



CANADIAN RENTAL ASSOCIATION



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Canadian Rental Association **ONTARIO**

# MemberUpdate

February 2009 • [www.CRArental.org](http://www.CRArental.org)

## A message from your president

Despite the ongoing negative news about the economy and the lingering cold and snow of winter, things are really heating up at the Canadian Rental Association (CRA) Ontario.

The Tabletop Trade Show, which took place in London on Jan. 24, was well supported by our suppliers — 36 in attendance. Thanks for participating and making this a great event.

The show featured an awards banquet, with entertainment by hypnotist Hank Stone. It was a fun time for all — even without any major embarrassing moments to report on.

### The award recipients for 2008 include:

- **Supplier of the Year — Rentquip Canada**
- **Image Award — Larry's Rentals (St. Catharines)**
- **Rental Professional of the Year — Ken Malott (London)**

A presentation was made on behalf of CRA Ontario recognizing the success of the golf tournament and the efforts of the tournament committee. The committee — Jim Freeman, Paul Everitt, and Lloyd Smith — presented a donation of \$1,350 to the Dorothy Wellnitz Scholarship Fund. Brad Williams, CRA national president, accepted the donation on the fund's behalf. Jeff Campbell, eastern director of CRA, presented Brad a framed painting of Port Stanley, done by a local artist, in recognition of the visit by our CRA president.

Speeches followed by Brad Williams and incoming CRA President Jay Williams (no relation) as well as Andrew Paquette, incoming CRA senior vice president. The central theme of the speeches centered on volunteerism and the benefits of being a CRA/ARA member.

On that note, I'd like to make mention of the need for volunteers for the CRA Ontario board. The board has openings for supplier director and second vice president. Should anyone be interested in a position, please contact a board member. Elections will be held Oct. 21, 2009, so aspiring members have some time to consider.



Most of you will soon be off to a, hopefully, much warmer Atlanta for **The Rental Show** March 2-5. ARA is holding the discounted registration pricing through the Show!

I also hope to catch up with you at Dave & Buster's March 25. We changed from March 18 to March 25 to get past the March break — no excuses for not being able to make it now. This is a Next Generation of Rental Owners event. Please encourage your Next Gen to come out to this informal and fun setting. All — first, second and third generations, young and old, suppliers and members — are welcome.

This letter is available online and can be downloaded by going to [www.craental.org](http://www.craental.org).

Click on *English, Newsletters, page two* and select the correct month link.

Looking forward to seeing you in Atlanta as well as at Dave & Buster's!

— Neil De Jong, president  
CRA Ontario



**Lloyd Smith, CSP**  
District Manager

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## Don't miss these upcoming events

**March 2-5, 2009**  
**The Rental Show**  
**Georgia World Congress Center • Atlanta**

**Discount registration pricing to remain available through The Rental Show**

With more than 680 exhibitors — 120 of which are exhibiting for the first time — 700,000 gross square feet of exhibit space, numerous educational opportunities, special networking events and pre-Show workshops, **The Rental Show** is where you need to be to learn what you can do to best position your company for success in today's economy. Register today!

**March 2, 2009**

10 to 11 a.m.  
CRA Annual General Meeting  
Georgia World Congress Center  
**The Rental Show • Atlanta**

**March 2, 2009**

11:15 a.m. to 1:30 p.m.  
Region 10 Luncheon and  
Dessert with ARA  
Georgia World Congress Center  
**The Rental Show • Atlanta**

**March 25, 2009**

CRA Ontario — Social Event  
Next Generation Program  
Dave & Buster's  
120 Interchange Way  
(Hwy. 400 and Hwy. 7)  
Concord

A great social event for every generation — with 65,000 square feet of food and fun under one roof! Everyone is invited to participate in the launch of the CRA Ontario Next Generation of Rental Owners program. You are invited to network with rental owners of all generations and have fun.

The Next Generation of Rental Owners is open to anyone who would benefit from membership and is designed to meet the needs of these "generation" individuals — those who are, or will be, taking over the family business or employees who will do so. Typically, membership is targeted toward persons who are 18 to 35 or are newer to the rental industry. There is no cost to join.

All we require is a name and contact information to assist in keeping you informed about upcoming events. Educational workshops and most activities will usually have registration fees.

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## Tax credit and grant program available to encourage home renovations and energy-efficiency improvements

**R**enovations are smart investments in the long-term value of a home and also create increased economic activity. They also reduce energy consumption and the overall cost of owning a home. According to the Canadian Home Builders' Association, the new 2009 federal budget includes two items of interest to rental store owners who cater to the do-it-yourself (DIY) market — the Home Renovation Tax Credit and the ecoENERGY Retrofit Program.

### Home Renovation Tax Credit

The Home Renovation Tax Credit (HRTC) is a 15 percent credit that may be claimed on the portion of eligible home renovation expenditures exceeding \$1,000, but not more than \$10,000, meaning that the maximum tax credit that can be received is \$1,350.

This tax credit is over and above any other government grant or incentive the homeowner may be eligible for, such as an ecoENERGY grant, so homeowners can claim both for eligible work. The credit is based on eligible home renovation expenditures for work performed or goods acquired after Jan. 27, 2009, and before Feb. 1, 2010.

According to the government, the tax credit can be claimed "for renovations and enduring alterations to a dwelling, or the land on which it sits." The credit can be claimed on eligible expenditures incurred on one or more of an individual's eligible dwellings. Properties eligible for the credit include houses, cottages and condominium units that are owned for personal use (i.e., not rental properties).

Renovation costs for projects, such as finishing a basement or remodeling a kitchen, will be eligible for the credit, along with associated expenses such as building permits, professional services, equipment rentals and incidental expenses.

Routine repairs and maintenance will not qualify for the credit, nor will the cost of purchasing furniture,

appliances, audio-visual electronics or construction equipment.

The Home Renovation Tax Credit will be family-based (i.e., one credit per family). For the purpose of the credit, a family is generally considered to consist of an individual and, where applicable, the individual's spouse or common-law partner.

While full details of how the Home Renovation Tax Credit will be administered are not available yet, it appears that homeowners will claim their tax credit on their income tax returns. Additional information is available from the Department of Finance at [www.budget.gc.ca/2009](http://www.budget.gc.ca/2009).

### ecoENERGY Retrofit Program

The ecoENERGY Retrofit program provides home and property owners with grants of up to \$5,000 to offset the costs of making energy-efficiency improvements. Grants apply to a variety of measures that reduce energy consumption, from increasing insulation to upgrading a furnace.

The new budget announced an additional \$300 million in ecoENERGY funding over the next two years to support an estimated 200,000 additional home retrofits. No changes were announced regarding how the program operates.

Additional information on ecoENERGY Retrofit grants is available on the Natural Resources Canada (NRCAN) Web site at [oee.nrcan.gc.ca](http://oee.nrcan.gc.ca).

*Renovation costs for projects, such as finishing a basement or remodeling a kitchen, will be eligible for the credit, along with associated expenses such as building permits, professional services, equipment rentals and incidental expenses.*

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## Regulatory changes to propane storage and handling as well as fuels industry certificate impact rental industry

On Aug. 28, 2008, the Ministry of Small Business and Consumer Services (MSBCS) commissioned a panel of propane experts to examine propane safety in the province of Ontario. While the appointed panel reaffirmed that “the building blocks for propane safety” have served people well, it suggested that “improvement is always possible.” Issuing a report on Nov. 7, 2008, the panel tendered 40 recommendations — many of which require regulatory change for implementation, according to the Technical Standards & Safety Authority (TSSA).

The regulation regarding propane storage and handling, Ontario regulation 211/01, and the propane requirements in the regulation regarding fuel technicians, Ontario regulation 215/01, were subsequently amended by MSBCS on Dec. 11, 2008. While the regulation comes into force on the date of the filing, many of the new requirements are implemented in stages and, in some instances, do not require full compliance for two years.

Further details are available online at [www.ontariocanada.com/ontcan/page.do?page=6178](http://www.ontariocanada.com/ontcan/page.do?page=6178). Amended Regulation 440/08 (Propane Storage and Handling) and Amended Regulation 441/08 (Fuels Certificates) can be reviewed on the TSSA Web site, [www.tssa.org](http://www.tssa.org), within the Fuels Safety Program.

## Two new business management products now available

### 2008 State of the Equipment Rental Industry report

Information about the industry is vital to helping you chart the course for your business's future.



The only place to find that information for both the Canadian and U.S. rental markets is in the new *2008 State of the Equipment Rental Industry* report compiled by the economic research firm IHS Global Insight.

ARA members who order this report before the end of **The Rental Show** in Atlanta, March 5, will pay only \$395 – \$100 off the regular member price. This price includes access to two written updates and invitations to two webinars by IHS Global Insight that will take place in late spring and fall 2009.

### Succession Planning Guide

The brand-new *Succession Planning Guide*, which is the latest addition to ARA's



Rental Business Line Series, is designed as a tool to help craft a business succession plan for a family-run rental operation. It includes tips on creating a succession plan; information on financial planning and estate planning for business transitions; suggestions on how to handle the move from being an employee to an owner and much more.

Member cost is just \$35.

For more information or to order either guide, call ARA Member Services at 800-334-2177.

## CRA Ontario's Tabletop Show and Awards Banquet Jan. 24, 2009 • Lamplighter Inn • London, Ontario



### CRA Ontario would like to thank the following suppliers that participated in our Tabletop Show and Awards Banquet:

Abmast Abrasives Corp.  
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 RDSI  
 S.F.E. (London) Ltd.  
 Trinitec Distribution

Tsurumi Canada  
 Uniquip Canada  
 Vermeer Canada Inc.  
 Wacker Neuson Corp.

### Congratulations to the following door prize winners:

- Larry Lisoy, Larry's Rental Inc.
- Owen Braby, St. Marys Rentals Inc.
- David Walker, Uniquip Canada
- Jim Freeman, Rentquip Supply Limited
- James Yeo, Diversco Supply Inc.

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# If you haven't completed your CODB survey yet, now's the time

**B**y now you should have received your copy of the *Cost of Doing Business (CODB)* survey, and hopefully you've started it. If so, thanks for doing your part to make this significant benchmarking study a success. If you haven't, you've still got time and it's so important that you contribute to the cause.

Business Resource Services (BRS), a Seattle-based financial management firm, as well as its partner, Profit Planning Group (PPG), need your input in order to obtain the data they need to produce the *Cost of Doing Business Report*.

Completing the *CODB* survey is quick, easy and secure. Just take your most recent year-end balance sheet and income statement and simply transfer the line-item amounts from your financial statements to the appropriate blanks on the *CODB* survey.

If you have an accountant who handles your financial information, you can let him/her fill out the survey for you. Whether you opt to complete the survey yourself or have your accountant do it, take advantage of the Excel worksheet that is available online at [www.ARARental.org](http://www.ARARental.org), which will make the process easier.

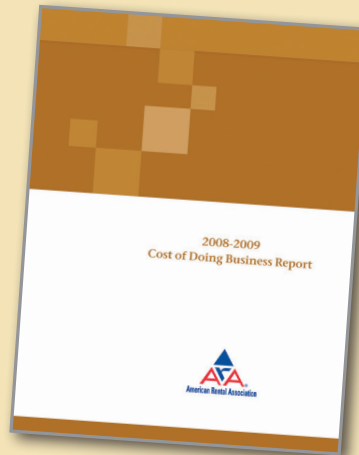
Perhaps the easiest way to participate in the survey is to have BRS and PPG complete it for you. Fill out the General Questionnaire and provide your financial statements to them and they will take it from there.

BRS and PPG go to great lengths to ensure that the confidentiality of your financial information is scrupulously maintained. You can be assured that no financial information is shared with ARA or any other third party.

Participating offers so many rewards. For instance, you will:

- **Receive a free copy of the Cost of Doing Business Report — a \$325 value —** just for participating by April 30.

The *CODB Report* allows you to see how your performance ranks with that of your peers. It also offers you the opportunity to compare your operational effectiveness to that of top performers in the industry.



- **Be eligible for the early bird \$1,000 drawing** if you participate by March 31.
- **Be entered into a drawing for a free trip to The Rental Show in 2010 in Orlando** if you submit your survey by April 30.
- **Have the chance to order the optional company consulting report.** The report costs only \$195 if purchased by April 30, 2009. It's \$295 after that date.

Your input, along with that of your fellow leaders in the rental industry, contributes greatly toward making this study more statistically complete. The greater the number of participants providing statistical data the better the survey results will be and the more beneficial the report.

It takes only a brief amount of time to complete and doesn't cost you a dime, but the benefits you'll realize from participating in the *CODB* survey are sure to bring you lasting results and greater financial insight. Don't miss the chance to be an integral part of this vitally important benchmarking study.

## Help Region 10 win "speaker bucks"

For the second year, ARA is sponsoring a *CODB* state and provincial regional contest to encourage participation in the *Cost of Doing Business* survey.



The state or provincial associations within a particular ARA region that have the highest percentage of their members (out of all the companies available in that region) complete and return their surveys by the April 30, 2009, deadline will win \$2,500 in "speaker bucks."

These "speaker bucks" can be used to sponsor RenTech programs or other educational meetings within the winning region. (In the event of a tie, a drawing will determine the winner.)

For more information, contact Ruth Bloom, ARA director of state, local and provincial programs, at 800/334-2177, ext. 268.

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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](mailto:mike@ingersollrental.ca).