

Canadian Rental Association **ONTARIO** MemberUpdate



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American Rental Association

January 2012 • CRAOntario.org

A message from your president

In November, CRA Ontario traveled to Komoka for a tour and dinner meeting at Hy-Cor International. Thank you to Neil Courneya who gave the best electrical products overview presentation that I have ever seen. It was a great way to end 2011.

2011 has come to a close, and 2012 will be just as exciting for CRA Ontario. We start our year on Jan. 18 at Atlas Copco in Mississauga. From there, we are off to New Orleans for **The Rental Show**, followed by the Canadian Rental Mart in March.

Mark your calendar now for March 6. In conjunction with the Canadian Rental Mart, CRA Ontario will be celebrating its 50th season at our awards banquet.

Thank you to all of our members who have opened up their facilities to us and to all of our members who attend our events this past year.

See you in New Orleans. ♦



— Mike Maltby, CRA Ontario president

CRA's new website: You could win cash just for telling us what you think

If you haven't done so already, now is the time to check out the Canadian Rental Association's new website, CRARental.org. Doing so could win you some cold cash!

All you need to do is review the site and then click on the "See More" button under "Latest News." Offer your comments about what you like or don't like, as well as suggestions on what you would like to see on the site. When you send your response, you automatically will be entered into the drawing for cash — \$500 or \$1,000.

How can you increase your chances of winning \$1,000? Attend the Canadian Rental Association

Annual General Meeting from 4-5 p.m.

Monday, Feb. 6,

at **The Rental Show** in New Orleans.

The winner will be chosen at the end of the meeting. If your name is drawn at random and you are attending the meeting, you will win \$1,000. If your name is drawn and you are not at the meeting, you will win \$500.

See how it pays to go to CRARental.org. ♦



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UPCOMING EVENTS



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

Still time to register!

Now is the time to get in on the excitement. Take advantage of the \$200 advance registration rate that includes three days of trade show, all Show seminars and the keynote session. Find complete details and register now at www.TheRentalShow.com. Don't delay.

Advance registration ends Jan. 27. After that, registration will be available only on site. ♦



Canadian Rental Mart

- March 6 and 7, 2012
- At the CRA booth, see Bryan Baeumler, host of HGTV's "Disaster DIY." Have him autograph your DIY poster from 3:30-5 p.m. (Details in the adjacent story.)

CRA Ontario Awards Banquet

- March 6, 2012
- Celebrate CRA Ontario's 50th anniversary.

Toronto Congress Centre, 650 Dixon Road, Toronto

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When you get to the Show, don't miss these events

The Rental Show in New Orleans will be jam-packed with things to see and do, from the 30 seminars, the Keynote session, the trade show and the networking events. Be sure to catch the many Canadian-specific events, too:

Canadian Rental Association Annual General Meeting

All Canadian rental members are invited to this meeting from 4-5 p.m. Monday, Feb. 6. This is your chance to meet your board members, learn about the latest CRA updates and discover how CRA is working for you.

Region 10 Reception

The Region 10 Reception takes place from 5-6:30 p.m. Monday, Feb. 6. This is a casual gathering to network and catch up with old friends. The cost is only \$15 per ticket and includes two drink tickets and light hors d'oeuvres.

Canadian Hospitality Event

After the Regional Reception on Monday, Feb. 6, stop in at the Canadian Hospitality Event. The festivities will go from 7-9 p.m. at the Hampton Inn & Suites. Enjoy appetizers and great networking with colleagues.



ARA Resource Center, booth No. 6535

Stop by the ARA Resource Center, booth No. 6535, on the trade show floor to experience what the American Rental Association and the Canadian Rental Association can offer you. While you are there, be sure to drop off your ticket to become eligible to win a 32-gigabyte iPad 2, complete with 3G and Wi-Fi capability.

CRA room at the Show, room 242

Drop by the CRA room Monday and Tuesday during trade show hours to catch your breath and mingle with your fellow Canadian rental operators. ♦

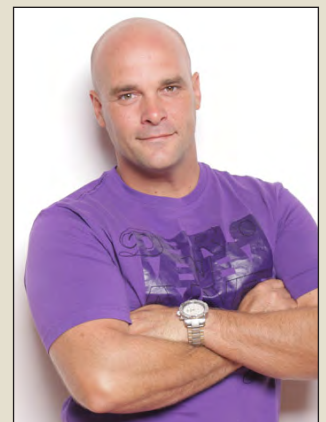
Meet Bryan Baeumler at the Canadian Rental Mart

If you are planning to go to the Canadian Rental Mart in Toronto this March, be sure to stop by the Canadian Rental Association's booth from 3:30-5 p.m. Tuesday, March 6, to meet Bryan Baeumler, Canadian television's host of HGTV's "Disaster DIY" and "Leave it to Bryan." You will see him this spring in "House of Bryan 2: On the Rocks."

This is your chance to talk shop and have him autograph his poster, which you will find in an upcoming issue of *Canadian Rental Service* magazine.

That evening, Baeumler will join the festivities at the CRA Ontario Awards Banquet — another opportunity to meet this DIY celebrity and rental industry advocate.

Don't miss it. Watch for more details in upcoming issues of this newsletter. ♦



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Region 10 rental operators honored at *The Rental Show*

Member Meeting • Hy-Cor International • Nov. 16, 2011



Congratulations go to two Canadian Rental Association (Region 10) winners who will be recognized at *The Rental Show* in New Orleans Feb. 5-8.

Those honored include:

■ **Angie Venekamp, Rental Network, Squamish, British Columbia.** She will be recognized as the Regional Person of the Year for Region 10. This award is given to members who have made outstanding contributions to the association and the rental industry on the regional, state, provincial or local levels.

■ **Andrew Paquette, CERP, Bravo Party Rental, Dorval, Quebec.** He and his business will be honored with the President's Image Award. This recognition is given to a business facility or store for its commitment to improving the rental industry image through a remodeling, rebuilding or renovation project.

Please congratulate them for winning these prestigious awards! ♦

Check out Rental U: It's free and offers valuable online education 24/7

Managing conflicts, the Federal Motor Carrier Safety Administration's Comprehensive Safety Analysis (CSA), effective safety meetings, hazmat, forklift safety and pulling trailers: These are just a few of the topics you can receive training on through the American Rental Association's Rental U Online offerings.

Go to the "Shop ARA" section of **ARarental.org** to access the latest from Rental U. ♦

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See how foursquare can spur business at your operation

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

In the November issue, I introduced you to foursquare, a location-based mobile platform. I shared what it is and how it works. This month, I would like to share how this app can positively impact your business.

Your Business²

If you do nothing else with foursquare, you should, at the very least, claim your business listing. Or, if your business is not already listed, register it. Venues often are populated by users, so there is an inherent risk of incorrect, incomplete or misinformation getting posted about your business. By claiming/registering your business listing on foursquare, like on Google Maps, you are able to control any business information that is displayed and correct other important info, including the map pin locator. Once you have claimed the listing,

you are free to do absolutely nothing with foursquare ever again, or you

can delve a little deeper into the game and explore the *Merchant Platform* that offers businesses free tools to maximize and track the opportunities to attract, engage and reward their customers.

Specials are the best way to achieve this. Of course, you control "how, when, and why" these deals are unlocked. Think about a discount off a rental for their first check-in. Then you might reward your most loyal customers with another discount on their fifth or 10th visit. Whatever the incentive, you

can attract new customers or reward your most loyal ones by offering foursquare specials, which are presented to users when they check in at or near your venue.

Herein lies the beauty of the mobile platform: Potential customers just have to check in near your store to view your special. They

literally can be checking in at the lumberyard as they purchase the materials

for their new deck and discover they can receive a discount on a post auger rental at your store. Or that they don't have to purchase those work gloves because you will provide a free pair upon check-in when they arrive to rent the hardwood nailer. Specials create an extra enticement to get customers to stop by, and they can be tailored to fit your need and comfort level. Now let's take it a step further and examine tying a traditional loyalty program to social- and location-based check-ins.



all know the issues with hanging chads (see Florida 2000). The foursquare merchant platform eases many of these worries. Simply check in to your venue dashboard and track your customer foot traffic over time, then verify and confirm that data with the information you already collect when

you create your rental contracts. Pretty simple, right?

Since so many customers have smartphones in their pockets, it seems like a logical step. Even if you already have a loyalty program in place, you can augment it with foursquare while attracting a whole new demographic. You

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even can deliver customized rental experiences or offers at the most relevant time and at the most relevant place, all based on prior check-in behaviour. The possibilities are limitless. The best part about experimenting with foursquare for your business is that it requires only a very small time investment on your part and simply makes consumers more likely to recommend your company to their friends and colleagues, which is what we are all trying to accomplish in the first place.

You can find out more by visiting foursquare.com/business. I invite your comments and questions at jamesmorden@rentshopinc.com. Find me on foursquare or follow me on Twitter @JamesMorden. ♦

"... 91 percent of small businesses do absolutely nothing to retain their existing clients."

Harvard Business Review on Increasing Customer Loyalty

and difficult to track. Plus you've got to maintain cards, stamps, punches, and we

Loyalty²

According to February's *Harvard Business Review on Increasing Customer Loyalty*, "91 percent of small businesses do absolutely nothing to retain their existing clients." And, in full disclosure, I can be counted among them. It is not that I don't want to. It just all seems so problematic

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