he would never be able to make this go because of the recession; however, he had the idea that if he could provide the best service he could, he would make it work!

In April 1999, Jason Boyko was hired to help George with the growing list of customers. Jason was already familiar with the rental industry because his father, Garry Boyko, owned A-Z Rentals as well as A-Z Party World. George's customers instantly took to Jason because of his dedication to serving their rental needs and his good sense of humour.

Before George and Katie retired in 2008, they asked Jason and Dave Landry (longtime friend of Jason and Garry Boyko's) if they were interested in purchasing the business.

On Feb. 1, 2009, the transition was made. Today, Jason and Dave continue to deliver quality products, including Diamond Products, Dantex (Abmast) Vac-Tech, Fabulon, Primex, Centaur, Husky (Smooth Air) and Morse. ♦



A message from the CRA national director

The Rental Show 2011 in Las Vegas was another huge success. The benefits from an event like this are far-reaching. There is so much to be learned and experienced. I was able to browse the showroom floor and see a lot of new equipment and supplies. The seminars, as always, were very informative and educational. However, I feel the most value is the availability of networking with my peers from not only Canada and the United States but also from around the world. In 2012, **The Rental Show** will be taking place in New Orleans in early February. This show has the potential to bring with it an amazing experience because this is the first American Rental Association Show in New Orleans since Hurricane Katrina. So, mark it on your calendars and start making plans to be there.

One of the highlights from the CRA national board is the advertising campaign set up with Bryan Baeumler and the DIY network. CRA ads

are set to appear during each episode. Please watch for them and see how customers are encouraged to use RentalHQ.com to find a rental store near them.

The CRA national board also will be sending surveys during the next year to help us determine what our members' expectations are. The board thanks you in advance for completing them.

The CRA sent the Cost of Doing Business survey in February. The results of this survey have the potential to enhance your business plan. If you complete and submit the survey by April 15, you will receive the complete *Cost of Doing Business Report* at no cost — a US\$325 value. Provide the contact information on the first page and complete Part 1: General Questions to make sure your information is accepted. Your information is handled in a secure manner by a professional accounting/survey company. ♦

— Jeff Campbell, CRA national director

Promote rental and help your individual store

Canadian Rental Association spokesperson Bryan Baeumler of HGTV's "Disaster DIY" and "House of Bryan" will be promoting rental by handing out "rental certificates" at his speaking engagements throughout Ontario. The certificates can be used toward rental charges incurred by a customer of up to \$100. The certificates cannot be applied toward service or sale items and do not have any cash value.

Baeumler will be appearing at both the Toronto and Ottawa Home shows at the end of March, so it is expected that the certificates will be redeemed at CRA member stores in the greater Toronto area and Ottawa region this spring. CRA would greatly appreciate the cooperation of all its members in promoting rental by honouring this certificate. If your store redeems one of these vouchers, please provide the customer with up to \$100 in rental value and forward the certificate, along with a copy of the rental invoice showing the discounted rental charges, to CRA Executive Director Mandy Wellnitz for reimbursement. Mailing address of the CRA is 112 B Scurlfield Blvd., Winnipeg, Manitoba, Canada R3Y 1G4.

Please note that Baeumler will be promoting www.RentalHQ.com as the only place to find your local rental store so please ensure your listing is up-to-date! ♦

CRA Celebrity Spokesperson
BRYAN BAEUMLER

Host of

DISASTER DIY **HOUSE OF BRYAN**

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and House of Bryan
on HGTV and
the DIY Network

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See whose running for CRA Ontario board elections April 20

Don't miss your opportunity to vote for your CRA Ontario board. Elections will take place at the April 20 member meeting. The current slate of candidates for the offices of second vice president, secretary and associate director include:

Second Vice President

John Mogensen, operations manager for Paul's Tool Rental/ Chrysler U-Haul in Chrysler



Mogensen began his career in the early 1960s in the medical supply business. He spent 13 years as vice president of production, service and regulatory affairs for a Mississauga company and also worked in the construction/restoration business. Those experiences were great training for his current position at Paul's Tool Rental/ Chrysler U-Haul, a unit of Raymond Provost Cartage Co., he says.

Mogensen, who has volunteered for numerous associations throughout his career, is running because, "I hope I can pass on a little of what I have learned over the years to keep the CRA Ontario on the cutting edge," he says, noting that he hopes to bring "a slightly different perspective that can make the CRA Ontario a stronger association."

Paul Potvin, Equipment, Location President, Location Equipment Supply in Toronto



Potvin started Location Equipment Supply in 1994 as a supplier of specialized support equipment and services to the film, television and commercial industries in the greater Toronto area. "I feel our unique industry and clientele will allow

me to bring a different and interesting perspective to the CRA Ontario board," he says.

Since becoming a CRA/American Rental Association member in 1998, he has found the association, and its myriad of benefits to be an invaluable part of his corporate growth. "Since the association has given me so much over the years, it's time that I return the favour."

Secretary

Penny O'Sullivan, vice president of ABCO Equipment & Supplies in Weston



O'Sullivan has more than 10 years of experience serving the CRA Ontario board. Offices she has held include second vice president, first vice president, CRA Ontario president, CRA Ontario chair and Ontario national director on the CRA board. In addition, she has extensive hands-on rental industry experience as vice president of ABCO Equipment & Supplies, a family-run company that has been in business for more than 40 years.

"I hope that this background qualifies me to fulfill the position of secretary of the CRA Ontario for which I seek support," she says.

Associate Director

Dennis Heathcote, president of D & K Imports in Mississauga



Heathcote has more than 20 years of sales and marketing experience in small- and medium-size technology companies. In 2005, Heathcote and his partner, Diana McKee, purchased D & K Imports to deliver quality products to the rental market across Canada. As an

associate member of the Canadian Rental Association and ARA, D & K Imports has exhibited at **The Rental Show**, the CRA Ontario Trade Show, the Prairie Show and the Quebec Expo.

Heathcote, who recently launched a new division, National Event Supply, is running to give back to the rental industry. "Membership offers so much value to both rental business operators and manufacturers and suppliers," he says. "As associate director, I would like to share the value of membership, help the CRA Ontario grow and find new ways to serve its members."

Brian Gibson, sales representative for Norseman in Holland Landing



Gibson has many years of experience volunteering for various boards and community groups in the Cambridge area. Those efforts have honed his strengths of understanding the seriousness of volunteering, working well with board members who have different opinions, effectively leading committees and utilizing members' ideas.

"It's my pleasure to put my name forward as a candidate who is willing to run in the upcoming CRA Ontario elections," he says.

In-person nominations will be accepted from the floor prior to the vote. The position of treasurer is open, so, if you are interested, offer your nomination.

As part of the election process, James Morden, current CRA Ontario president, will automatically move to chair. Mike Maltby, current first vice president, will become president, and Dale Brinklow, current second vice president, will move into the first vice president role. Peter Webster, CERP, will continue to serve as director. ♦

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