



THIS NEWSLETTER IS A BENEFIT FOR MEMBERS.

CAM MEMBERSHIP

CAM's membership now stands at 202. This is the highest it's been in several years. There have been several promotional efforts to increase membership – and these are starting to get results.

CAM'S ATLANTIC CANADA CHAPTER

In January, 10 of the leading movers in Atlantic Canada got together to establish CAM's first chapter. Mike Johnston of Thompson's Group was the driving force behind the chapter.

The chapter will concern itself with the industry manpower issue, networking, industry approaches to industry concerns, and training.

CANADIAN PROFESSIONAL MOVERS COURSE

The Canadian Professional Movers course was recently updated.

In the next few weeks, we will be notifying graduates of the course about how to advertise the fact that they are now qualified to show CPM on their business cards as a sign of their professionalism.

This learning opportunity is open to employees of any member.

We have updated the password system for the course. If your user name and password no longer works, please contact the national office.

PRESS RELEASE

CAM issued a press release to radio and TV stations and newspapers across Canada on January 12, 2006. The press release has been picked up by several radio stations with interviews on open-line programs resulting. CAM's board sees this as an opportunity to help the consumer find reputable movers. This press-release program will be continued on a four-times-a-year basis.

WE NEED YOUR HELP

The Canadian Association of Movers (CAM) and Association canadienne des déménageurs (ACD) logos are trademarks belonging to the association. We need your help in protecting them and in promoting them as a sign of a reputable mover.

If, when you are reviewing Yellow Pages listing and other advertising media, you see a non-member using the CAM or ACD logos, please let us know.

Would you also show a link on your website to www.mover.net? This will help the consumer to validate your services and in turn assist CAM in promoting its website as the "go to" place to find a mover.

THE CANADIAN MOVER

Our magazine, The Canadian Mover, will be published again in March with distribution scheduled for mid April, just in time for the industry's busy summer season. Contact CAM's national office with your suggestions for articles or improvements based on the Fall 2005 issue or any requests for advertising information. It's a great way to reach Canada's moving industry. **AND DON'T FORGET TO UPDATE YOUR CONTACT INFORMATION WITH CAM.**

2006 ANNUAL CONFERENCE AND GOLF TOURNAMENT

CAM's annual conference and golf tournament are tentatively scheduled for Monday and Tuesday, September 18 and 19 in Toronto. A networking event is being scheduled for Sunday, September 17 to accommodate all those movers who attend from outside the Toronto area. We are looking for your input – conflicts with other events, themes for the conference, potential speakers and nominees for CAM's annual awards.

MICHAEL GLENNON

Michael Glennon passed away in Fredericksburg, Virginia on January 2, 2006. He was well known throughout the Canadian moving industry as he worked for many years as a sales consultant with such companies as North American Van Lines and Atlas Van Lines. He will be remembered by his many colleagues as someone who shared his love of life with his many friends.

CANADIAN ASSOCIATION OF MOVERS

2085 Hurontario Street, Suite 525, Mississauga, ON L5A 4G1

Tel: 905-848-6579 Fax: 905-848-8499 Website: www.mover.net Email: admin@mover.net

MOVERS' EDGE, MARCH, 2006

CANADIAN FEDERAL GOVERNMENT MOVING CONTRACT

The federal government has awarded its contract for military and RCMP moves. The general terms as we understand them are as follows:

- The contract is for a seven-year term – four years initially with a three-year extension at the government's option.
- The contract begins on April 1, 2006.
- The allocation is:
 - 24% – Allied Van Lines and North American Van Lines
 - 29% – United Van Lines
 - 47% – Atlas Van Lines
- Pricing will include small increases over the first few years followed by increases based on the consumer price index.
- Pricing is on a single-factor-rating basis.
- There will be no van-rail activity.

THE CANADIAN MOVER

CAM'S directory and magazine, *The Canadian Mover*, goes to press later this month. Please update your contact information and company details with CAM.

Check your current listing in CAM's [online membership directory](#) and fax us any changes to 905-848-8499.

The Canadian Mover will be distributed in mid-April, just in time for the industry's busy summer season. Contact CAM's national office with your suggestions for articles or improvements based on the Fall 2005 issue or any requests for advertising information. It's a great way to reach Canada's moving industry.

ALLIED VAN LINES APPOINTMENT

James Best, a well-known professional in the moving industry with experience at Moffatt, Williams and St. George, has joined Allied Van Lines as Director, Network Development – Allied Canada. He will be based in Calgary.

CAM'S CANADIAN PROFESSIONAL MOVER COURSE

Here's a quick reminder about the Canadian Professional Mover course. Now is the time, when you are hiring inside and outside sales representatives, to take advantage of CAM's online [Canadian Professional Mover course](#). It's a great way to provide moving-industry sales-training information to new staff members and a refresher to others. Contact the CAM office for details.

AMERICAN MOVING AND STORAGE ASSOCIATION ANNUAL CONVENTION AND TRADE SHOW

AMSA's annual conference is scheduled for April 7 to 10, 2006, at the Sawgrass Marriott Resort & Spa in Ponte Vedra Beach, Florida. For information on attending, visit AMSA's website, at www.promover.org.

CONSUMER ACTIVITY

Month	Referrals <i>No. of moves referred to movers</i>	Inquiries <i>Consumer calls asking for validation of a member</i>	Complaints <i>Consumer complaints about movers</i>
February/06	87	58	17
January/06	103	41	16
December/05	71	9	10
<i>Year-to-date (Oct/05 to Feb/06)</i>	<i>485</i>	<i>185</i>	<i>87</i>



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CONSUMER WARNING FLYERS

In January, CAM members worked with Ontario's Ministry of Government Services to produce two flyers for consumers, each in English and French. Members in all provinces may find them useful in validating themselves to consumers.

We've posted them as PDFs to our website in the consumer area. You can download them from there.

1. *What You Need to Know About Getting an Estimate – Ce que vous devez savoir au sujet des devis*
2. *What You Need to Know About Hiring a Mover – Ce que vous devez savoir au sujet des déménagements*

They are not in general circulation and are not available from the Ministry. You can print them from the PDFs.

CAM'S MAGAZINE AND DIRECTORY

We'll be putting the Spring issue of *The Canadian Mover* in the mail to you next week. This issue will remain in circulation until October, when the Fall issue will be published. It will be mailed to movers in Canada and around the world, supplier members of CAM, governments (both federal and provincial), consumer agencies and some realty organizations. Please let us know what you think of it and how we can make it more useful to you.

CERTIFIED CANADIAN MOVER PROGRAM FLYERS

The consumer flyer for the Certified Canadian Mover Program has been reprinted. The French version now has contact information for our office in Montreal where consumers can be served in French.

If you are a certified mover, be sure to order some of these flyers. They may be what separate you from the competition. Just check with any mover who is using them. (And if you're not certified, get in touch with CAM to find out about certification requirements and benefits.)

On a daily basis, CAM validates members' services to consumers. Often, we provide information that is the deciding factor in closing those sales you really want.

PARTICLEBOARD FURNITURE

At a recent meeting of CAM's new Atlantic Chapter, this form was shown by a member as a best practice. It may you to help to reduce claims on damages to particleboard furniture. You may find it useful. Here is the text of the form. Print it on your letterhead:

Release to Transport Particleboard Furniture

Customer Name: _____ Release Number: _____

Furniture manufactured from pressboard or particleboard is designed to go into a carton from the manufacturer to the retailer and then to the customer unassembled. It is not constructed to withstand the normal stress of a move as an assembled unit.

Most ready-to-assemble particleboard furniture is not designed with the extra wood structural pieces to adequately brace the unit for movement out of or into a residence and may not withstand the normal truck vibration even when transported in our vehicles.

Assembly instructions frequently suggest that connecting hardware pieces be glued in place. This does not significantly improve the structural integrity of the pieces and makes disassembly impossible without creating substantial unrepairable damage.

I space for customer name release your company name from liability for damage resulting from the transportation and relocation of particleboard furniture.

 space for customer signature and date

 space for van line or moving company representative's signature

S. BRYCE BURGESS

Bryce Burgess passed away on Friday, April 21, 2006 after a brief illness. He will be remembered as an important member of the Canadian moving community. At 19, he started Halifax Speedy Delivery and, in 1958, incorporated Burgess Transfer and Storage Limited. He was well-respected in the Halifax business community and by his colleagues in the Canadian moving industry, where he was a proud member of United Van Lines and a director of the Canadian Association of Movers. He is missed by his family, friends and colleagues.

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CAM'S 2006 ANNUAL CONFERENCE AND GOLF TOURNAMENT

Mark your calendars. The 2006 Annual Conference is scheduled for Monday, September 18 at the Renaissance Toronto Airport Hotel and the golf tournament is scheduled for Tuesday, September 19 at Cardinal Golf Club.

The theme for the conference this year is Human Resources in the Moving Industry. We have speakers coming from government, other associations and industry to discuss what is being done to reduce the current worker shortage.

The new Canadian federal government moving contract came into effect on April 1, 2006. Representatives of the government will discuss the implementation of the new contract and progress to date.

The Director of National Sales for the Yellow Pages Group will review some of the techniques that help to make your ad stand out from the competition.

A conference flyer will be mailed to you shortly. Watch your mail for news of this exciting event.

ANNUAL GENERAL MEETING

CAM's Annual General Meeting will be held on Tuesday morning, September 19, just prior to the golf tournament. This will be an important event, as we will be electing new directors and setting CAM's direction for the next several years.

NOMINATIONS FOR NEW DIRECTORS

There are several openings on CAM's board for new directors. The board is looking for nominations and volunteers to fill director positions, to balance representation across Canada. These individuals will be placed on the election slate for approval by the membership at the Annual General Meeting.

CAM'S PRESS RELEASES

Over the last two years, CAM has been sending out press releases to Canada's newspapers and TV and radio stations. The theme of every press release has been how to find a reputable mover and avoid being scammed. We are getting noticed. Our last press release was sent out at the end of May. This has led to CAM providing content for newspaper stories and appearing on radio and TV. Our message is getting out.

CONSUMER REFERRALS

Reports from members indicate that members are working at and beyond capacity this summer – lots of local and long-distance moves.

We are referring many consumers to you now, but more importantly, when we get into the fall and winter, consumer referrals become more valuable and these referrals will continue.

Check out your listing on our website to make sure that it is correct. Consumers are using the site in increasing numbers to find a mover. They are also accessing the *Consumer Checklist for Choosing a Moving Company* that CAM developed with Industry Canada.

And, if you haven't already done so, GET CERTIFIED. It doesn't cost you anything more and, for some members, it is a very successful part of their sales-closing process.

JUNE CONSUMER ACTIVITY

Month	Referrals <i>No. of moves referred to members</i>	Inquiries <i>Consumer calls asking for validation of a mover</i>	Complaints <i>Consumer complaints about movers</i>	Website	
				Visits	Visitors
June/06	236	187	26	13,000	5,000

EMPLOYMENT OPPORTUNITIES IN THE MOVING INDUSTRY

In early June, CAM placed a permanent job ad on our website. It invites job seekers to apply to the Canadian Association of Movers for jobs and careers in the moving industry. We have been receiving applications and have referred several applicants to members in their area.

MOVERS' EDGE, SEPTEMBER, 2006

CAM'S 2006 ANNUAL CONFERENCE AND GOLF TOURNAMENT

You've had a busy summer. Your Association has, too. It's time to get together with your fellow movers from across the country to compare notes. What regions did well? What techniques worked? Who figured out how to handle the manpower shortage? What can we do about it? Join us for an industry-wide discussion, a line-up of great speakers and a chance to honour three industry leaders at our 2006 Awards Dinner. **Watch for your flyer in the mail!**

2006 ANNUAL CONFERENCE — MONDAY, SEPTEMBER 18

Renaissance Toronto Airport Hotel, 801 Dixon Road (at Highway 27), Toronto

- **An Economic Forecast for Canada – Derek Holt, Assistant Chief Economist, RBC Financial Group** – Derek Holt will take us through a forecast for the Canadian economy over the next year with emphasis on those factors that affect the moving industry – housing starts, personal income, corporate results, and the ever-changing international situation.
- **Maximizing your Yellow Pages Investment – Brandon Grosvenor, National Director of Sales, Yellow Pages Group** – Your Yellow Pages advertisements are your largest promotional expense. Find out how to optimize the return on investment from your Yellow Pages ads.
- **Closing the Gap: Meeting the HR Challenge for the Trucking Industry – Linda Gauthier, Executive Director, Canadian Trucking Human Resources Council** – The Canadian trucking industry is losing thousands of skilled workers annually. Find out what is being done to improve retention of these skilled professionals and recruit new people into the industry. Learn how the moving industry and you can benefit from the CTHRC's industry-wide initiatives.
- **Recruiting and Retention – Jamie Knight, Human Resources Lawyer and Partner at Filion Wakely Thorup Angeletti LLP** – The shortage of staff at all levels in the moving and storage industry has reached a stage where operations are significantly affected. The key to being able to provide customers with the service they demand is your ability to recruit and retain staff. Jamie Knight will discuss some best practices in recruiting staff and offer some ideas for keeping them.
- **New Hours-of-Service Regulations – Mark Schauerte, Senior Policy Advisor, Transport Canada** – Canada's new Hours-of Service regulations have been in development for years and come into effect on January 1, 2007. They affect everyone who operates commercial motor vehicles. Mark Schauerte will bring you up to date on the new regulations and how they affect you and your operations.
- **A Review of the Federal Government's Moving Contract – Major Jean-Claude Collard, Contract Manager, Directorate Logistics Services, Department of National Defence** – Major Collard will bring members up to date on the status of

the Federal Government's moving contract, some of the new programs within the contract and the latest developments in its implementation.

- **Panel Discussion** – A review of CAM's programs, goals and objectives and an open discussion about how CAM can help to make its members more competitive.

2006 AWARDS DINNER — MONDAY, SEPTEMBER 18

Chairman's Reception: 5:30 to 6:30

Awards Dinner: 6:30 to 9:00

At this year's Awards Dinner, CAM will honour three distinguished members of the Canadian moving community:

- Innovators Award – Ray Anderson, MATCO Transportation Systems Ltd.
- Founders Award – Doug Kellough, Salmon's Transfer Ltd.
- Distinguished Service Award – Henry Van Remortel, D'Arcy Moving & Storage

2006 ANNUAL GOLF TOURNAMENT - TUESDAY, SEPTEMBER 19

Cardinal Golf Club on Highway 9 (east of Highway 400 between Jane and Keele)

SUMMER ACTIVITY

	Referrals	Inquiries	Complaints	Website
	<i>No. of moves</i>	<i>Consumer calls asking</i>	<i>Consumer complaints</i>	
<i>Month</i>	<i>referred to members</i>	<i>for validation of a mover</i>	<i>about movers</i>	<i>Visits Visitors</i>
July 2006	221	182	32	13,300 4,800
August 2006	175	188	30	10,400 4,100

Website and telephone activity in the CAM office reflects the busy summer moving season that members have had. Discussions with members indicate that everyone is working at capacity, which is sometimes constrained by availability of workers. There does not seem to be a magic cure for this problem, but CAM is reviewing some opportunities in this area, including advertising for staff on the website. This has had some minor successes.

MOVERS' EDGE, OCTOBER, 2006

The Canadian Mover — CAM'S Directory and Magazine

***The Canadian Mover* — CAM's directory and magazine will go to press on Friday, October 13, 2006.** There is still time to review and update your listing, but you have to do it now. You can see the information that CAM will use to generate your listing on our [website](#) and in the spring 2006 issue of *The Canadian Mover*.

Check out your listing. Compare it with your fellow members' listings. Bring yours up to date. Just print the online listing and fax it to us with your updates.

Don't miss this opportunity to make the most of your listing in Canada's only mover magazine.

CAM'S 2006 Annual Conference and Golf Tournament — Our Best Ever!

Our annual conference and golf tournament were held on September 18 and 19. Attendees commented that this was the best group of speakers CAM has ever had. Supplier members took the opportunity to introduce new products. Presentations have been posted to the [2006 Annual Conference](#) area of our website. A few items that should interest you directly:

- Derek Holt forecast continued economic growth across Canada, albeit at lower levels as Alberta's economy cools.
- Yellow Pages remain the prime advertising tool for movers. Given the cost of an ad, it makes sense to create as effective an ad as possible. Slides 16 to 19 in Brandon Grosvenor's presentation show some helpful hints to maximize your response. And don't forget to use your CAM logo (your van line's and BBB too) in the ad. Good credentials are valuable.
- Linda Gauthier indicated that we will continue to pay a premium for van foremen given the current shortage.
- Good personnel management is critical when there is a shortage of staff. Jamie Knight pointed out some key techniques to ensure that you manage your staff in a fashion that protects you from the pitfalls of poor documentation, bad practices, and unjustified or avoidable claims. He also showed how good personnel practice helps you to retain your best staff members.
- New hours-of-service regulations will come into effect on January 1, 2007. See relevant information in Mark Schauerte's presentation.
- Lastly, Jean-Claude Collard brought us up to date on the status of the federal government's moving contract.

The 2006 Awards Dinner was a success, with Ray Anderson of MATCO Transportation Systems receiving the Innovators Award, Doug Kellough of Salmon's Transfer the Founders Award, and Henry Van Remortel of D'Arcy Moving & Storage the Distinguished Service Award. All present agreed that these were three worthy recipients. This event brought

together members of all van lines, independent movers, suppliers and an international mover from Ghana.

This was our 10th Annual Golf Tournament and the 9th with clear skies. We had 62 members and friends golfing. Cardinal Golf Club served us well again. Comments were positive. As with the conference, it was an opportunity to network with people from all sectors of the moving industry.

Scott Hickling Receives the Governor General's Caring Canadian Award

In April 1996, the then-Governor General, the Right Honourable Roméo LeBlanc, created the Caring Canadian Award to recognize the fine example set by special volunteers whose compassion and charitableness are such a part of the Canadian character. This year, Governor General, Her Excellency the Right Honourable Michaëlle Jean presented the award to Scott Hickling, past president of the Canadian Association of Movers. The citation for the award was:

A businessman, Scott Hickling has generously donated storage space and supplies from his warehouse to organizations such as Secret Santa, the Alberta Lung Association, Big Brothers Big Sisters, the Juvenile Diabetes Society, and UNICEF Canada. He has also participated in their fundraising events. His business and management expertise greatly improved the finances and operations of the Calgary Inter-Faith Food Bank Society, where he also delivers and sorts food. The same skills played a key role in the organization and success of the Kids Cancer Care Foundation of Alberta. A blood, plasma and platelet donor since high school, Mr. Hickling has proven that it is possible to make a difference in the community in many ways.

MOVERS' EDGE, DECEMBER, 2006

AMERICAN MOVING AND STORAGE ASSOCIATION

Joe Harrison will retire as president of the American Moving and Storage Association in March 2007 after 26 years of heading up various American associations in the moving and storage industry. He will continue with AMSA in a consulting capacity until March 2009.

Joe led the moving industry through the dynamic marketplace changes wrought by the *Motor Carrier Act* of 1980, the unsuccessful 1994 effort to deregulate the intrastate moving industry, the *Interstate Commerce Commission Termination Act* of 1995 that retained important mover-related mover and consumer protection regulations, and the 2005 SAFETEA-LU legislation that included the *Household Goods Mover Oversight Enforcement and Reform Act* of 2005. He also testified on behalf of the moving industry countless times before Congress.

During Joe's leadership of AMSA, that association and CAM have built a relationship that has included becoming members in each other's organizations. In 2003, Joe spoke at CAM's annual conference on challenges affecting the moving industry in both the U.S. and Canada.

A new president of AMSA will be named in February or March 2007.

WELCOME TO NEW MEMBERS

CAM's membership is at its highest level since it was re-established in 1996. Below is a listing of the new members who have joined since the publication of our last directory. We have encouraged international movers to join CAM to help them connect with the best movers in Canada.

International Movers

- Burke Bros. Moving Group, Wolverhampton, United Kingdom
- Expat Movers, Singapore

Canadian Movers

- Any Size Moving & Storage, Brockville, Ont.
- Bronte Moving & Cartage Inc., Oakville, Ont.
- Burlington Movers, Burlington, Ont.
- C.A. Déménagement Inc., Laval des Rapides, QC
- Déménagement 2000, Gatineau, Que.
- Déménagement Maximum, Gatineau, Que.
- Martel Express (Trois-Rivières) Ltée, Trois-Rivières, Que.
- Premiere Van Lines, Winnipeg, Man.
- Salmon's Transfer Ltd., Richmond, B.C.
- Soo Van Moving & Storage, Sault Ste. Marie, Ont.

PROTECT YOUR LOGO

The CAM and ACD logos belong to the Canadian Association of Movers. They are the registered trademarks of your industry's trade association. You can see them at the top of this page. The logos are increasingly familiar to the public, which recognizes logo holders as reputable movers.

Place the logo on your website with a link to CAM. It will help search engines to find both CAM's members and CAM.

You can see these logos on many members' websites and in their advertising. You are welcome to use them in your advertising and are encouraged to do so. Unfortunately, you will also see them on the websites and in the advertising of movers who are *not* members of CAM and probably never could be. Help us to protect these logos. Let us know when and where you see them being used improperly. We will act.

MEMBERSHIP BENEFITS

Once again, we are looking at ways to provide you with additional tangible benefits of membership besides referring you to consumers and representing you to government.

Employee benefit programs from supplier members and offerings from international members can be seen on our website, in the [members-only area](#).

We are in the process of negotiating an arrangement with a major telecommunications company to provide you with first-rate telephone, cellular and Internet services at discounted rates.

This benefit will be available to all members and their employees.

HOLIDAY CLOSING

The CAM office will be closed from December 25 to 29, 2006.