



Canadian Rental Association **ONTARIO** Member **Update**

January 2014 • www.CRAontario.org

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mike@ingersollrentall.ca

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705-286-3047
dbrinklow@cottagecountry.net

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paul@locationequipmentsupply.com

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613-547-4400
info@aworldofrentals.ca

James Morden

ONTARIO CRA DIRECTOR
Rentshop Inc.
705-435-3844
jamesmorden@rentshopinc.com

Gord Ellis

ASSOCIATE DIRECTOR
Hose Power Canada
905-686-4071
gorde@hosepowercanada.com

Neil De Jong

TREASURER
ITE Rentals
905-545-6011
neil@iterentals.com

Kim Rixon

SECRETARY
Muskoka Party Rentals
705-645-2600
kim@mprgroup.ca

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DIRECTOR AT LARGE
National Event Supply
800-827-8953
dennis@nationaleventsupply.com

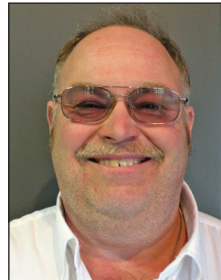
Jeff Campbell

CRA PRESIDENT
St. Thomas Rent-All Sales & Service
516-631-5450
jeff@stthomasrentall.com



GOOD DAY EVERYONE.

I would like to thank Honda Canada for hosting another successful member's meeting in November. It was very informative and interesting to see how Honda works within its own division on the development of new products and what they are working on for new products. Thanks go out to Larry Lamanna and his staff for hosting this meeting. Great Job!



Dale Brinklow
President
CRA Ontario

CRA Ontario is also very pleased to announce that we now have a seat on the TSSA Board. Many thanks go out to Gord Ellis, our associate director, for overseeing this project. This is a great accomplishment for CRA Ontario Gord - thank you very much.

In January 15 2014 the CRA Ontario meeting will be at Hose power in Ajax.

We will start off with a tour of their facilities from 5:30 to 6:30 at 395 Westoney Road South, Ajax. The diner then will be held at Deer Creek Golf Club, 2700 Audley Road North, Ajax. The educational presentation will be "KNOW YOUR RIGHTS" addressing the legal issues surrounding non-returned or stolen rental equipment. This will be a very interesting discussion and hot subject.

The next person on the board that I would like to introduce is the national director for Ontario James Morden. He is a second generation rental owner of Rentshop in Alliston since 2006 and has been very active with the CRA since 2002, holding many positions and becoming president in 2009. He has also earned many awards from both the CRA and ARA including Ontario Rental Professional of the Year in 2005, National Rental Person of the year in 2010 and the Region 10 award from the ARA. He is married and has two children.



James Morden

The next Ontario meeting is January 15th

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CRA Ontario Gains Seat on Propane RRG

The CRA Ontario Board is pleased to announce that it has recently secured a seat on the Propane Risk Reduction Group (RRG) facilitated by the Technical Standards and Safety Authority (TSSA).

According to TSSA's website, RRG's are established to address a safety gap or specific risk management issue. The Propane RRG is comprised of propane industry stakeholders that meet twice a year to discuss current issues, Code changes, industry developments, etc.

with the goal being improved safety for Ontarians.

Gord Ellis (former Managing Director of the Ontario Propane Association), the Director of Sales and Marketing for HosePower Canada and CRA Ontario Associate Director represented our best interests at the December 6th RRG meeting at TSSA. Some of the agenda topics that would be of interest to our members are:

- Propane cylinder storage cages – vehicular protection, safe distances, etc.
- Filling of RV's – for motor fuel and appliance fuel
- Risk and Safety Management Plans (RSMP) – changes to transient tank storage, off-site storage
- Incident reporting

When asked for comment, CRA Ontario President Dale Brinklow said, "The Board saw the importance of participating on this industry working group, as well as having the collective rental industry voice heard at TSSA. It is a great opportunity for our association and its members. We're looking forward to moving into 2014 with this initiative".

The next step is the formation of the CRA Ontario Committee (name to be determined) responsible for our association's position relative to the issues raised at the Propane RRG.

Any individual or company interested in being a part of this Committee is encouraged to contact Gord directly at gorde@hosepowercanada.com or on his cell 289.442.2446.

CRA Ontario Awards Open for Nominations

Three awards celebrate the best in the Ontario rental industry

The CRA Ontario awards program is now accepting nominations for its 2013 awards, to be presented at the March 18, 2014 Awards Banquet to be held at the Canadian Rental Mart

- Image and Innovation Award, Party and Special Event
- Supplier of the Year

"The CRA Ontario awards program is a fantastic way to recognize the outstanding performance of our across the province," said Dale Brinklow, president of the CRA Ontario board of directors.

There are 3 awards available through the CRA Ontario Awards Program, including:

- Image Award, General Tool



The awards provide a great opportunity for any firm in Ontario to help distinguish the positive work they, or someone they know are doing in the Ontario rental industry.

Last year, winners included Tim's Rent-All, for the Image Award, Location Equipment Supply for the Image and Innovation Award, and Wacker Neuson for the Supplier of the Year Award.

Nomination forms for each of the awards have been sent to members via email and are available at www.craontario.org/awards.


The deadline for nominations is January 31, 2014.

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Eastern Canada
Doosan Portable Power Canada
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www.doosanportablepower.com

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2014 TRADE SHOWS

In February my wife and I are going to go and visit some old friends, Mickey and Minnie Mouse, and try and do some networking with Goofy in Orlando, Florida. While there we are going to take in the ARA trade show. This show is already sold out with over 650 vendors. It also features numerous educational seminars that I enjoy going to and I learn a lot. I have already had the privilege of listening to one of the quest speakers and as always with ARA he is a knock out. There is also the CRA Hospitality night where there is always fun to be had. Don't forget to register for it all and hope to see you there.

March 18th and 19th bring us the Canadian Rental Mart in Toronto at the Congress Centre. It will again be buzzing with excitement as over 90 vendors will present the latest product offerings for the rental industry. There will also be four different seminars - two each day before the show opens. CRA Ontario encourages you to attend the CRM and show your support to the suppliers and see what is new for the coming year.

CRA Ontario will also be holding its yearly AWARDS BANQUET. We have the famous and exciting LOONEY AUCTION and awards presentation. We are looking for donations for the auction and if you would like to donate a gift you can contact Monica Dubbin from Vermeer Canada at 416-524-1076.

Hope to see you all there.

- Dale Brinklow

The Power of Vision

On November 20, CRA Ontario members were invited to the sprawling Honda Canada Campus in Markham.

It is clear from the moment you walk through the door that Honda Canada is a company that has a vision for themselves. On the automotive side of things they are focused on ensuring that the Civic is Canada's best selling car for the 16th consecutive year. A large mural in the cafeteria tracks the sales progress of the Civic throughout the year, and signs and posters throughout the facility remind employees that choices that they make effect the quality and ultimately the sales of Honda products. Similarly on the Sport and Engine side of things Honda proudly displays their product lineup throughout the welcome centre, office, and technical training centre. The longevity of their products are demonstrated with models on display going back decades.

Representatives of Honda gave a presentation entitled "Honda-Powering Results" which showed members some of the products that Honda will be introducing in 2014 including a chainable portable generator, and explained some of the "made in Canada" solutions that Honda Canada has introduced to other markets, including the cold weather features in their portable generators.

With the changing of the calendar many members will be looking forward and planning the year ahead. I encourage each of you to take some time to craft a vision for your company. A strong vision, backed up by solid operations will win out against the lowest cost competitor in the long run. Honda has structured their operation around their strengths, quality products provided by servicing dealers (including many rental operators), and in doing so has created a strong brand which allows them to retain their pricing despite aggressive price cutting from the competition.

The Canadian Rental Association is excited to announce **Nathalie McGregor** as its new Managing Director.

With many years of sales and management under her belt, Nathalie McGregor brings enthusiasm and an accomplished resume to the title of Managing Director of the Canadian Rental Association.

Previously working for Medline Canada, Nathalie quickly rose through the ranks, beginning as a Sales Representative before moving up to the Sales Manager position for the province of Quebec. Shortly after, Nathalie took on the Sales Manager Textiles Division position, encompassing all of Quebec and Ontario. Having built strong

relationships with non for profit GPOs and Laundries, Nathalie was responsible with dealing with levels of both upper and lower management in a bilingual setting, while also networking through trade shows and conferences on behalf of Medline.


"Nathalie's proven track record delivering results while multi-tasking and demonstrating strong leadership skills will be an excellent addition to the Canadian Rental Association," said Jeff Campbell, President of the Canadian Rental Association. "We're really excited about this announcement and what 2014 will bring," he added.




Monica Dubbin
Territory Manager
Central Ontario

Cell: (416) 524-1076
Office: (905) 793-9339
Toll Free: (800) 668-9065
Fax: (905) 793-0241
monica.dubbin@vermeercanada.com
www.vermeercanada.com

10 Indell Lane
Brampton, Ontario
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www.wackerneuson.com

Dean Nasato
District Manager
Central Region



Mark Warnes
Territory Manager

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UPCOMING EVENT

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Ingersoll Rent-All Inc.
(519) 485-4231 • mike@ingersollrentall.ca

Dale Brinklow – President
Minden Hills Rent-All
(705) 286-3047 • dbrinklow@cottagecountry.net

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Location Equipment Supply Inc.
(416) 410-5858 • paul@locationequipmentsupply.com

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A World of Rentals
(613) 547-4400 • info@aworldofrentals.ca

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(705) 645-2600 • kim@mprgroup.ca

Neil De Jong – Treasurer
ITE Rentals
(905) 545-6011 • neil@iterentals.com

Gord Ellis – Associate Director
Hose Power Canada
(905) 686-4071 • gorde@hosepowercanada.com

Dennis Heathcote – Director At Large
National Event Supply
(800) 827-8953 • dennis@nationaleventsupply.com

James Morden – Ontario CRA Director
Rentshop Inc.
(705) 435-3844 • jamesmorden@rentshopinc.com

Jeff Campbell – CRA President
St. Thomas Rent-All Sales & Service
(519) 631-5450 • jeff@stthomasrentall.com

- DATE** January 15th 2014
- LOCATION** HosePower Canada
395 Westney Road South
Ajax, ON L1S 6M6
Highway 401 & Westney Rd S.
- AGENDA** 5:30pm – 6:30pm – Social Hour & Tour
6:30pm – 7:00pm – Travel to Deer Creek Golf Club
(2700 Audley Rd North, Ajax, ON)
7:00pm – 8:00pm – Dinner
8:00pm – 8:10pm – HosePower Presentation
8:10pm – 8:30pm Guest Speaker
- DETAILS** “Know Your Rights!” Addressing the legal
issues surrounding non-returned or
stolen rental equipment.

Please register for this event by completing the following and faxing
attention: Dale Brinklow to 705-286-3150 or by e-mailing
dbrinklow@cottagecountry.net to confirm attendance.

Company:

Number Attending: x \$50

Contact:

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