



Canadian Association of Movers
Canada's Trade Association for the Moving Industry

2 0 1 9 A N N U A L C O N F E R E N C E

KEEPING AHEAD OF THE CURVE



Canadian Association of Movers' 24th Annual Conference

Sunday, November 17, 2019 (6:00 pm) – Tuesday, November 19, 2019 (9:00 pm)
Westin Trillium House, 220 Gord Canning Drive, Blue Mountain, ON L9Y 0V9



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Dear fellow moving professional:

We are pleased to invite you to attend the Canadian Association of Movers' 24th annual conference in the beautiful resort area of Blue Mountain, Ontario.

Expanding on last year's conference theme of building blocks for next generation performance, our theme this year will be Keeping Ahead of the Curve. 2019 marks the 50th anniversary of the beginning of CAM. The first half century certainly has had its challenges; however, as we go around the curve and head towards our Centenary, our Association has never been more engaged or stronger.

The 2018 conference had wonderful reviews and we are continuing to step up the quality of our program to make the CAM conference a "must attend" event. Our successful two-day program is the right mix of learning and mingling, with a little bit of fun thrown in.

This year will highlight up-to-the-minute information to help you prepare to stay ahead on industry challenges. We are looking to have more interactive sessions this year with something for everyone – whether it be a hard look at the reality of the Canadian moving industry and what our members feel are important issues; what you can do to make sure you lock down your computer to save your company a massive computer hack; the importance of helping drivers understand and alter their current driving habits in order to keep them safe on the road; how to deal with negative reviews; or an update on the international industry with a special update from the Global Moving and Mobility Standards Summit being held in Chicago on October 3rd.

Last year was our largest trade show to date and we are hoping to keep the momentum going. We have an even larger exhibit space this year and will have some new suppliers and first-time attendees joining us.

As always, Sunday night's welcoming reception and the very popular Monday evening, hosted by Ogilvy Insurance, are included in your registration. There will be some downtime available for you to enjoy the amenities of the village, go for a hike, enjoy the scenic caves or perhaps venture out for some wine tasting. The conference will close on Tuesday evening at CAM's very popular Chairman's Reception and Annual Awards Dinner when we honour distinguished members in the industry. This year, our emcee will be Rob Pue, one of the brightest voices to hit the Canadian comedy scene.

We hope you take advantage of this year's conference location, The Westin Trillium Hotel, nestled within the Blue Mountains next to a wonderful pedestrian village full of delightful boutiques and a large variety of dining and pub experiences that will offer you a lovely respite from the long and strenuous moving season. Come for the weekend and relax!

Regards,
CAM Conference Committee

- Jim Carney
- Cam Carswell
- Milton Letkeman
- Phil Murphy
- David Ogilvy
- Steve Stockill

- Rawlinson Moving & Storage Ltd.
- Country Wide Moving
- Jay's Moving & Storage Ltd.
- Allied Van Lines Canada
- Ogilvy Insurance
- Victory Packaging



MONDAY, NOVEMBER 18

Reputation Management



**Megann Willson,
CEO & Partner, PANOPTIKA**

Gone are the days when all you had to do was do a great job for your customer, ask them for recommendations, and apologize and make it right when you made a mistake. Today's proactive consumer turns first to the Internet and social media to make a buying decision. CAM actively reminds consumers to read reviews of movers before they make their choice. But nowadays, the flood of information for consumers includes online reviews, recommendations, forums, and more. Fake reviews, unhappy customers with time on their hands, and true crisis management are all part of online reputation management. How does your company, with a limited number of good reviews, compete against another that has hundreds of 5-star reviews? How and when should you respond to the negative reviews and comments you receive?

Good online reputation management is not only about reacting well to what people say about you, your brand, or your products and services, but also about whether to react at all and, if so, when. Timing is critical, and big companies have whole teams, or even reputation management firms to take care of all this on their behalf. But for a small-to-medium sized business, this work will usually fall to you and your team. This session will help wade through the complicated and frustrating world of online reputation management.

Cyber Security — Can You Afford the Risk?



**Miki Ho, Underwriter,
International Cyber & Tech.,
Beazley Canada Limited**

Data breaches can happen for a host of reasons including a hacked database, mishandled data, vendor errors or vulnerabilities in your company's website. More customers are concerned with how you handle their information and a large scale incident can have a significant impact on both your company's reputation and bottom line. With that in mind, steps should be taken to protect your business, your clients, and your employees from the threats that go along with the increased efficiencies of using technology. This session will focus on the importance of privacy

protection, network security and the availability of cyber insurance as a tool to protect your company's bottom line and respond to complex cyber threats.

The Canadian Moving Industry — Time for a Change?

Over the past year, CAM has been supporting the student-led research of Asrai Ord at the University of British Columbia on the current state of the moving industry. Many of the issues documented in the research are already well-known within the industry, having been part of casual conversation for years or decades. However, as the moving industry continues to face changing market conditions, CAM hopes that documenting these issues can serve as a jumping-off point for more industry-based discussions and problem-solving on what the future might look like for today's moving companies. Join us for a presentation of the latest results followed by an open forum to share ideas.

A View from the Corner Office

Back by popular demand, this session will include a moderator asking questions to a panel of van line and independent movers' senior executives on a variety of current topics that are of interest to our membership.

Have something you'd like them to discuss?

Contact CAM at admin@mover.net with the topic.

TUESDAY, NOVEMBER 19

Changing Behaviour — A Culture Change that Starts at the Top



**Dave Earle, President & CEO,
British Columbia Trucking
Association**

Even on a good day, long-distance truck driving is a challenging work environment, with long hours on the road, onboard screens displaying maps and texts, paperwork to glance at, lunch at the wheel and periodic conversations with dispatchers. But just a few seconds with a driver's eyes off the road could change lives forever.

At the same time, the expectations of customers for faster service, regulators for greater control over driver behaviour, and the public for more accountability, continue to grow and our industry must grapple with how to meet them in competitive rate and labour markets.

How greatly does the influx of technology, the intergenerational conflict and increased regulatory oversight influence behaviour? What opportunities are presented for

companies to change culture and performance in their organization?

Join Dave for a thought-provoking session for operations and management on helping drivers, and other employees, understand and alter their current habits to provide safe and efficient performance.

On Top of The World



Chuck White, President and Brian Limperopulos, Vice President, International Association of Movers

The International Association of Movers (IAM) fresh off their own conference in October, which will feature a Global Moving and Mobility Standards Summit, will fill us in on international issues and trends as well as their thoughts on the Summit and the need for the global moving and mobility industry to drive the adoption and development of industry standards. Without industry standards, the global moving and mobility industry will be unable to adopt transformative technologies like interoperability and blockchain.



SUNDAY, NOVEMBER 17

6:00 PM to 10:00 PM – Reception

MONDAY, NOVEMBER 18

7:30 AM – Registration and buffet breakfast

7:30 AM to 4:00 PM – Trade show

9:00 AM to 4:00 PM – Presentations, lunch and breaks

2:00 PM to 2:40 PM – Annual General Meeting

5:00 PM to 7:00 PM – Jozo's Bar, Reception courtesy of Ogilvy Insurance including performance by Canadian comedian Rob Pue

TUESDAY, NOVEMBER 19

7:30 AM – Registration and buffet breakfast

7:30 AM to 1:00 PM – Trade show

9:00 AM to 1:00 PM – Presentations, break and lunch

1:00 PM to 4:00 PM – Optional activities (to be announced)

5:30 PM to 9:00 PM – Chairman's Reception and Awards Dinner

(all times and programming are subject to change)

Rob Pue, Comedian

A gregarious and dynamic comedian with a knack for telling it like it is, Rob has become one of the brightest voices to hit the Canadian comedy scene and is a regular at Just For Laughs Montreal, Ha! Halifax Comedy Fest and The Winnipeg Comedy Festival.



Thank you to our 2019 sponsors!

PLATINUM



GOLD



SILVER



BRONZE

CONFERENCE ACTIVITIES

SUNDAY EVENING RECEPTION

November 17, 6:00 PM to 10:00 PM

This informal event has become a CAM conference tradition. All attendees come together for a relaxing pre-conference evening where they network with fellow movers and suppliers and enjoy some local hospitality.

MONDAY EVENING RECEPTION

November 18, 5:00 PM to 7:00 PM

Once again, Ogilvy Insurance is rolling out the red carpet to accredited conference attendees to join them at Jozo's Bar for some camaraderie and a few beverages. There's a bonus this year ... a performance by Canadian comedian Rob Pue.

TRADESHOW

Monday, November 18, 7:30 AM to 4:00 PM

Tuesday, November 19, 7:30 AM to 1:00 PM

Suppliers to the Canadian moving industry will showcase their latest products and services that help our industry to thrive. What a great opportunity for movers to get some one-on-one time with their suppliers!

AWARDS DINNER

Tuesday, November 19

Chairman's reception – 5:30 PM to 6:30 PM

Awards dinner – 6:30 PM to 9:00 PM

Each year, members of the Canadian Association of Movers get together to honour deserving members of the Canadian moving industry. Worthy awardees for 2019 will be honoured at CAM's most popular event. This year, our emcee will be Rob Pue, one of the brightest voices to hit the Canadian comedy scene.



CAM President Nancy Irvine (L) and Chair Cam Carswell (R) with the 2018 CAM Award Recipients.

ANNUAL GENERAL MEETING

Monday, November 18, 2019

- Call to order and opening remarks
- Notice of meeting and adoption of agenda
- Ratification of actions
- Approval of the minutes of the Annual General Meeting held on November 19, 2018
- Committee chairs' reports
 - Annual conference committee
 - International committee
 - Marketing committee
 - Membership committee
 - Supplier committee
- Treasurer's interim report for the fiscal year ending September 30, 2019
- Appointment of auditor
- President's report
- Chairman's report and direction for 2020
- Election of directors
- Adjournment

This agenda constitutes the notice of the annual general meeting as required by the Canadian Association of Movers' bylaws.

THE RESORT

With the natural beauty of the Niagara Escarpment and Georgian Bay as a backdrop, Blue Mountain is the perfect setting for this year's conference. The vibrant pedestrian Blue Mountain Village has a delightful, traditional ambiance with boutique shopping and a variety of dining experiences that will offer you a lovely respite from the long and strenuous moving season. There will be some downtime available during the conference program for you to enjoy the amenities of the village, go for a hike, enjoy the scenic caves or perhaps venture out for some wine tasting. Among the many local options, there's also the nearby Scandineve Spa, featuring steam rooms, thermal and Nordic waterfalls and hot baths all in the serenity of the natural outdoors.

The Westin Trillium House

Nestled amid an idyllic landscape, The Westin Trillium House, Blue Mountain is a haven of wellness and comfort. Warm up by the fireplace in the sitting area while admiring the mountain or village vista. Feel at home in your kitchenette equipped with a microwave, toaster, coffeemaker, refrigerator, dinnerware, and other convenient amenities. Enjoy the fitness centre or a swim in the year-round heated pool or hot tub. All rooms are available for \$179 + HST from November 15th – 19th on a first come/first served basis, so why not plan to come for the weekend? Bring the whole family! **Rooms must be booked by October 31st, 2019**, under "Canadian Association of Movers".





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KEEPING AHEAD OF THE CURVE

2019 ANNUAL CONFERENCE -- November 17 - 19
The Westin Trillium House & Village, Blue Mountain, ON

You have four ways to register:

Phone: 1-866-860-0065 • Fax: 905-756-1115 • Email: members@mover.net

Mail: Canadian Association of Movers, PO Box 26004, RPO Churchill, Mississauga, ON Canada L5L 5W7

Name 1 _____ Name 2 _____

Awards Dinner Choice: Beef Chicken Salmon Vegetarian **Awards Dinner Choice:** Beef Chicken Salmon Vegetarian

Allergy/Dietary Restriction: _____ Allergy/Dietary Restriction: _____

Company _____

Address _____

City _____ Prov. _____ Postal Code _____

Phone _____ Email _____

CONFERENCE FEES:

	Members	Non-members
Full Conference – Monday and Tuesday	<input type="checkbox"/> \$750	<input type="checkbox"/> \$900 ¹
The full conference fee will be reduced by \$200 for additional attendees from one company.		
ADD: Trade show booth ²	<input type="checkbox"/> \$400	
Monday only	<input type="checkbox"/> \$325	<input type="checkbox"/> \$425 ¹
Tuesday only (includes Conference and Awards Dinner)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550 ¹
Awards Dinner only	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150
Awards Dinner - Plus One	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100

Sub-total _____

Tax (13% HST) _____

TOTAL _____

¹ Non-member premiums (\$85 per conference day) can be applied to CAM membership up to six months after the conference.

² In addition to conference fees – supplier members only

PAYMENT: Visa MasterCard AMEX Cheque

Cardholder name _____

Card number _____ Expiry date _____