

### **HAPPY CANADA DAY**

CAM wishes all of our Canadian members a very happy Canada Day! And to all of our members in Quebec, we hope you had a wonderful Fête Nationale!

This is the beginning of the very busy summer moving season. We wish you every success.



### **CAM'S ANNUAL CONFERENCE REGISTRATION IS NOW OPEN**

You can now register for CAM's annual conference which will be held on October 19-21, 2014 at the Sheraton Toronto Airport Hotel. The theme will be **The Age of More** and the program will address how industry stakeholders are looking for more and dealing with more in this age of more choices, more competition, more opportunity, more social media, etc.

CAM's conference flyer, including a registration form, is being mailed out this week and it can also be viewed on our [website](#).

Check out our flyer to find out what our exciting keynote speakers will be saying about their corners of our industry. **Mary Power, President and CEO of the Council of Better Business Bureaus** will be commenting on consumer concerns. **Ted Mallett, Vice President and Chief Economist for the Canadian Federation of Independent Business**, will be addressing the economic outlook for small business in Canada.

**Stephen Cryne, president and CEO of the Canadian Employee Relocation Council**, will be discussing the future of the relocation industry, a topic of vital concern to movers.



### **CAM'S ANNUAL AWARDS - NEW DEADLINE**

Each year we ask members for nominations for the awards that CAM presents at our annual awards dinner. We recognize outstanding achievement and professionalism with the following awards:

- Distinguished Service Award
- Industry Achievement Award
- Innovators Award
- Public Service Award

Our deadline for your nominations has been moved up from September 19 **to our new deadline of August 8**. You can find the nomination forms on our [website](#).

### **CAM ANNUAL GOLF TOURNAMENT**

**Registration for our annual golf tournament is open as well!**

Our annual golf tournament will be held at the Richmond Hill Golf Club



in Vaughan, ON on Monday, September 15, 2014. Bring your colleagues or come alone. It promises to be a great day on the links. [Register](#).

### **GOVERNMENT OF CANADA'S HOUSEHOLD GOODS MOVING CONTRACT**

The industry is anxiously awaiting the awarding of the Federal Government's contract for the movement of household goods and effects and private motor vehicles. At this time, we have not heard anything from the Government. We'll keep you posted on their decision.

### **CAM'S MEDIA PROGRAMS**

As you know, CAM distributes press releases to media (TV, radio and newspapers) across Canada. These are sent out at least once a month from March until August. The program promotes awareness of some of the perils of moving, especially the use of rogues, as well as tips on moving into storage, the challenges of packing, moving with children, moving in the summer time, etc. One of the results of this program, is that CAM is contacted on a regular basis for interviews on the moving industry. In the last few days, both Jim Carney and John Levi have been interviewed by CBC Montréal (both TV and radio) regarding problems that consumers are having with movers who advertise over the internet.

### **NEW MEMBERS**

CAM welcomes these new members to the Association!

#### **Supplier**

**Max-Atlas Equipment International Inc.** (St-Jean-sur-Richelieu, QC)

#### **International**

**Cargo Packers & Movers International Pvt. Ltd.** (Kathmandu, Nepal)

**Qatar Logistics WLL** (Doha, Qatar)

Help CAM to strengthen its membership. Recommend membership to your colleagues and suppliers. Recruit just one new member and you'll receive 20% off your membership fee.

[Read more.](#)

### **CAM NOW ACCEPTS AMERICAN EXPRESS**

Until now CAM has only been able to accept credit card payments using your VISA or MasterCard. We're pleased to advise that you can now pay by Amex.

### **JOB OPPORTUNITIES**

CAM has new job postings on our [website](#). You may wish to check them out.

### **CANADA'S NEW ANTI-SPAM LEGISLATION TAKES EFFECT JULY 1**

Canada's new anti-spam legislation comes into force on July 1, 2014. It will better protect Canadians while ensuring that businesses can continue to compete in the global marketplace. [Read more.](#) As a CAM colleague, your email address is currently on a distribution list for our newsletters. Please let us know if there are other colleagues in your company that you'd like to add to our distribution list.

To ensure we are in compliance with this new legislation, we remind you that, should you wish to discontinue hearing from us, you may at any time UNSUBSCRIBE below. We appreciate your support and hope you'll choose to stay in touch.

### **CAM MEMBERS CAN EDUCATE CUSTOMERS THROUGH SOCIAL MEDIA**

You've probably been working very hard to build your brand name in your local marketplace. You can demonstrate your sense of civic responsibility to your prospective customers by encouraging them to do their research before hiring a mover, whether it's you they hire or not. Remind them to verify a mover's claims by validating their affiliations - such as with CAM or your van line (as a CAM member, we urge you to show CAM's logos on your communications and website). And one

of the best ways to get your messages to your customers is through the great variety of social media tools now available. Educating your customers about doing their due diligence is good for your business and for the moving industry.

***IF YOU HAVE NEWS OR AN ANNOUNCEMENT THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let us know and we will include it in an upcoming issue of this newsletter. CAM reserves the right to include and/or edit news and announcements.***

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