

YEAR OF THE REPUTABLE MOVER

A week ago, CAM was involved in a broadcast email exchange that was started by an independent non-member mover. The information exchanged provided a very interesting perspective on the view of the industry that this mover had. When one looks at our industry from the individual mover's viewpoint, one might see the driver shortage, but perhaps not the larger issues.

- Every day CAM hears about the damage that rogues are doing to our industry - the overcharging, fraud, theft and damage.
- Few movers would have an international perspective and be communicating on a regular basis with moving associations around the world, as CAM is.
- Independent movers would not have the ear of government and would not be able to provide their perspectives to the public through use of the media, as CAM routinely does.

Your Association's committees and management are working diligently to communicate our message of professionalism to government and the consumer.

CANADA'S ANTI-SPAM LEGISLATION

Canada's ELECTRONIC COMMERCE PROTECTION REGULATIONS come into force on July 1, 2014. The regulations can be seen at <http://www.ic.gc.ca/eic/site/030.nsf/eng/00273.html>. You may wish to review the regulations if email is part of your advertising communications.

CAM has included your email address in its broadcast newsletters and association communications because of your affiliation with the Canadian Association of Movers and/or the moving industry in general. We have obtained your email address through your applications or emails that you have sent us. This newsletter contains a link that will enable you to unsubscribe from future communication should you wish to do so. It is CAM's intent to provide you with up-to-date information related to the Canadian moving industry and the Canadian Association of Movers. We hope we can continue to do so.

GOVERNMENT OF CANADA - HOUSEHOLD GOODS MOVING SERVICES CONTRACT

On February 24, 2014, Public Works and Government Services Canada issued a Letter of Interest (LOI)/Request for Information (RFI) for the household goods moving services contract that is scheduled to be awarded in the next several months and take effect on October 1, 2014. Responses to this request must be submitted by March 6, 2014. This document was originally promised for early January. Interested parties in the moving industry are currently dissecting the document in order to submit their comments.

AMSA'S 95TH ANNUAL EDUCATION CONFERENCE & EXPO

The American Moving & Storage Association held its conference in San Diego on February 9-12,

2014. The event was characterized by excellent speakers, a large trade show and great networking opportunities. Several Canadian movers and suppliers were in attendance. The welcome reception was held on the USS Midway, a post WWII aircraft carrier. How cool is that!

WEBINAR ON TEMPORARY WORKERS - REGISTER NOW!

Are you planning to hire temporary workers for the upcoming moving season? If you are, you'll want to participate in our one-hour webinar on What You Need to Know About Hiring Temps. It's on March 5 at 2:30 pm (EST). The registration form is on our website at www.mover.net/movers. Register today!

NEW OPTION FOR MEMBER'S SECOND LISTING

CAM is now offering a special membership option for Canadian mover members that wish to have a second listing on CAM's website and in our magazine. Here's how it works: if you are a Canadian mover member, you can have a second listing among the International members, or if you are a Canadian international member, you can have a second listing among the domestic mover members. The cost is the same as a branch membership. This option will ensure you are receiving the maximum exposure for your domestic and international moving business by being listed among both our Canadian and International members. This will apply to new memberships and upcoming renewals.

NEW MEMBERS

We'd like to welcome these new members to CAM.

International

PTYPACKERS (Panama International Packers), Panama, Republic of Panama

Mover

AMJ Campbell Van Lines, Barrie, ON

Déménagement La Capitale (DLC), Québec, QC

TWO MEN AND A TRUCK® - Mississauga, Mississauga, ON

Supplier

Positive Identity Promotional Products, London, ON

MOVING COMPANY FOR SALE

Bow Valley Moving Company, situated in Canmore Alberta and the only established local moving company serving the Banff, Lake Louise, and Canmore regions, is for sale. It's a Federal carrier that specializes in moves between Alberta and British Columbia. Visit www.BowValleyMoving.com to learn more about the company. If you're looking for a turn-key operation, email info@bvmoving.com.

JOB POSTINGS

Be sure to visit our job postings from time to time. Check the opportunities we currently have listed at www.mover.net/employment/postings.

SUPPLIER MEMBERS' ANNOUNCEMENTS

CAM invites its supplier members to place their product and service announcements in this monthly newsletter. Short announcements (25 to 40 words) will be published at no charge. CAM reserves the right to edit these announcements.

TECHNICAL PROBLEM WITH WEBSITE

Our website is having technical difficulties with some characters being transmitted by our online referral software. It is being repaired - but in the meantime, you should be able to decipher the message being sent to you to follow up on the referral.

IDENTIFY YOUR COMPANY AS A PROUD CAM MEMBER

Make sure your marketing strategy includes using CAM identification. CAM logos will promote your company as a member of Canada's moving industry's trade association and a moving company that can be trusted:

- Display the CAM logo on your company's website, marketing materials, and business cards.
- Use your 'membership in CAM' as a competitive edge to close sales.
- Ensure your sales staff complete CAM's Canadian Professional Mover course - they'll be able to use our professional logo on their business cards.
- Advise your sales staff to use a sales closing such as: "I do understand that you may choose to use my company or not. If you decide not to, please ensure that you use a CAM member. It will help you to avoid the rogues." **SHOW YOUR COMPANY CARES AND IS RESPONSIBLE.**
- Link to CAM's website, www.mover.net, from your company's web site so customers can validate you.
- Suggest to customers to call us to verify your membership and reputation.

Call or email us to obtain CAM logos if you're not already using them!

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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