

CAM News & Updates - April 3, 2018



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Visit Our Website!

President's Message

Spring. Thank goodness. I realize that my friends in the Maritimes are still dealing with winter, but it is nice to see postings of crocuses poking up through the soil in Nova Scotia, while I'm working with the windows wide open in my house in Sarnia. With those little signs of Spring, I don't feel so guilty about moving last summer!

With the warm weather, our members are starting to gear up for busy moving season ahead. I wanted to let you know that we have been busy as well - posting regular messages on social media reminding consumers to start getting their quotes now, book their mover, don't be disappointed, etc.



**Nancy Irvine
CAM President**

We really want to continue to feed these messages to the consumers, and I am expecting that noticing these reminders will result in lots of visits to our website and referrals to your moving companies.

Our web sessions (i.e., visits) have increased from 2,297 (December) to 2,894 (January) to 3,212 (February). Member referrals and inquiries have also increased from 96 (December) to 119 (January) to 147 (February). I have no doubt that March's numbers will be even higher as we ramp up the messaging. That increasing trend WILL continue as consumers are made aware of our existence. Late April and May will be particularly busy as we roll our "May is Moving Month" in conjunction with the BBBs across the country. This is all good news for you.

Do you want free leads? As mentioned before, if you like/follow our various social media platforms (see links at bottom), our posts will show up on your feed, allowing friends and friends of friends to see them. That 3 minutes of your time could result in referrals that you never would have expected. And these days, when we're all fighting to get noticed with moveit.ca, allcanadamovers.com and moving24.com grabbing so many of our potential leads,

you need all the FREE help you can get!

CAM's phones and website are busy with inquiries. We hope you will be too! Happy Spring!



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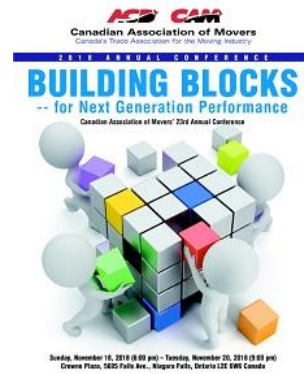
LEARN MORE



Annual Conference & Trade Show
Building Blocks for Next Generation Performance

is our conference theme this year. We're planning sessions that will help companies understand the challenges that today's trends present and the opportunities that await to help you build your company.

[Conference registration](#) is now open.



WHEN: Sunday-Tuesday, November 18-20, 2018

WHERE: Crowne Plaza, Niagara Falls ON



Crowne Plaza Fallsview

You can book a Fallsview room at the preferred room rate:
\$115 for single/double, \$145 for triple or \$165 for a quad room.
Call 1.800.519.9911 or [book online](#). Remember to request the convention room rate for the **Canadian Association of Movers**.



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[Facebook Event Page](#)

Last chance to be included in CAM magazine

Have you changed your address, primary contact person for CAM, telephone number, etc. in the last 6 months? We're about to publish the spring issue of *The Canadian Mover* magazine and member directory and we want to make sure that the information we print about your company is up-to-date. **Please send us your changes, but remember, to be included in the magazine, your membership fees must be paid up.**

Tippet-Richardson again under full ownership of Naylor Family

There's some news from **Tippet-Richardson**. Their name is once again solely represented, owned and operated by the Naylor Family.



[Read more at end](#)

MARK YOUR CALENDARS!

Friday, September 14, 2018
Annual Golf Tournament
Lionhead Golf Club, Brampton ON
[Facebook Event Page](#)



Watch for registration details for this event.

New members

We're pleased to welcome these two new CAM members.

Bedwell Moving Systems Inc. is a North American Van Lines agent in Pickering, ON.

AIS, Inc. is a customer-driven company that offers business intelligence solutions for moving companies. They help companies manage their post-move survey process with multiple tools such as custom reporting, dashboards, scorecards, and more. They have a range of products from a web-based claim management system to completing post-move surveys via phone call, email, or text message. [Click here](#) for more information on AIS. One of the newer products

they offer is an app-based platform called LaborNet that helps movers and drivers find labor across the United States. AIS is currently learning how they can help Canadian companies with this same issue (as we've already learned a lot from joining CAM). You can check out the app for free by [clicking here](#).

Inside sales can improve your moving business

Have you shopped for a car lately? If so you probably noticed that car dealers have dedicated sales people specifically assigned to respond quickly to customers shopping on their website. This is the new way that modern consumers research, shop and buy cars. Today's customers want a fast response, immediate answers, and hassle-free price quotes. Here's [more advice](#) from **Virtual Moving Technologies**.

Kentucky Trailer

A CAM member for 8 years!

[Kentucky Trailer](#) - America's leading manufacturer of custom moving vans and truck bodies for the moving and storage industry. Kentucky Trailer also offers repair, service and reconditioning on all models of trailers and truck bodies with convenient locations in Los Angeles/Fontana, California and Louisville, Kentucky. Contact Kentucky Trailer for all new and used trailer, truck body, tractor, straight truck and financing needs at 888.598.7245. They have Furniture Van rentals and pre-owned trailers available.



Did You Know?

CAM's member count has reached a new high - we currently have 407 members!

Our members represent the full span of the household goods moving industry. The Association includes independent and van-line-affiliated movers, international movers, van line head offices, suppliers, affiliates and associations. CAM promotes the finest movers and industry suppliers and provides members with recognition and business opportunities. If you are not a CAM member, then you are missing out. [Contact CAM](#) for information on [how to join](#).

Don't forget to Like Us!

As CAM begins and grows its social media, it's so important for us to gain likes and followers to help get "noticed".

So check us out:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[Twitter](#)



Canadian Association of Movers

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STAY CONNECTED:



Tippet-Richardson is again under full ownership of the Naylor Family

We are thrilled to announce that the name Tippet-Richardson is once again solely represented, owned and operated by the Naylor Family.

Russell Naylor was the first of our family to claim ownership of Tippet-Richardson, initially holding the position of Operations Manager at the company's inception in 1927, before advancing in the ranks and then purchasing the company, with his brother Walter. The business was then owned and operated by brothers Peter and Bruce Naylor

in the late sixties and early seventies until the late 2000s, in Ontario. Meanwhile, Brenda Naylor has owned and operated Tippet-Richardson in British Columbia & Alberta since the early 2000s and has recently opened a T-R branch in Ottawa.



TIPPET-RICHARDSON

Today, Tippet-Richardson is owned and operated by the third generation of Naylor's. In 2015, Brenda, Kevin, Scott, and Mark purchased Peter's interests. Together, as of February 16, 2018, they welcome sole use of the name back into their family's hands. Tippet-Richardson operates full service offices in Vancouver, Calgary, Toronto and Ottawa.

We can assure you that the name Tippet-Richardson now represents one brand, one family, and one high quality of service throughout the world!

March 2018