

CAM News & Updates - February 15, 2018



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Visit Our Website!

President's Message

How often do you check your competitors' websites and social media sites? Probably never. It would be a really good idea to start doing that. I'm not talking about CAM members - for the most part, all members of CAM compete fairly and within the confines of general good practice. I'm talking about the movers that aren't members of CAM.

In less than two months, I have reached out to the same non-member company to cease actions. In the first case, it appeared that this company's YELP page had "acquired" one of our members' websites and was rerouting sales inquiries to their own site. The CAM member took a screen shot of the situation, emailed it to us and we were quickly able to get that action corrected. (We were informed that it was a coding error on Yellow Pages/YELP's side).



***Nancy Irvine
CAM President***

The second situation happened this past week. One of our van lines noticed that this same company was declaring that it sold under that van line's brand. Nope. Again, this was on YELP. Fortunately, the situation is currently being corrected and hopefully has been by the time this newsletter comes out.

Coincidental? Maybe.

I strongly suggest that you, or someone on your staff, take some time and go through your listing on YELP and all of your competitors' listings. Especially beware of the reviews as another favourite activity on YELP is to use a review in your listing for another business altogether. Here's a link to the [general site](#).

Remember, 45% of all moves are done by millennials (people under 35). This generation is the first generation to only know the internet for research and rely almost entirely on what they find there.

It's not just another news story - the power of Facebook

It's the same story we've heard before - a young couple move with an internet arrangement and have no paperwork, delivery date, salesperson to follow up with and no one responding to emails or inquiries directly off their website. The difference with this story is how it evolved from a complaint into national news and stayed on **Global News'** cycle for the better part of a day, with delivery of some of these missing shipments being arranged as a result.

It started with five complaints coming into CAM within days and a consumer alert being posted on various platforms on January 31st. Within two hours, we were being contacted through Facebook by two of the victims who had seen the post. Within 22 hours of the post, we were contacted by Global News/National. The reporter had seen the post on Facebook and decided to follow up with us and see if there was a story. Within that same 22 hours, one of the victims started a Facebook group "Access Canada Movers Victims" and offered his name as a conduit for all others to contact him, as did the reporter. CAM went back to each complainant and shared the victim's and the reporter's contact information.

For the next few days, several of us worked on facts, ideas and the story line. This [Global News Report](#) (both narrative and videos) on February 7th is the end result.

The point here is to show that Facebook will be a very valuable tool for CAM and its members to use this summer. Millennials get their research off Facebook and believe it! Since the middle of October, CAM's been posting consumer information daily. We need to show that we are a trusted and reliable Association and a great resource to refer a CAM member. Can you please take a moment and like/follow our Facebook page and the other sites (see below). Three people, none of whom had previously liked or followed us, all found our Consumer Alert and the rest just happened...and with only 110 followers on our page. Imagine if we had hundreds or thousands of followers, how much a difference we could make?

MARK YOUR CALENDARS!



Friday, September 14, 2018
Annual Golf Tournament
Lionhead Golf Club, Brampton ON

Sunday-Tuesday, November 18-20, 2018
Annual Conference & Trade Show
Crowne Plaza, Niagara Falls ON



Crowne Plaza Fallsview

Our conference theme this year is **Building Blocks for Next Generation Performance**. 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.

Watch for registration details for both events. A [Facebook Event Page](#) is now open.

NSTSA mental health course

Everyone is aware of **Bell Let's Talk** day that many of us participated in on January 31st. As fantastic as this awareness day is, Mental Health is not a one day event. Did you know that CAM member [Nova Scotia Trucking Safety Association](#) has 10 facilitators ready to assist our industry with mental health issues through the **Mental Health Commission of Canada's, *The Working Mind***. Those who have attended their courses (including from the moving and storage industry) have said "everyone should take this course". Workshop fees range from \$25 to \$50. Please contact NSTSA's **Executive Director [Linda Corkum](#)** to find out more about this opportunity.

There was an excellent article in TruckNews.com called [It's Time to Talk](#). Well worth the read.

IMS Group acquires Brytor

The **IMS Group** just announced their recent acquisition of **Brytor International Moving**. Here's a link to the [message](#) issued by their **President & CEO Jacques Monier**. Congratulations to the IMS Group and to Brytor International Moving!

Promotion for Longo

Meghan Longo has been promoted from Program Director to Chief Operating Officer at **Move For Hunger**. Congratulations Meghan! We wish you the best in your new role.



Cancer can be beaten!

Nearly 1 in 2 Canadians will be diagnosed with cancer. About half of all cancers can be prevented and research continues to improve the outlook for people with cancer. **Quality Move Management, Inc.'s Edmonton** staff member, **Myah McDermott** has signed up to shave her hair for the Hair Massacre! Her goal is to raise \$1,500 for this great cause. You can make a difference by supporting this cause. All proceeds from the Hair Massacre 2018 will go to The Children's Wish Foundation of Canada and the Alberta Cancer Foundation. To help Myah out, click [here](#). Good luck, Myah!

Did You Know?

Do you know that one of CAM's goals is to enhance the professional expertise and operational competency of its members? Towards this goal, CAM offers its **Canadian Professional Mover (CPM)** certification course for moving consultants. In 2017, 23 employees in 14 different member companies successfully completed the course and became entitled to use CAM's CPM logo and designation in their sales tools. This designation is a valuable tool that your sales force can use to set themselves apart from competitors. The online course is offered exclusively to members only and the cost is included as a benefit of CAM membership. How can you afford to not join CAM? [Contact us](#) to find out all that CAM can do for you.



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](#)

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STAY CONNECTED:





A Message from Our President & CEO, Jacques Monier

We are excited to announce, The IMS Group has now completed the acquisition of Brytor International Moving which has been successfully operating in Canada since the 1960's.

We at the IMS Group are extremely happy that Brytor' s management team are enthusiastic about the merger and they remain passionately committed to the continued development of the company. In addition, Michael Rathbone will act as a Consultant of the transition team for the next 2-3 months to ensure that it will be a smooth transition .

We are also pleased to introduce Jason Struss, who will be representing Brytor and the IMS Group at this year's annual conference and trade show. Jason can be reached at: Jason@Brytor.ca or 905 564 8855.

In the meantime, it is business as usual. We remain thankful of your support and relationship, and are committed to working closely with you to develop an even stronger relationship. Including Brytor current offices, we now have offices in the following service locations:

Quebec City - Montreal - Ottawa – Toronto - Calgary - Edmonton - Vancouver - Victoria

Have a great and successful 2018!

Jacques Monier

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