

CAM Mover's Edge **ACD**

CANADIAN ASSOCIATION OF MOVERS • ASSOCIATION CANADIENNE DES DÉMÉNAGEURS

CAM News & Updates



Mover's Edge
First published June 2 1998

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Nancy Irvine
CAM President

President's Message

Some people might think that an Association for Associations is a bit of overkill. Actually, that notion couldn't be further from the truth, especially in the moving business. I have just returned from four days of meetings with members of the **National Council of Moving Associations (NCMA)**. NCMA comprises of about 25 State moving associations, as well as Executive representation from **IAM**, **AMSA** and CAM. In recent years, CAM has not participated fully in these meetings. Those in attendance this year were thrilled to see us, once again, back at the table sharing our thoughts on relevant issues and bringing our neighbours up to speed on hot topics in Canada, such as our increasing rogue industry (a result in part due to deregulation) and the upcoming cannabis legalization and how that will affect HR policies across the country.

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President's Message

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It was very interesting to partake in a joint meeting between NCMA and State Regulators. After many years of hard work, NCMA has the regulators in many states agreeing to implement strategies to uphold current legislation and protect not only the consumer, but also the legitimate mover. These strategies include sting operations on rogue companies, keeping a very close tab on "uber type movers" (who legally can't *move* the furniture) and, of course, just generally upholding current regulations and enforcing the law.

NCMA also discussed a variety of other concerns: max/min tariffs, removing "depreciative value" from current state tariffs, simplifying valuation (you either get valuation or you don't – removing the tiers and making it a flat charge), and also offering commission for salespeople to sell valuation. There were long discussions about the impact of ELDs on moving companies as well as the ever-growing issue of texting and driving. We also talked about some marketing ideas to help movers – many of which I will be investigating (i.e. "stealing") and passing along.

One of the surprising commonalities coming out of the meeting is that approximately one third of membership in many States, as well as AMSA and CAM, are Independent movers. Independents, as you know, have different needs – some very basic – that would help them survive this challenging business. I have been working with a few of our Independent mover members who are interested in finding a way for the Independents to connect and have a support system that doesn't consume a lot of CAM administration time. Several State Associations and AMSA are going to share what they do and I hope that it will benefit our Independents as well as our smaller mover members.

Speaking of AMSA, I particularly look forward to AMSA President Scott Michael updating you on many of these subjects at our conference in November. (Don't forget to [register](#) now to take advantage of Early Bird pricing). We've narrowed his presentation down to about six items, although I'm sure question period will spark many other thoughts.

Not everything we discussed is applicable in Canada; however, it is always good to know the trends and try and stay ahead on anything "new" showing up in our country. Thanks again to NCMA for a fact-filled week. Unlike other Administrations we know, this US-based group has our back and has been more than gracious to provide us with assistance to make your membership in CAM even more valuable.

As we officially hit "Silly Season", I wish you all a smooth summer!



Nancy Irvine
President

Canadian Association of Movers

June 15, 2018

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CAM partners with MediaEdge Publishing

We're pleased to announce that, on April 30, 2018, CAM entered into a partnership with **MediaEdge Publishing** for them to produce CAM's semi-annual magazine, *The Canadian Mover*, and our bi-monthly newsletter, *Mover's Edge*. This new arrangement is just one of several new initiatives to help us get CAM's messages out and to promote our brand as the 'go to' source for moving industry information. We strongly believe that a new magazine and e-newsletter on improved digital platforms will also represent excellent investments for businesses to promote their brands. We are offering a variety of [options and opportunities](#) for businesses to advertise and promote their products and services to a major purchasing audience in both print and online formats. The transition will be happening over the summer months towards the launch of our new newsletter format in August 2018 and our new magazine format in September 2018. We believe our new direction will result in highly professional communications tools that prove to be a good fit for the marketing plans of advertisers.

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CAM Awards

The deadline for nominations for CAM's annual awards is July 27, 2018.

At a time when rogue movers are on the rise, CAM supports and rewards reputable movers who have established themselves as credible, reliable companies who adhere to a strict code of conduct.

The CAM awards recognize outstanding service by moving companies and individuals who have contributed to the growth and professionalism of the moving industry and who work in the interest of the communities they serve.

There are several awards:

Public Service Award honouring an individual or group who has performed a significant act of humanitarian achievement.

Agent of the Year Award recognizing a moving company that provides outstanding corporate citizenship and customer service excellence.

Independent Mover of the Year Award recognizing an independent mover that demonstrates outstanding performance.



Distinguished Service Award recognizing an individual who exemplifies CAM standards for quality.

Industry Service Award recognizing an individual who has performed a significant act of moving-related service in the public interest.

Industry Achievement Award recognizes an individual who demonstrates innovation, leadership and serves as an inspiration to others.

Don't let the contributions of that deserving colleague or company go unrecognized! Nominate them today for one of CAM's special awards. [Nomination forms](#) can be found on CAM's website.

5 Tips to Keep Your Freight Secure

You're rolling down the highway. You're ahead of schedule. And then a car stops suddenly in front of you. You hit the brakes. The good news: you stopped safely. The bad news: your cargo shifted. Read more in **Penske's** latest *Safety Bulletin*: [5 Tips to Keep Your Freight Secure](#).

CAM Upcoming Events

Annual Golf Tournament Friday, September 14, 2018

Join us at the **Lionhead Golf Club in Brampton, ON.**
Registration is now open!



Do you know that there are 19 ways you can be a part of our golf tournament in September?

We are offering up 18 hole experiences to anyone who would like to provide a game/activity or a treat on a hole. There's no major outlay of money to become involved in this fun day of golf. In fact, we'll do *almost* all the work for you! We are looking for \$400 to be sent to CAM for us to manage your activity or \$0 if you spend about same on prizes or treats for that hole. CAM can even provide you with some self-managed games/activities ideas so you don't even have to be present!

Why not get in touch with our [Nancy](#) today to see what holes are left?

Oh, and the 19th way? You could play! Early bird registration is now available [here](#). Take advantage of signing up now and get your name in on winning a free foursome.

Thanks to Hansen's for leading the drive on this! Click here for more [details on this event](#).

Please join the [Facebook Event Page](#) to keep up to speed on what's happening on the green.

Annual Conference & Trade Show Sunday-Tuesday, November 18-20, 2018

Connecting with the ME generation: What you need to know about engaging Millennials



Dong-Ling Chen
Deloitte

With the abundance of misconceptions about Millennials, it is no wonder why they are often called the “me” generation. Given that in less than five years, three out of every four workers globally will be a Millennial, figuring out who Millennials are and what we are really like is at the top of most employers’ minds.

To help employers understand how best to connect with the Millennial generation, we first explore who Millennials are by debunking the common stereotypes about Millennials, before talking about what more accurately characterizes them.

We then go into specifically what Millennials look for in an employer both when choosing to join a company and deciding whether or not to stay. Finally, we explore some strategies employers and leaders can use to when looking into how they can maximize the potential of Millennials.

To find out more about the conference, or to register, please check out our [conference webpage](#). Take advantage of Early Bird pricing and register before September 14th. You'll save \$100!

Why not get signed up for the conference so you are guaranteed the Early Bird rate (\$650 for a full registration)? If you do it now, before the crazy season starts, then you won't have missed out! You don't have to pay just yet, we can invoice you. It's going to be a heck of a conference! Here's the link to the [registration form](#).

And a big thank you again to our sponsors. We sincerely mean it when we say we couldn't do it without you. Want to join in on the action? Check out our [sponsorship package](#). Don't miss out on a summer-long promotion!

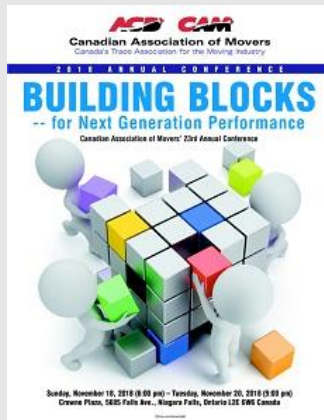
Exhibitors - Do you have your booth booked yet?

We'd love to have you participate in our trade show this year.

We have a lovely, large and sunny exhibit room at the Crowne Fallsview.

Pricing remains the same as 2017.

Please [click here](#) for the registration form.



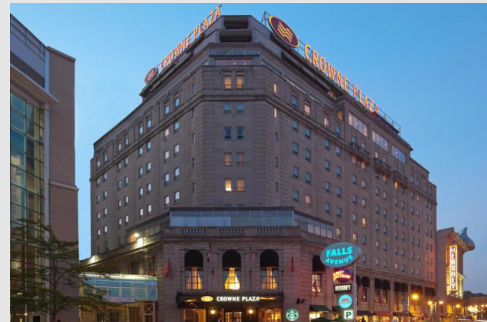
Building Blocks for Next Generation Performance

is our conference theme this year.

We're planning sessions that will help companies understand the challenges that today's trends present and the opportunities that await to help you build your company.

[Registration is now open.](#)

Join the [Facebook Event Page](#) for conference updates.



Crowne Plaza, Niagara Falls, ON

You can book a Fallsview room at a preferred room rate:

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Call 1.800.519.9911 or [book online](#).

Remember to request the convention room rate for the **Canadian Association of Movers**.

Thank you to our 2018 sponsors!

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PO Box 26004, RPO Churchill, Mississauga ON Canada L5L 5W7

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Email: admin@mover.net | Web: www.mover.net

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