



Canadian Association of Movers

Canada's Trade Association for the Moving Industry

2010 ANNUAL CONFERENCE

Times are Changing! ...Are You Ready?

November 14 - 16, 2010
Sheraton Toronto Airport Hotel
801 Dixon Road, Toronto, Ontario Canada

Times are changing! ...Are you ready?

CAM's 2010 Annual Conference poses the challenge: "Times are changing!" and asks the question: "Are you ready?"

**Did you know that the times are changing?
Do you know how much they are changing?
Do you know what's changing?
Do you have a strategy, a plan and the tools to meet the changes?**

Let's apply some numbers to how much things have changed since 2000:

	2000	2010
Facebook users	0	500 million
Twitter (tweets/day)	0	50 million
Active blogs	12 thousand	141 million
Daily Google searches	100 million	2 billion
Daily letters mailed	208 million	176 million
Daily emails	12 billion	247 billion
Text messages	400 thousand	4.5 billion
Hard-drive storage	\$10 per GB	\$0.06 per GB
Time spent online	2.7 hours/week	18 hours/week
Daily newspapers	1500	1300
iTunes downloads	0	10 billion

Do these numbers affect you? You bet! They talk about who we are, how we do business, how we communicate with each other, and how we reach out to our marketplace!

Canada's population mix is changing with an increasing number of the Baby Boomers retiring and a new generation of web-savvy youth entering the marketplace. CAM's 2010 Annual Conference will address these issues and more with sessions on:

- Developing a business strategy
- Managing moves for seniors
- Social networking on the internet
- Defining and marketing to the new generation
- Canada's economy
- Technology for movers
- Working in Western Canada
- Diversifying into record storage

We even have a session on how to use the information you receive at this conference!

CAM's 2010 Annual Conference is all about getting the information you need to understand the dynamics of the world we work in and the people who are our customers and provide you with tools that you can use.

Visit CAM's website at www.mover.net/conf2010 or contact the CAM office for the latest information on the conference or to register.

CONFERENCE ACTIVITIES

Sunday Evening Get-Together

Sunday, November 14, 2010, 5:00 – 9:00

Sunday evening is a favourite event among attendees from out of town or early arrivals. It will be held in the Olio Lounge and gives members a chance see old friends and talk about football, hockey, politics and perhaps the past summer in the moving industry.

Annual Trade Show

Monday, November 15, 2010, 8:00 – 6:00

Tuesday, November 16, 2010, 8:00 – 4:00

This is an opportunity for attendees to see the latest in products and services that CAM suppliers have to offer. The trade show will help members establish or renew relationships with our supplier members.

Awards Dinner

Monday, November 15, 2010, 5:30 – 9:00

Chairman's reception, 5:30 – 6:30

Awards dinner, 6:30 -9:00

Annual General Meeting Agenda

Tuesday, November 16, noon

Sheraton Toronto Airport Hotel

- 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 16, 2009
- Committee chairs' reports
 - Membership
 - Government & consumer relations
 - Conference
 - Education
 - International
- Chairman's report
- Treasurer's report for fiscal year ending September 30, 2010
- Appointment of auditor
- President's report
- Election of directors
- Direction for 2011
- Adjournment

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

An open discussion on the past, present and future of CAM will follow the Annual General Meeting. Members are invited to submit topics for discussion.

MONDAY, NOVEMBER 15, 2010

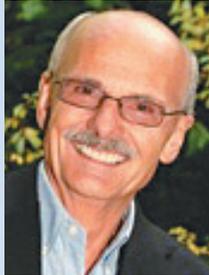
8:00 - 9:00 Registration & Continental Breakfast

9:00 - 10:30 BE DIFFERENT or be dead

Sponsored by:

MOVERONE
GROUP

**Roy Osing, Founder, President
and CEO of Brilliance for Business**



Never has it been more important to be distinctive - to be different - in today's marketplace.

Consumers are spending fewer discretionary dollars. Competition is intense as businesses jockey for the winning formula to attract customers, remain profitable and survive in this challenging environment. Those that don't face this reality wither and die.

In his presentation, Roy will explain how businesses can navigate the turbulent waters of the contemporary economy. He will give you the real deal - performance-enhancement survival ideas based on solid business principles that have been implemented successfully in the real world.

Roy will focus not only on strategies that can immunize your organization against performance decline and business failure, but also on practices to grow your business. Strategies that work!

10:30 - 11:00 Coffee Break

11:00 - 12:00 Overview of the Commercial Records Management Business

**John Ulmer, Director of Membership Development,
PRISM International**

Commercial records storage and management is a recession resistant business that can provide cash flow and value appreciation in economic downturns. This session will provide an overview of the business and discuss how movers can add this income stream to their existing business.

12:00 - 1:00 Lunch

1:00 - 2:00 Coming of Age: Strategies and Tools to Market to Seniors

**Jennifer Pickett, Associate Executive Director, National
Association of Senior Move Managers (NASMM)**

The rapidly growing senior market is becoming the largest demographic with a buying power of \$8 trillion

dollars in the USA. Clearly the numbers are there, but how can you make sure you are capturing your share of the market? It's about learning what to say and how to say it, both through your writing and design.

- Discover the scope and depth of the targeted senior market.
- Learn what others may not tell you: the "Aging Network" can fuel your business with no-cost or low-cost referrals.
- Understand how to communicate effectively with older clients and how elder-speak can negatively influence your prospective clients.
- Secure tools you need to develop "senior-friendly" print and web marketing materials.

2:00 - 3:00 Is it just me or is that an ECHO I hear?

**Ric Williams, President, Williams & Goffin
Consulting Inc.**

'Echo' generation, millennials, gen-y - whatever. There is a new wave of entrants to the marketplace, as learners, workers, consumers, advocates, allies and adversaries. How do we migrate our marketing, sales and human resource strategies to deal with their energy, motivation and buying styles? Ric Williams works with many of the Echo generation, and has some compelling personal and professional observations to make with regard to understanding how to identify their objectives and goals, and determine the communications strategies that work best in building productive relationships across the generation gap.

3:00 - 3:30 Coffee & Ice Cream Break

Sponsored by:



3:30 - 4:30 Moving and the Law

**Detective Kevin Hooper,
55 Division, Toronto Police Service**

CAM is hearing more often about the application of various laws in regulating movers and protecting consumers. This session will address a cross-section of legislation, regulation and government initiatives that concern movers.

5:30 - 9:00 Chairman's Reception and Awards Dinner

TUESDAY, NOVEMBER 16, 2010

8:00 - 9:00 Registration & Continental Breakfast

9:00 - 10:00 The North American Economic Outlook - Balancing the Risks

Paul Ferley, Assistant Chief Economist, Economics Department – RBC



Paul Ferley, Assistant Chief Economist RBC, will provide an update of the North American economy. The presentation will include a review of the U.S. economy and expected near-term outlook for that economy. Implications will then be drawn for the growth outlook for Canada including a review of the outlook for the provinces. The presentation will include an overview of the likely course for Canadian interest rates and the dollar through 2011.

10:00 – 10:30 Coffee Break

10:30 - 12:00 Technology for Movers

Wireless Technology in the Sales Process

Lynn Peterson, President, TechMate International

Lynn Peterson will showcase the use of wireless technology at the front-end of the sale and at the point of sale. He will discuss user acceptance and demonstrate how it can drive business efficiencies and profitability.

Accurate Information = Better Decisions = Greater Profits

Catherine C. Zych, Director, Business Development, EWS Group

Most small businesses function on the misconception that systems and processes regarding the flow of information are for the big guys. This often leads to “gut decisions” that either hamper growth or create crisis. Learn how incorporating technology across your moving company can improve your bottom line.

Taking off the blinders; How GPS technology will help you take control of your business

Mike Herenberg, General Manager, Kerr Global Communications

As is the case with any type of technology, what initially starts off as niche and expensive becomes affordable and necessary if you want to stay ahead of the competition. Kerr Global will show you how to take advantage

of GPS technology, have it complement your existing infrastructure, and put your organization at the head of the line.

12:00 – 1:30 Lunch and Annual General Meeting

1:30 - 2:30 Maximizing Your Web Presence

Rory MacLeod, Director, Sales & Business Development & Rachel Shields, Director of Technology, Moving.com - Part of Move Inc.

Does your company stand out on the web? Is your marketing spend diversified? The internet offers a number of options to invest your marketing dollars - but do you know what you are doing? This session is about gaining knowledge on the many internet marketing options available to you - from traditional display advertising to search engine marketing to setting up a lead campaign. Learn how to maximize your web knowledge and gain an ROI for your online marketing spend.

2:30 – 2:45 Coffee Break

2:45 to 3:45 Great Questions about Alberta (That You Were Afraid to Ask)

Dave Mowat, President and CEO, ATB Financial

In a candid presentation, Dave Mowat, president and CEO of Alberta-based ATB Financial, discusses the questions and stereotypes about Alberta - and Alberta business - that the rest of Canada is just too polite to ask. The answers will reveal a first-hand look at the province everyone has an opinion about, from the man whose goal and purpose is to know more about Alberta than anyone else.

3:45 to 4:45 Now Go DO It!

Helen Wilkie, MHW Communications

Our dynamic closing keynote speaker, Helen Wilkie, will share her secret to getting the most value from the great information, products and contacts we've experienced at this year's conference.



She'll also inspire us to take action, and send us off primed and ready to “Now Go DO It!”

AWARDS DINNER

CAM's Distinguished Service, Founders and Innovators Awards will be presented to three moving-industry leaders. The awards recognize leadership, mentoring, professionalism, innovation and contribution to the moving industry.

New in 2010, CAM's board of directors established a Public Service Award to honour individuals or groups who have performed a significant act or acts of moving-related service in the public interest.

Distinguished Service Award – Bob Tuckett
Founders Award – William O'Donnell
Innovators Award – Glenn Thomsen
Public Service Award – Kevin Hooper

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.

- 2009 – **Lorne Stockley**
- 2008 – **Doug Auld**
- 2007 – **Wayne Marshall**
- 2006 – **Henry Van Remortel**
- 2005 – **Ted LeLacheur**
- 2004 – **Denis Frappier**
- 2003 – **John Skinner**
- 2002 – **Allen Taylor**
- 2001 – **Tim Moore**

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.

- 2009 – **Armstrong Family:
Doug Armstrong Sr.,
Dale Armstrong,
Doug Armstrong**
- 2008 – **Vic Switzer**
- 2007 – **Paul Kenwood**
- 2006 – **Doug Kellough**
- 2005 – **Wayne Hekle**
- 2004 – **Peter Naylor**
- 2003 – **Clifford Hoyt**
- 2002 – **Sonny Williams**
- 2001 – **Chuck Martin**



*2009 winners of the Founders Award – the Armstrong Family:
Doug Armstrong Sr. (L), Dale Armstrong (R), Doug Armstrong*

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.

- 2009 – **Chris Steer**
- 2008 – **Michael Rathbone**
- 2007 – **Ralph Mueller**
- 2006 – **Ray Anderson**
- 2005 – **David Young**
- 2004 – **William (Bill) Grossman**
- 2003 – **Bryan Bennett**
- 2002 – **Ross Mackie**

The establishment of **The Public Service Award** was inspired by the actions of Detective Kevin Hooper of the Toronto Police Service who recognized the difference between a civil dispute and a criminal act and saved the consumer community from being continually victimized by a rogue mover.

2010 ANNUAL CONFERENCE COMMITTEE

This flyer represents the results of the considerable work of the 2010 Annual Conference Committee – speakers and topics that will bring useful and useable information to members. Thanks to the Committee:

Chair

Leonard Hoyt, Hoyt's International

Members

John Delanty, Kenwood Moving & Storage Inc.
Tom Filgiano, Meldrum the Mover Inc.
James Marshall, East Coast Moving & Warehousing
John Rausch, Allied Van Lines Canada
Chuck Resnick, Two Men and a Truck Canada

2010 ANNUAL CONFERENCE

You have five ways to register:

Phone: 905-848-6579

Toll free: 1-866-860-0065

Fax: 905-848-8499

Toll Free Fax: 905-848-8499

Online: www.mover.net/conf2010

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
Full Conference – Monday and Tuesday	<input type="checkbox"/> \$650	<input type="checkbox"/> \$850 ¹

The full conference fee will be reduced by \$200 for additional attendees from one company.

Monday (only)

Conference and Awards Dinner	<input type="checkbox"/> \$400	<input type="checkbox"/> \$500 ¹
Awards Dinner only	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
Trade show booth ²	<input type="checkbox"/> \$200	

Tuesday (only)

\$300 \$400¹

Sub-total	_____	_____
Tax (13% HST)	_____	_____
TOTAL	_____	_____

¹ Non-member premiums (\$100 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 Cheque

Cardholder name _____

Card number _____ Expiry date _____

Signature _____

Hotel:

The Sheraton Toronto Airport Hotel is offering a special rate of \$155.00 per night (single or double) until October 15, 2010, 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.
