



Canadian Rental Association **ONTARIO** **MemberUpdate**

November 2012 • www.CRAOntario.org

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PRESIDENT'S MESSAGE

Join us on Tuesday, November 20th at Uniquip Canada's Mississauga location for our next member's meeting. Among the usual camaraderie, rental industry gossip and fine food, we will hear a seminar entitled Make it Happen: Proactive Sales Strategies (and how to manage them) presented by Joe Ellers. Joe is the author of numerous published works including; Implementing Process Excellence, The Sales Manager's Handbook, The Sales Professionals 6-Step Guide to Mastery, Sales Management Excellence and more. Joe has hundreds of hours of audio lectures and training programs available in almost every conceivable medium which he makes available to companies for training purposes. This event is sponsored by Uniquip Canada and will be held at 2625 Meadowpine Blvd in Mississauga.



Mike Maltby
President

CRA Ontario

aerial equipment while the second seminar will be presented by Stacy Kaufman on the new National Equipment Register.

In addition to the networking opportunities provided by this association at our meetings and events, we are also pleased to announce that as

members of CRA Ontario you are invited to take part in the American Rental Association (ARA's) Winter Webinar Series. These informative 90 minute webinars take place in December, January & February and will provide information on how to grow and protect you business. Each of these webinars are available to you for \$35 per computer.

Also new from ARA is the Rental Profitability Program. This brand-new online, eight-module financial education program will assist rental store operators improve their productivity, profit and cash flow, while increasing their financial position. Call me if you need any additional information.

I look forward to seeing you at our events throughout the season.

PLEASE NOTE THAT NOVEMBER'S MEETING WILL BE ON A TUESDAY, AND NOT ON A WEDNESDAY.

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UPCOMING EVENT

Save the Date
Tuesday, Nov. 20th, 2012

Hosted by
Uniquip Canada

Location
2625 Meadowpine Blvd.
Mississauga, Ontario

Agenda
6:00 to 7:00
social hour
7:00 to 8:00
dinner and dessert
8:00 to 9:00
presentation

Our meeting will have a presentation
by Joe Ellers - The Sales Guy.



Joe has addressed
many association
meetings and is
considered a leading
expert in Sales and
Management.

Not only will you learn something,
you will leave the meeting with a new
zest for business.

The cost for the dinner and meeting
is only \$45.

This member's meeting is sponsored
by Uniquip.

Please Reserve

before **November 14, 2012**
To register for this
event, please phone Dale Brinklow at
705-286-3150
or e-mail him at
dbrinklow@cottagecountry.net

Uniquip

Incoming CRA Ontario President's Report



Dale Brinklow
*Incoming President
CRA Ontario*

As incoming CRA Ontario president, I recently had the privilege of being invited to the ARA's leadership conference in Chicago. I met over 60 presidents and vice presidents from the ARA and CRA, in addition to the ARA executive board and regional directors. Ontario was well represented by CRA vice president; Jeff Campbell from St Thomas Rent-All and ARA's region 10 representative, Paul Kenyon from Absolute Tent & Event.

The conference started Friday afternoon with all of the CRA representatives discussing how we could increase membership, what other locals were doing for their meetings, how their meetings were structured and how active their respective associations were. I'm pleased to report; Ontario is one of the most structured and active associations in both the ARA and region 10.

Saturday we were up at the crack of dawn to start another day of fun and entertainment not to mention the wealth of information I learned about the CRA and ARA associations. We also got a sneak

peak of Lt. Colonel Rob "Waldo" Waldman who will be speaking at The Rental Show in Las Vegas, this coming February. All I can say is if you are going to the show, you don't want to miss this guy. What an awesome speaker!

On Sunday, we had more previews of The Rental Show and it looks like it's going to be another great show! I highly recommend that you attend. We were also told about the different programs available from CRA and the impact that they can have on both your local association and your own rental store. I would like to encourage each and every one of you to take a look at the different courses and programs that the CRA and ARA have to offer.


Finally, as incoming president, I would like to take this opportunity to encourage our members to join the CRA Ontario executive board. Please consider allowing your name stand for a position on the board for the upcoming term. We are currently looking for a Treasurer, Secretary and 2nd vice president.

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2013 CRA Ontario Table Top Trade Show
Saturday, January 19, 2013

Nottawasaga Resort
6015 Highway 89, Alliston, ON

9:00 to 10:00

Seminar – Safe operation of aerial equipment
by **Tom Bell of Haulotte**

10:00 to 11:00

Seminar – National Equipment Register
by **Stacy Kaufman of NER**

11:00 to 4:30

Table top trade show

6:00 to 11:00

Dinner and entertainment
• Ontario Awards
• Game show mania

For more information please contact:
Dale Brinklow • 705-286-3047
Mike Maltby • 519-485-4231
James Morden • 705-435-3844

For registration go to:
<http://CRA.cvent.com/OntarioTabletopShow>

CRA
CANADIAN RENTAL ASSOCIATION
ASSOCIATION DE LOCATION DU CANADA

COME TO THE NOTTAWASAGA RESORT FOR THE JANUARY 19TH TABLE TOP TRADE SHOW

The Nottawasaga Resort is an all season resort hotel nestled within the quiet countryside of the Nottawasaga Valley. Stay and enjoy refreshing country air and scenic views from the comfort of your private hideaway on the river's edge.

Participate in the non-stop recreational activities available within the 70,000 sq.ft. health and fitness centre. Take an exhilarating ride down our 3 storey 100 ft waterslide, splash in the indoor Tropical Rainforest themed 25 m swimming pool, perfect your shot on our indoor 18 hole Jungle Quest mini-golf adventure, enjoy a relaxing massage or workout in our fully equipped gym featuring indoor squash and tennis courts.

The opportunities are not limited to just the indoor facilities. Head outside and take in the refreshing country air while you explore the great outdoors on over 6km of walking trails or experience the magic of the winter in the country as you try snowshoeing. Downhill skiing is also available nearby. Stay. Play. Meet. At the Nottawasaga Resort.

MORE TO EXPLORE

Whether you enjoy antiquing, outlets and flea markets or malls and unique shops, the Nottawasaga Valley offers a great selection to satisfy every need. Come browse through the area's interesting and unique shops, from artisan's studios to home décor, antique shops and fashion boutiques. Enjoy one-stop shopping at any one of Barrie's three shopping malls or head to the downtown where local artists offer unique treasures you won't find anywhere else.

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Conveniently located at Hwy 400 and Hwy 89, Tanger Outlets Cookstown is just a 10 minute drive east of Nottawasaga Resort and a 15 minute drive south of Barrie.

THE RENTAL SHOW 2013 LAS VEGAS

Discount registration for The Rental Show is available through Dec. 10. For only \$175, you'll be able to attend the three days of trade show, all the educational seminars and the keynote session with Captain Mark Kelly. If you prefer to just attend the trade show, exhibits only registration is available for \$60 and allows you to attend one, two or all three days of the trade show. Register online or find more details at TheRentalShow.com.



Anyone involved in party and special event rental should plan to attend Events & Tents on Feb. 9. This educational program provides high-quality, rental-specific seminars that aren't available anywhere else. For 2013, the program returns to a one-day schedule including 16 educational sessions on the latest industry practices and trends. Highlights include a breakfast featuring a Fabric Fashion Show and a lunch presentation from nationally recognized wedding designer Sasha Souza. Events & Tents closes with a reception at Keep Memory Alive Event Center, a one-of-a-kind Frank Gehry-designed venue with proceeds supporting the Lou Ruvo Center for Brain Health. Discount registration is available through Dec. 10. See the website for more information.

When you register for the Show, be sure to sign up for your regional reception on Monday, Feb. 11, from 5 p.m. to 6:30 p.m. You'll have the opportunity to meet and connect with others from our region. Included with the \$20 ticket are two drink tickets and light hors d'oeuvres.

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ONTARIO CANADIAN RENTAL ASSOCIATION MEETING REVIEW - CANADIAN RENTAL ASSOCIATION FIGHTS FRAUD

The Canadian Rental Association Ontario helped members to avoid identity theft and counterfeit cash with talks from RCMP corporal Tim Laurence and Bank of Canada currency educator Manuel Parreira at its October meeting in Newmarket hosted by Norseman. Guests at the buffet dinner were also entertained by James Morden's hosting of "Who Wants to be a CRA Ontario Millionaire," featuring skill-testing questions about next year's Ontario Tabletop in Alliston, Ont.



Diane Gouge of LM Temperature Control, is that your final answer?

After the buffet dinner, members heard about the CRA's upcoming participation in the Canadian International Home Show in Toronto, Nov. 1 to 4. Members who work the booth for two hours will be able to bring rate sheets and other promotional material on their shops for presentation on the booth. Bryan Baeumler will be making a 45-minute presentation at the show on the benefits of renting for home projects.

Then it was time for "Who Wants to be a CRA Ontario Millionaire," with lucky contestants winning \$5,000 Rental Bucks to be spent at the Ontario Tabletop, Jan. 19 at the Nottawasaga Inn in Alliston, Ont. The questions were easy and everyone won, but were somewhat disappointed to learn a Rental Buck is otherwise known as a penny.



Corporal Tim Laurence says always protect your PIN.

Laurence then introduced members to such terms as phishing, spoofing and skimming in his talk on identity theft and how to avoid it. Laurence says one in five Canadians are victims of identity theft and it costs the economy over \$2 billion per year. He warned about a number of common scams and gave tips for how to avoid them. Rental operators should be alert for a scam where a thief swaps a store's card reader with an identical device that broadcasts customers' card information to a nearby mobile device.

Next, Parreira gave members a sneak peek at the new polymer \$20 bill being released into circulation Nov. 7. As members passed the bill around (it did make it back to Parreira) he delivered the message that counterfeiting can be easily prevented if merchants would make use of the many security features on Canadian bank notes. He urged rental operators to "tilt and feel" when they receive cash - tilt the bill to see the holograms on the reflective strip and feel for the raised texture on the printed images. These features cannot be copied by counterfeiters and can be checked in seconds.

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