



CANADIAN RENTAL ASSOCIATION



Ontario Board of Directors

James Morden

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



Canadian Rental Association **ONTARIO** MemberUpdate

January 2013 • www.CRAontario.org

PRESIDENT'S MESSAGE

Join us on Saturday, January 19th, for the 3rd biennial CRA Ontario Tabletop Trade Show and Awards Banquet. This year's event will be held at the Nottawasaga Inn Resort in Alliston, where members can meet their suppliers and learn about new products for 2013. Thanks to the support of our sponsors, we will have an expanded hospitality suite. This event will be held in a dedicated hospitality room and we should not have the problems with our neighbors that we had last time. If you haven't registered to attend this event yet, please do so at www.craontario.org

2012 was a great year for CRA Ontario. We wrapped up the year's members meetings with near record attendance at our November meeting held at Uniquip Canada's Mississauga facility. Speaker Joe Ellers presented an informative and engaging presentation that we hope inspired you to become more proactive and professional with the sales calls you make.

2013 will also bring a change to the way members register for events hosted by CRA Ontario. We have implemented an online registration system

for meetings and events, which means that you will now be able to register right from the email you get notifying you of the event. Anyone who has registered for the upcoming CRA Ontario Tabletop Trade Show and Awards Banquet has already seen this system in action.



Mike Maltby
President
CRA Ontario

CRA National and CRA Ontario are working hard to provide value for our members and we are constantly improving our meetings to include better, more informative and relevant speakers. Our national sponsorship and advertising program with DIY Network's Brian Baumler is producing results and directing customers to member stores. Members can now register up to 1000 items in NER's database which will help law enforcement recover lost equipment.

Employee policy manuals can be created at a discounted rate through CPM Policy Manuals. A full list of benefits provided to members by CRA and CRA Ontario can be found at www.crarental.org under the "Membership & Benefits" section.

Wishing you success in 2013

**Join us for our
Table Top Show on January 19th!**

ECHO Lloyd Smith, CSP
Territory Manager

ECHO Power Equipment (Canada)
A Division of ECHO, Incorporated
311 Sovereign Road
London, ON N6M 1A6
www.echo.ca

Tel: 519-665-7011
Fax: 877-324-6668
Email: lsmith@echo.ca

shindaiwa

DSI **DIAMOND SYSTEMS INC.**

D'AX
CUTTING SOLUTIONS

www.dsiamond.com
Toll Free 1-800-387-2513

StarDiamond
DIAMOND TOOLS • EQUIPMENT • DUSTLESS SOLUTIONS

Serving the Rental Industry since 1994

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

NH **NATIONAL HOSE**
NATIONAL HOSE AND EQUIPMENT
FLEXIBLE HOSE FOR ALL THAT FLOWS
AND SERVICE SECOND TO NONE

172 MILLER AVE., TORONTO
ON, CANADA M1S 3P3
TEL: (416) 296-0494 (416) 296-0495
FAX: (416) 298-0626
E-MAIL: mikestone@nationalhose.ca
WEB: www.nationalhose.ca

MIKE STONE
VP & CEO

NES **NATIONAL EVENT SUPPLY**
a division of D & K Imports
CRA/ARA Associate Member since 2005

Tables, Chairs, Dinnerware,
Flatware, Crystal, and so much more!

1-800-827-8952
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.ewi.ca info@ewi.ca

Uniquip
A DIVISION OF JOHN BROOKS COMPANY LIMITED
www.uniquip.ca
P: 1-800-332-4012 x382
F: 1-866-825-2221
C: 647-220-6066
tmarchewka@uniquip.ca
Halifax • Montreal • Toronto • Edmonton

Tom Marchewka
Territory Manager

KODIAK **Belle** **flagro**
GÖLZ **Saisco**

Tsurumi Canada
149 J.A. Bombardier, Unit 9
Boucherville, QC
Canada J4B 8P1
T 450.449.6484
T 866.449.6484
C 519.242.3164
F 450.449.5283
www.tsurumicanada.com
johnciaraldi@tsurumicanada.com

John Ciaraldi
Sales Representative

DOUG PATERSON
PAT PARKER PATERSON
MANUFACTURER'S REPRESENTATIVE
#12 AQUILA COURT
TORONTO, ONTARIO
CANADA, M9W 5J2
Tel: (416) 748-8945
Fax: (416) 748-7827
Canada Tel: 1-877-748-1130
Canada Fax: 1-800-748-9089
Email: eastcan@rogers.com
www.eastcanmarketing.com

EASTCAN MARKETING

MINDEN HILLS
RENT-ALL
DISCOUNT PRICING FOR RENTAL STORES
HONDA **705 286 3150**
Power Equipment **HONDA POWER EQUIPMENT DEALER**

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 Bob Goodall of Verisk Crime Analytics

11:00 to 4:30

Table top trade show

6:00 to 11:00

Dinner and entertainment

- Ontario Awards
- Game show mania

Thank you to our sponsors



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.event.com/OntarioTabletopShow>

EXHIBITORS

Abmast	17
Bartell Morrison	6
Bomag	35
Cavalier Industries	20, 21, 22
CES	7
Diamond Systems	3
Echo Power Equipment	31
Flagro	34
G.C. Duke Equipment	15
G-Trax Wear Parts	29
Haulotte	4
Hilti Canada	32
Hosepower Canada	30
Husqvarna Construction	25
Leavitt Machinery	36
Magnum Power Products	26
National Event Supply	8
National Hose	16
Point-of-Rental Systems	24
Rentquip Canada	27 & 28
RDSI	2
Split Fire Sales	23
Stihl	10
Total Equipment Sales	13
Trintec	12
Tsurumi Canada	11
TVH Canada	1
Uniquip	33
Vermeer Canada	19
Wacker Neuson	5
Wallenstein by EMB MFG	14
Weber Machine USA	9
Western Financial	18

WE'RE STILL LOOKING FOR SPONSORSHIPS

- PLATINUM - \$500
- GOLD - \$350
- SILVER - \$100

Quote from Diane Gouge at L.M. Temperature Control on the value of the CRA Ontario:

"Everyone in the Chapter has made our team at L.M. Temperature feel incredibly welcome. From introductions to the other CRA members and answering our questions, to just talking about the rental business and having fun, it has been a great experience. From the first meeting, I felt like we were joining a supportive and happy family that all look out for each other. What a refreshing feeling! I must say that I look forward to each of the upcoming meetings and have felt welcome and comfortable right from the first time I walked through the door. Great job CRA Ontario and a heartfelt Thank You!"




DOOSAN Doosan Infracore Portable Power
Ron VanDerGeld District Manager, Eastern Canada
Doosan Portable Power Canada
1185 Matheson Blvd. East
Mississauga, ON L4W 1B6
M 416 200 1520
F 877 644 8226
E ron.vandergeld@doosan.com
www.doosanportablepower.com

Greg Bennett
Vice President of Sales
greg@point-of-rental.com
Corporate Office:
1901 N. State Highway 360, Suite 340
Grand Prairie, TX 75050
USA
800-944-7368
972-602-9819
FAX 972-602-3178
www.point-of-rental.com
The Leader in Windows® Rental Management Software

RENTQUIP CANADA
PRODUCTS YOU RENT ON, SERVICE YOU TRUST
Jim Freeman 519-421-6234 jim@rentquip.com
Paul Everitt 705-783-8857 paul@rentquip.com

Marindustrial
Oakville, L6H 5S3
T: 905.829.3004 F: 905.829.40.46
www.marind.ca www.subaruequip.ca
SUBARU MARINDUSTRIAL HILTI HANSON CONCRETE JACO

 **CAVALIER INDUSTRIES LTD.**
14803 - 134 AVENUE
EDMONTON, AB T5L 4V5

CELL: (818) 777-4642
TEL: (780) 483-0700
FAX: (780) 483-4843

BILL BRANDERHORST
Regional Manager
110 Wellington St. W.
Eaton, ON M5H 1E3

TOLL FREE: 1-888-483-4843
555@cavalier-industries.ca
www.cavalier-industries.ca

 **flagro**
INDUSTRIES LIMITED

IAIN WATSON
President

26 BENFIELD DRIVE
ST. CATHARINES, ONTARIO
CANADA L2S 3V5

TEL: 905-685-4243
FAX: 905-685-0113
E-MAIL: iwatson@flagro.on.ca
www.flagro.ca

 **Atlas Copco**

John Cantin
Central Canada Regional Sales Manager, CTO Division

Atlas Copco Construction Equipment, Canada

1025 Tristar Drive
Mississauga, ON
Canada
L5T 1W5
www.atlascopco.com

Tel: 289-562-0100
1-800-485-4777
Cell: 1-447-591-5714
Fax: 289-562-6199
john.cantin@ca.atlascopco.com

 **Kim Wilce**
Arnie Rovers

**CONSTRUCTION
EQUIPMENT
SOLUTIONS**

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

ARA FOUNDATION

A total of \$62,000 in ARA Foundation and affiliate scholarships available

The ARA Foundation and affiliate programs are offering a total of \$62,000 worth of scholarships for the 2013-2014 academic year. If you have students in your rental operation who are pursuing their vocational/technical-, undergraduate- or graduate-level education in order to have a career in the equipment rental industry, now is the time for them to apply.

For a list of available scholarships, eligibility criteria and to download applications, go to ARAfoundation.com and click on "Foundation Scholarship Program."

Questions? Contact Jenni Venema, ARA Foundation director of development, at 800-334-2177, ext. 236.

All applications must be submitted by Saturday, March 2, 2013

Winter Webinar Series

Mark your calendars for the upcoming webinars being offered by ARA. The following 90-minute webinars will begin at 2 p.m. Eastern (1 p.m. Central / Noon Mountain / 11 a.m. Pacific). Priced at only \$35 per computer connection for ARA members, these are a real value.

Wednesday, February 27, 2013

"P.S.: See Page 3 ... Top 10 Contract Addenda"

Speakers: James Waite, Esq. of Winters & Waite LLC and author of *Business Management: Contracts and Legal Guidelines* and Maura Paternoster, Risk Manager, ARA Insurance

ARA Rental Profitability Program Measure ... Understand ... Get It Done!

ARA is pleased to announce a brand-new online, eight-module financial education program. This rental-specific program will assist rental store operators improve their productivity, profit and cash flow, while increasing their financial position.

The program begins by addressing the importance of understanding and measuring your results as well as focuses on how these financial statements relate to one another. You will then review, in detail, the Income Statement and Balance Sheet. Familiarizing yourself with the ratios commonly used in the rental industry is the objective of the Benchmarking for Success module. Next, you will use a Case Study to evaluate the financial statements of a fictitious rental company, followed by focusing on your own




business in the Dashboard Development module. Information from a recent Cost of Doing Business Report is integrated throughout this program.

This all-inclusive eight-module program will be available mid-November at a member price of \$149. Purchasers have access to the entire program for 15 months. Access is sold per company.

Modules include:

- Measure, Understand, Get It Done
- Income Statement Essentials
- Balance Sheet Essentials
- Benchmarking for Success
- Three Inventory-Specific Case Studies
- Dashboard Development

 **Bartell Morrison**

Joe Santelli
Sales Manager

Mobile: 647-405-3053
Local: 905-364-4200
Tel: 1-866-501-1683
Fax: 905-364-4201

Bartell Morrison Inc.
375 Annapolis Blvd.
Mississauga, ON Canada L5T 3A7

www.bartellmorrison.com

 **Vulcan**
Demolition Tools Inc.

Scott Malcolm
Cell: 905.520.5394

3070 Lennoxville Drive
Mississauga, ON L4X 2G1

Toll Free: 1-888-329-6864
Tel: 905.625.0144
Fax: 905.625.0383
E-mail: info@vulcandemo.com

ISO 9001-2008

Sensible Software Solutions

 **Xgensoft**
rental manager

www.xgensoft.com 877-895-6410

 **WACKER NEUSON**

Wacker Neuson Limited
1400 Kinnear Boulevard
Mississauga, Ontario L5T 2H6

Dean Nesato
District Manager
Central Region

Phone: 905-706-1081
Fax: 905-201-3340
Fax: 905-706-0808
Cell: 905-651-0019

dean.nesato@wackerneuson.com
www.wackerneuson.com



Mark Warnes
Territory Manager

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



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



Joe Bentrovato
Canadian Sales Manager
Construction Products

Husqvarna Construction Products • 2077 Bond Street,
P.O. Box 690 North Bay, ON P1B 8S6 Canada
Toll Free 1-800-461-9589
joe.bentrovato@husqvarna.com • www.husqvarna.com

Uniquip Hosts the Ontario Canadian Rental Association Meeting



Tom Marchewka from Uniquip gave the guided tour of the warehouse.

A near record attendance of close to 70 people met at the offices of Uniquip (John Brooks Company) in Mississauga on Tuesday, November 21 to take part in the latest Canadian Rental Association Ontario division member's meeting.

Tom Marchewka of Uniquip took the crowd on a guided tour of the 60,000 square foot warehouse (with product stacked neatly right to the 25 foot ceilings) and showed off an extensive spare parts division, the area where the Kodiak pressure washers are assembled by hand as well as the significant stock of products, including the Salsco wood chippers that Uniquip was just granted the Canadian rental rights to. After the tour, all were ushered upstairs to the board room where Mike Maltby, Ontario division president welcomed all the the meeting. Gord Bell, president of John Brooks also had some introductory remarks. All in attendance then took a turn introducing themselves and the company that they worked for to the rest of the room. Of special note, Jim Freeman of Rentquip Canada



Jim Freeman from Rentquip Canada heads up the buffet line.



Joe Ellers provided a very informative seminar.

mentioned that he was the honorary spokesman for the Canadian Rental Association since he was featured on a local television station talking about the value of renting. This had taken place at the recently completed home show in Toronto.

Next the buffet meal that consisted of pasta, salad, baked roll, roasted potatoes, roast beef and desserts was served.

After dinner, we had an upbeat presentation delivered by guest speaker Joe Ellers entitled "Make it happen: proactive sales strategies (and how to manage them). This was very well received by all in attendance and generated some great discussions.

The next event for the Ontario division of the Canadian Rental Association will be the table top trade show and awards banquet. It will take place January 19th at the Nottawasaga Resort near Alliston. Watch your e-mail for more information.



An Insurance Program Exclusively Designed
for Canadian Rental Association Dealers

1-800-665-8990

Thom Proch, Manager, Commercial Sales (Ext. 7313)

www.westernfgis.ca/cra



129 Booth Road
North Bay, ON P1B 6Z4
Tel: (888) 411-0400
Email: allshelter@aol.com



NEW & USED
WSSL

Peak Marquee & Peak Pole Tents
Stage Covers
Armados
GigaSpan & Modular Buildings



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



We can repair all makes and
models of your equipment.

Equipment Repair

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