



Canadian Rental Association **ONTARIO** MemberUpdate

March/April 2012 • CRAOntario.org

Ontario Board of Directors

James Morden
CRA Ontario Director and
Chair, CRA Ontario
Rentshop
705-435-3844
jamesmorden@rentshopinc.com

Mike Maltby
President
Ingersoll Rent-All
519-485-4231
mike@ingersollrentall.ca

Dale Brinklow
First Vice President
Minden Hills Rent-All
705-286-3047
mhra@cottagecountry.net

Paul Potvin
Second Vice President
Location Equipment Supply
416-410-5858
paul@locationequipmentsupply.com

Penny O'Sullivan
Secretary
**ABCO Equipment
& Supplies**
877-424-5118
penny@abcoequipment.com

Jeff Campbell
CRA Director at Large
**St. Thomas Rent-
All Sales & Service**
519-631-5450
jeff@stthomasrentall.com

Ken Malott
Director at Large
Kensal Rental Service
519-471-9910
kensalparts@execulink.com

Brian Gibson
Associate Director
Norseman
519-754-6535
bgibson@norseman.ca

Dennis Heathcote
Associate Director
National Event Supply
905-795-1667
dennis@nationaleventsupply.com

Neil De Jong
Treasurer
ITE Rentals
905-545-6011
neil@iterentals.com



A message from your president

CRA Ontario members have been busy these past few months. Since the publication of our January issue, we have traveled to three events in a cross-continent round trip from Mississauga to New Orleans and then back home to Toronto.

On Jan.18, we met at Atlas Copco and were invited into the company's permanent "trade show" exhibit space. I know that I, for one, was impressed with the scope of the operation that Atlas Copco runs from its Canadian office in Mississauga. Everything from powered screwdrivers to mining equipment was on display.

From there, it was down to New Orleans for **The Rental Show**, the American Rental Association's annual convention and trade show, Feb. 6-8. Ontario was well-represented by both rental operators and exhibitors. The show floor seemed busy all three days, and the seminars were informative and engaging. There was even a cutout of James Morden, CRA Ontario chairperson, welcoming attendees to the Show. This "**Flat James**" toured New Orleans, which was caught on video. Anyone who is interested can search



"This association would not be what it is today without all of the dedicated members doing their part to make the rental industry a vibrant part of the Ontario landscape."



"who dat Flat James" on YouTube or check the link on the Canadian Rental Association Facebook page.

The last stop was back to Toronto for the Canadian Rental Mart on March 6 and 7. This show floor was also busy and well-attended. The CRA Ontario booth was busy, with a guest appearance on the 6th by Bryan Baeumler, host of "Disaster DIY" and "Leave it to Bryan" on the HGTV and DIY Networks. Baeumler is CRA's celebrity spokesperson for 2012. CRA Ontario also raffled off a newly available iPad 3 at the show, which was won by **Hugh Howie from A.E. Sales**.

Our awards banquet was attended by more than 150 members. They were entertained by Big Time Productions and the Murder Mystery production "the Silence of the Hams." Judging by the responses we received from members in attendance, this will be a hard act to follow next year. Congratulations also to our award winners (featured on the inside pages of this newsletter).

continued on page 2

ECHO
Lloyd Smith, CSP
District Manager
ECHO Power Equipment (Canada) Phone: (800) 700-1358
A Division Of ECHO, Incorporated Fax: (800) 655-3246
311 Sovereign Road Email: lsmith@echo.com
London, ON N6M 1A6 www.echo.com

DSI
DIAMOND SYSTEMS INC.
www.dsiamond.com
CANADIAN MANUFACTURER OF DIAMOND
AND D'AX CUTTING SOLUTIONS
www.dsiamond.com WE MAKE IT!
1-800-387-2513

Target PAUL TOMC
3070 Lenworth Drive
Mississauga, Ontario L4X 2G1
Tel: (905) 507-8899 • Fax: (905) 507-4590
Cell: (416) 525-6467
Email: targetequipment@rogers.com
www.targetequipmentsales.com

NH NATIONAL HOSE
NATIONAL HOSE AND EQUIPMENT
FLEXIBLE HOSE FOR ALL THAT FLOWS
AND SERVICE SECOND TO NONE
172 MILNER AVE. TORONTO
ON, CANADA M1S 3R3
TEL: (416) 298-0494, 0495
FAX: (416) 298-0626
E-MAIL: mikestone@nationalhose.ca
WEB: www.nationalhose.ca
MIKE STONE
VICE PRESIDENT

NES NATIONAL EVENT SUPPLY
a division of D & K Imports
CRA/ARA Associate Member since 2005
Tables, Chairs, Dinnerware,
Flatware, and so much more!
1-800-827-8953
info@NationalEventSupply.com
www.NationalEventSupply.com

ETOBICOKE IRONWORKS LIMITED
Manufacturers/Suppliers:
* Scaffolding, Shoring & Forming Systems
* Structural Steel
* Miscellaneous Iron & Railings
141 Rivalda Rd., Weston, Ontario M9M 2M6
Tel: (416) 742-7111 Fax: (416) 742-2737
www.ejw.ca

UPCOMING EVENTS

Member meeting Behind-the-Scenes Look at Location Equipment Supply

April 18, 2012

6:30-10 p.m.

907 Oxford St. • Toronto

To attend, email paul@
locationequipmentsupply.
com or call 416-410-5858.

Ontario associate member wins CRA website prize

It was 5 p.m. and Dean Nasato, district manager with Wacker Neuson in Mississauga, was leaving his company's booth on the trade show floor of **The Rental Show** in New Orleans when he started receiving congratulatory voicemail and text messages. He was totally perplexed.

"I didn't know what was going on," he says. "I kept receiving all of these messages telling me that I had won \$500."

He soon discovered that he was the winner of the cash prize drawing from the Canadian Rental Association (CRA) for offering comments about the new CRA website. His name was drawn at the CRA Annual General Meeting that was held at the Show.

"I remember I wrote in comments that I was very appreciative of the website layout, the links to different suppliers, the upcoming events, etc. I was shocked when I won," he says. ♦



IAIN WATSON
President

flagro
INDUSTRIES LIMITED

26 Benfield Drive
St. Catharines, ON
Canada L2S3V5
TEL: 905-685-4243
FAX: 905-685-0113
EMAIL: iwatson@flagro.ca
WEBSITE: www.flagro.ca

Atlas Copco

Jan Marcus
Technical Sales Representative
Portable Air Division

Atlas Copco Compressors Canada
2900 Argentea Road, Unit #13
Mississauga, ON L5N 7X9
Mississauga
www.atlascopco.com

Tel: (905) 816-9369 or 1 (800) 665-4721
Fax: (905) 816-9370
Cell: (416) 433-0991
Home office Fax: (905) 553-1596
Email: jan.marcus@ca.atlascopco.com

Kim Wiles
Arnold Rovers

1064 Salk Road, Unit #13
Pickering, Ontario L1W 4B5
Office: 905-420-2243
Fax: 905-420-9655

President's message

continued from page 1

This association would not be what it is today without all of the dedicated members doing their part to make the rental industry a vibrant part of the Ontario landscape.

Our next event on April 18 will offer a behind-the-scenes look at Location Equipment Supply, Toronto. If you've ever wondered what's actually involved in providing rentals to television shows and movies in Ontario, this is a "can't miss" event. I hope to see all of you there. ♦

— Mike Maltby,
CRA Ontario president

Congratulations, winners

During the CRA Ontario Awards Banquet, the following awards were presented to members in recognition of their outstanding contributions and achievements:

Supplier of the Year: Hy-Cor International

This is awarded to a supplier that has made a special effort to help CRA Ontario members or the industry as a whole.

Image Award — General Tool/Construction: Robertson Rent-All

This is awarded to a general tool or construction rental house that exemplifies good housekeeping, attractive equipment and facilities, and

general proficiency in the industry.

Image Award — Party and Special Event: Happenings Party Rentals

This is awarded to a party and special event rental house that exemplifies good housekeeping, attractive equipment and facilities, and general proficiency in the industry.

Rental Professional of the Year: Randy Turner, Bestway Rentals

This is awarded to an individual who has contributed unselfishly of his or her time and talents in order to further the aims of the CRA Ontario. ♦

Canadian Rental Mart and the CRA Ontario Awards Banquet March 6 and 7



Vulcan
Demolition Tools Inc.

Scott Malcolm
Cell: 905.520.5394

3070 Lenworth Drive
Mississauga, ON L4X 2G1
ISO 9001-2008

Toll Free: 1.888.229.6064
Tel: 905.625.0144
Fax: 905.625.0383
E-mail: info@vulcandemo.com

www.vulcandemo.com

Sensible Software Solutions

Xgensoft
rental manager

www.xgensoft.com 877-895-6410

WACKER NEUSON

Wacker Neuson Limited
180 Admiral Boulevard
Mississauga, Ontario L5T 2N6

Dean Nasato
District Manager
Central Region

Phone: 905-795-1661
Toll Free: 800-201-5345
Fax: 905-795-6008
Cell: 905-601-0319

dean.nasato@wackergroup.com
www.wackerneuson.com

Uniquip
www.uniquip.ca

Tom Marchewka
Territory Manager

M: 613.290.6664
P: 1.800.332.4012 ext. 382
F: 1.866.825.2221
tmarchewka@uniquip.ca

KODIAK
POWER EQUIPMENT

4101 Industriel, Laval, QC, H7L 6G9
Halifax • Montreal • Toronto • Edmonton

Uniquip
www.uniquip.ca

David Latour
National Sales Manager

M: 514.378.4028
P: 1.800.332.4012 ext. 231
F: 1.866.825.2221
dlatour@uniquip.ca

KODIAK
POWER EQUIPMENT

4101 Industriel, Laval, QC, H7L 6G9
Halifax • Montreal • Toronto • Edmonton

DOUG PATERSON
PAT PARKER PATERSON
MANUFACTURER'S REPRESENTATIVES

#12 AQUILA COURT
TORONTO, ONTARIO
CANADA, M9W 5J2
Tel: (416) 748-8045
Fax: (416) 748-7922
Canada Tel: 1-877-748-1130
Canada Fax: 1-800-748-9969
Email: eastcan@progers.com
www.eastcanmarketing.com

EASTCAN
MARKETING

Member Meeting at Atlas Copco Jan. 18



Thank you, CRA Ontario Awards Banquet and Hospitality Event sponsors

The CRA Ontario wishes to acknowledge the support from the following organizations of our Awards Banquet and Hospitality Event that was held at the Canadian Rental Mart March 6, 2012. Without their generous sponsorship, these events would not have been possible.

Platinum Level

- Annex Publishing
(Canadian Rental Service magazine)
- Atlas Copco
- Bomag Canada
- Construction Equipment Solutions (CES)
- Diamond Products
- Doosan Portable Power Canada
- Location Equipment Supply

- National Event Supply
- Norseman
- Rentquip Canada
- Sullair Canada
- Tsurumi Canada
- Vulcan Demolition Tools
- Wacker Neuson
- Western Financial Group Insurance Services

Gold Level

- Abmast
- Absolute Tent & Event Services
- Multiquip
- Star Diamond Tools
- Uniquip Canada

Silver Level

- ABCO Equipment & Supplies
- ITE Rentals

- Kensal Rental Service
- Minden Hills Rent-All
- National Hose
- Pete's Rental
- Rentshop
- St. Mary's Rentals
- St. Thomas Rent-All



MQMQ
MULTIQUIP POWER

TOLL FREE 1.877.963.4411

POINT-OF-RENTAL
Systems

Barry J. Ossea
Marketing

800-944-7368
www.point-of-rental.com

RENTQUIP
CANADA

PRODUCTS YOU RENT ON, SERVICE YOU TRUST

Jim Freeman
Cell: 519-421-6234
e-mail: jim@rentquip.com

Paul Everitt
Cell: 705-783-8857
e-mail: paul@rentquip.com

Office: 519-537-6616 Toll Free: 866-360-6616
Fax: 800-555-6339 website: www.rentquip.com
624 Jack Ross Avenue, Woodstock, Ontario N4V 1B6



The Rental Show offered the right mix for CRA Ontario members

Energizing, tremendous buying opportunity and great location: These are just a few of the ways CRA Ontario members summarized their experiences last month at **The Rental Show** in New Orleans.

"I wouldn't miss **The Rental Show**, including Events & Tents," says Nancy Snell, CERP, owner of NJS Design Event & Party Rentals in Clinton. "I become inspired and recharged. Of course, I did a lot of shopping. I also came home with seven pages of notes of things we will be working on."

The seminars were a big draw, adds Neil De Jong, manager of Industrial Tools & Equipment Rentals in Hamilton. "The Show always has great speakers, and, of course, I didn't want to miss the keynote with Aron Ralston, either," says De Jong, who serves as CRA Ontario treasurer.

Both Snell and De Jong found the social networking seminars very helpful. "I haven't been too interested in social media until

now," De Jong admits. "I realize that it is where we need to go. This seminar reinforced that for me."

Jerry de Lange, owner of A & B Your Party Rental Centre in London, was glad to be back in New Orleans. "New Orleans is a

great spot. The Show is always a good mix of yearly buying and entertainment," he says.

The ability to reconnect with rental operators whom they haven't seen for a while made the Region 10 Reception and the CRA Hospitality Event important venues not

to miss, Snell and De Jong say. "I learn as much by talking with other people as I do in the seminars," Snell adds.

Between the show floor, the seminars, the networking opportunities and the location, **The Rental Show** was an overall hit for these rental operators. "It is an invaluable experience," De Jong says. "I love the Show and I love the venue. It's something I never want to miss." ♦

"It is an invaluable experience. I love the Show and I love the venue. It's something I never want to miss."

— Neil De Jong, manager of Industrial Tools & Equipment Rentals in Hamilton



Thanksgiving wedding for 80 guests at Benmiller Inn in Benmiller, Ontario, Canada

Interesting fact:
The harvest dinner tables were adorned with gold-washed pumpkins filled with fresh sunflowers and mums, gold charger plates and burgundy napkins with gold ribbon and frosted fall leaf napkin rings. One additional touch of perfection included printing guest names on gold ribbons that were placed on the rims of each wine glass.

NJS Design Event & Party Rentals
Clinton, Ontario, Canada
www.njsdesign.on.ca
Full-time staff: 110

Ontario member took part in Inspiration Gallery

Nancy Snell, CERP, owner of NJS Design Event & Party Rentals in Clinton, submitted this photo of the wedding reception she coordinated at the historic Benmiller Inn. This picture has even more significance now because the inn was severely damaged by the F3 tornado that hit the Lake Huron area Aug. 21, Snell says.



Now available

2012 COMPENSATION AND BENEFITS REPORT

Discover how your company compares with rental businesses of similar size and inventory by accessing the **online version** of the new 2012 Compensation and Benefits Report from the American Rental Association.

To order, go to the "**Shop ARA**" section of ARA's website, **ARARental.org**, or call ARA Member Services at **800-334-2177**.

BOMAG
FAYAT GROUP

MARK WARNES
Territory Manager
Ontario & Newfoundland

BOMAG (CANADA) INC.
3455 Semenyk Court
Mississauga, ON L5C 4P9
(800) 263-0814
Tel: (905) 361-9961
Fax: (905) 361-9962
Cell: (905) 334-5322
mark.warnes@bomag.com
www.bomag.ca

STIHL

Larry Isaac
Regional Manager, Central Ontario
Gérant régional, Centre de l'Ontario

Tel: (800) 572-4794 Ext. 5601
Fax: (800) 363-4943
larry.isaac@stihl.ca

STIHL LIMITED
1515 Sise Road, Box 5666
London, Ontario N6A 4L6
CANADA

SULLAIR
Always air. Always there.

Tom Irwin
Area Sales Manager
Mobile: 705.665.2267
Email: tom.irwin@sullair.com

Portable Air Compressors — 125 to 1600 CFM

RA2
PIDEX

Next generation Customized software solution for Rental Industry.
Fully integrated CRM, Pipeline, Inventory, Rental, Email, Purchasing and Accounting Modules.

Call 1-877-71-PIDEX for complete details OR Email: sales@pidex.ca

An Insurance Program Exclusively Designed for Canadian Rental Association Dealers

1-800-665-8990

Justin Friesen, VP, Commercial Insurance (Ext. 7211)
Ken Fingler, Director, Risk Management (Ext. 7279)

Western
FINANCIAL GROUP
Group Insurance Solutions

CRA
Canadian Rental Association

www.westernfgis.ca/cra

ALL SHELTER
SALES & RENTALS

NEW & USED WSSL
Peak Marquee & Peak Pole Tents
Stage Covers
Armadoles
GigaSpan & Modular Buildings

120 Booth Road
North Bay, ON P1B 8Z4
Tel: (888) 411-0400
Email: allshelter@aol.com

ALLSHELTER.ca

StarDiamond

DIAMOND TOOLS • EQUIPMENT • VACUUMS • DUST SHROUDS

Sales and Parts
for **EDCO** Equipment

1-800-282-6470 www.stardiamondtools.com

PROANE TRAINING

ABCO EQUIPMENT & SUPPLIES LTD.
215 Milvan Drive, Weston, Ontario M9L 2A3
Telephone: 416-745-9191
george@abcoequipment.com

Contact:
George Olah
General Manager of Operations