

Canadian Rental Association **ONTARIO**
MemberUpdate

April 2013 • www.CRAOntario.org



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

ken@kensalrental.com

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



PRESIDENT'S MESSAGE

On March 20th, CRA Ontario members gathered to hear Dan Kelly, President - Canadian Federation of Independent Business (CFIB), provide an update on Credit Card industry practices. Kelly provided an account of improvements to the credit card landscape since CFIB, with the support of many CRA Ontario members, successfully lobbied to have a code of conduct implemented for the credit card industry in Canada. The 65 plus rental operators and associated in attendance also got a crash course in some of the latest schemes credit card issuers and processors are using to lure consumers and businesses into switching to higher cost products. Thank you to our host & sponsor Absolute Tent and Event Services for arranging an informative and engaging evening.

Also of note this month is the American Rental Association (ARA) Cost of Doing Business Survey. To keep your business growing and financially thriving, you need rental-specific information. The simple and free way to get that type of information is by participating in the Cost of Doing Business Survey, which provides the data for the follow-up Cost of Doing Business Report — the

financial benchmarking guide for the industry. Plus, if you participate in the survey by April 30, you are in the running to win \$1,000 from the ARA. Take a few minutes of your time to complete the survey - you will be helping yourself and everyone in the industry.

The Canadian Rental Association has announced a new initiative for 2013. "National Rental Awareness Week" will be May 6-10. Members are encouraged to hold open houses, demo days or any other consumer focused event or promotion during this time. There has been additional information sent out from the ladies in head office on this. If you have missed it just call Mandy or Pascale at 1-800-486-9899 and they will get this to you again.



Mike Maltby
 President
 CRA Ontario

Our final meeting for this season will be held at Dynamic Earth, Sudbury on April 17, hosted by Pete's Rentall. A number of tours have been set up and at this meeting attendees will elect a new group of members to serve on the 2013-2014 Board of Directors. I look forward to meeting more of our northern members at this event and I encourage our southern members to make the trek to Sudbury.

We look forward to seeing all our members at the April 17th meeting in Sudbury

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CRA MARCH MEETING REVIEW



Many party rental operators attended, making this meeting one of the largest in recent memory.

It was the largest turnout CRA Ontario had seen for a long time at its March meeting at Absolute Location Support Services in Toronto on March 20th. More than 70 members toured Paul Kenyon's impressive warehouse, enjoyed a prime rib dinner in his classy showroom and heard Dan Kelly of the Canadian Federation of Independent Business give the lowdown on credit card fees

It was a testament to the friendliness and camaraderie in our industry that Paul Potvin and a small invasion force of Location Equipment Supply employees were able to attend the event, eat and drink as much as they could, and still see Kenyon smiling at the end. They had to have been impressed with Kenyon's full-service, one-stop shop film and events rental operation occupying 75,000 square feet with over 45 employees.

Absolute moved into the location in 2011, occupying a former industrial woodworking operation. He has expanded his offerings to include dishware, bathroom trailers (branded It's My Potty), huge clearspan tents, heaters, generators and more. There is even a fire truck to quickly pump water at event sites. Absolute's senior account manager, Michelle Nicol, and operations supervisor, Sacha Ludwikowski, conducted the tour.

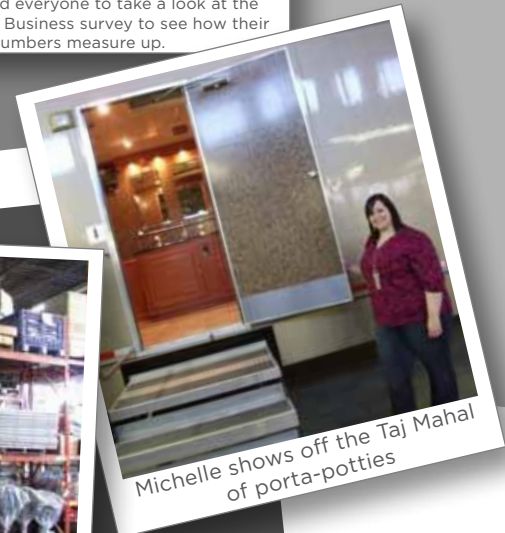
Kenyon, who is Region 10 director at the American Rental Association, spared attendees most of the ARA talking points and instead gave an interesting overview of his operation, followed by a plug for the ARA's Cost of Doing Business report, which helps rental operators benchmark their business finances against industry standards.



Kenyon asked everyone to take a look at the Cost of Doing Business survey to see how their numbers measure up.



No shortage of space at Absolute



Michelle shows off the Taj Mahal of porta-potties

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Ontario chairman, James Morden, got up to introduce Rental Awareness Week and to invite members to tell the national CRA about their videos, websites, social media feeds and special events so they can be included in the cross-country promotion. Dale Brinklow, CRA Ontario vice-president, previewed the next meeting which will take place in Sudbury, Ont., on April 17. Elections will be held there for secretary, treasurer and second vice-president. Brinklow said the association is also looking for a “director of electrical communications” to help out with web and social media updates. The Sudbury meeting will follow a slightly different format with tours happening in the afternoon. A discounted block of hotel rooms is available at the Hampton Inn until April 5 - call 1-705-523-5200.

Kelly spoke about surveys the CFIB has done to gauge members’ satisfaction with credit card companies and their fees and, to no one’s surprise, he reported that small business owners are not happy. He said the CFIB is fighting on several fronts to clarify which cards carry extra processing fees, to ask credit companies to reduce or eliminate fees and to prevent credit companies from applying punitive and restrictive contracts to vendors. He said mobile payments may represent an opportunity for telecommunications companies to start taking a slice of your

transactions along with the credit card companies, the banks and the payment processors.

Finally, CRA president, Mike Maltby, kindly gave Pat Flannery a chance to remind members to nominate worthy individuals and companies for Canadian Rental Service’s Top 10 Under 40 feature and next year’s ROOTY award.



How cool is it to have your own fire truck? Sean says it can pump 200 gallons per minute

RELEASE YOUR INNER COMPUTER GEEK!

Are you the secret love child and prodigy of Bill Gates? Do you sometimes feel you were separated at birth from your long lost brother, Mark Zuckerberg?

We’re looking for a “Special Projects” Director at Large to join the local board.

- Update our website – www.craontario.org
- Manage our member email contact list
- Miscellaneous computer related tasks
- Attend local CRA Ontario board & member meetings
- Be an active participant on the board
- That warm fuzzy feeling you get from volunteering
- The complete adoration of your fellow CRA Ontario members

Wow! That’s me! What would this dream job entail?
I can do that! What else do I need to do?
Awesome! What’s in it for me?
I’m in! Where do I sign up?

Contact Dale Brinklow at 705-286-3047 or dbrinklow@cottagecountry.net

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NATIONAL RENTAL AWARENESS WEEK
May 6th - 10th, 2013
www.crental.org/NRAW

CRA Announces Relationship with High Impact Public Relations

As you may have heard at our local meetings, Tradeshow or at the Annual General Meeting in Vegas, the CRA recently hired a Public Relations firm, High Impact Public Relations. Chris Dabrowski is President of High Impact and our PR person.

The committee that oversees this National Program wants you to be aware of this new member benefit as a promotional opportunity as well as share three recent success stories that were picked up by several media outlets in Ontario. Maybe you can be the next big story!

First, the CRA was featured on OMNI TV's "Tuned In" with Lucy Zilio and CITY TV's Breakfast Television during the International Home Show. In the three days that followed, the CRA show volunteers reported more than 60 visits to the booth specifically because of the rental items that were featured during those TV segments. If you rent a 'deck' or orbital pad sander in southern Ontario ask them if they saw it on Breakfast Television...

Our second successful press release was regarding Jeff Campbell's, St Thomas Rent-All, CRA presidency which garnered five media stories and he has since reported well over 200 (he stopped counting) emails, phone calls, and drop-ins congratulating him on his success. Needless to say he is extremely pleased with the community exposure his business has received.

Most recently a release announcing Tim's Rent All's, Bowmanville, 40th Anniversary celebrations was delivered to local media outlets. The press release mentioned the company's strong commitment to the community and provided

a brief overview of their history and product line. But most importantly it highlighted the CERP and CBA certifications that are offered by Tim's Rent All. Certifications that set Tim's Rent All apart because they are not offered by the local competition.

There have also been three successful releases in British Columbia surrounding their January Tradeshow.

Contribute Your Story to Rental Awareness Week

Over the next few weeks, you will begin to hear about CRA's first ever "NATIONAL RENTAL AWARENESS WEEK". We are working with Chris to develop stories and features that will promote the rental industry on the national stage and we look forward to receiving your story ideas for this campaign. We are looking to promote member produced content such as; how-to videos, events like open houses or demonstration days, and anything else that might help promote the rental industry as-a-whole the week of May 6 - 10th. If you would like to participate and can offer your business as a rental advocate for media exposure please contact Executive Director Mandy Wellnitz 888-486-9899 mandy@crental.org.

We've created a new **CRA Facebook Fan** page for this event which will feature video how-to tips, promotional content, as well as feature the best content from FB business pages of CRA members for the general public. We've already begun 'Liking' member's pages. Let us know about yours! You can also find the CRA promoting rental on **YouTube** and **Twitter** as well, just search *CanadianRental*.

This is great news for the rental industry and especially for CRA Members as we promote **RENTING** to the general public. Being a CRA Member has its benefits!



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LAST MEMBER'S MEETING OF THE SEASON APRIL 17, 2013

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1:30pm - 2:30pm - Able Rental & Supply

- 885 Lapointe St., Sudbury, ON (705) 525-2253

2:30pm - 2:50pm - Drive time to next location

2:50pm - 3:50pm - Pete's Party & Tent Rentall

- 315 Lorne St., Sudbury, ON (705) 673-4896

3:50pm - 4:00pm - Drive time to next location

4:00pm - 5:00pm - SMS Rents Tour

- 22 Pacific Ave., Sudbury, ON (705) 560-2960

5:00pm - 5:10pm - Drive time to next location

5:15pm - 6:00pm - Dynamic Earth Tour (approx. 45 minutes)

- 122 Big Nickel Mine Drive, Sudbury, ON (705) 522-3701

6:00pm - 6:45pm - Social Hour - Dynamic Earth

6:45pm - 9:00pm - Meal at Dynamic Earth

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Click **HERE** to get the locations on a Google map.

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