

# MOVERS' EDGE, JANUARY, 2003

**HAPPY NEW YEAR!**

## VALUE PROGRAMS FOR 2003

As discussed in the forum at the 2002 Annual Conference, CAM plans to provide members with increased tangible value over the course of their membership. Members will receive measurable benefits in the form of discounts, promotional products and operating advantages. You have had the opportunity to see the discounts available from IBM on the purchase of computers from its website. CAM has added three new value programs. Do the math and see the value in your membership.

### Victory Packaging

For the first quarter of 2003, any CAM member who places an order with Victory Packaging at its Syracuse, Toronto, Calgary or Winnipeg facility can receive FREE 2 CUBE CARTONS by mentioning this offer.

With today's tax-included cost for a 2 Cube, on a \$4,500 order, you would save an amount almost equal to your 2003 CAM dues! In addition, if you identify yourself as a first-time or new member of CAM in 2003, you will receive a free case of tape with any order over \$500! Victory will verify your membership status and expedite your order and free products!

Watch *Movers' Edge* for further value offers from Victory Packaging.

### Ryder Truck Rentals

CAM is concluding a preferred-customer program with Ryder Truck Rentals. Through this program, CAM members will receive a preferred rental rate on the vehicles they rent from Ryder. Members can join the program by registering for an account with their local Ryder agency. We will advise you as soon as the program is finalized.

### Wilfrid Laurier University

CAM has made an arrangement with the Laurier Institute of Wilfrid Laurier University's School of Business & Economics that will give members 10% off the tuition for the institute's executive- and management-development certificate programs.

Visit [www.wlu.ca/~wwwsbe/sbe2000/html/laurier\\_institute.html](http://www.wlu.ca/~wwwsbe/sbe2000/html/laurier_institute.html) for more information.

Isn't it time to upgrade your general management skills?

#### On orders of

\$1,500

\$3,000

\$4,500

*One order per member*

#### PROGRAMS IN PROGRESS

#### Receive

100 Free 2 Cubes

200 Free 2 Cubes

250 Free 2 Cubes

CAM is working with various stakeholders, both inside and outside the industry, on several value programs. These include an initiative to reduce insurance costs and discussions on eliminating the application of Ontario's Retail Sales Tax to the declared valuation protection fees on moves. CAM will investigate Ontario's Workplace Safety & Insurance Board's Safety Groups Programs to reduce workers' compensation costs for Ontario movers and whether this program can be rolled out to other provinces.

## **INDUSTRY CANADA INITIATIVE**

Industry Canada has brought together a committee of consumer organizations, industry representatives and governments to develop a program to help the consumer identify and contact reputable movers. The program will include standards for disclosure to the consumer, tips to help the consumer ensure a worry-free move, and a dispute-resolution system to ensure a fair closure to the move should problems arise. Movers subscribing to the process will be designated as certified. Generally, the criteria under consideration for certifying a mover are similar to the new CAM membership criteria, which includes submission of the following:

- Business licence
- GST registration and number
- Workers' compensation certificate
- Insurance certificate showing a minimum of \$1 million liability and a cargo limit minimum of \$250,000
- Incorporation certificate
- Signed Code of Ethics form
- Agreement to abide by the dispute resolution process
- Yellow Pages ad or promotional items (optional)

## **THE CANADIAN MOVER**

CAM has doubled the number of copies it will print for the Spring 2003 issue of *The Canadian Mover*. The additional copies will be distributed outside the moving industry in areas where members will find the additional contacts useful.

# MOVERS' EDGE, MARCH, 2003

## OFFICE CLOSURE NOTICE

The CAM office will be closed for the week of March 10 to 14, 2003. It will reopen on Monday morning, March 17.

## THE MEDIA

There seems to be a media push related to the moving industry. Early in February, CBC's *Marketplace* did a show on the less-than-awesome performance of Awesome Moving of Calgary. Subsequently, CAM has received several requests for interviews from both CBC Radio and CTV. Links related to CBC's *Marketplace* program: [cbc.ca/consumers/market/files/home/moving/index.html](http://cbc.ca/consumers/market/files/home/moving/index.html) and [interact.cbc.ca/cgi-bin/WebX?50@19.vgMFabe3H2B^0@.ee8a9dc.773a3541](http://interact.cbc.ca/cgi-bin/WebX?50@19.vgMFabe3H2B^0@.ee8a9dc.773a3541)

## THE CANADIAN MOVER

*The Canadian Mover*, CAM's directory and magazine, has gone to press. It will be distributed in mid-April. This issue of the directory will be distributed beyond the membership and the moving industry. Before publication of the Fall/Winter issue, we will assess the value of this increase in circulation to determine whether or not it expanded public awareness of the advantages of hiring a CAM member.

## COMPENSATION SURVEY

**Good news!** CAM's compensation survey is ready to go: compensation survey. It differs from last year's survey in several ways:

- We have eliminated queries about specific corporate details, so that data can be gathered and analyzed by CAM staff. The survey now deals strictly with people whom you employ.
- The survey is simpler in format, but we are asking for more detail.
- It is designed to be completed on the web by your payroll staff.
- Pricing for results is \$30 for members who participate, \$60 for non-member participants and an additional \$30 for all non-participants.

As in last year's survey, confidentiality is of utmost importance. No CAM member will see the data belonging to another mover. With your participation, we hope to be able to provide information for all regions in Canada well in advance of your hiring staff for the busy summer moving season.

## RYDER TRUCK RENTAL

**More good news!** We have reached an agreement with Ryder Truck Rental Canada Ltd. to begin a value program for CAM members for truck rentals. It should result in significant savings for your business. It's a simple program:

- Ryder will provide CAM members with Tier 2 pricing – 15% off Ryder's standard rate for vehicle rentals.
- CAM members must identify themselves to Ryder as members (take your 2003 membership certificate) and establish credit with Ryder.

## **INSURANCE COMMITTEE**

The committee has requested recommendations from several of CAM's insurance-industry members for changes to the manner in which movers source their insurance coverage. We should see some results from this effort in the next few weeks and will communicate our progress in the April newsletter.

## **RST COMMITTEE**

The Retail Sales Tax committee is currently gathering data on the differences and commonalities of assessments made against several Ontario movers. Before choosing a course of appeal against the tax rulings, the committee will determine exactly how the tax rules were applied, if the rules were applied consistently, and what avenues of appeal were successful.

## **PRESS RELEASES**

CAM is initiating a [press-release section](#) on its website. We invite your postings regarding the hiring of new employees, development of new products and services, and any other news that's suitable. It is a free service to members.

The first item for the new press-release section is North American Van Lines' announcement related to its new Mobile Training Unit.

## **UPCOMING CONFERENCES**

AMSA will hold its 2003 Annual Convention and Trade Show in La Quinta, California, from April 5 to 8. The theme is Finding Opportunities in Challenges.

FIDI's 52nd Conference, "Finding Solutions for our Customers," will be held in Stockholm, Sweden, from May 11 to 15, 2003.

# **MOVERS' EDGE, APRIL, 2003**

## **COMPENSATION SURVEY**

**The deadline for completion of CAM's Compensation Survey has been extended to April 16.**

With this survey, we are gathering data on salaries, wages and benefits for administrative, operations and sales staff (both salary and commission), and operations and administrative management.

With sufficient response, the survey will provide information to movers on a regional basis about how competitive their wage and salary rates are.

The survey can be found in the movers' section of CAM's website, at [www.mover.net](http://www.mover.net). It can be completed by payroll staff and submitted directly from the website, or by mail or fax.

## **INSURANCE COMMITTEE**

The insurance committee has been looking for ways that movers can reduce their insurance costs. In this endeavour, CAM solicited the expertise of insurance brokers who are supplier members of the Association, as well as that of a prominent consulting firm. Several courses of action were explored, including:

- A major study of insurance within the moving industry
- Self-insurance, group insurance and captive insurance options
- Improved risk management within individual moving companies

It is generally felt within the committee that the first two options – involving new insurers or major changes to the manner in which movers obtain insurance – are not viable because of significant front-end costs.

The committee will research the third option (improved risk management for movers) and provide members with recommendations as soon as they become available.

## **YELLOW PAGES**

There have been several cases across Canada of non-members using CAM's logo. Would you please review the Yellow Pages in your area, and let the association office know about any movers that are using the logo but do not appear in CAM's new directory?

## **VALUE PROGRAMS**

In response to a request at the conference, CAM has begun a value program with Choice Hotels International to provide CAM members with hotel discounts. Choice Hotels include the following brands:

- Comfort Inn and Suites
- Quality Inn
- Sleep Inn
- Clarion Hotel
- MainStay Suites
- Econo Lodge
- Rodeway Inn

The discounts available through this CAM value program can save you money on your own and your drivers' traveling expenses. Identification cards for members will be available through CAM's office.

## **CANADIAN IMPORT AND EXPORT POLICIES FOR WOOD PACKAGING**

The Canadian Food Inspection Agency is looking for public and industry comment on its import and export wood packaging programs.

- Draft of Canadian Import and Export Policies for Wood Packaging, D-01-05 & D-98-08 (2003-03-27)
- Ébauche des directives canadiennes relatives à l'importation et à l'exportation des matériaux d'emballage en bois D-01-05 et D-98-08 (2003-03-27)

## **EXPORTING MOTOR VEHICLES INTO NEW ZEALAND**

CAM recently received the following notification: New Zealand allows new and used vehicles to be imported, but has legal requirements to regulate the quality and safety of all vehicles that are imported for use on the road.

Light vehicles entering New Zealand must be border-checked, certified, registered and licensed before they can be used on the road. See Factsheet 44, at [www.itsa.govt.nz/importing](http://www.itsa.govt.nz/importing).

# MOVERS' EDGE, MAY, 2003

## FUEL AND INSURANCE SURCHARGES

Over the past 18 months, our industry has experienced significant increases in fuel and insurance costs. To help alleviate these escalating costs, the national van lines and other transportation companies have implemented insurance and fuel surcharges. A growing number of local movers appear to be picking up on this trend, implementing varying fuel and insurance surcharges in their local areas.

## NEWS ARTICLES ON THE WEBSITE

It's a long time between issues of *The Canadian Mover*, CAM's magazine and membership directory. Until now, we were without a suitable way of publishing articles of interest to members that became available between issues.

We will now solicit articles for publication solely on our website and let you know about them in this newsletter. Members are requested to submit articles they feel would interest fellow members and the moving community as a whole. We will consider all articles for use, whether they are written by our members or previously published in other publications or on other websites.

## NEW PRODUCTS ON THE WEBSITE

CAM is implementing a "New Products" section on its website. It will highlight new products and services from CAM's supplier members and will be open for viewing by members and the moving community as a whole. Postings will be made directly by suppliers to the website.

## COMPENSATION SURVEY

CAM's compensation survey is complete.

Survey information for the following areas is available from the CAM office:

BC - Alberta /Saskatchewan - Southwestern Ontario - Toronto area - Eastern Ontario - Ontario - Quebec - Maritimes. The price for regional results is \$30 for CAM members and \$60 for non-members, plus GST. The difference will be credited to any non-members joining CAM before June 30.

We had good participation and the quality of responses was high. We found that most participants rated the survey as "easy" or "OK" in terms of its ease of use and understandability.

This was the first compensation survey performed directly by CAM. It was a learning experience. In it you can see the midpoint and range of what is being paid for a specific position, what types of benefits are being offered to employees at all levels, and how movers classify their employees by position.

A few things that you should be aware of when reviewing the results:

- We used the data that you sent to us.
- The survey shows medians as opposed to averages. When there is a very low or high value in the data (such as occurs when the owner of the business is in the position, or family is employed), the median gives the middle of the data and is not skewed by these values.
- Where we have received "yes" or "no" responses, the responses are shown as 6Y - 3N for 6 "yes" responses and 3 "no."
- Seasonal workers account for some of the lowest salaries and commissions for the highest. In small companies, one individual often performs many jobs.

- There appear to be inconsistencies in some places between the high salary and the total compensation fields. In many cases, nothing was filled in for the total compensation field. This field shows the minimum, median and maximum for reported results.
- In regional results, you may recognize a few of your own data points. Names of respondents and their data will remain confidential.

### **UPCOMING CAM EVENTS**

CAM's annual golf tournament – September 16, 2003 – Cardinal Golf Club

CAM's annual conference – November 24 and 25, 2003 – Toronto Airport Marriott Hotel.

# MOVERS' EDGE, JUNE, 2003

## NEW ARTICLES ON THE WEBSITE

It's a long time between issues of *The Canadian Mover*, CAM's magazine and membership directory. Until now, we did not have a suitable method for publishing articles of interest to members that became available between issues.

The first two articles were contributed by Chris Steer and can be seen at in [\*The Canadian Mover\*](#) section on our website. They are:

- Records Storage Liability – an article describing potential liability from loss or damage to records in storage.
- The State of the Insurance market – describing the causes of current insurance rates and what a prudent mover can do to reduce insurance costs and risks.

## COMPENSATION SURVEY

Are you hiring for the summer rush? Do you need to know what others in your marketplace are paying their staff?

Order a copy of CAM's compensation survey. Results are available for the following regions:

- BC
- Alberta/Saskatchewan
- Southwestern Ontario
- Toronto area
- Eastern Ontario
- Ontario
- Quebec
- Maritimes

The price for regional results is \$30 for CAM members and \$60 for non-members, plus GST. The difference will be credited to any non-members joining CAM before June 30.

The survey had good participation and the quality of responses was high. Most respondents rated the survey as easy to fill in so the results cover many positions and broad ranges of compensation. The data shows ranges for hourly pay, salaries and total compensation for a broad range of positions.

## CANADIAN PROFESSIONAL MOVER COURSE

Do you need some assistance in bringing your staff up to speed on moving practices?

Consider the Canadian Professional Mover course. It covers the basics for personnel who are new to the moving business and for old hands who need to brush up on a few areas.

It contains sections on:

- Estimating
- Long distance moving (within Canada)
- Long distance moving (between Canada and USA or Mexico)

- Local moving
- Household goods storage
- Office moving

The course is only available online. Members can register their staff online for the course.

### **CERTIFIED CANADIAN MOVER PROGRAM**

CAM has been working with a committee organized by the Office of Consumer Affairs in Industry Canada to develop the Certified Canadian Mover Program.

The program will help the consumer to identify reputable, professional movers. The Certified Canadian Mover will be identified on CAM's website and with a logo. Standards for joining the program are the same as CAM's new membership requirements.

The program is currently being circulated within CAM's Board of Directors for comment and will be available shortly for use.

### **UPCOMING CAM EVENTS**

CAM's annual golf tournament – September 16, 2003 – Cardinal Golf Club  
CAM's annual conference – November 24 and 25, 2003 – Toronto Airport Marriott Hotel.

## MOVERS' EDGE, JULY, 2003



**If you read only one CAM bulletin this year, make sure it's this one.**

### **CERTIFIED CANADIAN MOVER PROGRAM**

Preparation of the Certified Canadian Mover Program has been completed, and a draft copy (pdf) of the program description has been posted to our website for your comments. The program is designed to provide both Canadian consumers with a reliable way to find professional, credible movers, and professional, credible movers – CAM members – with a method for communicating with their marketplace.

Please review the program and let us know what you think of it. A few of its highlights are:

- It's a simple system that identifies certified movers to consumers
- It ensures that certified moving companies have the necessary qualifications and experience to perform high-quality moves
- It provides for a mandatory dispute-resolution mechanism

### **WORKPLACE SAFETY & INSURANCE BOARD'S SAFETY GROUPS PROGRAM**

CAM is working with the Workplace Safety & Insurance Board to develop a Safety Groups Program for Ontario's moving industry. The program is designed to improve safety programs within an industry and provide a rebate of between 2% and 12% of an employer's workers' compensation premiums. As a basic minimum, employers from other industries that have participated in this program have experienced a significant improvement in their safety programs, and many have enjoyed a sizeable rebate.

Program requirements include:

- Commitment to the program by early fall 2003
- Attendance at three meetings in calendar year 2004
- Implementation of three to five safety initiatives in the workplace

### **MEMBERSHIP CRITERIA**

Currently, only new members have provided required documentation for CAM membership. Existing members have been grandfathered into membership, but as the Certified Canadian Mover Program comes on stream, all movers wanting to participate in the program will be required to submit complete membership documentation as follows:

- Business licence
- Proof of GST registration and number

- Workers' compensation certificate
- Incorporation certificate
- Insurance certificate showing a minimum of \$1 million liability and a cargo limit minimum of \$250,000
- Yellow Pages ad or promotional items (optional)
- Signed copy of CAM's Code of Ethics form (pdf)

### **BETTER BUSINESS BUREAU RANKINGS**

We thought you might like to see the following two listings from the Better Business Bureau. There are too many fly-by-night businesses out there pretending to be movers.

#### **Top 10 Consumer Inquiries – April 2003**

1. Moving and storage companies
2. Auto dealers, new and used
3. Roofing and guttering contractors
4. Work-at-home opportunities
5. General contractors
6. Auto repairs and services
7. Remodeling and renovations contractors
8. Landscaping contractors
9. Computer sales and service
10. Heating and air-conditioning contractors

#### **Top 10 List of Complaints – April 2003**

1. Auto dealers, new and used
2. Auto repair and services
3. Moving and storage companies
4. Computer sales and services
5. Telephone/cellular-phone companies
6. Mail and catalogue orders
7. Work-at-home opportunities
8. General contractors
9. Remodeling and renovation contractors
10. Internet services

The BBB and many provincial governments' consumer and corporate affairs departments refer consumers' inquiries and complaints about movers to CAM. Complaints related to CAM members – and they are few – are forwarded to the applicable movers for resolution. Where the consumer is looking for a professional, credible mover, CAM refers the consumer to local CAM members.

### **VALUE-ADDED PROGRAM**

We have just received approval of a CAM value-added program with Budget Car and Truck Rental. If you need additional vehicles during your busy season, this program will provide you with discounted rates on car and small-truck rentals. It complements our existing truck-rental program. Contact CAM for the program-identification number. This may be used for business or personally by you and your employees.

### **SUPPLIER COMMITTEE**

CAM has formed a Supplier Committee to assist our supplier members in getting maximum value out of their CAM memberships. Supplier members will be contacted shortly with information related to the first meeting of this group.

## **GOLF!**

CAM's 7th Annual Golf Tournament will be held on Tuesday, September 16, at Cardinal Golf Club, north of Toronto. It's always a great event attended by members from all sectors of the moving community. Put a foursome, threesome or twosome together and join us for a great day – or come alone and we'll partner you with some of your fellow moving professionals.

## **NEWS ARTICLES ON THE WEBSITE**

Another article has been added to our website collection. If you deal with the diplomatic community, this article will interest you. "**Diplomatic immunity has its limits,**" published in *The Ottawa Citizen*, was submitted by Steve Sharpe of All Continents in Ottawa. It clears up the misconception that foreign embassies are immune from the jurisdiction of Canadian courts in relation to commercial dealings.

## **CAM'S 2003 ANNUAL CONFERENCE**

CAM's 2003 Annual Conference will be held at the Toronto Airport Marriott Hotel on Monday and Tuesday, November 24 and 25. Mark it in your calendar.

## **BOYD OTTAWA ISO REGISTRATION**

Graham Acreman advises that Boyd Moving & Storage Ltd. has just completed successful re-registration under ISO 9001:2000. Boyd was first ISO registered in 2000.

## **NEWS ITEMS**

Let us know about interesting moving news in your company and in your area. We'll include them in *Movers' Edge*.

# MOVERS' EDGE, AUGUST, 2003

## CAM'S ANNUAL GOLF TOURNAMENT

CAM's 7th Annual Golf Tournament will be held on Tuesday, September 16, 2003, at Cardinal Golf Club north of Toronto. Join us for what promises to be a fun time and a great opportunity to see old friends. You can register on our website. For those wanting to sponsor a hole or one of the skills contests (longest drive, closest to the pin, etc.), please contact the CAM office or download the sponsorship form (pdf) from the website.

## 2003 ANNUAL CONFERENCE

CAM's 2003 Annual Conference is scheduled for Monday and Tuesday, November 24 and 25, 2003, at the Toronto Airport Marriott Hotel. The conference committee, consisting of Wayne Marshall, Larry Rosenberg and Paul Van Remortel, is busy planning the event. The theme for the conference will be based on providing quality service to the consumer.

## CAM'S ACHIEVEMENT AWARDS

CAM will hold its 3rd Annual Awards Dinner in conjunction with the Annual Conference. Awards this year include the Distinguished Service Award, the Founders Award and the Innovators Award. As in past years, we need your nominations for those deserving individuals in the Canadian moving community. The criteria for each award and the nomination form are [on the website](#).

## SUPPLIER COMMITTEE

A committee of suppliers met on a conference call at the end of July. The objective of the meeting was to ensure that suppliers got value from their membership in CAM. It was generally agreed that future meetings would be held as they provided a unique opportunity for communications. We discussed:

- Advertising discounts for all members in *The Canadian Mover*, CAM's magazine and directory,
- A new products section on the website
- A product-search area on the website
- Supplier participation in the 2003 Annual Conference

## BETTER BUSINESS BUREAU

The Better Business Bureau indicated some good news for movers for June 2003. Movers are now the #1 inquiry across Canada with the BBB. Consumers are asking questions and looking for referrals from the BBB to reliable movers. The BBB passes many of these inquiries to CAM and CAM refers the consumer to members in their area. Further, and perhaps as a result of the increase in inquiries, movers have moved to the #5 position in number of complaints from #1 at the end of 2002.

## Top 10 List of Consumer Inquiries

1. **Moving and storage**
2. Roofing and guttering contractors
3. Auto dealers new and used
4. General contractors
5. Work-at-home opportunities
6. Heating and air conditioning contractors
7. Home renovations

8. Paving contractors
9. Landscaping
10. Window and door installations

### **Top 10 List of Complaints**

1. Auto dealers new and used
2. General contractors
3. Auto repair and services
4. Mail and catalogue orders
5. **Moving and storage companies**
6. Roofing and guttering contractors
7. Home renovations
8. Furniture retail
9. Telephone/Cellular providers
10. Health clubs

The BBB reports that the June results show that consumers are seeking information to reduce their risks when spending money and are clearly demonstrating their unhappiness when businesses and services fail to meet their expectations. The inquiry list also demonstrates that consumers are checking businesses for their ethical business practices and reputation before signing a contract.

### **SAFETY GROUPS PROGRAM**

CAM is working with Ontario's Workplace Safety & Insurance Board to establish a Safety Groups Program for the moving industry. CAM members throughout Ontario have been sent a WSIB flyer and letter soliciting their participation in the program. Additional information is included on the website. Consider joining the program. It could provide you with rebates on your workers compensation costs and give you a safer and healthier workplace.

# MOVERS' EDGE, SEPTEMBER, 2003

**We hope you have had a successful summer of moving.** It would seem that everyone we contacted this summer was extremely busy and very focused on getting the job done. We are extending several program completion dates to include members who were too busy to participate during the summer.

## ONTARIO RST UPDATE

CAM has been advised that the Ontario retail sales tax issue continues to plod along. The primary aspects being reviewed are Ontario's contention that retail sales tax is applicable on valuation premiums and some commercial moving services. Many of our members have received tax assessments for these items going back four years. In addition, interest has been applied to the assessment amounts.

The provincial sales tax office now has 68 files on the issues at hand. The review has been ongoing for more than a year now and the latest word is that an answer will be forthcoming toward the end of this summer. As the issue has implications for the industry as a whole and a number of government departments, those departments are attempting to coordinate their thinking.

## AWARDS

CAM will present the Distinguished Service, Founders and Innovators Awards at its 3rd Annual Awards Dinner on November 24th at the Toronto Airport Marriott Hotel. These awards honour the leaders in our profession. Previous years' honorees include:

	<b>Distinguished Service Award</b>	<b>Founders Award</b>	<b>Innovators Award</b>	
2001	Tim Moore	Chuck Martin		
2002	Allen Taylor	Sonny Williams	Ross Mackie	

Help CAM to honour deserving individuals within our profession. Visit our website and [make your nominations](#) by September 5.

## CONFERENCE

The 2003 Annual Conference will be held at the Toronto Airport Marriott Hotel on Monday and Tuesday, November 24 and 25, 2003. The conference will focus on providing quality service to the consumer. Watch your mail, email and fax for news on this exciting event. As always, the conference will feature speakers from industry, and regulatory and related agencies.

## QUESTIONNAIRE

We are beginning our fall season and once again, it's time to review CAM members' wants and needs. Please take a few minutes to complete an online survey before September 19.

## GOLF

CAM's 7th Annual Golf Tournament will be held on Tuesday, September 16, 2003 at Cardinal Golf Club north of Toronto. Join us for a fun time and a great opportunity to see old friends. You can register on our website. For those wanting to sponsor a hole or one of the skills contests (longest drive, closest to the pin, etc.), please contact the CAM office.

## **CERTIFIED CANADIAN MOVER PROGRAM**

The Certified Canadian Mover Program is nearing completion. We have included input from many stakeholders in the industry. The second version of the program is now posted to the website in a [pdf file](#). Please review it and let us know what you think.

## **SAFETY GROUPS PROGRAM**

For Ontario movers, information on the Workplace Safety & Insurance Board's Safety Groups Program was sent out to all members in July. With the major rush over, now is the time to focus on those things that will improve your operations and your bottom line. Other industries have found that this program has saved them money and improved safety programs with all the attendant benefits. We'll contact you about this program shortly.

# MOVERS' EDGE, OCTOBER, 2003

## CERTIFIED CANADIAN MOVER PROGRAM

CAM was just advised that draft versions of Industry Canada's *Good-Practice Guidelines* and *Consumer Checklist* were posted to its website. Industry Canada is soliciting public and industry comment until October 31, 2003. CAM's *Certified Canadian Mover Program* was developed from earlier drafts of these documents.

Please visit Industry Canada's website at [www.consumer.ic.gc.ca](http://www.consumer.ic.gc.ca), click on "English" or "Français", and then on "Draft Good Practice Guidelines for Canadian Movers." From here you can view the documents: *Draft Moving Guidelines* and *Draft Consumer Checklist*.

Let CAM know what you think of these documents or contact Industry Canada directly with your comments. CAM will consolidate all responses it receives and submit a single response to Industry Canada.

## CONFERENCE

The 2003 Annual Conference will be held at the Toronto Airport Marriott Hotel on Monday and Tuesday, November 24 and 25, 2003. The theme of the conference will focus on the provision of quality service to the consumer. Watch your mail, email and fax for news of this exciting event. CAM will launch its Certified Canadian Mover Program at the conference.

As always, the conference will feature speakers from industry, regulatory and related agencies, and relevant non-moving-related groups. Some of the speakers include:

- **Tom Abercrombie**, Senior Prevention Program Specialist, Best Practices – Prevention Branch, Workplace Safety & Insurance Board
- **Bill Carr**, Motivational Speaker
- **Chantal Charron**, Furniture & Effects Policy, Directorate of Transportation Management
- **Kernaghan Webb**, Senior Legal Policy and Chief of Research, Office of Consumer Affairs, Industry Canada
- **Bob Whitelaw**, President, Canadian Council of Better Business Bureaus

The Suppliers Registration Flyer (pdf) for the annual trade show that is held in conjunction with the conference has been posted.

## SAFETY GROUPS PROGRAM

Ontario's Workplace Safety & Insurance Board's Safety Groups Program for the Canadian Association of Movers remains an open project. In other industries, the program has saved companies an average of 6% on the workers' compensation premiums. CAM will begin its recruiting drive for this program early in 2004 in order to bring the required number of members into the program.

## **THE CANADIAN MOVER**

*The Canadian Mover*, CAM's magazine and directory, went to press in late September. All CAM members of record as of that date were included. The magazine will be shipped on October 17th to CAM members and the Canadian moving community.

## **GOLF**

CAM's 7th Annual Golf Tournament was held on Tuesday, September 16, 2003, at Cardinal Golf Club. We had a good turnout and great weather. After the event, we surveyed the attendees to determine their feelings about the tournament. On a scale of 1 to 5 – from poor to excellent – the ratings were:

Golf course	3.9
Clubhouse	4.2
Meal quality	4.1
Meal service	4.2
Same location next year	4.0

Generally speaking, participants were very satisfied with the event. Even with high satisfaction levels, the most common comment (primarily from people who had attended many previous CAM tournaments) was to try a new golf course next year.

## MOVERS' EDGE, NOVEMBER, 2003



### 2003 ANNUAL CONFERENCE UPDATE

CAM's 2003 Annual Conference is three weeks away. It will be held at the Toronto Airport Marriott Hotel on Monday and Tuesday, November 24 and 25, 2003.

Get the latest information on the direction the industry is going. Learn about the challenge of meeting your consumers' expectations for customer service. Find out about the latest data and trends in consumer awareness and attitudes toward the moving industry.

You can register by mail, phone or online.

### Joe Harrison to Speak at the CAM Conference

Joe Harrison, President of the American Moving and Storage Association, will speak at noon on Monday, November 24. Joe will talk about the challenges facing the moving industry. He will discuss the issues facing movers across North America – business volume, pricing, insurance, industry image, government regulation, technology and much more. Don't miss this opportunity to hear this well-known speaker.

### Awards Dinner

On Monday evening, November 24, CAM will recognize three leaders in the moving industry through its annual awards ([flyer pdf](#)):

#### Distinguished Service Award

**John Skinner** – A celebration of his many years in leadership, and his vision and dedicated efforts that have helped to shape the moving industry as we see it today.

#### Founders Award

**Cliff Hoyt** – A recognition for building one of Canada's leading and most respected moving businesses, his service to the moving industry, and his efforts in being a part of establishing and promoting the moving industry's association.

## **Innovators Award**

**Bryan Bennett** – A true success story of a small Canadian company that has become a world leader in international moving.

Join us to help CAM honour these distinguished moving professionals. This event is open to members and non-members alike.

## **HOTEL REGISTRATION DEADLINE EXTENDED**

November 7 is the deadline for obtaining the conference rate of \$139 per night at the Toronto Airport Marriott Hotel. Stay at the official CAM conference hotel – register now and save.

## **CERTIFIED CANADIAN MOVER PROGRAM**

October 31 was the deadline for submissions to Industry Canada for its Good-Practice Guidelines and Consumer Checklist. CAM made a submission based on the input it received.

The Certified Canadian Mover Program, which is based on the Good-Practice Guidelines and Consumer Checklist, will be introduced to members at the conference. It will help to identify you to the consumer as a professional mover.

## **THE CANADIAN MOVER**

*The Canadian Mover* was mailed to all members in late October. You should have your copy now. If you do not, let CAM know and we'll mail you a copy.

## **CHANGE OF ADDRESS**

**CAM has moved.** We remain in the same building but have moved from **Suite 300** to **Suite 525**.

Please update your records.

### **Canadian Association of Movers**

2085 Hurontario Street, **Suite 525**

Mississauga, ON L5A 4G1

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# MOVERS' EDGE, DECEMBER, 2003

## 2003 ANNUAL CONFERENCE UPDATE

CAM's 2003 Annual Conference was rated highly by attendees. On CAM's rating scale from Poor (1) to Excellent (5), the conference received a satisfaction rating of 4.52 and speakers had an average rating of 4.34, with a range from 3.21 to 4.85. The panel discussion was rated at 4.81. Verbatim comments about the conference were:

- Great conference; the CCMP (Certified Canadian Mover Program) looks like a real winner
- Most interesting and relevant CAM meeting in several years; good work; suggestions:
  - 1 – daily admonishments to cell-phone activity
  - 2 – consider holding AGM as first session on first day of conference to encourage attendance and broader member participation
- Superior content; excellent execution
- Harrison was excellent choice of presentation
- Panel discussion was phenomenal
- Need to increase attendance; sharing of best practices is applicable and should continue as seminar, possibly longer; suggested seminar: Valuation Understood – what are your obligations and options in providing coverage? Have in a broker for part of the session.

Joe Harrison's speech was well received and highly rated. The challenges that American movers face are very similar to those for Canadian movers – regulation, legislation, automation, image, staffing and training, government, military and corporate customers, and rogue movers. Many of the solutions that the American Moving and Storage Association uses are applicable in Canada.

Members were very enthusiastic about the panel discussion. Larry Rosenberg showed the changes he had made to Bekins' bill of lading – sign-off areas for value declaration, rates, minimums, travel time, payment terms, etc. – many of the areas where customer disputes arise. Denis Frappier talked about the importance of full disclosure together with full documentation, including photos at the beginning of a move. Graham Acreman discussed the value of customer questionnaires for allowing the company to track move quality by time period, employee and activity. He also uses a sign-off stamp for the work order, asking customers whether or not they were satisfied with the move. Scott Hickling uses a third-party insurance program, with a deductible portion for the customer. In this way the customer has two choices – self insurance or our protection program. This has significantly reduced the number of small issue claims on both local and provincial moves.

## AWARDS DINNER

125 moving-industry professionals attended CAM's 3rd Annual Awards Dinner on Monday evening, November 24th. CAM recognized three leaders in the moving industry through its annual awards:

- Distinguished Service Award – presented to John Skinner
- Founders Award – presented to Cliff Hoyt
- Innovators Award – presented to Bryan Bennett

## **CERTIFIED CANADIAN MOVER PROGRAM**

The Certified Canadian Mover Program was greeted enthusiastically by members. The program assures the Canadian consumer that a Certified Canadian Mover will provide services as promised and that, should it be necessary, the consumer can demand and receive mandatory arbitration as furnished by the BBB. Members saw the program as a key aid to their sales and marketing programs. Implementation of the program was ratified at the annual general meeting. Entry into the program is based on documentation filed with CAM:

- Business licence (municipal business licence, provincial operating authority, etc.)
- Incorporation certificate
- GST registration and number
- Workers' compensation certificate
- Insurance certificate showing a minimum of \$1 million liability and a cargo limit minimum of \$250,000
- Yellow Pages ad or promotional items (optional)
- Signed Code of Ethics form and acceptance of mandatory arbitration