



SHOWCASE

News from the Canadian Association of Equipment Distributors

Summer 2008

CAED Chairman's Report

By Mike Christodoulou, President, Cummins Eastern Canada LP, 2008-2010 CAED Chairman

Greetings to everyone:

First, I would like to note that it is a distinct honor for me to be your new Chairman. I have been a member of CAED for more than 16 years. I look back at those early years and I must say that I never thought I would have had an opportunity to Chair this fantastic organization.

I would like to take this opportunity to introduce myself and share a little bit of my background with you. I like to say that I started with Cummins in 1964. I was 4 year's old when my father Nick, became the Regional Service Manager for Cummins Engine Company in Western Africa. We were stationed in Portugal at that time. We then moved to Brussels, Montreal, Miami and finally, Athens, Greece.

I started my career with Cummins Diesel of Canada in 1985 in Oakville, Ontario in the parts organization. I moved to Vancouver shortly thereafter as the Regional Sales manager – Automotive. In '88, I left Cummins for CP Bulk Systems and Trimac Transportation and held Marketing and Sales roles with both of these fine organizations. I returned to Cummins in 1992 as President of Cummins Diesel of Canada and held that role for over 7 years. This was the time when I first became involved with CAED and when Cummins began sponsoring the Chairman's reception on a regular basis. I then moved to Columbus, Indiana and worked with some large OEM's before accepting the opportunity to become the Distributor for Cummins Eastern Canada in November of 2000. In 2004, we merged with Cummins Ontario.

Earlier in 2000, I was married to Cathi and we have since had 3 great little boys, Justin, Troy and Braeden. We now live in Hudson, Quebec, where we enjoy golf, tennis and downhill skiing.

I look forward to being your Chairman for the next 2 years. There are many challenges that we face but the CAED has turned a vital corner and is presently in a much better financial position. This is largely due to the fine work of the previous Chairman, Pierre Bernard and the continued leadership of Nancy Leu. Thanks should also be raised to the Board of Directors who are so committed to making this organization successful.

As mergers and consolidations continue in our industry, the quest for raising membership to support our organization will remain in the forefront as our most challenging target. I would like to share a key initiative that was passed during the Board of Directors meeting, which was held on June 7, 2008 in Quebec City prior to the Annual convention. We will aim to hire 1 person in each of Vancouver, Toronto and Montreal (3 total). These positions will be held by retired industry people and their primary focus will be to identify and attract new members to our organization. We feel confident that this initiative will produce the desired results we are looking for.

It was great being with you in Quebec City. This year's Annual Convention was one of the best attended that we have had in the recent years. The speakers, program content and two golf tournaments (a first for one convention I believe!) were extremely well received. Thanks again to all our sponsors for making this fine convention possible.

Lastly, don't forget the annual Environment, Health and Safety Conference that will be held in Burlington, Ontario in September of this year. This promises to be an outstanding opportunity to share best practices and learn from industry professionals. This will undoubtedly help us better understand what we can all accomplish to provide a cleaner environment and a safer workplace. (Details are attached.)

In closing, thank you for your confidence and for your continued support of CAED! I look forward to the challenges that are ahead with enthusiasm.



Listening to your needs

Garier is one of the largest manufacturers of equipment for heavy machinery in Canada. We specialize in buckets, quick couplers and other parts for excavators, wheel loaders and crawlers.

Garier products present one of the most complete lines of heavy machinery equipment in Canada. We design and fabricate state-of-the-art products for the construction, mining, forestry, environmental recycling of waste and demolition sectors. Over the years, our equipment has become a benchmark in the industry, for both its high level of productivity and its ability to respond to the specific needs of each of our clients.

We stand out as an industry leader that offers its clients the highest performance equipment at optimum value.

Driven by innovation and bolstered by numerous technological breakthroughs, Garier is greatly regarded for the quality of its products and delivering impeccable service – all built around listening to your needs.

Our mission is to be the Canadian leader in the design and manufacturing of heavy machinery equipment by focusing on our superior quality products and services, our personalized client-centred approach, and our leadership focused on performance and innovation. Our own very high standards are paralleled only by our commitment.

The excellent reputation that we enjoy nationally exists thanks to our employees, who are the veritable creators of our company's excellence. Always with the same professionalism, the same eye for detail and the same will to surpass their best work, our employees manufacture our products with our brand of unparalleled know-how.

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CAED's Translation Service

CAED's Translation Service can assist you in **meeting the legal requirement for translating into French**. Our **Translation Service** covers all printed materials, service manuals, specification sheets, advertising copy, editorial – **all at competitive rates**. Any CAED member may take advantage of this **value-added service**.

This quality translation service is offered at a **competitive rate** of 27 cents per word.

Please contact Maria Swan at (613) 822-8861/email: mswan@caed.org

Ontrac Equipment Services Inc. changes name to Nortrax Canada Inc. Mississauga, Ontario

Effective April 3, 2008 Ontrac Equipment Services Inc. (Ontrac) has changed its corporate name to Nortrax Canada Inc.(Nortrax). The name change will bring the company into brand alignment with its U.S. based sibling, Nortrax. Ontrac (Canada) and Nortrax (U.S.), retailers of John Deere construction, forestry and mining equipment, are both 100% owned by their parent company, Deere & Company. The name change will enable increased market presence and greater competitive advantage in Canada through utilization of Nortrax marketing and advertising resources.

"Our Canadian leadership team has made this decision in order to better leverage our product and service offerings to our customers," says Jim Ficzero, Vice President and General Manager. "While we have a distinct market in Canada, there are obvious synergistic opportunities that come with being part of a larger North American entity."

The transition to the new name began in April, 2008 and will be phased in throughout the year and conclude by the end of 2008.

No organizational changes are expected as a result of the new name.

Ontrac is one of the largest John Deere dealers in North America, serving the construction, utility and forestry markets with 21 locations across eastern Canada.

Nortrax, a construction and forestry retail sales and service operation, is the largest John Deere dealership group in the world with more than 40 locations across 13 states.

John Deere is the world's leading provider of advanced products and services for agriculture and forestry and a major provider of advanced products and services for construction, lawn and turf care, landscaping and irrigation. John Deere also provides financial services worldwide and manufactures and markets engines used in heavy equipment. Since it was founded in 1837, the company has extended its heritage of integrity, quality, commitment and innovation around the globe.

For further information:

Chris Holmes, (519) 686-7544 (ext.325), chris.holmes@nortrax.com

**Please contact the CAED office if your company would like to be featured
in our next Showcase Newsletter issue. (613-822-8861/mshwan@caed.org)**

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PRESENTING

CAED's 2008 OFFICERS AND DIRECTORS

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CAED EHS CONFERENCE AND TRADE SHOW

DON'T MISS OUT.....REGISTER TODAY FOR

CAED's Environment, Health & Safety Professional Development Conference and Trade Show

Holiday Inn Burlington Hotel & Conference Centre
3063 South Service Road
Burlington, Ontario
September 17-18, 2008

Please find attached Agenda and registration forms. Please complete and return by fax: 613-822-8862 or by email: mswan@caed.org

If you have any questions, please do not hesitate to contact Maria Swan at 613-822-8861.

CAED Wishes to Thank Guff Muench for Serving as a CAED Director from 2003-2008

Guff Muench, President of Cummins Western Canada retired this year from the CAED Board of Directors. He served as a Director from 2003 until June 2008. During his term of office CAED continued to grow and prosper. On a personal note from Nancy Ellen Leu, CAED President “We gained invaluable insight into our industry from him”. The CAED Board and the CAED National Office would like to express our gratitude for your long time dedication to furthering the aims and objectives of the CAED. We thank you Guff for your leadership and support.

CAED CHAPTERS CORNER

QUEBEC CHAPTER NEWS

By Larry Pelletier, Secretary, Quebec Chapter

Alain Lamoureux our Past President for the past 2 years has been re-elected for another 2 years!!

We have been successful in signing up 14 new members mainly as associate members and we are presently updating our Québec Chapter pamphlet and working on creating our website as we feel this has been one of many demands of our membership.

We had a very good turnout at the National CAED Convention in Québec City and the initiative to have conventions in both languages turned out to be very popular.

We are presently planning our golf tournament to be held on August 26 and hopefully we will have had all the rain by that time!!!!

We are planning a very active fall program and looking to have a communication program that will be targeted towards the technical schools.

ONTARIO CHAPTER NEWS

By Ron Lambert, Executive Director, Ontario Chapter

CAED Ontario Hosts Golf Day

Carlisle Golf and Country Club in Carlisle, Ontario was the site of the 4th Annual CAED Ontario Golf Tourney. Under sunny skies over 60 Golfers took to the fairways in support of Post Secondary and Secondary School Educational Partnerships that have been nurtured by the Board and the Membership in recent years.

Of particular significance, the Board of Directors approved three disbursements to Ontario Schools including a \$10,000 CAED Bursary to Sir Sanford Fleming in Lindsay, a \$5,000 Gift to Connestoga College in Guelph who in September /2008 are launching a Heavy Equipment Program and finally Bear Creek Secondary School in Barrie received a \$2,000 Gift to continue their unique Heavy Equipment work at the Secondary School level.

These Donations are granted from the proceeds of not only the Annual Golf Day, but through the annual payment of Membership dues.

CAED – Ontario continues to work with and through the various Educational Partners to develop the curriculum to attract individuals with career aspirations to our Industry.

CAED – Ontario will launch its first Membership Newsletter this summer with the feature article being a Student Success Profile from the Bear Creek Secondary School Program. Justin Hunt, who is presently a Technician Apprentice at Joe Johnson Equipment in Barrie, Ontario is a graduate of the Bear Creek Program and exemplifies the spirit and drive of the type of student we are seeing graduating from the various programs. We will be profiling his Co Op experience, his reflections on his education and his full time employment/engagement in the Heavy Equipment Industry.

BRITISH COLUMBIA CHAPTER NEWS

By John Dodds, Secretary, B.C. Chapter

B.C. Chapter new Board members are:

Blair Gourlay, SMS Equipment Inc., President.
D'Arcy Ashe, Douglas Lake Equipment, 1st V/P.
Ching Gettman, Cummins Western, 2nd V/P
Peter Christensen, Kal Tire, Director
Jeff Watson, The Supply Post, Director.

Bursary Program:

The B.C. Chapter continues to support the Heavy Duty Mechanics Program at five Community Colleges in B.C. and this year has made the following change to the award.

The Bursary recipient will still receive a \$500.00 award however, a further \$750.00 in the form of a tool gift certificate will be made available if the recipient, he or she, gains employment with one of our equipment dealers.

2008/2009 Events

Thursday, October 16, 2008 - luncheon & speaker.
Thursday, November 6, 2008 - luncheon & speaker.
Friday, December 12, 2008 - Christmas luncheon & auction.
Friday, February 13, 2009 - Fraser Downs Track social evening.
Thursday, March 12, 2009 - luncheon & speaker.
Thursday, April 9, 2009 - luncheon & speaker.
Friday, May 1, 2009 - AGM & golf tournament.