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# Canadian Rental Association **ONTARIO** MemberUpdate

OCTOBER 2014 • [www.CRAontario.org](http://www.CRAontario.org)

## GREETINGS FROM YOUR PRESIDENT.

A sage person once asked; "Why do something today, when you can do it tomorrow!" So here I find myself as your CRA Ontario president, on the eve of the newsletter publication deadline trying to write my inaugural president's message.

First, I would like to extend a warm and hearty welcome to our members new and old, to another season of member meetings and newsletters. The season unofficially kicked off on September 16th with our annual golf tournament in the beautiful Springfield Golf & Country Club in Guelph, where a great time was had by all who attended. Our first official get together is coming up fast with a meet and greet at the new CRA National head office in Stoney Creek, on October 15th. There is a registration form in this newsletter, make a plan and meet your CRA National Director and support your association.



**Paul Potvin**

President

CRA Ontario

We have an exciting meeting season planned, with a curling bonspiel in on November 8 in Bracebridge and a new spin on our biennial tradeshow in March. Speaking of tradeshow; while it's only early October, now is the time to start thinking about The Rental Show in New Orleans, February 22-25, 2015. Mr. Procrastination here somehow managed to book his hotel early, in fear of having to sleep on the street! Registration is open and rooms are filling up fast, so get on it!

In closing, I'd like to say congratulations to Mike Maltby, our local chairperson emeritus, to being elected to the CRA National Board in the roll of incoming Ontario Director, and to Neil De Jong who was recently appointed as a Director at Large on the national board.

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**Join us October 15th for the CRA office open house.**

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## THE GOLF GODS LOVE CRA ONTARIO!



Springfield Golf & Country Club hosted the CRA Ontario gold tournament.



Jim Freeman from Rentquip Canada gets a hold of one.

For the second straight year, the Golf gods were smiling down on the CRA Ontario Annual Golf Tournament, held on September 16th. They blessed us with absolutely picture perfect weather at a new venue this year, Springfield Golf & Country Club just south east of Guelph. By all accounts, the day just could not have gone any better. From the registration desk right through to saying our good-byes, the day ran seamlessly. Attendance was up 10% over last year's tournament and the support of our numerous sponsor companies made the event something the golfers will be talking about for some time.

Golf Tournament Chair Colin Wilson (A World of Rentals) should be commended for assembling an elite group of tireless, hard working committee members consisting of Kim Rixon (Muskoka Party Rentals), Paul Potvin (White's Location Equipment Supply), Diane Gouge (LM Temperature Control), Dean Nasato (Wacker Neuson), Monica Dubbin (Vermeer Canada), and Gord Ellis (HosePower Canada).

When asked for comment, Mr. Wilson said "The staff at Springfield was incredible. They bent over backwards for us to ensure we had everything we needed. That alone made our decision very easy for next year's tournament course". He added "Without the tremendous support from our sponsors, it would have been impossible to put on such an event. A huge thank you goes out to each and every one of our sponsors".

The introduction of trophy holes and a Blackjack-style prize draw during the banquet were welcome additions to the golf tournament format, which will hopefully become traditions for years to come.

This year's Trophy Hole Winners are:

- Hole #1 Closest to the Hose – Kim Rixon  
*(we're still waiting for the video replay on that one!)*
- Hole #4 Closest to the Pin – Al Carruthers
- Hole #10 Closest to the Target – Nathalie McGregor
- Hole # 11 Women's Longest Drive – Nathalie McGregor  
*(she apparently golfs a lot!)*
- Hole #16 Men's Longest Drive – Jeff Pierce
- Hole #18 Longest Putt Sunk – Tom Bell

Planning for next year's tournament, which historically has been the largest fundraiser for the CRA Ontario Chapter, is well underway. The date for next year's tournament has been set for Tuesday, September 15, 2015 at Springfield G. & C.C. Mark your calendars NOW!

Submitted by: Gord Ellis, HosePower Canada  
CRA Ontario Associate Director

*more pictures on next page*

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## New CRA Office Assistant Administrator

The Canadian Rental Association (CRA) is pleased to announce that a new Office Assistant Administrator has recently joined the team. Serving in the role of Office Assistant Administrator will be Grimsby native Jenna Lansky.

"We are dedicated on bringing the best and brightest to our association, and we're excited to welcome Jenna to our team as we get settled in our new head office in Southern Ontario," said Nathalie McGregor. "This latest addition will help advance our focus on our members, and continue to strengthen their visibility and outreach within their communities," she added.

Jenna Lansky is a graduate from Wilfrid Laurier University's Business Administration program, and has worked for the Town of Grimsby in the recreation department organizing community events and youth programs for more than eight years.

## Reminder - CRA Office Has Moved

In addition to Jenna Lansky's joining the CRA team, please remember that the CRA recently moved to a brand new office located on Stoney Creek, Ontario, nestled between Hamilton and the world-famous Niagara Region.

The new CRA office is located at 1100 South Service Road, Suite 217, Stoney Creek, Ontario, L8E 0C5. The new direct phone line is (905) 643-2333, toll free number is (844) 643-2333 and the fax number is (905) 643-3999.

## Rental Advisory Program

Rental advisory coaches are available at any time to talk with you on rental store business matters. Coaches will share with you how they have handled situations such as expanding a business, adding new inventory, warehouse organization and many other rental specific questions. Call Jenni Venema Swanson 800-334-2177, ext. 236 to schedule your coaching session.

## CRA Ontario Annual Golf Tournament Cont.



The best looking foursome of the day! Dave Bison, John Ciaraldi, Ed Cosman and Scott Ritchie.



The prize table was overflowing as usual.



The CRA Ontario Golf Tournament organizing committee.



The putting contest came down to a nail-biting putt-off.

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# **CRA Ontario** **Upcoming Event**

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**Associate Director—Gord Ellis**  
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**Date:** Wednesday, October 15<sup>th</sup>, 2014

**Location:** 1100 South Service Rd, Suite 217, Stoney Creek ON

## Agenda

5:00—6:30 pm: CRA Head Office Open House  
 6:45—9:00 pm: Dinner & Dessert at Cibo Osteria

## Dinner Details

Cibo Osteria, 16 Ontario St, Grimsby, ON  
**Cost:** \$50 per person for dinner—soft drinks, coffee & tea included.  
 Free parking is available in the public lot across the street from Cibo Osteria.

## Accommodations

CRA has a block of rooms available at the Grimsby Super 8, located at 11 Windward Drive, Grimsby.  
**Room Cost:** \$99 + tax per night, continental breakfast included—book **before October 6th** to receive this rate!  
 To reserve a room please call Super 8 at (905) 309-8800 and inform them that you are with the Canadian Rental Association.

Please register for dinner by completing the following and faxing attention: Jenna Lansky to 905-643-3999 or by emailing [jenna@crarental.org](mailto:jenna@crarental.org) no later than **October 8<sup>th</sup>**!

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