



CANADIAN RENTAL ASSOCIATION



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Canadian Rental Association **ONTARIO**

MemberUpdate

April 2009 • www.CRArental.org

A message from your president

With Easter just around the corner, warmer weather is surely on its way! Spring is in the air and the usual seasonal trends have many of us cautiously optimistic.

The Rental Show in Atlanta was down in attendance, but was a great show as usual. My time was well spent. I learned a lot, met some new people and caught up with our friends from other provinces. I walked and walked — and saw an incredible trade show. New introductions, improved products or just 'kicking the tires' of new equipment is a valued experience.

I participated in the Construction U program that ran on the Sunday preceding the show. It was proven to me yet again that my prejudgment of the seminar subject, the format in which it is presented and the perception of its relevancy are not always fair and correct.

For my very first seminar on that Sunday, I found myself suddenly realizing that we had a panel of speakers (contractors) to share their perspectives on how we (rental houses) should do business

with them. Having experienced similar panel-type seminars, I was ready to bail. However, the seminar was about to start, and I had not planned for an alternative seminar. I am glad that I stayed!

It quickly became apparent to me that these contractors confirmed my basic instincts. I found myself agreeing with their view on such principles as trust, service and the need to be knowledgeable. In addition, they talked about the need for rental houses to do maintenance and make sure the equipment works. This takes on even more significant meaning because in these tough economic times there are likely up to five other rental companies ready to take your place.

The contractors also spoke on how they disliked additional charges that are usually left out of quotations — everything from damage waivers to environmental and delivery charges. The discussion even addressed how salespeople sometimes waste the supervisor's time with untimely visits, not sensing that the supervisor was busy, etc. I actually enjoyed this seminar! I guess the moral of the story is be open-minded. While you might not learn anything new, it is comforting to know that you are on the right track and that your instincts continue to be in tune with your customers.



Construction U contractor perspective forum at **The Rental Show**

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Lloyd Smith, CSP
District Manager

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Don't miss these upcoming events

April 15, 2009

**Member meeting/
store tours**
\$40 per person

5-5:45 p.m.
Happenings Party Rentals
Collingwood
www.happenings
partyrentals.com
705-444-1443

6:15-7 p.m.
Stayner Rental
Stayner
705-428-0131

7-9 p.m.
Dinner and speaker
at Stayner Rental

Sept. 13, 2009

**Toronto Harbour
Cruise**
**Aboard the Tall Ship
Kajama**
\$60 per person

6-10 p.m.
Dinner, dancing and the
opportunity to mingle with
CRA national board members

Sept. 15, 2009

**40th Annual
CRA Ontario Golf
Tournament**
Trehaven Golf & Country
Club, Orillia

Oct. 21, 2009

Member meeting
Vulcan Demolition Tools,
Mississauga



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A message from your president

The Next Generation meeting that was held in late March at Dave & Buster's was a fun time for all — young and old...er! It was a break from our usually more structured meetings. We had some welcome young, first-time attendees and potential Next Gen people at the gathering. This is the first of our initiatives to promote our rental association to them. Please stay tuned for more.

Our next meeting, April 15, will start with a tour of Happenings Party Rentals in Collingwood and will conclude with a tour and dinner meeting at Stayner Rental. The evening's speaker will be Dan Needles, author and playwright.

Next season is shaping up nicely, too. We will break for the summer and start the new season with two events within three days:

continued from page 1

- **Sunday, Sept. 13, Toronto:** An evening cruise of the Toronto Islands will provide an opportunity for our members to mingle with the CRA national board members, who are in town for an annual meeting.
- **Tuesday, Sept. 15, Trehaven:** The 40th Annual CRA Ontario Golf Tournament

Our October meeting is scheduled for Wednesday Oct. 21, in Toronto. Our host will be Vulcan Demolition Tools. CRA Ontario elections will be held that night.

I look forward to seeing you at Happenings Party Rentals and Stayner Rental for our last meeting of the season.

— Neil De Jong, president
CRA Ontario



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Update from Ontario's director

I had the opportunity to attend **The Rental Show** in Atlanta as well as the Prairie Regional Trade Show held in Saskatoon.

The Rental Show once again offered many educational and informative options all related to our industry. The social and entertainment aspects of the convention were top-shelf, too.

The Saskatoon show was very exciting as it was my first visit to this region of Canada. The show venue was very entertaining. The members of this region made me feel very welcome and the hospitality was overwhelming. It was well worth the trip to Saskatoon!

— Penny O'Sullivan, director
 CRA National Ontario

Nominations sought for October's board elections

Interested in being more involved in your provincial association? Serving on the CRA Ontario board is a great way to do just that.

Board elections will take place in October. Nominations are being sought for the positions of:

- Second vice president
- Treasurer
- Associate director

If you or someone you know is interested in being a candidate, contact Penny O'Sullivan, chair of the nominating committee, at 877-424-5118 or penny@abco-equip.ca.

See the benefits that volunteering can offer!

Excitement builds in support of CRA Ontario's Next Generation Program



Following the successful launch of the CRA Ontario Next Generation Program at Dave & Buster's on March 25, CRA Ontario and the ARA Next Generation Program would like to highlight some of the exciting opportunities available to members.

International Exchange Program — This new ARA Foundation program allows young rental professionals the opportunity to live and work in another country to learn more about rental industry careers available internationally. Peter Maginnis, branch manager of American Rentals in South Gate, Calif., was the first exchange participant, recently working and living in Australia for three months. Additional international exchanges are planned for 2009 and future years.

Myers-Briggs Type Indicator® Personality Testing — If you've wanted to learn what your personality type is and how it affects your interactions with others, then watch for information on an upcoming CRA Ontario Next Generation event highlighting this test. You'll be amazed at what this tool reveals, not only about individual tendencies, but also about the personality traits of an entire organization.

Facebook and LinkedIn Networking — CRA and CRA Ontario have created an opportunity for Next Generation members to grow their social and professional networks by connecting with fellow rental industry professionals online. Search *Canadian Rental Association* on either networking Web site to find your association.

Social Networking Events — Future events under consideration include: Amazing Race, a team-bonding experience including checkpoints, passports, team challenges and the ability to travel the globe locally; paintballing and sporting events such as Blue Jays or Argo games.

Interested in any of the above or have a suggestion for an event? Contact your CRA Ontario board members and let us know.

Remember membership in the program is free. All we ask for is your e-mail and contact information to keep you directly informed about upcoming events.

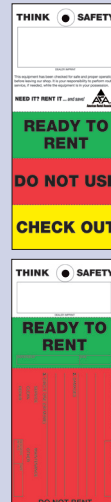
Watch for future newsletter features outlining, in greater detail, these and other opportunities available to the CRA Ontario Next Generation member.

product OF THE month

Ready-to-Rent tags help keep your fleet rental-ready

Keeping your rental equipment in optimum condition is paramount to lengthening the life of your inventory as well as ensuring customer safety.

ARA has the perfect product to make this process efficient and economical — Ready-to-Rent tags.



These sturdy and durable three- and four-color tags help you make sure proper equipment maintenance is done. Attach a tag to equipment as soon as it's returned from rental. Then record any repair or maintenance that may be needed on the red portion of the tag. Once maintenance is complete, tear off the red section and the remaining green tag indicates that your equipment is ready to rent.

Three-color, weather-resistant tags also are available. These tags won't tear and stand up to a variety of adverse conditions such as rain, chemicals and abrasion.

These handy tags more than prove their worth as they help you keep track of and safely maintain your equipment.

April is the perfect time to order Ready-to-Rent tags — ARA's Product of the Month. Members save US\$8 off every packet of 1,000 tags ordered. Call the Canadian Rental Association at 800-486-9899 for specific pricing information and to order.

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Wanted: students from Canada pursuing a rental-related education



If you or someone within your rental operation is pursuing higher education related to the rental industry, you can apply for the Dorothy Wellnitz Scholarship available just for students in Canada – in addition to the ARA Foundation scholarships.

The Dorothy Wellnitz Scholarship, named in honor of the former executive director of the Canadian Rental Association, is worth US\$1,000.

In addition, the ARA Foundation has 23 scholarships worth a total of US\$37,000 available – 10 scholarships of US\$1,000 each for technical/vocational school or community college students, 10 scholarships of US\$2,000 each for university students, two scholarships of US\$2,000 each for graduate students and the ARA Insurance Services Scholarship worth US\$3,000.

You can submit one application for the Dorothy Wellnitz Scholarship and an ARA Foundation scholarship – applicants are automatically considered for both programs. Separate applications are available for technical/vocational students, undergraduate students and graduate students. Scholarship applications are available to download from the ARA Foundation Web site at www.ARAfoundation.com or by calling ARA Foundation Director of Development Jenni Venema at 800-334-2177, ext. 236.



Lloyd Smith, Jim Freeman, Paul Everitt and Neil De Jong present Brad Williams with a donation to the Dorothy Wellnitz Scholarship Fund.

Last chance to complete the CODB survey and receive a free report

If you want to ensure you receive a **free** copy of the *Cost of Doing Business (CODB) Report* when it becomes available, you need to complete your CODB survey by the April 30 deadline. Participating in the survey is quick, easy and confidential. Plus, doing so will save you \$325 on the cost of the report.

You should have received a copy of the survey and instructions in February. You can complete and return this survey, or you can download and complete a PDF or Excel version of the survey that is available on the ARA Web site at www.ARArental.org. Just click on the CODB graphic on the right side of the home page.

CRA Ontario grows with social networking opportunities

The Canadian Rental Association (CRA) and CRA Ontario have expanded their Web presence. Utilizing existing social networking sites, CRA and CRA Ontario have created a Facebook group and a LinkedIn group to assist members, and particularly the Next Generation member, to connect and build relationships with fellow rental industry professionals. Search for the “Canadian Rental Association” in either.

What is Facebook?

According to Facebook’s Web site, “Facebook’s mission is to give people the power to share and make the world more open and connected. Millions of people use Facebook every day to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.”

LinkedIn facts

LinkedIn’s Web site offers the following facts regarding its service:

- LinkedIn has more than 36 million members in over 200 countries and territories around the world.
- A new member joins LinkedIn approximately every second,

and about half of their members are outside the United States.

- Executives from all Fortune 500 companies are LinkedIn members.

Relationships matter

According to LinkedIn’s Web site, “Your professional network of trusted contacts gives you an advantage in your career and is one of your most valuable assets. LinkedIn exists to help you make better use of your professional network and help the people you trust in return.

“LinkedIn’s mission is to connect the world’s professionals to accelerate their success. We believe that in a global connected economy, your success as a professional and your competitiveness as a company depend upon faster access to insight and resources you can trust.”

Both Facebook and LinkedIn are free to join. Sign up for either or both and join the CRA groups and start building your network. Need help getting started? Get your Next Gen to create your account!

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Contribute to your CRA Ontario newsletter

The goal of this newsletter is to provide you with the latest updates from your provincial association as well as to share news and success stories about our members.

If you have a story to share, please write a quick item and e-mail it to Mike Maltby at mike@ingersollrental.ca.