

# Canadian Rental Association **ONTARIO** MemberUpdate

October 2011 • [www.CRAOntario.org](http://www.CRAOntario.org)

## A message from your president

What a great start to our 50th year. On Sept. 15, 88 golfers braved the cold and rain for our annual golf tournament. Another 20 joined us for dinner.

Special thanks goes out to Paul Everitt of Rentquip Canada and his golf committee for organizing another great tournament. Please see the list of sponsors in this issue and be sure to thank them for their support of this event and our association.

This event would not be possible without our volunteers: **Shirley and Claude McCormick**, retired; **Neil DeJong**, Industrial Tools & Equipment Rentals; **Dale Brinklow**, Minden Hills Rent-All; **Burton Smith**, Western Financial Group Insurance Solutions; **Jim Freeman**, Rentquip Canada; and **Louise Everitt**. Your efforts on behalf of the association are appreciated, and we hope to see you next year!

Congratulations to this year's winning foursome: Jeff Bowering from Dewalt and Dan, Jeff and Brad Porter from Bradford Rental Sales & Service. They had the best poker hand — three jacks — at the end of the tournament. Also, thank you to all who participated in the Canadian Cancer Society hole-in-one fundraiser that took place on the 18th hole. With your

support, we were able to raise \$1,020. That is great.

Our next meeting will be Wednesday, Oct. 19, at Wacker Neuson in Mississauga. Dan Malloy from the Ontario Ministry of Transportation will



be on site to demonstrate proper tie-down procedures for transporting equipment. This is an event that you will not want to miss. In fact, this would be a great meeting to bring your drivers and yard personnel to as well. We'll also highlight the American Rental Association's Professional Driver Education Program, the rental-specific, comprehensive training program that covers all aspects of the driving process, including load securement, regulations and customer service.

Congratulations also go to Paul Kenyon, Absolute Support Services, on his election to the position of ARA Region 10 (Canada) director, to Jeff Campbell, St. Thomas Rent-All, on his election to the position of CRA National senior vice president and to James Morden, Rentshop, who will take over for Jeff as Ontario director of the Canadian Rental Association.

*continued on page 2*

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## UPCOMING EVENTS

**Member Meeting**  
Wednesday,  
Oct. 19, 2011  
160 Admiral Blvd.  
Mississauga

- 6-7 p.m.: Social
- 7-7:45 p.m.: Dinner
- 7:45 p.m.: Dan Malloy from the Ontario Ministry of Transportation will demonstrate proper tie-down procedures for transporting equipment. To register, contact Dale Brinklow at 705-286-3047 or mhra@cottagecountry.net.

### **The Rental Show**

Feb. 5-8, 2012

Region 10 Reception  
at **The Rental Show**

Feb. 6, 2012

5-6:30 p.m.

Ernest N. Morial  
Convention Center  
New Orleans

### **Canadian Hospitality Event**

Feb. 6, 2012

6:30-10 p.m.

Hampton Inn & Suites



### **Canadian Rental Mart and the Annual Awards Banquet**

March 6 and 7, 2012

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## President's message

*continued from page 1*

Paul, Jeff and James will assume their new roles at the end of **The Rental Show** in New Orleans.

Speaking of **The Rental Show**, don't forget to register. **Full registration to the Show is only \$99 if you register online at www.TheRentalShow.com by Oct. 31.**

While you're at it, remember to book your hotel. Properties closest to the Show are filling up quickly. I look forward to seeing many of you there. ♦

— Mike Maltby, CRA Ontario president

## New education/training offerings coming

The American Rental Association will be offering new online education and training opportunities beginning Nov. 1. In addition, ARA will be offering more education through its winter webinar series. Watch for details in this newsletter and ARA publications.

## Rely on the CODB Report to improve your business

**W**ant to know how you rank compared with your peers and the industry? Find out with the new 2010-2011 *Cost of Doing Business Report* from the American Rental Association, available in October.

The report allows you to:

- Identify key financial performance issues.
- Determine benchmarks for measuring these key issues.
- Measure the financial performance of ARA members.

In other words, this report allows you to plan for profitability, productivity and financial position. It offers you a real inside look at what is working and what is not in your business. You can see how you compare with your peers per rental segment, learn key ratios, receive action plans for success and more.

ARA members who participated in the survey will receive a free report. Members who did not can purchase this guide for \$325. To purchase, go to **"Shop ARA"** on **www.ARArental.org**. ♦



## With sympathy

**James (Jim) Lehman**, 64, past president of the Rental Association of Canada-Ontario from 1994-1996, passed away Sunday, Sept. 11, 2011, at St. Mary's General Hospital in Kitchener.

He was the owner and president of Reitzel Rentals, retiring in 2000. He was active in the community with Boy Scouts, Waterloo Minor Hockey, Waterloo Girls Softball, St. Agatha Children's Village

(Kidslink), School Sisters of Notre Dame (Waterdown), R.A.I.S.E., K-W Serra Club, Rental Association of Ontario and Venture Creation. He was a member of the Waterloo Knights of Columbus (Council 5135), was heavily involved in the "New Toys for Needy Kids" toy drive and a member of the 4th Degree. He was an active member of St. Agnes Parish, St. Mary's Hospital Spiritual Care Group, Standardbred Canada and Grand River Raceway.

Survivors include his wife, Barb (nee Hunter); daughters Becky and Jenny Lehman; brother John (Phyllis) Lehman of Kitchener; sisters Sandra Dietrich (the late Bob) of Drayton, Diane Denomme (Vince) of Waterloo; a sister-in-law and nieces and nephews.

Memorials made be sent to St. Mary's Hospital-Cardiac Care or the Canadian Liver Foundation.

For the complete memorial, visit [www.henrywalsler.com](http://www.henrywalsler.com). ♦

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# Thank you, golf tournament sponsors

Once again, the annual CRA Ontario Golf Tournament was a great success. A big reason for that is because of our many sponsors, listed below. Their continued support always is appreciated.

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- Bradford Rental Sales & Service
- Canadian Rental Service magazine
- Clarke
- Construction Equipment Solutions
- Dewalt
- DSI Diamond Systems
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- Echo Power Equipment
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- Golfer's Green
- Minden Hills Rent-All
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- Point-of-Rental Systems
- Powers Fasteners
- Quest Plastics
- Rentquip Canada
- Skyjack



## Members show their golfing prowess

Thanks goes to all who participated in the annual CRA Ontario Golf Tournament. In addition to a great day of networking and fun, we had a competitive game of golf. Below is a list of our winners. Congratulations!

- Tournament poker winners: **Jeff Bowering** from Dewalt and **Dan, Jeff and Brad Porter** from Bradford Rental Sales & Service
- Closest to the pin on hole 3: **Jerry Elmquist**, A & E Sales
- Closest to the prize on hole 10: **Lloyd Smith**, Echo Power Equipment
- Closest to the pin on hole 12: **Phil Demers**, Stihl
- Closest to the pin on hole 15: **Andrew Paquette**, Bravo Rentals
- Longest drive on hole 16: **Kevin Saville**, Industrial Tools & Equipment Rentals
- Putting challenge: **Jerry Elmquist**, A & E Sales ♦

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# Ontario Golf Tournament • Sept. 15

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