



CANADIAN RENTAL ASSOCIATION  
ASSOCIATION CANADIENNE DE LOCATION

# British Columbia Newsletter

www.craental.org bc.cra@hotmail.com June 2009



## Calendar of Events

- June 17, 2009  
Greenline Hose and Fittings
- September 11, 2009  
Golf Tournament  
Shadow Ridge Golf Course  
- Kelowna
- October 21, 2009  
Star Diamond Tools
- November 21, 2009  
Christmas Party  
Location TBD
- January 15/16, 2010  
CRA BC Trade Show  
- Cloverdale
- February 8-11, 2010  
ARA The Rental Show  
- Orlando, Florida

bc.cra@hotmail.com

Interested in helping with  
the golf tournament?  
Please contact Angie at Rental  
Network  
1.604.892.8200

## Presidents Message

With 2009 half over we are well under way with a busy construction / event season. The BC Local has a couple of fantastic events coming up; the first of which is June 17<sup>th</sup> at Greenline Hose. The team at Greenline will be talking about the difference in the qualities in the various hoses, clamps and fittings, what types of hoses should be used for certain products, ie glycol. We will also be receiving tips on hose repairing. Please make a note of the date; this meeting would be great to bring your maintenance manager with you. Please see the flyer that was inserted into the newsletter to register, or call Angie @ Rental Network 604-892-8200

The second event that we have lined up is our annual Golf Tournament. This year we are hosting the tournament at Shadow Ridge Golf Course in Kelowna. Our golf tournament has been growing over the last couple of years and we hope to see it grow again this year.

The registration forms will be coming out shortly for the tournament. We are currently accepting applications for Sponsorship opportunities. If you are

interested in sponsoring our BC Golf Tournament please contact Jim from Norval Rentals 1-250-546-6670

The Local is also planning a Christmas get together in November, a venue has not been chosen yet, if you have any comments or suggestions, please forward them to Danielle Henson at Kerrisdale Equipment danielle@kerrisdaleequipment.com

We appreciate all of our Supplier and Regular Members that have graciously opened their doors to the membership and hosted a meeting or donated their time to the association. It is commitment like this that is helping the BC Local grow and better meet the expectations of our members. If you would like to host a meeting or donate some of your time to one of the many functions we hold; please contact Angie Venekamp at Rental Network 1-604-892-8200 or Jim Clipperton at Norval Rentals 1-250-546-6670.

I wish you all a prosperous summer!

Angie Venekamp  
CRA BC President  
604-892-8200

## Meeting Recap

It's funny that in my last newsletter article I was hoping for spring to come soon. As I look up into the snow covered hills on May 20<sup>th</sup>, I am now hoping we just have a little bit of summer soon, since the snowmobiles are still passing by the shop on their way up to the hills.

Our spring meetings were very educational to the stores that attended; we had Brian Bonney from Canadian Federation of Independent Business (CFIB). Brian told us about the many additional charges that we as merchants are being charged by our Merchant Services Providers. Visa and Mastercard has implemented an additional fee for any foreign cards, corporate cards, as well as

high spend cards. The additional fees are also charged on any "non qualified" card processing. Visa and Mastercard also want to offer an Interact option, which will turn our cents per transaction into a percent per transaction. I recommend that everyone research this further but here is a quick breakdown of the presentation.

I was always lead to believe that I pay a set percentage on all credit cards run through my store, i.e. 1.75%, the credit card companies have changed that based on the customers spending habits. So if I have a customer who spends a lot of money on his card and he is getting Air miles, cash back

*Continued on page 3 Meeting Re-cap*

Spring lawn and garden rentals are almost over and construction equipment rentals are starting to take off. The compactors, concrete equipment and of course tools needed to correct the mistakes are all beginning to move. The economy might have slowed down a bit but the construction is slowly coming back. The wait and see people have said the time to move on is now. The doom and gloom people have realized that maybe it is not going to be as dark as they thought. If we all think this way, the light at the end of the tunnel will appear so much faster and brighter.

The deadline for the Cost of Doing Business Survey had been extended until May 15<sup>th</sup>, 2009. However the prizes for the original deadline have

been awarded. British Columbians can be proud that we submitted the second highest number of surveys in Canada (Region 10) falling behind Ontario. Region 10 ranked sixth out of the 10 regions recognized by ARA. I'd like to thank those stores that participated in this survey and I am sure that receiving the completed CODB Survey will benefit these companies tremendously.

Again, the deadline for the Scholarship program has past. I have not heard as of this date if anyone from British Columbia was a recipient. Please keep it in mind for next year - the scholarship program through ARA is a benefit for both Store Owners and their families and Suppliers and their families. This can also be

offered to staff members to take training courses to better benefit themselves and their employers.

Has anyone taken the opportunity to check out the Forum section of the ARA web site?

I had an occasion recently to seek an answer to a question that we had at work and was referred to the ARA Forum. There is a wide range of topics under discussion and the answers provided by a wide range of other rental stores is very enlightening and informative.

Another feature of the ARA web site that is quite intriguing. The advertising section has a variety of templates to be used for both audio and paper ads. Any number of them can be used

to adapt for your particular requirement. It makes it so much easier for the storeowner to still keep pace at work but also get their name out there without a lot of effort trying to come up with new ad print.

Take the time, check out the ARA web site: [www.ararental.org](http://www.ararental.org) and the CRA web site: [www.crarental.org](http://www.crarental.org). Browse through the different categories; find out what is available through the associations. Keep up to date on the different local's newsletters. Find information on upcoming trade shows.

**BE INVOLVED.**

Peggy Daniel  
Rental Network Ltd.  
BC Director  
Canadian Rental Association



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For more information call  
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1.800.486.9899  
or go to  
[www.crarental.org](http://www.crarental.org)

## A Day in the Life of a Traveling Sales Rep.

I think that most people out there think that the life of a travelling sales rep is a job that is full of excitement and that we spend our days golfing and going out for 2 hour lunches. Well this does happen but not as often as you would think or that we would like.

I myself travel all over the province; which means driving long distances, staying in different hotels most nights. During the busy months this means I am away from family every second week which can create a lot of stress on relationships. When I first started working for Rentquip (formerly P&M Sales) I was single and thought the travelling was the best part of the job. I still enjoy it but now being married and doing it for 10+ years it takes a very understanding and supportive wife.

Eating while you're travelling can be another challenge. More often than not the convenience of the local drive through wins out as concern for getting to that next call becomes more important than health.

After a typical day of driving up to 700 kilometres, and or taking 3 ferries, your evening is spent watching TV or having "one" quick drink in the hotel bar. Sometimes you might run into another sales rep and compare notes on who's handing out the big orders.

In the winter months we have to deal with the mountain passes which can be very dangerous and slow down schedules. I find the customers always recognize the commitment and do what they can to make the trip worthwhile.

This industry is built on relationships and those relationships are developed through getting to know each other and gaining the confidence to do business. If we are going to be successful we have to travel to build these relationships. The end result of this process is receiving orders which let us know that we have done our job well.

So when that traveling salesman comes through your door remember the commitment he has made and do what you can to show him you appreciate his efforts.

Any order is always appreciated!

Mike Faulkner  
CRA BC Supplier Director  
Rentquip Canada

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Canada Limited  
Mike Faulkner

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## Meeting Recap

Continued from page 1

or any bonus system, I am being charged a higher percentage rate ie. 2.95% on anything that he purchases. So in essence I am paying for the bonuses the credit card company is offering their customers. On the Interact side of things, it has always been a not for profit society, but now the credit card companies want in on the action. For example right now I pay \$0.10 for every Interact transaction, it doesn't matter what the amount is. The new plan would be a percentage charged on every transaction. So if it were a 0.065% charge on a \$1000.00 transaction, you would be paying \$6.50 instead of \$0.10.

As you can see this will affect your bottom line and we will have to pass it on to our customers. This matter deserves our attention; you can contact the CFIB at 604-684-5325 or [www.cfib.ca](http://www.cfib.ca) for a copy of the petition that you can sign to help us tell the government that we are fighting back against all the fees and extra charges that we are being forced to pay.

I would like to thank Ron, Danielle and all the staff at Kerrisdale Equipment for the excellent dinner and tour of their store & new computer system. Thank you also to all the coastal stores that made the trip to Kerrisdale Equipment for another excellent networking opportunity.

I would also like to thank my staff for hosting the interior meeting, and thanks to all the members that made the trip. It turned out to be a great social event as well. Many of the people that attended left with an increased knowledge of what it is they are paying to their Merchant Service providers, and what they can do about it.

Don't forget about the annual BC Golf Tournament at Shadow Ridge Golf Club in Kelowna, September 11<sup>th</sup>, 2009. Make your plans now and sign up for the event of the summer.

Thanks again to everyone who make these events successful!

Jim Clipperton  
CRA BC Vice-President, Norval Rentals



## Visit a Fellow Rental Store!

One of the many advantages of being a member of the CRA/ARA is the opportunity to mingle and meet with other rental folks at the shows and regional meetings. We all experience the same kind of problems and challenges in our day to day business.

Another way to find answers on mind breaking questions is the many resources the ARA offers through their website [www.ararental.org](http://www.ararental.org). Besides many interesting articles ARA offers a wide range of resources ranging from marketing, education and training to a manual of how to motivate Hispanic employees! (Book Order No. 5360 ARA website)

One of my favourites is the ARA member forum where you can post your rental questions or talk about ice fishing in Canada. Actually, it would be nice to have more Canadians to be active on the message board. We need our voice to be heard on the other side of the border. And with the new US Homeland Security Secretary in charge this might be the only way to communicate with our fellow rental store owners south of the border in the near future. News is that if the Canucks (or the other guys from Calgary) win the Stanley Cup no Canadian will be allowed to cross border without being checked inside and out.....(we will know when this article goes to print).

One more way, and in my opinion the most effective, is visiting other rental stores. Whenever possible, I like to visit fellow rental folks to ask and view how they run their business. As mentioned in the last newsletter, I am a rookie in the rental industry. With

just over 5 years of North American rental industry experience I am truly delighted with the enthusiastic tours and great tips I get from other rental store owners. But be aware that you may lose part of your rental store and other cool toys you like, if you tell your better half that during your 5 day holiday this year, you would like to skip the trip to the Museum of Modern Button Sewing to visit a rental store instead.

*Please send ideas and comments to [erik@rogersrental.com](mailto:erik@rogersrental.com)*

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new



to the cra newsletter  
meet a member

Check out our new feature! Each edition we will be highlighting the best and brightest we in the CRA BC Local have to offer. We'd like to give some exposure to members (esp. ones that come to meetings, tradeshow and events!) and recognize their hard work and successes. For our first showcase meet Andrew and Linda McLean of Parallel Rentals! A big thank you Andrew - to you and your staff for your assistance. Keep up the great work!

1. **Store Name:** Parallel Rentals Inc.
2. **Location:** 1781 Douglas Road, Burnaby BC V5C 5A5
3. **Years in business:** 22yrs Opened April 8<sup>th</sup>, 1987
4. **Type of Rentals:**  
Equipment 40%  
Party/Event 60%
5. **What's your Specialty?** Surviving in a tough market! We primarily serve the film industry which tends to go through highs and lows and also tends to move very quickly when in production. Schedules can change radically with weather, actor availability and the like so we work to meet many challenges, especially last second changes.
6. **Best Rental Item in your Fleet and why:** The simple folding chair - works all the time, virtually no maintenance, low labour requirement and long lasting.
7. **Tell us something we should know or don't know yet about your business!** Funny, spectacular, weird customer stories — here's your chance to shine!

My wife and I originally started our company as Parallel Films in order to produce a film project based on a story by a local writer. I had worked in the industry as a location manager at this point for a number of years and had accumulated a lot of equipment specifically for locations. We got calls all the time to rent out things and it started to get bigger and took over our basement and almost the rest of our home until we moved to a warehouse in Sept 1999. 12 years in our home and 2 storage lockers! We had even served customers at midnight in our pyjamas! Never did produce the film.

Danielle Henson  
Kerrisdale Equipment, 604-301-1321



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