



**Canadian Association of Movers**

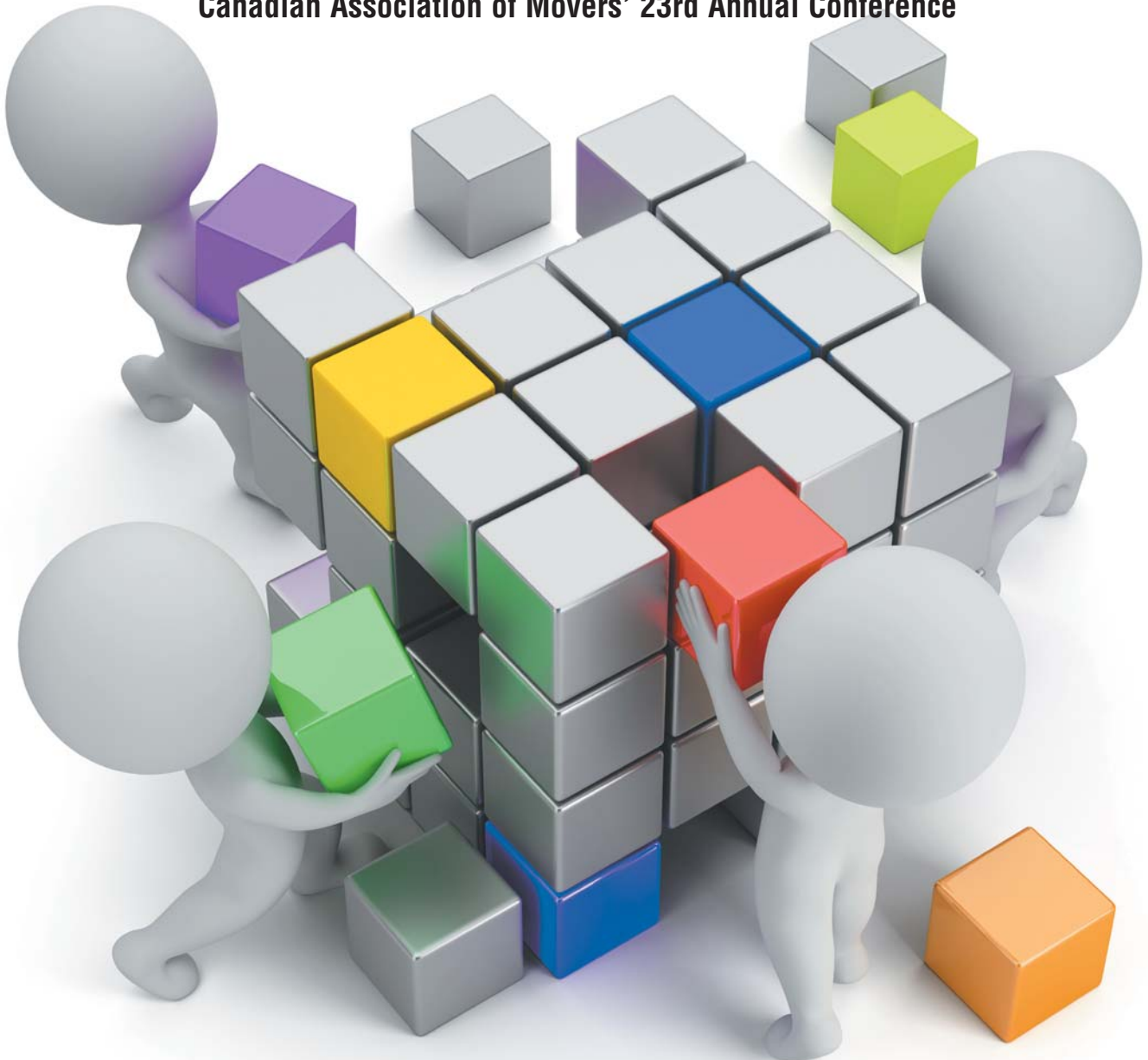
Canada's Trade Association for the Moving Industry

2 0 1 8 A N N U A L C O N F E R E N C E

# BUILDING BLOCKS

## -- for Next Generation Performance

Canadian Association of Movers' 23rd Annual Conference



**Sunday, November 18, 2018 (6:00 pm) – Tuesday, November 20, 2018 (9:00 pm)**  
**Crowne Plaza, 5685 Falls Ave., Niagara Falls, Ontario L2E 6W6 Canada**



# Canadian Association of Movers

Canada's Trade Association for the Moving Industry

## Building Blocks -- For Next Generation Performance

Dear fellow moving professional:

I am pleased to invite you to attend our 23rd Annual Conference being held in Niagara Falls, November 18th – 20th. Inspired from some of the great conversations and experiences from last year's conference in Montreal, the Conference Committee selected the theme **Building Blocks for Next Generation Performance**.

We have an exceptional array of speakers lined up who will convey their insight and experiences to help guide you to build a stronger business. Our presenters will answer some important questions such as:

- How well do you understand the millennial and their buying patterns? Have you given any thought to how you'll run your business in less than half a decade when 3 out of every 4 workers will be a millennial?
- Do you really know what the impact of electronic logging is going to be and how to manage it effectively?
- How will you deal with legalized cannabis in your operation?
- Do you understand who is moving in Canada and where they are going?
- Is your social media getting you a return on investment?
- How well-prepared are you to hand your company to the next generation in your retirement, or to ensure it's managed if you're incapacitated or to set it up for sale? Succession planning is an important aspect of transitioning your business effectively.

Our 2018 conference program is building on our successful format from last year. The program will run for two full days to provide you with greater opportunity to connect with experts, CAM's supplier partners, and your fellow moving professionals. Please read our detailed program.

Join us in Niagara Falls! Delegates are urged to bring their spouses as Niagara Falls is a tourist destination during all times of the year. In fact, Saturday, November 17th marks the start of the world famous "Festival of Lights" and will include a palette of colour with millions of sparkling lights and animated displays as well as a stunning firework display over the Falls. There's a parade in the afternoon and there will be a special guest flying down from the North Pole to attend.

**The Crowne Plaza – The Queen of Niagara Falls** – is part of the only hotel, entertainment and attractions complex in Niagara that is directly across from the Falls. Stay for the weekend and enjoy all that Niagara Falls and the area have to offer at the fantastic "Fallsview" room rate of \$115 (single/double). We can't wait to see you there!

Best regards,

David Ogilvy, Chairman,  
CAM's Annual Conference Committee



## MONDAY, NOVEMBER 19

### Connecting with the “Me” Generation – What You Need to Know about Engaging Millennials



**Dong-Ling Chen, Consultant, Human Capital (Toronto), Deloitte**

With the abundance of misconceptions about Millennials, it is no wonder why they are often called the “me” generation. Given that in less than four years, three out of every four workers globally will be a Millennial, figuring out who

Millennials are and what they are really like is at the top of most employers’ minds.

To help employers understand how best to connect with the Millennial generation, we first explore who Millennials are by debunking the common stereotypes about them, before talking about what more accurately characterizes them. We then go into specifically what Millennials look for in an employer, both when choosing to join a company and deciding whether or not to stay. Finally, we explore some strategies employers and leaders can use when looking into how they can maximize the potential of Millennials.

### Maximizing Your Social ROI



**Rebecca Mountain, President, Impetus Social Inc.**

Do you know the ROI of your social or digital marketing strategy? If not, then you’re not alone – but you need to fix it STAT. This session will cover how to generate low-cost, high-converting leads and follow them through your

sales funnel so that they turn into profitable, life-long clients as soon as possible. You’ll walk away with actionable tactics and strategies to apply right away – and see results within 24 hours.

## Canadians on the Move: Who’s Moving? Where To and Why?



**Stephen Cryne, President & CEO, Canadian Employee Relocation Council (CERC)**

Based on a 2018 survey of working Canadians, this presentation takes a closer look at the willingness of Canadians to move for employment purposes.

### Curing Cannabis Confusion: A Clear Path Through the Haze



**Sandra Crozier-McKee, Founder, Western Business Mechanics**

The Speaker’s Bureau of Canada only admits the top speakers in their fields and Sandra Crozier-McKee is their selected speaker on the subject of cannabis in the workplace. Her presentation delves into the essential actions leaders must take to ensure their policies meet the required

standards under the new legislation. Her seminar is constantly evolving to deliver the latest information available in the area where your business is located. A member of the Canadian Cannabis Chamber of Commerce, CCOHS-certified in “Cannabis in the Workplace”, she illuminates a clear path for your organization to follow by summarizing the current relevant and reliable research.

## TUESDAY, NOVEMBER 20

### US and Canadian Moving: New Paths for a New Generation



**Scott Michael, President & CEO, American Moving and Storage Association (AMSA)**

We’re so much alike...and then we’re not. There’s a lot to think about when comparing US and Canadian moving trends: electronic logging devices and how they’ve affected the way US companies are working;

Millennials’ desire for apps and uber-type services and the

rogue operations resulting from that want; the need to up your social media and customer reviews game to even get a look from prospective customers; and the rising popularity of virtual surveys.

Scott Michael is going to update us on US trends and the general state of their moving industry. Knowing that developments in the US will surely spill into Canada, this is guaranteed to be an hour well spent.

## Difficult Conversations – Planning for Family Business Successions



**Mark H.J. Denney,**  
VP Marketing, WCS Bridgeforce

Business succession planning is often one of the last things small business owners want to discuss or plan for. By putting the discussions off “for later”, owners are often boxed into a corner they’d prefer not to be. Listen to a few cases studies on

some interesting succession structures and how other business owners transitioned their valuable businesses to either their family or outside purchasers. With Mark’s fact-finder, have all the data at hand to make intelligent, reasonable decisions on what you should do with your business.

## SUNDAY, NOVEMBER 18

6:00 PM to 10:00 PM – Reception  
(Niagara Brewing Company)

## MONDAY, NOVEMBER 19

7:30 AM – Registration and buffet breakfast  
7:30 AM to 4:00 PM – Trade show  
9:00 AM to 4:00 PM – Presentations, lunch and breaks  
10:30 AM to 10:45 AM – Annual General Meeting  
5:00 PM to 7:00 PM – Reception hosted by Ogilvy Insurance and GPS Consulting Group (Hard Rock Café)

## TUESDAY, NOVEMBER 20

7:30 AM – Registration and buffet breakfast  
7:30 AM to 1:00 PM – Trade show  
9:00 AM to noon – Presentations, break and lunch  
1:00 PM to 4:00 PM – Free time  
5:30 PM to 9:00 PM – Chairman’s Reception and Awards Dinner

## ANNUAL CONFERENCE COMMITTEE

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

- Jim Carney**, Rawlinson Moving & Storage Ltd.
- Cam Carswell**, Country Wide Moving
- John Delanty**, Kenwood Moving & Storage Inc.
- Phil Murphy**, Allied Van Lines Canada
- David Ogilvy**, Ogilvy Insurance (chair)
- Steve Stockill**, Victory Packaging
- Perry Thorne**, Greg & Sons Moving & Storage

*Thank you to our 2018 sponsors!*

### PLATINUM



### GOLD



### SILVER



### BRONZE



# CONFERENCE ACTIVITIES

## SUNDAY EVENING RECEPTION

**November 18, 6:00 PM to 10:00 PM**

This informal event has become a CAM conference tradition. All attendees can come together for a relaxing pre-conference evening at the Niagara Brewing Company, Niagara Falls' rustic-chic brewpub. You can network with fellow movers from around Canada and your suppliers while enjoying local refreshments and some hors d'oeuvres.

## MONDAY EVENING RECEPTION

**November 19, 5:00 PM to 7:00 PM**

Again this year, Ogilvy Insurance and GPS Consulting Group will be hosting a special cocktail reception. They'll be rolling out the red carpet to accredited conference attendees to join them at the Hard Rock Café for some camaraderie and a few beverages.

## TRADESHOW

**Monday, November 19, 7:30 AM to 4:00 PM**

**Tuesday, November 20, 7:30 AM to 1:00 PM**

Suppliers to the Canadian moving industry will showcase their latest products and services that help our industry to thrive. What a great opportunity for movers to get some one-on-one time with their suppliers!

## AWARDS DINNER

**Tuesday, November 20**

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

**Awards dinner – 6:30 PM to 9:00 PM**

Each year, members of the Canadian Association of Movers get together to honour deserving members of the Canadian moving industry. The awards are: Distinguished Service, Industry Achievement, Innovators, Industry/Public Service, Agent of the Year and Independent Mover of the Year. Worthy awardees for 2018 will be honoured at CAM's most popular event.



*CAM 2017 award winners and presenters.*

## ANNUAL GENERAL MEETING

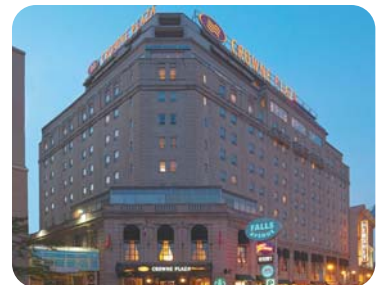
**Monday, November 19, 2018**

- 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 20, 2017
- Committee chairs' reports
  - Annual conference committee
  - International committee
  - Marketing & internet committee
  - Membership committee
  - Supplier committee
- Treasurer's report for the fiscal year ending September 30, 2018
- Appointment of auditor
- President's report
- Chairman's report and direction for 2019
- Election of directors
- Adjournment

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

## CROWNE PLAZA

The Crowne Plaza – The Queen of Niagara Falls – is part of the only hotel, entertainment and attractions complex in Niagara that is directly across from the Falls. It's home to the Hard Rock Café, Casino Niagara, Canada's only Hershey's Chocolate World Store and the exciting Adventure City with mini golf, bumper cars, and pinball and gaming machines. Directly connected to the Crowne Plaza is the 3-acre Fallsview Indoor Waterpark – featuring 16 slides, full size wave pool, Tiny Tots Splash Park, 1000-gallon tipping bucket and more! Less than 20 steps away from the hotel is the Niagara Brewing Company, proudly brewing innovative craft beer. Casino Niagara is directly connected through an indoor skywalk to the Crowne Plaza providing easy access to Casino fun. At the fantastic "Fallsview" room rate of \$115 (single/double), \$145 (triple) or \$165 (quad), it's worth coming in early. Why not bring the whole family? **Book a room at 1-800-519-9911 or online under "Canadian Association of Movers" until October 16, 2018.**





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

# BUILDING BLOCKS

## -- For Next Generation Performance

### 2018 ANNUAL CONFERENCE -- November 18 - 20

**You have five ways to register:**

Phone: 1-866-860-0065 • Fax: 905-756-1115

Online: <https://www.mover.net/movers1/events/conf2018/CAM-Niagara-2018Regn.pdf> • Email: [members@mover.net](mailto:members@mover.net)

Mail: Canadian Association of Movers, PO Box 26004, RPO Churchill, Mississauga, ON Canada L5L 5W7

Name 1 \_\_\_\_\_ Name 2 \_\_\_\_\_

Awards Dinner Choice:  Beef  Chicken  Salmon  Vegetarian      Awards Dinner Choice:  Beef  Chicken  Salmon  Vegetarian

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

#### CONFERENCE FEES:

	Members	Non-members
<b>Full Conference – Monday and Tuesday</b> .....	<input type="checkbox"/> \$750	<input type="checkbox"/> \$900 <sup>1</sup>
<b>Full Conference – Early Bird Registration</b> (Register by September 14, 2018) .....	<input type="checkbox"/> <b>\$650</b>	<input type="checkbox"/> <b>\$800<sup>1</sup></b>

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

ADD: Trade show booth<sup>2</sup> .....

	<input type="checkbox"/> \$400	
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<b>Monday (only)</b> .....	<input type="checkbox"/> \$325	<input type="checkbox"/> \$425 <sup>1</sup>
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<b>Tuesday only</b> (includes Conference and Awards Dinner) .....	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550 <sup>1</sup>
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Awards Dinner only .....	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150
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Awards Dinner - Accompanied Spouses .....	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
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Sub-total \_\_\_\_\_

Tax (13% HST) \_\_\_\_\_

**TOTAL** \_\_\_\_\_

<sup>1</sup> Non-member premiums (\$85 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     AMEX     Cheque

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

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