



## CRA/ARA Joint Membership

Dear CRA/ARA members,

Over the course of the past year, CRA and ARA Officers have been evaluating the working relationship between the two organizations. This dialogue began a few years ago due to a shifting membership and concerns regarding the support provided via the current CRA/ARA partnership.

After careful deliberation, both organizations agree it is in the best interest of members for CRA and ARA to pursue their goals moving forward as independent organizations, thus dissolving the current partnership. There is a mutual understanding that priorities evolve over time, and at present, the two organizations are no longer aligned with respect to current and future initiatives. The CRA and ARA Boards of Directors firmly believe that the current model is no longer the best option for either organization. This change will better serve Canadian rental operators.

CRA and ARA are both committed to ensuring a successful transition. The main priority for both organizations is to support the success of our members and offer the products and resources needed to drive your businesses. In the future, both parties are open to collaborating when and where it makes sense. The hand of friendship will continue to extend from both parties.

Both Boards understand and anticipate that there will be questions throughout this transition, and you can direct them to the Presidents as appropriate. Answers to the immediate questions you may have are listed below:

**Q. When will the change go into effect?**

A. The transition date will likely be in Q2 of 2020. The exact date will be communicated to all members in future communications.

**Q. What happens now?**

A. Nothing changes until after the effective date. After that time, once your membership is up for renewal, you will need to decide what membership, or memberships, you wish to have. If your renewal is before the effective date, you will have until that time the following year to decide.

**Q. Does my company need to have separate memberships to continue to be a member of both CRA and ARA?**

A. Yes, if you wish to continue to be a member of both CRA and ARA after the effective date, you will need to renew with both organizations separately.

**Q. What will change for my membership offering?**

A. For CRA membership, you will receive a renewal invoice before the expiration of your membership. This renewal invoice will need to be paid in Canadian dollars to the CRA Office or online at [CRArental.org](http://CRArental.org). Nothing will change with your ARA membership – simply renew as you have in the past and you will continue to have access to all the same products and services as before.

**Q. What happens regarding The ARA Show™ 2020 in Orlando?**

A. Nothing changes until after the effective split date. You should expect everything to work the same at The ARA Show 2020 including the Region 10 Reception and the CRA Hospitality Reception.

**Q. What happens if I am insured by the CRA Insurance Program?**

A. As long as your company chooses to remain a member of CRA after the effective date, you will continue to have access to the Protected Self Insurance Program.

Additional details will be provided in future correspondence from each organization as the transition evolves. We appreciate your continued support and look forward to working collaboratively through this transition. Please feel free to contact either one of us with any questions or concerns.

Regards,

John Bibbo, CERP, ARA President

Dan Spencer, CRA President

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