

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

February 2013 • www.CRAOntario.org



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Chair, CRA Ontario  
**Rentshop**  
 705-435-3844

jamesmorden@rentshopinc.com

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**Ingersoll Rent-All**

519-485-4231

mike@ingersollrentall.ca

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**Minden Hills Rent-All**

705-286-3047

mhra@cottagecountry.net

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**Location Equipment Supply**

416-410-5858

paul@locationequipmentsupply.com

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penny@abcoequipment.com

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jeff@stthomasrentall.com

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**Kensal Rental Service**

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kensalparts@execulink.com

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**Norseman**

519-754-6535

bgibson@norseman.ca

**Dennis Heathcote**

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**National Event Supply**

905-795-1667

dennis@nationaleventsupply.com

**Neil De Jong**

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**ITE Rentals**

905-545-6011

neil@iterentals.com



**PRESIDENT'S MESSAGE**

CRA Ontario is an association that works because our members can work together. We all face similar problems with our customers and vendors and members are not shy about sharing their successes and failures with other members. This camaraderie was on full display on January 19th at the Nottawassaga Inn Resort in Alliston where 112 members gathered, representing 34 exhibiting vendors and 31 rental operations.

This industry is different from most others in that we all work with, and against, each other on a daily basis. I am aware of no other industry where one company bids against another for a job on Monday and is then able to "borrow" from that same company on Tuesday to fill an order for a customer. This is true regardless of the size of each company, Multi-Nationals re-rent from local independents in the same way and for the most part on the same terms as other independents.

Rental professionals will also truthfully share their experiences with others. When we are beginning to plan the purchase of a new piece of equipment we can call a competitor for advice, and that person

will give his honest opinion. He will usually share common problems he has experienced with that equipment as well as additional items that we might want to consider at the same time. In fact, a lot of times, he will even share what the item cost him as well as his Return on Investment numbers.

Every year a few rental professionals rise above the pack, and CRA Ontario acknowledges many of them by presenting our annual awards. I'd like to congratulate this year's recipients: Wacker Neuson, Tim's Rent-All, Location Equipment Supply and Ed Cosman. These organizations and individuals have supported the rental industry with their time and money, provided education to our members, and assisted behind the scenes to make the rental industry better in 2012 than it was in 2011.

Looking ahead, I hope to see you in March at Absolute Tent & Event Services, and again in April at Pete's Rental. Or, if you can't make either of our upcoming meetings, I hear that our rental friends in the south will be in Las Vegas in February at The Rental Show.



**Mike Maltby**  
 President  
 CRA Ontario

**Join the CRA at the hospitality night on February 10th at Paris Hotel in Las Vegas.**

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# ONTARIO TABLETOP SMALL BUT MIGHTY

Old friends reacquainted and new friends were made at the CRA Ontario Tabletop Show, held Jan. 19 at the Nottawasaga Inn in Alliston, Ont. 112 members gathered and about 80 were in attendance at the banquet. The Nottawasaga proved to be spacious and comfortable, with an excellent kitchen.

The day started with two excellent seminars, a first for the Tabletop Show. Tom Bell of Haulotte Group gave an interested audience the benefit of his 27 years' experience in the lift and access field with an in-depth and impassioned talk on lift equipment safety. He explained in the seminar that the topic was near and dear to his heart ever since he was on the scene of a fatal accident involving a lift platform working around the Rogers Centre in Toronto. Attendees came away with a long list of critical tips for safeguarding their customers. For instance, did you know that you should never rent safety harnesses?

The next seminar was hosted by Robert Goodall of Verisk Crime

Analytics, the consultancy advising National Equipment Register on its anti-theft programs. Goodall's resume alone was worth the price of admission; he was an Ontario Provincial Police officer for 31 years, retiring as head of its theft investigations unit. From there he became head of security for the Darlington nuclear plant near Pickering, Ont. Then the RCMP sent him to Afghanistan.

Goodall gave attendees a good background on heavy equipment theft in Canada and outlined several services that CRA members can access for free through the NER. Heavy equipment theft happens, he said, because it is a relatively low-risk, high-reward form of criminal activity. Skid steers, tractors, backhoes and landscape loaders account for 74 per cent of the equipment stolen.

NER maintains a database of over 110,000 theft reports and 25 million ownership records. Canadian members of the CRA can use three key services to help safeguard equipment from theft and assist



Jim Freeman from Rentquip Canada talks business at the table top show



The Saturday evening banquet was well attended



The Wilson brothers from A World of Rentals accepted their award

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Bob Goodall of Verisk Crime Analytics gave a presentation



Dean Nasato (left) accepted the Supplier of the Year award on behalf of Wacker Neuson from Jeff Campbell



Ed Cosman (left) of Canadian Rental Service is presented with the Rental Professional of the Year award from Dale Brinklow (centre) and Mike Maltby



Hank Vanheuvelen (left) of Tim's Rent-All accepts the Ontario Image award from Dale Brinklow

## Ontario rental stars come out to shine

The CRA Ontario banquet was a high-spirited event as usual, with MCPT providing the entertainment in the form of a trivia game show complete with buzzers and light-up podiums. Paul Potvin of Location Equipment Supply proved to be the trivia master, bringing home the pot of collected money for Table Two.

After dinner, the awards were handed out by Mike Maltby, CRA Ontario president, and Dale Brinklow, CRA Ontario vice president. The winners were:

- CRA National and CRA Ontario Supplier of the Year – Wacker Neuson
- Ontario Image Award, Event Rentals - Hank Vanheuvelen, Tim's Rent-All
- Ontario Image Award, General Rental - Paul Potvin, Location Equipment Supply
- Ontario Region Award - Chris and Colin Wilson, A World of Rentals
- Ontario Rental Professional of the Year – Ed Cosman, Canadian Rental Service

with recovery if the equipment is stolen: HelpTech, IronWatch and IronCheck. HelpTech is the equipment registration service operated by NER. CRA members can register up to 1,000 items for free. HelpTech records are then fully searchable by law enforcement across North America, increasing the chances your equipment will be identified and returned if recovered. IronWatch is a monitoring service that tracks your equipment through an attached GPS device. There is no monthly fee. Using IronWatch, you can set up a "geo-fence" for stationary equipment that alerts the system if the machine moves outside of a designated zone. Finally, IronCheck is a due diligence check for buyers of used equipment. Goodall says to think of it as CarFax for the equipment industry.

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## SATURDAY, FEB. 9

7 a.m. – 5 p.m. Registration Open  
8 a.m. – 5 p.m. Exhibitor Move-In  
8 a.m. – 5 p.m. Events & Tents  
6:30 p.m. – 8:30 p.m. Events & Tents Networking Reception  
*Keep Memory Alive Event Center, Las Vegas*

## SUNDAY, FEB. 10

7 a.m. – 5 p.m. Registration Open  
8 a.m. – 5 p.m. Exhibitor Move-In  
8 a.m. – 5 p.m. **The Rental Show Seminars**  
Noon – 1:30 p.m. Lunch With ARA  
5:30 p.m. – 7:30 p.m. ARA Young Professionals Network Reception  
*FIRST Food and Bar, Las Vegas*  
7 p.m. – 10 p.m. Canadian Rental Association Hospitality  
*Paris Las Vegas*

## MONDAY, FEB. 11

7 a.m. – 5 p.m. Registration Open  
8 a.m. – 10 a.m. Keynote Session  
Presented by Captain Mark Kelly  
10 a.m. – 5 p.m. Exhibit Hall Open  
4 p.m. – 5 p.m. Canadian Rental Association Annual General Meeting  
5 p.m. – 6:30 p.m. Regional Receptions

## TUESDAY, FEB. 12

7 a.m. – 5 p.m. Registration Open  
8 a.m. – 9:30 a.m. **The Rental Show Seminars**  
9 a.m. – 5 p.m. Exhibit Hall Open  
5 p.m. – 6:30 p.m. Reception With a Purpose, Including ARA Foundation Charity Auction  
Check out the **online auction catalog** for the items up for bid in the Charity Auction.  
5 p.m. – 7 p.m. International Reception  
7 p.m. – 10 p.m. A Night in Fabulous Las Vegas  
*Harrah's Las Vegas*

## WEDNESDAY, FEB. 13

7 a.m. – 1 p.m. Registration Open  
8 a.m. – 9 a.m. Wednesday Wake-Up Session  
Never Fly Solo  
Presented by Lt. Col. Rob "Waldo" Waldman  
9 a.m. – 1 p.m. Exhibit Hall Open  
1 p.m. – 9 p.m. Exhibitor Move-Out

## THURSDAY, FEB. 14

8 a.m. – 5 p.m. Exhibitor Move-Out

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