

Canadian Rental Association **ONTARIO**
MemberUpdate



CANADIAN RENTAL ASSOCIATION



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American Rental Association

September 2011 • www.CRArental.org

A message from your president

2011 marks CRA Ontario's 50th anniversary. Since 1961, we have expanded our membership to include more than 350 rental stores and suppliers. We have changed names twice since forming as the *Canadian Association of Rental Operators - Ontario*, hosted well over 200 events for members and have seen more than 35 changes in leadership. Over the years, CRA Ontario has changed the way it operates, but we have never changed our core vision.

For the past 50 years, CRA Ontario events have been the place to be for rental operators to learn from each other and benefit from the wealth of information that can be gained only by experience from those in this industry. Operating a rental business is, and always has been, viewed by the outside world as a round peg in a square hole. CRA Ontario's main purpose is to provide members the opportunity to network with people who "get it."

I would like to take this opportunity to welcome the new members to the board of directors: Paul Potvin of Location Equipment Supply will be looking after the newsletter content. Dennis Heathcote of National Event Supply and Brian Gibson of Norseman will be the associate member contacts. Paul, Dennis and Brian join James Morden, Dale Brinklow, Penny O'Sullivan, Neil DeJong, Ken Malott, Jeff Campbell and me. I'd

also like to thank James Morden for the great job he did as president. You really did make this job look easy.

We have a great year planned for you starting in September



with the golf tournament.

This event is always a great one, and I look forward to meeting many of you there. We have events planned at Wacker-Neuson, Hy-Cor International, The Canadian Rental Mart and **The Rental Show**.

Speaking of the Canadian Rental Mart, if you haven't done so yet, **check out canadianrentalmart.com**. You will find all kinds of useful things like a video of

yours truly talking about our upcoming 50th anniversary awards banquet. If you look closely at the eyes, you might even be able to guess that this was my first time using a teleprompter. Just click on "CRA Video" on the main page.

We will begin taking nominations for the Supplier of the Year award and the Image awards at the golf tournament, so please start to think about who you feel is worthy of the awards this year.

Our advertising on the DIY network has been driving customers to RentalHQ.com,

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"Over the years, CRA Ontario has changed the way it operates, but we have never changed our core vision."

Lloyd Smith, CSP
District Manager

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New outlook, new energy, new ideas ... New Orleans

A new outlook, new energy, new ideas ... New Orleans will have them all for **The Rental Show**, Feb. 5-8.

The Rental Show

2012 marks a return to New Orleans for the first time in 10 years, which is bringing about a new buzz as well. Hotels are filling up quickly with attendees and exhibitors — the Canadian Rental Association (CRA) hotel, the Hampton Inn & Suites, is already full. For the trade show, exhibit space is more than 90 percent sold and there's great enthusiasm about revisiting a place that has its own new, improved outlook since 2002.

Attend the Region 10 Reception

from 5-6:30 p.m. Monday, Feb. 6. The cost is only \$15 per ticket and includes two drink tickets and light hors d'oeuvres.

After the reception ends, stop by the **CRA Hospitality Event**. Join us at 7 p.m. at the Hampton Inn & Suites for networking and appetizers.

Now is the time to take advantage of the \$99 Internet-only registration that includes three days of trade show, all Show seminars and the keynote session. For details and to register, go to www.TheRentalShow.com. Don't delay. This offer expires Oct. 31. ♦

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President



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President's message

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so make sure your listing is up to date. And watch starting in early 2012 for the airing of the new seasons of "Disaster DIY" and "House of Brian" in which our spokesman, Brian Baumler, will be using members' equipment and talking about the benefits of renting from Canadian Rental Association members throughout his shows.

All in all, the CRA Ontario has been very active during the past 50 years, and I look forward to beginning the next 50 years with you.

Thanks! ♦

— Mike Maltby, CRA Ontario president

Fly
on us!



WIN two free airline tickets, valued up to \$400 each, from the **ARA Foundation Fly Away raffle!**

Use the tickets to fly to your favorite destination. (**The Rental Show** in New Orleans is a great choice.) To enter, all you need to do is purchase a \$25 **ARA Foundation Fly Away raffle** ticket. The drawing will be Dec. 5.

To purchase tickets, go to www.ARARental.org. Enter often as all proceeds from the raffle will benefit ARA Foundation programs. ♦

CRA Ontario turns 50: Join in on the celebrations



In 1961, the CRA Ontario was established. Since that first gathering, more than 350 rental companies, branches and associate members have made the CRA Ontario their local association. Why? Because as it was 50 years ago and is now, the mission has stayed the same: to support rental operators in the province of Ontario by providing members with the chance to gather and share ideas with one another for the mutual benefit of their businesses and the industry as a whole.

To celebrate this milestone anniversary, the CRA Ontario has a full schedule of events planned:

- **On Sept. 15**, the festivities will begin with the popular Ontario Golf Tournament at Trehaven Golf & Country Club. (See the next page for details.) Canadian Rental Association National President Wayne Beckett and Chairman Andrew Paquette will be in attendance to help kick off our 50th season.
- **Oct. 19** we are off to Wacker-Neuson where the Ministry of Transportation will be on hand to answer questions from members.

■ **In November**, we travel to Hy-Cor International to learn about electrical products.

■ **February brings The Rental Show** in New Orleans.

■ **This will be followed by the Canadian Rental Mart in March.**

Coinciding with the Canadian Rental Mart, will be CRA Ontario's hosting of the Annual Awards Banquet and Reception where members will have a chance to test their detective skills by trying to solve a murder mystery during the course of the evening.

Together with the benefits of the CRA that include specialized insurance products for the rental industry, fuel savings, credit and debit card processing fee reductions as well as the myriad of programs of the American Rental Association, members receive numerous benefits that make a difference to their businesses and employees.

Be sure to take advantage of what is offered and enjoy the festivities planned this season. Member involvement has made the CRA Ontario strong for the past 50 years. It is what will make this local continue to thrive for years to come. ♦



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CRA Ontario recognizes longtime members

Many Ontario rental businesses and manufacturers/suppliers have reached Canadian Rental Association/American Rental Association/CRA Ontario membership milestones: 73 have been members for at least 20 years, with two celebrating more than 40 years of membership.

Below are those marking these milestones and the number of years they have been members:

Forty years or more:

- Adams Rent-All, Georgetown, 43 years
- A to Z Rentals, Sales & Service, Thunder Bay, 42 years
- Muskoka Rent-All, Huntsville, 40 years
- Resource Equipment, St. Catharines, 40 years

Thirty years or more:

- Total Rentals, Woodstock, 39 years
- Pete's Rental, Sudbury, 38 years
- Complete Rent-Alls Hamilton, Hamilton, 38 years
- Stephenson's Rental Services, Mississauga, 36 years
- Industrial Tools & Equipment Rentals, Hamilton, 36 years
- Northgate Rent-All, Brantford, 35 years
- Universal Rental Services, Orangeville, 35 years
- United Rentals, Oshawa, 35 years
- Stephenson's Rental Services, Brampton, 34 years
- McLean Sherwood Event Rental, Brampton, 34 years
- Canadian Cedar Services, Cambridge, 33 years
- White's Rent-All, London, 33 years
- Complete Rent-Alls Orillia, Orillia, 33 years
- St. Thomas Rent-All, St. Thomas, 32 years
- Stephenson's Rental Services, Rexdale,

- 31 years
- Stephenson's Rental Services, Toronto (two locations), 30 years each
- Kensal Rental Service, London, 30 years
- Sturgeon Rent-All, Sell-All, Sturgeon Falls, 30 years
- Metro Rent-All, Scarborough, 30 years
- Twenty years or more:**
- A & B Rental Centre, London, 29 years
- Roy-All Rentals, Guelph, 29 years
- 1000 Islands Sales & Rentals, Brockville, 29 years
- D & D Party & Tent Rentals, Toronto, 29 years
- Alie Location Rentals, Hawkesbury, 29 years
- Higgins Event Rentals, Toronto, 27 years
- United Rentals, Kitchener, 26 years
- United Rentals, Mississauga, 26 years
- United Rentals, Brantford, 26 years
- TEXADA Software, Guelph, 26 years
- Atlas Rental, Cornwall, 26 years
- Equipment Centre Simcoe, Simcoe, 26 years
- ABCO Equipment & Supplies, Weston, 26 years
- Party Time Rentals, Ottawa, 26 years
- Tim's Rent All, Bowmanville, 26 years
- Rentshop, Alliston, 26 years
- Stephenson's Rental Services, Markham, 25 years
- Stephenson's Rental Services, Toronto, 25 years
- SMS Rents, Sudbury, 25 years
- ABC Equipment Rental, Kitchener, 25 years
- Equipment Corps, Hamilton, 25 years

continued on page 4

Ontario Golf Tournament!

Thursday,
Sept. 15, 2011
10 a.m. Shotgun
Scramble Start

Note: New day of the week and time!

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CRA Ontario recognizes longtime members continued from page 3

Ingersoll Rent-All, Ingersoll, 24 years
 Diamond Systems, Brampton, 24 years
 Albion Rental & Repair, Bolton, 24 years
 Rental Village, Carleton Place, 24 years
 Uni-Rent Division of Ontquip, Hanover, 24 years
 United Rentals, London, 23 years
 Stephenson's Rental Services, Hamilton, 23 years
 Tiffany Party Rentals, Barrie, 23 years
 United Rentals Aerial, Collingwood, 23 years
 Repeat Rentals, Sault Ste-Marie, 23 years

Affair Rentals, Mississauga, 23 years
 Gervais Party & Tent Rentals, Scarborough, 23 years
 Special Occasions Party Rental, St. Catharines, 23 years
 Nor Building Enterprises, Hearst, 23 years
 Bestway Rentals, Kenora, 22 years
 AAA Equipment Rentals, Cambridge, 22 years
 Riverside Rental, Tecumseh, 22 years
 Skyjack, Guelph, 22 years
 Stephenson's Rental Services, Scarborough, 22 years

ABC Rentals Cambridge, Cambridge, 22 years
 Sunrise Equipment Rental & Sales Centre, Windsor, 21 years
 Resource Equipment, Hamilton, 21 years
 Georgian Rentals, Parry Sound, 21 years
 Bestway Rent-All, Midland, 21 years
 Rent-N-Sell-All, Sudbury, 21 years
 Barrie Rent-All, Barrie, 20 years
 Compac Equipment Manufacturing, Woodville, 20 years
 Pineridge Rent-All, Bowmanville, 20 years ♦

New member appreciates A to Z Rentals, Sales & Service commitment to membership

When Jim Peterson became the owner of A to Z Rentals, Sales & Service in Thunder Bay two years ago, he had no rental experience. A structural engineer by training who was entering semi-retirement after owning an architectural/engineering company, he quickly realized the value of buying a good business that was a household name in town and had a longtime membership in the American Rental Association and the Canadian Rental Association.

"I bought the business because I was impressed with what other rental owners told me about the industry," Peterson says. "The existing owner was ready to retire, and this was a great option for me."

Peterson and his wife, Betsy, had the chance to experience just what membership offered when they attended **The Rental Show** 2010 in Orlando, Fla. "It was overwhelming. Everyone was so welcoming," he says. "It was great to see the new equipment, meet with other members and attend the educational sessions. We couldn't wait to register for the next Show."

They went again to the 2011 Show in Las Vegas and will be attending the 2012 Show in New Orleans. "We want to keep



Rick Davidson, Jim Peterson and Peter Tillberg

learning and discovering what we can do to make our company grow," he says.

While at **The Rental Show**, Peterson and his wife always attend the CRA Hospitality Event to meet with other rental operators in Ontario and throughout Canada. "It is exciting to see other rental operators, talk with them and gain tips," he says.

For Peterson, those tips have "been worth their weight in gold," helping him learn ways to make the business grow and thrive.

While he hasn't had the chance to make it to a CRA Ontario meeting as it would take a plane ride to get there, he is eager to attend in the near future.

This year marks A to Z Rentals, Sales & Service's 42nd year of membership. That is a legacy Peterson is grateful for and eager to continue now that he is the owner. ♦

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