



CANADIAN RENTAL ASSOCIATION



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Canadian Rental Association **ONTARIO** MemberUpdate

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A message from your president

As the adage goes, all good things must come to an end. Yes, this address brings to a close my term as CRA Ontario president – and just when I was getting the hang of this gig, too. I have really enjoyed my time as president and have learned plenty about the association, the industry and, most importantly, myself. I thank those whom I've had the privilege to serve with, notably Shirley McCormick and Peter Webster, who are retiring from the board. And I extend a warm welcome to our newest members, Paul Potvin, Location Equipment Supply, Toronto, who was elected second vice president; and Dennis Heathcote, D&K Imports, Mississauga, who was elected associate director. And I congratulate John Mogensen and Brian Gibson for offering their names to stand. It is a rewarding experience volunteering with the association, and I encourage you to consider future opportunities to lend your expertise and talents for the greater good of the industry.

Become involved and share your knowledge

So what might be holding you back from becoming more involved in the association? Do you think your accumulated knowledge is common? Think again! In a blog posted April 10, 2011, **The Rental Show** speaker Jeff Korhan notes, "The truth is everybody is an expert in

some way, but not many realize this because they believe what they know is common knowledge. It's easy to know something so well that you fail to recognize and, therefore, capitalize on its value." I'm always willing to share



and acquire new tidbits that can be used in my business, and I'm already looking forward to learning from and sharing with our newest board members during their terms.

The millennial generation is here

In the rental industry, we share our knowledge and encourage our customers on a daily basis, and this time of year we turn our attention to getting our summer seasonal

staff up to speed and acclimated to their new work environment. Many of your hires this year will be from the millennial generation who are nothing like the Boomer or Gen X employees who preceded them. The generic profile of a millennial now entering the workforce looks like this: They typically are bonded to their parents and networked to their friends. They want structure and instant feedback. They expect to be doted on and served. They work well in teams and have complete confidence in their future. They fear risk and dread failure. They have conventional life goals. And they are

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Employers who effectively harness the strengths of their young personnel will have a major advantage as this generation continues to fill the workplace.

Lloyd Smith, CSP
District Manager

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Welcome your new CRA Ontario board

CRA Ontario board elections were held last month. New board members include:

Chair

James Morden, president of Rentshop in Alliston

President

Mike Maltby, manager of Ingersoll Rent-All in Ingersoll

First Vice President

Dale Brinklow, president of Minden Hills Rent-All in Minden

Second Vice President

Paul Potvin, president of Location Equipment Supply in Toronto

Secretary

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

Treasurer

Neil De Jong, manager at Industrial Tools & Equipment Rentals (ITE) in Hamilton

Director at Large

Ken Malott, president, Kensal Rental Service in London

Associate Director

Dennis Heathcote, president of D & K Imports in Mississauga

Associate Director at Large

Brian Gibson, sales representative for Norseman in Holland Landing

CRA National Director for Ontario

Jeff Campbell, owner of St. Thomas Rent-All Sales & Service in St. Thomas

The current CRA Ontario board would like to thank all who ran and all who participated in the voting process. "It was a great turnout for the meeting and the election. We have a strong board in place who will keep the CRA Ontario moving in a forward direction for the benefit of all of our members," Maltby says. ♦

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President

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UPCOMING EVENTS

Ontario Golf Tournament
Thursday, Sept. 15, 2011
10 a.m. shotgun scramble start
Trehaven Golf & Country Club

Member Meeting
Oct. 19, 2011
Wacker Neuson, Mississauga

President's message

continued from page 1

transforming how workplaces recruit, retain and maximize productivity of their employees.

Your business is not immune to this sea change, and you've probably already noticed the differences in this new crop of young workers. Now wait. Yes, I heard that negative comment under your breath. Remember the same was said by your elders about your generation and the sun still rises and sets, the world still turns and we are all still prosperous with you in charge. The same progress will occur as the millennials become tomorrow's leaders — especially if you can help develop, mould and shape them now.

If you look closely at their profile description, you will recognize that they are open to feedback and perhaps more willing to diagnose and correct their behaviour than previous generations. However, to be truly effective at developing the next generation in your rental business, you'll need to recognize and embrace the generational differences and adjust your management style accordingly. Here are a few suggestions from Neil Howe, founding partner and president of Lifecourse Associates. In a recent article, he makes the following suggestions for making sure your feedback is effective:

1. Balance negatives with positives.

Explain not just what employees are doing wrong, but also what aspects of the job they are doing correctly. Not groundbreaking information here, but it is important to note that millennials need to feel like a valued member of the team, so

emphasize how their work contributes to the group and how, by making the correct changes, they can contribute even more.

2. Be specific and behavioural. Millennials are focused on the behavioural do's and don'ts, and find the boomer theoretical approach to problems vague, confusing and negative. Managers should offer detailed, specific instructions about how young employees can adjust their behaviour to optimize performance.

3. Create a co-solution. Millennials respond well to having their input sought and valued, even in a conversation regarding poor performance. Rather than simply dictating, ask if they have any ideas about what they could do differently. Many will have constructive suggestions and will be more motivated about correcting the situation if they feel they are a part of the solution.

4. Develop corrective structure and follow-up. Set measurable benchmarks and check in regularly along the way. When you see specific improvements, let employees know you noticed and give positive feedback on the spot.

Making these targeted adjustments to your management style can make a big difference in recruiting, engaging and energizing millennials. Employers who effectively harness the strengths of their young personnel will have a major advantage as this generation continues to fill the workplace.

Thanks to all

A special thanks to Bert Vanderweerd, Split-Fire Sales, for opening his business and his home to the CRA Ontario. It was relatively short notice for Bert and company as we were forced to change plans at the last minute, and it proved to be a fantastic evening and a great way to close out my term. Thanks to all of you for your positive feedback the past two years. I now pass the gavel to Mike Maltby, Ingersoll Rent-All, and I hope to see you at future CRA Ontario events. Best wishes, and here is to a prosperous 2011 spring and summer season! ♦

— James Morden, CRA Ontario president

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Host's Corner



For more than 25 years, Split-Fire Sales has been the leading manufacturer of the highest-quality wood splitters and wood chippers available on the market today.

Split-Fire Sales was founded in 1985 by Lubert Vanderweerd, known to family and friends as Bert. An inventor at heart and quick to spot an opportunity, he set out to design a hydraulic log splitter that incorporated a two-way splitting action that splits wood in both the forward and reverse stroke. With the ultimate goal of designing a log splitter that was safe and productive, Vanderweerd designed a prototype that he tested and modified until he had created a machine that met this criteria.

In the late 1980s, Vanderweerd was approached by Chatham rental operator Barry Burke to see whether Vanderweerd would build a gas-powered version of his three-point-hitch splitter for the rental industry. The feedback received from Burke allowed Vanderweerd to tweak his splitter to fit the demanding rental industry.

In 1995, after developing several variations of his log splitter in gas-powered, skid-steer-mounted and three-point hitch models, the company introduced a new product line, a wood chipper.

Through Vanderweerd's desire to build the safest and most productive wood splitters and chippers, and with the rental industry's stamp of approval, Split-Fire Sales has enjoyed 27 years of manufacturing. The company credits much of this success to the support it has received from the rental industry, which accounts for about 40 percent of overall sales. ♦

Scholarship winners announced: Ontario students appreciative of assistance

When **Rebecca Everitt**, Bracebridge, learned she had received the new Doug Mitchell Scholarship worth \$1,000 from the Canadian Rental Association and administered by the ARA Foundation, she was thrilled. "I was very happy. I instantly jumped up and down and called my dad [Paul, a sales representative for Rentquip Canada]. He was very proud as he knew Doug Mitchell," she says.

Everitt, who will graduate this May from Canadore College in North Bay with a degree in early childhood education, will return to school this fall to pursue another degree in either social work or business.

While dedicated to helping children and families, she has a strong tie to the rental industry. "When I was younger, I used to help my dad set up the booth at trade shows, work at CRA Ontario golf tournaments, talk with rental operators, etc. I found it very fascinating," she says. "I am interested in helping people. Although different from what I have been studying, I would love to follow in my dad's footsteps," she says.

Melanie Cogle of Whitby was just as ecstatic when she heard she had received the \$2,000 undergraduate scholarship from the ARA Foundation. "Oh my, I was so excited. It really took a lot off my mind. It will be such a help for school," she says.

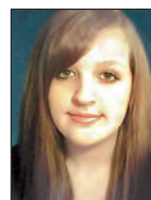
Cogle, who will be a junior this fall at Humber College in Toronto, is studying international business. She chose that major because she felt it would provide a good foundation for her future career in the family-run Perfect Party Place in Bowmanville. "I love economics and my courses

have focused on marketing, from consumer behavior, how to advertise and how to reach your target audience to finance. All have applications to the rental business," she says.

Alexandra Morand, a fellow ARA Foundation \$2,000 undergraduate scholarship recipient from Tecumseh, was "absolutely thrilled when I heard the news," she says. "I will graduate from high school in June and plan to attend the University of Windsor this fall to study political science. I worked really hard on my application and am glad that all of my hard work paid off," she says.

Even with her busy high school schedule, Morand has managed to work 12-14 hours a week at her family-run rental business, Riverside Rental. "My favorite part is working with the customers," she says. "It has taught me how to deal with people. Contractors want to be treated in a certain way. Do-it-yourselfers want to be treated in a certain way, too. Learning how to communicate with people will help me as I move onto college."

While she is just beginning her college years, she knows where she wants to end up. "My goal is to eventually take over the rental business from my dad and help change the way the law perceives rental. Sometimes rental is not considered. I would like to work to change that," she says. ♦



Rebecca Everitt



Melanie Cogle



Alexandra Morand

Thanks, Shirley!



The CRA Ontario would like to thank Shirley McCormick for her many years of service to the association. She has moved through the chairs, serving a term as president and then as secretary for the last several years. She has been involved with a number of awards banquets as well as being past editor and sales manager of the CRA Ontario newsletter. We must not forget her involvement in past golf tournaments, either. I think you get the picture: Shirley has been a driving force in the CRA Ontario for decades and has served a term as the Ontario director on the national board, too. Her accomplishments are just too many to list.

Shirley, we will miss you. Happy retirement! ♦

— Jeff Campbell, CRA national director for Ontario

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