

Canadian Rental Association **ONTARIO**
MemberUpdate

March 2013 • www.CRAOntario.org



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PRESIDENT'S MESSAGE

In February CRA Ontario Members flocked to Las Vegas for The Rental Show, which was, by all accounts, on a decidedly more upbeat note than American events of the past few years. Exhibit space for the Rental Show sold out for the first time in 5 years and attendance was up as well. CRA Ontario members were well represented at the awards presentations. Congratulations to all those who received awards at the Rental Show. Your professionalism and dedication to the industry in Ontario does not go unnoticed.

Also released in Las Vegas was the Statement of Best Practices for Risk Assessment and Mobile Elevating Work Selection, and the Statement of Best Practices for Emergency Evacuation Planning for Tented Events. These new guides serve to provide guidelines that rental businesses can use to educate their customers and themselves.

Recent incidents from across the continent which have resulted in serious injuries and some fatalities have prompted the tenting white paper. Tents should be recognized as temporary structures that are not designed to withstand extreme weather conditions or to provide protection in emergency situations. The Statement of Best Practices of Emergency Evacuation Planning for Tented Events

helps party and event rental businesses better inform the renter of potential risks when renting a tent.

For the third installment of AWP Best Practices the participating organizations, including CRA Ontario through the ARA, recognized a need to aid in the identification of hazards, offer guidance for conducting a thorough risk assessment and implementing control measures as well as assisting in the selection of the most appropriate MEWP for the work involved. The industry remains committed to putting forth initiatives that increase awareness of best practices, clarify responsibilities and address the safe use of MEWPs.



Mike Maltby
 President
 CRA Ontario

All statements of best practices may be downloaded free of charge by members and can be found online at www.ararental.org under Risk Management link in the Members category

Looking forward CRA Ontario will be meeting next on March 20, 2013 at Absolute Tent & Event Services in Toronto, where a spokesperson for the Canadian Federation of Independent Business will be providing an update on the State of the Credit Card Industry in Canada and how the credit card landscape is changing in Ontario.

We look forward to seeing all our members at the March 20th meeting

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4 TIPS FOR MOTIVATING YOUNG EMPLOYEES

Each new generation of young people shares a set of characteristics that were shaped by the times in which they grew up. With all the changes a rental store owner needs to prepare for as a business owner, you should ensure that preparing for the next generation of workers is on your list.

You might be interested to know that many of the perspectives held by today's young workforce are secretly held by older workers. A defining difference is younger workers will openly talk about what they want or believe in and will be quick to pack up and leave an organization if their needs are not met. Let me share with you a few examples.

Many younger workers, while wanting to work, want great flexibility in when and where they work. Older workers want that flexibility too; however, younger workers will not only talk about wanting it, many will leave an organization after a short period of time if they find the owner not bending to their desires. Older employees may stay around longer and just live with it.

Another example includes the younger worker's desire to have more training or education about a job task before completing the job. Older employees new on a job want training too, but they will more easily accept the all too often reality of needing to learn the job on their own. Younger workers, if not adequately trained or supported in acquiring the needed skills, will consider leaving a valid option rather than figuring out a job on their own.

Today's younger generation will be your employee pool for the next 20 to 30 years. While some will adjust and conform to your company, many will continue to challenge your thinking and strategy. Here are a few ideas you might incorporate into your strategy.

1. Spend increased time upfront on orientation and training

TSounds easy, but this first item can eat deep into a rental store's time and money. Many owners want to see a quick return on a new employee; they can't wait six months or a year to have an employee just beginning to earn their wages. This first item presents a paradigm change that owners must force themselves to make.

Start by documenting the processes your company uses to complete work. No matter your specialty, write down the steps involved with completing any particular process. Such an effort can then be used as training materials.

Don't overlook the need to orient a new employee to your company and vision. If you do not have a company vision statement, mission, objectives and goals, shame on you. Your existing employees would appreciate that information too.

2. Spend more time following up with younger workers

Whether you coach them personally or assign a more experienced employee to coach the younger workers, plan on a bit more time being spent with the new person. This effort makes good business sense with anyone because it normally results in greater loyalty, appreciation for your company and faster job results from the new employee.

3. Create detailed job descriptions and the measurements for success

Take the time to describe on paper what a job requires in terms of skills, capabilities, knowledge and experience. If younger workers must be capable of reading warning signs and safety messages, make sure they know this and can perform such an effort. Don't leave it to them to figure out what you expect.

4. When correcting, stay calm and show how it's done through demonstration

Younger workers are big hands-on learners. That's not all bad for you if you will take advantage of showing by example what is the right way to perform a task. That is why spending time on the job with younger workers is crucial. Take advantage of mistakes made on the job and turn such opportunities into field learning classes.

The younger workers are not hopeless but they will frustrate a boss who is used to giving out orders and expecting people to do as they are told without a "Why?" coming back at them. If you will earnestly try to implement just the four items discussed in this article, you will find much more productivity awaiting you from your new and younger workforce.

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Guest Speaker: Dan Kelly - President & CEO of the Canadian Federation of Independent Business (CFIB)

NEXT MEMBER'S MEETING:

Date: Wednesday, March 20, 2013
Where: Absolute Tent & Event Services
Address: 230 New Toronto St., Toronto, ON
(QEW & Islington Ave. Area)

Social Hour - 6pm - 7pm

Dinner: 7pm - 8pm

8pm: Guest Speaker: Dan Kelly - President & CEO of the Canadian Federation of Independent Business (CFIB)

Topic: New changes to the credit card processing rules and fees

Dan Kelly serves as President and Chief Executive Officer of the Canadian Federation of Independent Business (CFIB). In this capacity, Dan is the lead spokesperson and advocate for the views of the Federation's 109,000 small and medium-sized member businesses. Dan currently serves on the Advisory Committee to the Deputy Minister of Citizenship and Immigration. Dan has served on dozens of provincial and federal committees and task forces and has represented Canada's small businesses at the International Labour Organisation in Geneva. He is presently serving as secretary to the International Small Business Congress.

The RENTAL Show

**Race to register first for
The Rental Show 2014
in Orlando ends in tie.**

For the first time, the American Rental Association (ARA) offered attendees at The Rental Show 2013 in Las Vegas the option to lock in prices and register for next year's show.

As a result, early Tuesday, Feb. 12, there were two people vying to be the first person to register for The Rental Show 2014 in Orlando. James Morden, owner, Rentshop, Alliston, Ontario, Canada, arrived at 5:15 a.m. to be first, and John Bibbo Jr., president, Event Source, Cleveland, who has been the first to register online for the past few years, arrived at registration in his robe and slippers.



James Morden (right) and John Bibbo Jr. arrived at the same time!

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HAVE YOU EVER CONSIDERED GIVING BACK TO THE ASSOCIATION? IF SO, WE HAVE A PERFECT OPPORTUNITY FOR YOU.

Elections for a number of board positions will be taking place at our **April 17th** meeting being held in Sudbury. Please consider having your name stand - it is very rewarding!

Everyone that has served agrees that you get way more back than what you put in.

Positions open are:

- 2nd Vice President
- Treasurer
- Secretary
- Associate Director

Questions?

Call Dale at (705) 286-3047 or Paul at (416) 410-5858 • Please consider supporting your Association!

CRA Ontario Rental Professionals Honoured at The Rental Show in Las Vegas

A number of Ontario people were recognized for exceptional achievements at the recently completed Rental Show in Las Vegas. These awards were given out at the CRA annual general meeting.



Mike Malby (left) from Ingersoll Rent-all was presented with the **Region 10 Award** by Paul Kenyon, Region 10 director



The Wilson Brothers - Colin and Chris from A World of Rentals in Kingston (tall guys in the centre) - are presented with the **CRA Regional Award** for dedication and service to the association in Ontario by (left to right) Jeff Campbell, Ed Dwyer and James Morden



Dean Nasato (centre) representing Wacker Neuson is presented with the **CRA National Supplier of the Year** award by national president Jeff Campbell (left) and CRA Chair Ed Dwyer



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