



# Canadian Rental Association **ONTARIO** MemberUpdate

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

## A message from your president

On Oct. 19, more than 50 members of the CRA Ontario gathered at Wacker Neuson's facility in Mississauga. Rain prevented an outdoor demonstration of correct tie-down procedures, but we did have an informative question-and-answer discussion led by Dan Malloy, enforcement supervisor from the MTO, about regulations, and presented some background information on the Professional Driver Education Program offered by the American Rental Association.

Thank you to all who attended and to the crew at Wacker Neuson who helped put together a great evening. Thanks also to Peter Webster, CERP, McLean Sherwood Party Rental & Supply, for donating the tables, chairs and place settings for this event. Congratulations to Owen Braby, St. Mary's Rentals, who won the door prize, a Professional Driver Education Program donated by the ARA.

Our golf tournament this year was another successful event, raising \$2,700 for the CRA Ontario. This money will allow us to continue offering

events that are of value to our membership over the coming year. Thank you to Paul Everitt, Rentquip Canada, and the entire golf committee for another successful tournament.

I also was invited by the ARA to attend its annual Leadership Conference in Chicago. This weekend event was a great opportunity for me to network with other volunteer leaders from state, local and provincial associations from across

North America. Joe Tye, author of "All Hands on Deck: 8 Essential Lessons for Building a Culture of Ownership," presented an eye-opening account of why having a culture of ownership

is the only sustainable source of competitive advantage for any company. In the 21st century, you no longer can afford to lead an organization from the top down. The truth is, you can't hold people "accountable" for the things that really

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*"Caring, pride, loyalty, fellowship and passion all come from a spirit of partnership that is created by a culture of ownership."*



Rental operators shared their Canadian pride at last month's ARA Leadership Conference.

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## UPCOMING EVENTS

### Member Meeting

Wednesday,  
Nov. 16, 2011

Hy-Cor International  
22423 Jeffries Road, Unit 11  
Komoka

- 6-7 p.m.: Social hour and tour of Hy-Cor
- 7-8 p.m.: Dinner
- 8 p.m.: Presentation by Neil Courneya, president of Hy-Cor International, will address temporary power products and the electrical code for Ontario. A question-and-answer session will follow.

To register, contact Dale Brinklow at 705-286-3047 or dbrinklow@cottage-country.net.

Hotel reservations may be made at the Hampton Inn, London. For reservations, call 519-649-6500.

### 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 at The Rental Show

Feb. 6, 2012

6:30-10 p.m.

Hampton Inn & Suites



Canadian Rental  
Mart and the Annual  
Awards Banquet

March 6 and 7, 2012

Toronto Congress  
Centre

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## President's message

*continued from page 1*

matter. Caring, pride, loyalty, fellowship and passion all come from a spirit of partnership that is created by a culture of ownership. Our job as management is to set the core values of the company and to create an environment where employees are empowered to solve problems for our customers.

If you doubt that employees should be empowered to occasionally overlook corporate policies when dealing with customer complaints, I urge you to look on YouTube for a video called "United Breaks Guitars." The song is the result of a nine-month battle that Dave Carroll from Halifax, Nova Scotia, had with United Airlines over a guitar that Dave claims was damaged by United's baggage handlers. This video has now been seen by more than

11 million people. More than 52,000 people have "liked" it and almost 30,000 people have shared their own reasons why they don't like United. The *Times of London* attributed a \$180 million drop in the price of United Airlines stock to this video. If you still have doubts, maybe you think, "Yeah, but that's a large international company. How does that compare to my small regional business?" I challenge you to do a Google search for "Rental Company Ruined my Wedding." When I did it this morning, Google returned 1.3 million results.

The old accepted truth of customer service was that if a customer was happy, he'd tell four people, and if he was unhappy, he'd tell 14 people. For better or worse, those numbers are no longer the case. One unhappy individual now has the tools available to tell his story to millions of people. ♦

— Mike Maltby, CRA Ontario president

## Attend ARA's Winter Webinar Series

Take advantage of the opportunity to educate yourself and your staff when the American Rental Association and ARA Insurance present the Winter Webinar Series.

Topics and dates are as follows:

- **Hazardous Materials Awareness: Staying in Compliance**  
Thursday, Dec. 15, 2011, with Steve Canney, senior safety consultant, J.J. Keller & Associates.
- **Rental Contracts: Get the Law on Your Side!**  
Wednesday, Jan. 18, 2012, with James Waite, Esq., Winters & Waite, and Maura Paternoster, risk manager, ARA Insurance
- **Party & Event: Effective Sales Techniques**  
Wednesday, Feb. 29, 2012, with Jan Franke, vice president, iQ Edge
- **Construction & General Tool: Effective Sales Techniques**  
Thursday, March 1, 2012, with Jan Franke

Each webinar will be 90 minutes in length. A question-and-answer session will follow the presentation.

Gather your employees in a conference room to participate. The cost is only \$35 per ARA member business location. The cost is \$105 per nonmember business location.

The webinar will take place at 2 p.m. Eastern time (1 p.m. Central, noon Mountain and 11 a.m. Pacific time).

To register, contact ARA Member Services at 800-334-2177. ♦



Canadian Rental Association Vice President Ed Dwyer, owner of C & T Rentals & Sales in Winnipeg, Manitoba (left), had the opportunity to meet and have his photo taken with Canadian Prime Minister Stephen Harper at the season opener of the Winnipeg Jets.

Education for  
you, your staff



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## Host's Corner

**Hy-Cor International** is a supplier of a full range of abrasives, safety products, electrical products, and tools and equipment to distributors across Canada.

Our products serve a wide array of markets, including construction, waterworks, mechanical, electrical, industrial and agricultural. We are a proud member of the Canadian Rental Association, supplying rental stores from coast to coast with a single-source vending opportunity.

Our product lines include abrasive cut-off wheels, diamond blades, sanding belts and disks, shovels, rakes, wheelbarrows, tarp straps and more. Combined with a comprehensive list of safety products, such as head, eye, hand and foot protection, Hy-Cor is a full-line, single-source vendor to our valued clients.

Since its inception in January 2009, Hy-Cor's philosophy has been to create a brand image of quality products, superior service and a people-first attitude that allows us to focus on building sales with and service for you, our client. ♦

## Don't miss: Nov. 14 survey deadline

Participate now in the Compensation and Benefits Survey — before the Nov. 14 deadline.

Go to **www.ARArental.org**. Click on the **2012 Compensation and Benefits Survey and Report** icon on the home page to be connected to the online survey link.

In return, you'll receive a **FREE** downloadable copy of the report — valued at \$150 — and a customized, individual Company Compensation Report.

## Make education a reality: ARA Foundation and affiliate scholarship applications available now

Help those who are interested in pursuing a career in the rental field to further their education by letting them know about the ARA Foundation scholarships as well as the two available just for students from Canada:

### The Doug Mitchell Scholarship

This scholarship is in memory of Doug Mitchell, past president of the Canadian Rental Association (CRA) and active volunteer in CRA, CRA Saskatchewan and the American Rental Association. He was an owner of The Rent-It Store in Saskatoon, Saskatchewan, Canada, until his death in July 2010.

This US\$1,000 scholarship is specifically for a student affiliated with a Canadian associate

member business, due to Mitchell's instrumental role in organizing the yearly CRA Prairie Trade Show.

### The Dorothy Wellnitz Scholarship

The US\$1,000 scholarship is named for Dorothy Wellnitz, former executive director of CRA.

The scholarship has been awarded since 2007. The criteria for the Dorothy Wellnitz Scholarship and the application are the same as for the ARA Foundation scholarship program.

Applications are available now at [www.ARAfoundation.com](http://www.ARAfoundation.com).

**They must be submitted by March 3, 2012.** Questions? Call Jenni Venema, ARA Foundation director of development, at **800-334-2177, ext. 236.** ♦

## Member Meeting • Wacker Neuson • Oct. 19, 2011

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# Retain customers, attract new ones with this app

*This is the first of a two-part series by James Morden, Canadian Rental Association Ontario director and CRA Ontario chair.*

Whether you're a mom-and-pop shop or a national chain, foursquare can provide you with tools to engage with your customers and fans. Now, if you are not tech-savvy or have never heard of foursquare, don't give up on me just yet. Read on to find out what the app is/does and why you should be using it for your business.

## Be there

I continue to dabble with foursquare. I don't use it every day, but it is growing on me and I do see increased value, especially since many businesses are now offering check-in specials for regular users. My business, for example, just created a check-in special for a free pair of safety gloves, and I am looking into utilizing the app to create an automated loyalty rewards program for our best customers. But I am getting ahead of myself. We will explore this in more detail later. First, let's discover exactly what foursquare is.

According to the website, foursquare "is a location-based mobile platform that makes cities easier to use and more interesting to explore. By 'checking in' via a smartphone app or SMS, users share their location with friends while collecting points and virtual badges. Foursquare guides real-world experiences by allowing users to bookmark information about venues that they want to visit and surfacing relevant suggestions about nearby venues. Merchants and brands leverage the foursquare platform by utilizing a wide set of tools to obtain, engage and retain customers and audiences."

Launched in March 2009, foursquare surpassed 10 million users worldwide in

April of this year. To better understand the exponential growth this little app has experienced, consider that I am user No. 1,203,934 (something to tell my grandkids I guess ... LOL) and I registered in early 2010! Today, foursquare boasts more than 3 million check-ins per day and more than 750 million total check-ins. Moreover, it provides the user the ability to seamlessly share each check-in both on Twitter and Facebook, virally promoting your business with every visit.

Now, recognize that smartphone penetration is nearly 50 percent and growing by as much year over year in the most prized demographic of 24- to 44-year-olds. You'll quickly understand the importance of utilizing these mobile tools, and foursquare in particular, as a necessity of business, not just a frivolous luxury.

## Be square

If you love your smartphone as much as I do, you will enjoy this game. It is surprisingly addictive and highly competitive! Players compete by earning points among their "friends," the other players they know, in addition to competing against everyone else playing the game both locally and globally. Various points are awarded for every check-in (more for first-time or the first of your friends to check in at a location, for being mayor, etc.) and virtual badges are collected when players achieve a particular objective (total number of check-ins, frequency at certain locations

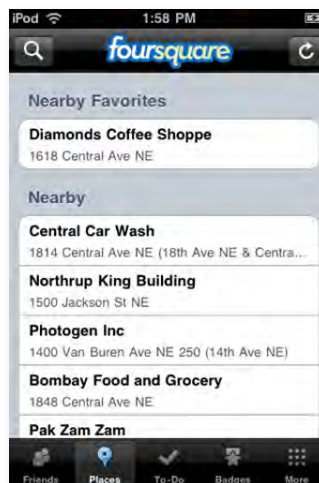
or types of venues, etc.). Each venue also has a "mayor," or the person who has the most check-ins. Often, businesses,

like restaurants, reward the "mayor" by offering a discount or free appetizer, for example. Now this is where the game gets competitive. I recently lost my "mayor" status (78,387 mayors ousted each day) at our favourite grocery store, and I'm not going to let Peter H. (whom I've never met) get the better of me! Realize that I get nothing for being the mayor at this particular establishment, but now I'm finding excuses to do the grocery shopping.

The app also is great for exploring your city or town

and allowing new customers to find you. When a player checks in, they are shown a list of businesses that are near your current location. Let's say a future bride checks in to the coffee shop down the street and around the corner from your business. In doing so, she is presented with a list of nearby businesses and as she scrolls the list, she becomes acquainted with your previously unfamiliar event rental. She adds it to her "to-do" list and bada-bing bada-boom, suddenly you are quoting her dream wedding. Don't laugh; thousands of local businesses are now "discovered" like this every day.

Watch for part two of this series in January. You can find out more about foursquare by visiting [foursquare.com/business](http://foursquare.com/business). I invite your comments and questions at [jamesmorden@rentshopinc.com](mailto:jamesmorden@rentshopinc.com) and find me on foursquare or follow me on Twitter @JamesMorden. ♦



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