



# Canadian Association of Movers

Canada's Trade Association for the Moving Industry

2014 ANNUAL CONFERENCE



# THE AGE OF MORE

Sunday evening, October 19 to  
Tuesday noon, October 21

Sheraton Toronto Airport Hotel  
801 Dixon Road,  
Toronto, Ontario, Canada



# Canadian Association of Movers

Canada's Trade Association for the Moving Industry

## THE AGE OF **MORE**

Dear fellow moving professionals:

It's my pleasure to invite you to attend the Canadian Association of Movers' 2014 Annual Conference titled THE AGE OF MORE.

We see all stakeholders in the moving process – consumers, sales staff, movers and rogues – looking for more and dealing with more. They want a larger share of the process or to realize greater savings. At the same time, there are more pressures influencing their decisions – more choices, more scrutiny and more risk.

Our presenters this year will look at the moving industry from several aspects. Among other topics, you'll hear about:

- The Better Business Bureau's perspective on the consumer
- An economic outlook for small businesses
- The future of the relocation industry
- Establishing a credible brand for marketing your company
- Understanding the importance of effective claims handling in the moving industry

And, of course, the conference will be supported by leading members of the supplier community who will showcase the latest in moving products and services.

This is CAM's 19th annual conference since its reestablishment in 1996. Over the years, we have learned about the value that movers want from their conferences. A CAM conference is more than a social event. It's all about providing practical business management information for our members. If you take home one useful concept that increases revenue, reduces costs or improves management techniques, or a product or service that streamlines operations, then the conference has paid for itself.

We've put together a program for you with ideas that could give you an edge in the marketplace. For CAM, it's always been about how we can help CAM members to do business better and smarter.

Join us for what promises to be a valuable information and networking event.

Regards,

Doug Kellough  
Chairman, CAM's Annual Conference Committee

## KEYNOTE SPEAKERS

### MONDAY

#### The Business of Protecting Consumers

**Mary E. Power**, President & CEO,  
Council of Better Business Bureaus



The consumer has an increasing need to know how to access reputable moving-service-providers. As there are more and more rogues attempting to develop business in the moving industry, responsible agencies must assist consumers with educational material, information on reputation

and direction to reputable providers. Our conference's opening keynote speaker, Mary Power, will address some of the challenges both consumers and service-providers face in sending and receiving the necessary messages. She will discuss the roles that the Better Business Bureaus and trade associations play in helping stakeholders in this process.

#### Emerging Trends Shaping the World of Relocation

**Stephen Cryne**, President & CEO,  
Canadian Employee Relocation Council



The world of relocation is undergoing profound and unprecedented change. From demographic shifts, to technology and government policy initiatives, the complexity of workforce mobility is on the rise. In this engaging presentation you will gain a deeper insight of:

- Domestic and international labour demographics, their impact on workforce mobility and the moving industry
- Effectively using incentives to motivate mobility, what works, what doesn't and why
- How Canada can develop a mobility model.

## Competing in The Age of More

NEW

**Lorella DePieri**, Program Director for the Centre of Excellence in Sales Leadership at The Schulich School of Business - SEEC Schulich Executive Education Centre and President of Results by Design



Dispelling the myths of competing in The Age of More, Cultural Capital is your most powerful competitive advantage.

This keynote presentation examines the potential power of your brand when built on a purposeful foundation of culture and values that creates a message that prospective

customers experience as your unique differentiator.

### TUESDAY

#### Canada's Economy: Dealing with the Demographic Downshift

**Ted Mallett**, Vice President and Chief Economist,  
Canadian Federation of Independent Business



Opportunity or hazard? Canada's economy is turning down an unmapped road. The passage of the baby boom generation into retirement means the working age population has all but stopped growing. This will impact the structural make-up of the economy and the flow of spending among people and businesses.

## PANEL DISCUSSIONS

### Claims: A Moving Industry View

#### PANELISTS:

**Jason Hounsell**, Director, Customer Service/Claim Settlements, Atlas Van Lines (Canada) Ltd.

**Dan Lawrence**, Vice President Finance, United Van Lines (Canada) Ltd.

**Carmen Stang**, Director of Operations, SIRVA Canada LP

**Gary Steele**, Director, Facility Services, Veranova Facility Services

**NEW**

#### MODERATOR:

**John Rausch**, Vice President Canada, Allied Van Lines Canada

Consumers are demanding more from the moving industry while reducing the amount they are willing to pay for a move. An area in which consumers feel they can save is by reducing the amount they spend on value protection. And yet, they still expect the mover to be responsible for all damage or loss. At the very beginning of the process, the sales representative is not providing clear information on value protection and who is responsible for loss or damage. When claims occur, it becomes obvious that either consumers were not made aware of their entitlement or they feel they can pressure the mover into making a settlement to which they are not entitled. The panel will address consumer attitudes, fairness in settling claims, sales training, how the consumer judges the industry, costs to the industry, and a few possible solutions to this ongoing challenge.

### Moving is Not a Commodity

#### PANELISTS:

**Denis Frappier**, Executive Vice President, AMJ Campbell Corporate

**Don Kachur**, President, Highland Moving & Storage Ltd.

**Rick Taylor**, Vice President, Taylor Moving & Storage Ltd.

#### MODERATOR:

**Tom Finlay**, Senior Vice President, AMJ Campbell Van Lines, Vancouver

As consumers become more cost conscious and rogues are increasingly offering moves at low prices, reputable movers are driven to lower prices, often at minimal contribution. Alternatively, the reputable mover can compete on quality and customer service. This panel will explore some of the strategies to sell moves based on the value of a company's brand. It will offer methods to define the product being sold and what makes your company better. These concepts are well known to every salesperson, but how do you deliver on them in reality? Our panel will discuss the movement from concept to execution.

### MONDAY, OCTOBER 20

7:30 AM – Registration and buffet breakfast

7:30 AM to 6:00 PM – Trade show

9:00 AM to 4:30 PM – Presentations, lunch and breaks

5:30 PM to 9:00 PM – Chairman's Reception and Awards Dinner

### TUESDAY, OCTOBER 21

7:30 AM – Registration and buffet breakfast

7:30 AM to noon – Trade show

9:00 AM to noon – Presentations and break

Noon to 1:30 PM – Annual General Meeting and buffet lunch



# CONFERENCE ACTIVITIES

## SUNDAY EVENING GET-TOGETHER

October 19, 6:00 PM to 10:00 PM

This informal event has become a CAM conference tradition. It brings together all attendees for a relaxing pre-conference evening at the Olio restaurant. At your option, you can network with fellow movers from around Canada and your suppliers, watch sports on TV and have refreshments and some hors d'oeuvres.

## TRADESHOW

Monday, October 20, 7:30 AM to 6:00 PM

Tuesday, October 21, 7:30 AM to noon

Suppliers to the Canadian moving industry will showcase their latest products and services. These companies have the products and services that help our industry to thrive. This is an opportunity for movers to view and discuss the latest products and services in a face-to-face forum.

## AWARDS DINNER

Monday, October 20

Chairman's reception – 5:30 to 6:30 PM

Awards dinner – 6:30 to 9:00 PM

Each year, members of the Canadian Association of Movers get together to honor deserving members of the Canadian moving industry. The awards are: Distinguished Service, Industry Achievement, Innovators and Public Service. Worthy awardees for 2014 will be honored at CAM's most popular event.



*Anne Martin  
accepting the 2013  
Distinguished  
Service Award*



*Mike Hansen accepting  
the 2013 Industry  
Service Award*



*Tom Finlay, Chairman, the  
Canadian Association of  
Movers, hosts CAM's  
2013 Awards Dinner*

## ANNUAL GENERAL MEETING

Tuesday, October 21, 12 noon (a buffet lunch will be provided)

- 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 October 6, 2013
- Committee chairs' reports
  - Annual conference committee
  - International committee
  - Marketing & internet committee
  - Membership committee
- Treasurer's interim report for the fiscal year ending September 30, 2014
- Appointment of auditor
- President's report
- Chairman's report and direction for 2015
- Election of directors
- Succession committee report and appointment of President
- Adjournment

This agenda constitutes the notice of the annual general meeting as required by the Canadian Association of Movers' bylaws.

## ANNUAL CONFERENCE COMMITTEE

Members of CAM all recognize and appreciate the efforts of the conference committee members and chair.

**Doug Kellough**, Salmon's Transfer Ltd. (chair)

**Jim Carney**, Rawlinson Moving & Storage Ltd.

**John Delanty**, Kenwood Moving & Storage Inc.

**Tom Filgiano**, Meldrum the Mover Inc.

**John Rausch**, Allied Van Lines Canada

## SHERATON TORONTO AIRPORT HOTEL

The Sheraton Toronto Airport Hotel is located at 801 Dixon Road, Toronto, Ontario, M9W 1J5 Canada. It's only 1.5 km from Toronto Pearson International Airport with easy access to highways and downtown Toronto. The hotel offers an on-site 24-hour complimentary shuttle to and from Toronto Pearson International Airport (running every 30 minutes via Swifttrans). The hotel features a fitness centre and pool, complimentary wireless High Speed Internet Access in public areas and Olio, a Mediterranean Grille, that serves exquisite meals with regional specialties created by an award-winning culinary team. The Sheraton is offering attendees a special rate of \$159.00 per night for a traditional queen guest room (single or double) until September 19, 2014, based on availability. Make your reservation by phoning 1-866-932-7058 and advise the hotel you are attending the CAM Meeting 2014.



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

**THE AGE OF MORE**  
**2014 ANNUAL CONFERENCE**

**You have five ways to register:**

Phone: 1-866-860-0065 • Fax: 905-756-1115  
Online: [www.mover.net/conf2014](http://www.mover.net/conf2014) • Email: [members@mover.net](mailto:members@mover.net)  
Mail: Canadian Association of Movers,  
PO Box 30039, RPO New Westminster, Thornhill, ON Canada L4J 0C6

**Send additional names on a separate sheet.**

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

**CONFERENCE FEES:**

	<b>Members</b>	<b>Non-members</b>
<b>Full Conference – Monday and Tuesday</b>	<input type="checkbox"/> \$650	<input type="checkbox"/> \$850 <sup>1</sup>
The full conference fee will be reduced by \$200 for additional attendees from one company.		
Trade show booth <sup>2</sup>	<input type="checkbox"/> \$200 <sup>2</sup>	
<b>Monday (only)</b>		
Conference and Awards Dinner	<input type="checkbox"/> \$425	<input type="checkbox"/> \$525 <sup>1</sup>
Awards Dinner only	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
Awards Dinner – Accompanied Spouses	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100
<b>Tuesday (only)</b>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400 <sup>1</sup>
Sub-total	_____	_____
Tax (13% HST)	_____	_____
<b>TOTAL</b>	_____	_____

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  Amex  Cheque

Cardholder name \_\_\_\_\_  
Card number \_\_\_\_\_ Expiry date \_\_\_\_\_  
Signature \_\_\_\_\_

**HOTEL:**

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