



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

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2009 ANNUAL CONFERENCE

# **Benchmarking 101: Your first step to profitability**

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*Featuring:* Profit Enhancement Workshop  
**Measuring for Success**  
By Kathi Barry Albertini, CEO,  
Management Growth Institute

*Meet old friends, connect with new colleagues,  
learn from leaders in the industry*

Sunday Evening Get-together, November 15, 2009  
Monday and Tuesday, November 16 & 17, 2009  
(Registration from 7:30 am each day)

Sheraton (Formerly Renaissance) Toronto Airport Hotel  
801 Dixon Road, Toronto, Ontario Canada

## BENCHMARKING 101: Your first step to profitability

CAM's 2009 Annual Conference opens on Monday with a day-long workshop that's geared toward improving profitability. Kathy Albertini of the Management Growth Institute will review attendees' performance parameters and in an interactive workshop discuss methods for improving performance and bottom-line results. These workshops have been very well received at past conferences.

Our presenters on Tuesday bring their perspectives on several topics that are vital to movers' operations:

- The current and forecast state of Canada's economy
- Succession planning for an owner-managed company
- Competing in an internet-driven marketplace
- Understanding the relocation market
- Future developments in the federal government's moving operations

Each of these topics represents an area in which good performance results in survival, and excellent performance leads to profit.

## CONFERENCE ACTIVITIES

### Sunday Evening Get-together

Sunday, November 15, 2009, 5:00 – 9:00

Sunday evening will be an event for out-of-town attendees. It's an informal reception with absolutely no agenda except to help members get acquainted.

It will be held in the hotel's bar. A light meal and drink tickets are included. It's a chance to spend some informal time with your colleagues from across the country and discuss whatever comes to mind. Spouses are welcome.

### Annual Trade Show

Monday, November 16, 2009, 8:00 - 6:00

Tuesday, November 17, 2009, 8:00 - 4:00

Supplier members will showcase their products and services – all designed to help you to improve productivity and profit. Attendees will have time between sessions to view the newest in moving-industry products and services, and to renew relationships with our supplier members.

### Awards Dinner

Monday, November 16, 2009, 5:30 – 9:00

Chairman's Reception: 5:30 to 6:30

Awards Dinner: 6:30 to 9:00

The Canadian Association of Movers' annual Awards Dinner is the event at which the moving industry honours its own. It is

the one time in the year when movers from across Canada and from all brands can get together to honour those individuals who have provided exemplary service to the industry, founded or continued one of the leading companies in the industry, and lead the industry through their innovation in operations, customer service, process improvement or one of the many aspects of our industry.

The **Distinguished Service Award** recognizes a prominent member of the moving profession who exemplifies the standards that CAM promotes; serves as a positive role model; has demonstrated leadership, commitment and integrity; and has made significant contributions to the Canadian moving industry.

The **Founders Award** honours a pioneering member of the moving industry who has had a long career of outstanding contribution to and impact on the moving profession; has demonstrated innovation and leadership; has raised the profile and performance of the industry, and promoted quality and integrity by example; and has served as a mentor to others in the profession.

The **Innovators Award** recognizes achievements that can be seen by the whole moving industry. It is presented to an individual or team that achieves real innovations and/or significant breakthroughs in customer service, empowering employees, cutting red tape, achieving results Canadians care about, making significant process improvement, and/or advancing technology.

### Annual General Meeting

Tuesday, November 17, 2009

- 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 18, 2008
- Chairman's report
- Progress report on CAM training projects
- Treasurer's report for fiscal year ending September 30, 2009
- Appointment of auditor
- President's report
- Review of Certified Canadian Mover Program
- Election of directors
- Direction for 2010
- Adjournment

The Annual General Meeting will include an open discussion on future CAM projects and a conference wrap-up. Members are invited to submit topics to be added to the open discussion session and to participate in the discussion.

This brochure constitutes notice of the Annual General Meeting as required by the Canadian Association of Movers' bylaws.

## Monday, November 16, 2009

**9:00 – 4:30**      **Profit Enhancement Workshop**  
(includes breaks and lunch)

### Measuring for Success

**Kathi Barry Albertini, President and CEO**  
*Management Growth Institute (MGI)*

Analyze your company's CAM Measures\* results in this Profit Enhancement Workshop and get a picture of how your company compares with others in the moving industry. Take home at least 21 ways to improve your moving company's performance and productivity in operations. Collect comparisons of sales measures including costs and performance goals. Discover what other companies do to streamline administrative procedures and anticipate fluctuations in business cycles. Hear about ways to develop and challenge employees to meet your company goals. This interactive workshop will help you identify key areas for improvement and develop concrete steps to accomplish the improvements. Work on situations developed from the hundreds of moving companies MGI has worked with since 1989. Go home with specific goals for your company's improvements and the steps to get you there.

The more you put into this workshop by completing the CAM Measures\* form, the more you will gain from the workshop.

*\*CAM Measures – CAM and MGI have developed a set of measures to benchmark CAM members' performance. It can be downloaded in PDF or Excel format from CAM's website at [www.mover.net/movers](http://www.mover.net/movers). It takes about 30 minutes to fill out the form once you have the final 2008 financial statements for your company at your fingertips. Much of it can be done by your bookkeeper. Send the completed forms to MGI. MGI will remove all company-identifying information before CAM does the analysis and produces the summary information. You will receive your results at the Profit Enhancement Workshop.*

**5:30 – 9:00**      **Awards Dinner**

## Tuesday, November 17, 2009

**8:30 – 8:45**      **Opening Remarks**

**8:45 – 9:45**      **An Economic Outlook for the US, Canada and Provincial Economies**

**Paul Ferley, Assistant Chief Economist**  
*Economics Department –  
Royal Bank of Canada*

The presentation will provide an update on the US macroeconomic outlook and how it will impact activity in both the Canadian economy and the various provincial economies. The presentation will also indicate the impact on key financial market variables such as interest rates and the Canadian dollar. As well, the presentation will touch on other economic factors of key importance to the moving industry such as housing starts, employment growth and intra-provincial migration.

**9:45 – 10:15**      **Coffee Break**

**10:15 – 11:00**      **Trends in Corporate Relocation**  
**Andrew Pierce, Sr. VP Global Alliance Management**  
*Brookfield Global Relocation Services*

Significant changes to the world economy over the past several years have prompted an unprecedented focus on corporate relocation policy. Drawing on various sources including the 2009 CERC Relocation Policy survey, Brookfield Global Relocation Services' 2009 Global Relocation Trends Survey, and other benchmark studies, Andrew Pierce will provide a summary of the most significant changes, particularly those impacting the household goods moving industry.

**11:00 – 12:00**      **Building Trust on the Internet**  
**Milena M. Head, Associate Dean/Associate Professor of Information Systems**  
*McMaster University*

As Canadians increasingly use the internet as their principal method for sourcing movers, movers must become proficient in their online messages and technologies. How do you build trust in an online environment? Dr. Head will explore some of the challenges that must be met by reputable businesses in competing online. Her research into trust, privacy and adoption issues relates directly to movers. Learn how Canadians adopt new technologies, and how gender and age are important factors in adapting to these new marketing methods. Find out about the value of social networking sites – e.g. FaceBook and Twitter – as part of your marketing strategy.

**12:00 – 1:00**      **Lunch**

**1:00 – 2:00**      **Moving On - Succession Planning**  
**Herb Huck, BBA, CA, CMA**  
**Vice President, Advanced Marketing and Distributor Relationships**  
*RBC Life Insurance Company*

Every business owner at some point will either have to sell their business, pass it on to family members or wind it up. Proper planning will help ensure a smooth transition while maximizing the value of the business. This session will introduce some basic succession planning considerations as well as providing an example of what could happen if disaster strikes. An investment in some planning today will benefit you, your family, your business partners and your employees. This session will identify issues you should consider and demonstrate why you need to take action now.

**2:00 – 3:00**      **Moving Canadian Forces Personnel**  
**Jeff Steele, Director Military Careers Support Services**  
*National Defence Headquarters*

Commander Steele will present a perspective on moving Canadian Forces personnel. He will provide some background on how the system and the related moving services have evolved over the years and some ideas as to how they might change in the future. He will describe the career manager's role and how it relates to recruiting and the cost of moving.

**3:00 – 4:00**      **Annual General Meeting**  
(includes coffee break)

## You have six ways to register:

**Phone:** 905-848-6579  
**Toll free:** 1-866-860-0065  
**Fax:** 905-848-8499  
**Online:** www.mover.net/conf2009  
**Email:** members@mover.net  
**Mail:** Canadian Association of Movers  
 #404 - 2200 Sherobee Road  
 Mississauga, ON L5A 3Y3 Canada

Send additional names on a separate sheet.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Conference fees:

	Members	Non-members
<b>Full Conference – Monday and Tuesday</b>	<input type="checkbox"/> \$600	<input type="checkbox"/> \$800 <sup>1</sup>
The full conference fee will be reduced by 10% for additional attendees from one company.		
<b>Monday (only)</b>		
Conference and Awards Dinner	<input type="checkbox"/> \$400	<input type="checkbox"/> \$500 <sup>1</sup>
Awards Dinner only	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
Trade show booth <sup>2</sup>	<input type="checkbox"/> \$200	
<b>Tuesday (only)</b>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400 <sup>1</sup>
<b>Sub-total</b>	_____	_____
Tax (5% GST)	_____	_____
<b>TOTAL</b>	_____	_____

<sup>1</sup> Non-member premiums (\$100 per conference day) can be applied to CAM membership up to six months after the conference.

<sup>2</sup> In addition to conference fees – supplier members only

### Payment:

Visa/MasterCard       Cheque

Cardholder name \_\_\_\_\_

Card number \_\_\_\_\_ Expiry date \_\_\_\_\_

Signature \_\_\_\_\_

### Hotel:

The Sheraton Toronto Airport Hotel is offering a special rate of \$165.00 per night (single or double) until October 16, 2009, based on availability. Make a reservation by phoning 1-866-932-7058 and advise the hotel you are attending the Canadian Association of Movers conference. The hotel is located at 801 Dixon Road (at Highway 27), just east of the Toronto Airport.