

# Canadian Rental Association **ONTARIO** MemberUpdate

October 2012 • [www.CRAOntario.org](http://www.CRAOntario.org)



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## PRESIDENT'S MESSAGE

Thanks to all who attended and supported our annual golf tournament. We raised just over \$4,700 for the association and \$1,400 for the Canadian Cancer Society. This event is our primary ongoing source of funding for the events that CRA Ontario holds around the province which supports our mandate "to provide educational and networking opportunities for our members". I would like to extend a special thank you to Paul Everitt, and the entire golf committee for their hard work and ongoing support of our tournament.

Join CRA Ontario, and Norseman Inc, on October 17 at the Holiday Inn Express, New Market for an evening devoted to money! We will have experts from the Bank of Canada and the RCMP on hand to discuss security features in our money, how to spot counterfeit currency, and what to do if you suspect someone is trying to use it in your store. We will also be discussing steps that you can take to reduce fraud and protect yourself and your business from identity theft. Details for this event have been sent to you already through fax or email and additional information and registration forms can be found in the "events" section of our website: [www.craontario.org](http://www.craontario.org)



**Mike Maltby**  
President  
CRA Ontario

While you're making plans to attend our October meeting, why not also mark your calendar for Tuesday, November 20th. CRA Ontario, and Uniquip will be presenting sales training with Joe Ellers. Joe will give advise "To Help You Generate More Sales, At Greater Margins, In Less Time, With Less Effort." Details for this event will be arriving shortly by fax and email, as well as on [www.craontario.org](http://www.craontario.org)

This association prospers by the efforts of its volunteers, without whom we would not exist. If you have ever had an interest in moving this association forward, I urge you to consider letting your name stand for election to one of our board positions. Please contact me or any of the other volunteer board members listed on the front page of this newsletter for more information or to volunteer your time and effort.

Stay tuned for more as we continue to expand and improve the educational portion of our meetings and events, and please let us know if there is a topic that you would like us to address at an upcoming event.

## I LOOK FORWARD TO SEEING MANY OF YOU AT ONE OF THIS SEASON'S EVENTS

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# CRA ONTARIO DIRECTOR'S REPORT

## UPCOMING EVENT

**Save the Date**  
**October 17th, 2012**

**Hosted by**  
**Norseman**

**Location**  
**Holiday Inn,**  
**New Market, Ontario**

**Agenda**  
6:00 to 7:00  
**social hour**

7:00 to 8:00  
**dinner and dessert**

8:00 to 9:00  
**presentation**

Our meeting will have a presentation from Manuel Parreira from the Bank of Canada.

He will do an educational seminar on currency. This will be very informative and it's sure to help out your business. Plan to attend. The cost for the dinner and meeting is only \$45.

This member's meeting is sponsored by Norseman.



## Please Reserve

before **October 14, 2012**  
To register for this event, please phone Dale Brinklow at **705-286-3150** or e-mail him at [dbrinklow@cottagecountry.net](mailto:dbrinklow@cottagecountry.net)

Hotel accommodations are available at the **Holiday Inn**. Please reserve your room directly with them by calling: **905-853-1030**

## ONWARD AND UPWARD

The CRA Executive and board of directors meeting took place in Winnipeg over the weekend of September 21st and 22nd. I am pleased to report that your Association continues to make progress on a number of fronts. The new committee structure has been successful in developing several action items that when implemented will result in the overall evolution of how the Association serves you. Please take time to bookmark the CRARental.org homepage and return frequently to review the opportunities and services your association provides.

## MY ASSOCIATION MY PROGRAM

The CRA Protected Self-Insurance Program (PSIP) continues to perform beyond expectations. The PSIP has on average been able to provide participating members with a 16% return of annual of premium since 2009. And the program is on pace to exceed that this year. That means Ontario rental stores who have their insurance with the CRA can expect another cheque in their pocket this spring. Perfect timing to assist you with all that new equipment you will be purchasing at the CRA Ontario Table Top Trade Show in January! To find out more about the CRA Protected Self-Insurance program visit the CRA website.



**James Morden**  
*Director*  
*CRA Ontario*

## THE RENTAL SHOW

When making lodging arrangements for The Rental Show note that the 'official' CRA hotel will be Paris Hotel & Casino and will play host to our annual CRA hospitality event on Sunday, February 10th. Please note the date change for the hospitality happening as this event has typically followed the CRA AGM in past years. There is no change to the AGM day or time; it will continue to take place on its usual day of Monday at 4pm. A final word regarding an upcoming "Rental Awareness" opportunity. The CRA has booth and demonstration space at the International Home Show in Toronto November 1-4. We are looking for rental operators who are willing to volunteer a few hours of their time in the booth during the show and promote their rental companies to the end user.

Don't miss this opportunity to reach the average 50,000 consumers who attend the show in just four days. CRA spokesman Bryan Baeumler will be speaking about rental and signing autographs in the CRA booth directly across from the main stage on Sunday. Contact Paul Everitt, CRA Director at Large for information and times.




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Sales Manager

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The Rental Show will be held Feb. 10-13, 2013 at a new Las Vegas location: The Sands Expo and Convention Center, right in the middle of the Las Vegas Strip.

This show is the American Rental Association's annual convention and trade show for the equipment rental industry. It features construction/industrial equipment, general tool/homeowner equipment and party/special event equipment, as well as rental-specific seminars and industry networking.

**CANADIAN HOSPITALITY EVENT**

Kick off the festivities by planning to take part in a fun way. The CRA invites you to the ever popular "Canadian Hospitality Event" which will be held Sunday, February 10, 201 at the Paris Hotel and Casino. Rooms are available at this hotel for \$119 per night and can be reserved by calling 702-946-7000 and mention that you are coming in for the ARA show.

The following day, on Monday February 11th, the Canadian Rental Association will hold its annual General Meeting from 4:00 until 5:00 (location to be advised). Afterwards plan to attend the Region 10 Reception from 5:00 until 6:30. The cost for this is only \$15 per person and you will receive two drink tickets and an assortment of hot snack foods.

The actual trade show runs from Monday until Wednesday. This is a great opportunity to network with your peers, partake in an extensive seminar program and see all the latest products for the rental industry. For more information and the entire schedule, visit the website: [www.therentalshow.com](http://www.therentalshow.com)

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In 1996, Uniquip joined the John Brooks family of companies, giving Uniquip a national focus and strong financial support.

Today, Uniquip is the largest distributor of light construction equipment for the Canadian rental industry. Uniquip has changed its focus to include larger equipment and compaction in its range.

A key growth strategy for Uniquip Canada is to develop long term partnerships with its suppliers. The ability to hold a variety of quality equipment allows Uniquip to better answer its customer's expectations. Uniquip is evolving as a manufacturer, as well as a national distributor. Its Kodiak line of products includes state-of-the-art generators, water pumps and pressure washers, designed for the rigorous demands of the rental industry.

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# ONTARIO CANADIAN RENTAL ASSOCIATION ANNUAL GOLF TOURNAMENT

Golfers from the Ontario Canadian Rental Association got to work on their tans as well as their swings at the annual golf tournament on Sept. 11. The day was bright, the course was green and there were smiles all around as 82 rental operators and suppliers engaged in some friendly competition and socializing.

The tournament moved this year to Hawk Ridge Golf Club in Orillia, Ont., and conditions on the course and in the clubhouse were excellent. The past and present CRA executive members manned the registration table, ran games and sold raffle tickets around the course, with Shirley McCormick coming out of retirement



To the victors went the spoils.



CRA Ontario president Mike Maltby and second vice-president Paul Potvin modeled the windbreaker giveaways.

(again) to help out. Everyone at the registration desk was sporting some very smart new CRA windbreakers, and each golfer got one. They would have been welcome last year, but on this occasion it was too hot for a jacket by tee-off time.

The format was a best-ball scramble. Hole sponsors were National Event Supply, All Cover Portable Systems, Atlas Copco, G.C. Duke Equipment, Diamond Products, DeWalt, Bradford Rentals, Cavalier Industries, Rentquip, MBW, Point Of Rental, TVH Canada, National Hose, Echo, Bartell Morrison, Wacker Neuson, Flagro Industries, Uniquip, Western Financial Group, Construction Equipment Solutions, Vulcan Tools, L.B. White, Skyjack, Husqvarna and DSI Diamond. The Canadian Cancer Society was camped out at hole 17 and raised \$1,400 selling extra chances at closest to the pin.

Golfers collected playing cards as they rounded the course and the best hand of five at the end won. The team of Blanchford, Debruin, Bisson and Ritchie took home the prize with three threes. Mark Gilbert and Graham Charlebois won long drive holes and Mark Madigan showed off his precision game winning closest to the pin and the putting contest. Bill Branderhorst got closest to the target chair on the first hole. Mark Warnes won the raffle for a barbeque. Finally, "honours" for high bar tab went to Jim Freeman and Craig Stewart.



Some of the CRA Ontario executive. From left to right, Potvin, secretary Penny O'Sullivan, vice-president Dale Brinklow, Maltby and chairman James Morden.



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