



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

November 2013 • www.CRAontario.org

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GREETINGS EVERYONE,

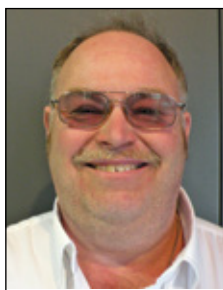
I begin writing this message from Chicago, IL while I await my return flight from what was a very busy CRA week. It began with the CRA Ontario October meeting and tour of Skyjack followed by the opportunity to tour a rental store and a suppliers facilities Thursday before my Friday morning flight to Chicago for the ARA Leadership Conference.

I would like to thank Matt Rahn and his staff from Skyjack for a very informative and impressive tour of plant 2 in Guelph Ont. Our tour was followed by an excellent meal at the Guelph Golf and Curling Club, a presentation on the history of Skyjack, and a review of a rental house's responsibilities when renting aerial lifts. Once again it was an excellent networking opportunity with 60 members attending. Thanks again to Skyjack for doing a terrific job of hosting this meeting.

Our next meeting will be held at Honda Canada in Markham on Wednesday, November 20th. It will surely be another excellent CRA event. I've heard they are discussing dusting off the Formula1 race car for our inspection. The event will include a tour of Honda's facilities, which has recently been awarded for

being 'the most environmentally friendly' by the town of Markham. And there will also be a presentation on Honda products and services. Rumor has it that they are going to unveil some new products for us before even the dealerships.

I'd like to make a correction to my October president's message. I made an error when noting our tour hosts. The tour began at Able Rental, followed by Pete's Party & Tent Rental, and we finished our caravan at SMS Rentals. Thanks again to everyone in Sudbury who opened their doors and welcomed CRA members.



Dale Brinklow
President
CRA Ontario

The ARA Leadership conference was very informative and rewarding. I personally enjoyed the opportunities to discuss various interests with other CRA/ARA leaders from across North America.

I was also very proud to accept the 'Membership Award' on behalf of CRA Ontario. This award recognizes a state or provincial association that has demonstrated exemplary commitment to growth and retention to the ARA membership. I'd like to share with you the presentation given by ARA:

The next Ontario meeting is November 20th

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“The CRA of Ontario approaches the mission of providing value to members by devoting an intense amount of time and energy towards the offering of programs and resources which are essential cornerstone of member engagement. CRA Ontario understands the importance of delivering the message to members that they belong to an active association, and they have put into place communication vehicles to broadcast that message. The association has developed and maintains an incredibly content rich website, which is regularly updated to include full details of all upcoming events, board contact information, links to every newsletter, ARA and CRA products/service updates, and industry news headlines among other features. In addition, CRA Ontario publishes a monthly newsletter to keep members informed throughout their fall and spring event season.

Networking and education opportunities for members abound in the CRA Ontario in a way that is rarely seen elsewhere. They develop at least six monthly membership meetings, offering a good balance between education and social events. Great care is taken to move the meeting locations around the province to ensure that everyone has a chance or attend. CRA Ontario also fosters goodwill among its members with an annual awards recognition program and by involving industry suppliers to be a

key part of association activities.

Also noteworthy is CRA Ontario’s commitment to promoting rental awareness, which benefits both the industry as well as its individual members. CRA Ontario is a heavy promoter of the Canadian Rental Association annual rental awareness week campaign, and the association participates in its area home shows to further highlight to consumers the benefits of renting vs. owning.”

Congratulations go out to all CRA members and associates. I was honoured to receive this award on your behalf.

The next board member I’d like to introduce is second vice Colin Wilson. He has a beautiful wife Patti and 2 children. Together with his brother Chris, Colin operates A World of Rentals, in Kingston. Colin has already shown signs of strong leadership at the board meetings and in his everyday activities. Colin is a great asset to our board and I expect many great things from him during his term (no pressure Colin). After work he enjoys skiing, golf and travelling.

Hope to see you all at Honda.



Our October CRA Ontario members meeting was held in Guelph, sponsored by Skyjack. We were given a tour of Skyjack’s Plant 2, where we could see the production lines for scissors, booms, and telehandlers.


I was impressed with the knowledge of our tour guides, on not just their products, but Skyjack’s company and design philosophies which contribute to their worldwide success. All of Skyjack’s products are designed to be easy to service and maintain, and booms offer their exclusive “direction sensing drive and

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Getting up close and personal with a SJ63AJ Boom fresh off the assembly line.



It was another huge crowd with 60 members attending.

steer controls". The company uses common components across model groups where possible, benefitting both them and their customer by lowering stocking costs. I was thrilled to learn that every new Skyjack lift is built in Canada.

We then moved on to the Guelph Country Club for dinner. An impressive buffet was laid out, with offerings from prime rib, chicken and ribs, to shrimp and salmon, even turkey and ham for those who hadn't had enough for thanksgiving. Rumor has it some people even had room on their plates for vegetables and salad!

Matt Rahn, territory manager for Skyjack gave a well prepared presentation on the importance of safety training, and orientation for all personal lifting equipment. He covered much of the rules and regulations, and proved his knowledge of the industry.

On behalf of the CRA Ontario Board, I would like to express my thanks to Matt Rahn, and his team at Skyjack for an excellent afternoon meeting. More than just lifting people and equipment, they definitely raised the bar for future meetings.

Colin Wilson
CRA Ontario 2nd Vice President

Owner, A World of Rentals Inc.,
Kingston, ON



Matt Rahn discussed lift training and safety

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MORE PHOTOS FROM THE MEMBERS MEETING



Ummm that new Rough Terrain Scissor smell...



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A VR642D telehandler is put through the paces after final assembly.

EVERYONE WELCOME, NO ONE TURNED AWAY!

By all accounts our October meeting hosted by SkyJack in Guelph was an overwhelming success. However, as we all know, with every success come additional challenges. For each meeting we ask our host to arrange catering for those in attendance, and we in turn are required to submit expected attendance numbers 4-5 days in advance of our meetings. Usually this does not cause us problems as the majority of attendees submit their registrations well in advance of our deadlines. The caterers we have partnered with have usually been able to work with us to accommodate the few late registrants we do receive. However in the case of our October meeting we had an overwhelming number of late comers and catering became a concern to the organizers. Going forward we will be looking for ways to address the catering issue in a manner that is fair to organizers and the membership. Regardless of how this gets resolved no member will be barred from attending our meeting, and learning from the speakers we arrange. We will also do our best to ensure that there is a meal waiting for you, but going forward we may not be able to guarantee the meal.

CRA Ontario Board

OCTOBER MEETING BY THE NUMBERS

Number Registered by Catering Deadline: 37
Meals Booked by CRA Ontario: 45 (+ 21%)
Actual Attendees: 60 (+ 62%)

NEXT MEMBER MEETING

Wednesday, November 20 at Honda Canada
180 Honda Blvd., Markham, ON

5:00 pm	Plant Tour
6:00 pm	Social Time
6:30 pm	Dinner
7:30 pm	Educational Session

We look forward to seeing you at this meeting.
Watch your email for more information and please RSVP by the deadline date.



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