

CAM MOVER'S EDGE, JANUARY, 2012

Happy New Year

The directors and staff of the Canadian Association of Movers wish you, your staff and your families, health, happiness, and prosperity in the New Year. As an Association, CAM is looking forward to the challenges that the New Year will present. We see many opportunities for CAM to provide benefits to all stakeholders in the Canadian moving marketplace.

In this, our first newsletter of 2012, we are asking you for your input on upcoming programs. During the course of the year, we will continue to do so. The Association's operating committees are beginning their work for 2012. They will need your help – they can only provide you with value when they know what you need and want from your Association. So call and tell us!

CAM's Education Programs

As mentioned in the last newsletter, CAM's education and training programs are now open to all current members.

CAM's online training program, the Canadian Professional Movers course, will require that each individual be registered for the course. Each will require a username and password. Upon successful completion of the course, an individual may request a framed certificate. There will be a \$15 charge that includes tax and shipping. An individual may also choose to receive the certificate as a PDF by e-mail at no charge.

All other education training material can be accessed through CAM's members-only area. ***WE HAVE CHANGED THE WAY IN WHICH OUR ONLINE SYSTEM HANDLES USERNAMES AND PASSWORDS FOR THE MEMBERS-ONLY AREA.*** The four-digit number that appears in the upper right corner of your membership invoice is your username. The contact name (exactly as it appears in your listing on CAM's website or in the membership directory) is your password.

CAM's Annual Conference Questionnaire

In mid-January, we will be circulating a questionnaire asking for your input on the 2012 and future annual conferences. We need your feedback in order to provide you with the kind of conference you want. Watch for this by e-mail.

CAM's Conference-Call Seminar Programs

We have planned a few conference-call seminars for later this month and in the months to come. Current topics to be explored include employee recruiting and criminal record

checks. Again, we would appreciate your input into what topics you would like to hear about on these seminars.

A New Scam (?)

This may not be a new scam, but it's ingenious and making the rounds of trucking and moving companies in the USA. Our appreciation to our friends in NCMA and CMSA for letting us know about this.

A man called claiming he was with a truck repair firm called "Truck Part Service". He stated that his trailer was in need of repair and in a remote area "in the hills" and there was no cell phone coverage. He said he was on the "two way" with his repairman and that was the only way they were able to communicate. He gave a trailer number that was my trailer and said it needed two tires, total of about \$800. Gave the size and brand of the tire, etc.

He said that he couldn't take a credit card and "COMCHECK" was best. I called my driver and he told me he was on the road and driving and not in need of service at all, but that he had been in the Knoxville area and had left a truck stop after getting fuel.

I may have been fooled if I was not able to get a hold of my driver or if he didn't answer for some reason. I am glad he was able to pick up the phone, if not I may have assumed the caller was telling the truth about not being in cell coverage, and issued the COMCHECK to get my driver on the road.

I called COMCHECK about this scam, and the representative said there was an individual who sits at truck stops and gathers info on trucks, waits until they leave and then calls about this type of service, he always keeps the amount under \$1000. He takes notes on who he talks to and what the service was that he was requesting, thus seeming reliable and trustworthy.

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, FEBRUARY, 2012

DOT Issues Final Ruling Banning Cell Phone Use by CMV Drivers

A new FMCSA rule that took effect one week ago today restricts the use of hand-held mobile telephones by interstate commercial motor vehicle (CMV) drivers. The rule prohibits CMV drivers from holding, dialing, or reaching for a hand-held cellular phone. This includes all push-to-talk functions.

Hands-free use of a cellular phone is allowed. The ban does not prohibit or restrict the use of CB radios, GPS or fleet management systems. The final rule also allows a CMV driver to use a hand-held or hands-free cellular phone when necessary to communicate with law enforcement officials or other emergency services for such purposes as reporting an accident or a drunken driver.

A driver is allowed to initiate, answer, or terminate a call by touching a single button on a mobile telephone or on a headset. This action should not require the driver to take his or her eyes off the road. Reaching for cellular phones or a hands-free device that is done in "an unacceptable manner" is banned under this new rule. Examples of this behavior would be reaching for a cellular phone on a passenger seat, under the driver's seat, or into the sleeper berth. To be in compliance with the rule, a driver must have a cellular phone and/or hands-free device within "close proximity" to his or her person while he/she is in the normal seated position with the seat belt on.

Under this new rule, CMV drivers convicted of a hand-held cell violation twice within a three-year period would have their CDL disqualified for 60 days. If convicted for a third violation within three years, the driver would lose his CDL for 120 days. Drivers of CMVs would also be subject to federal civil penalties of up to \$2,750 for each offense.

FMCSA interprets the regulatory language in this new rule to mean that motor carriers are responsible for the actions of their drivers, regardless of whether or not such actions are sanctioned by the motor carrier. FMCSA will hold employers/carriers accountable if the employee/contractor was carrying out company business or otherwise acting on the carrier's behalf when the violation occurs. Motor carriers that allow their drivers to use hand-held cell phones while operating a CMV would face a maximum civil penalty of \$11,000 per violation.

Article courtesy of AMSA

Accessibility Standards for Customer Service

Ontario Regulation 429/07 came into effect January 1, 2012. The Accessibility Standard for Customer Service is a regulation under the *Accessibility for Ontarians with Disability Act, 2005* (AODA).

Starting **January 1, 2012**, *accessible customer service* came into effect for all Ontario businesses and organizations. This includes consultants, manufacturers and wholesalers as well as other businesses and professional services.

It applies to all organizations (public, private and non-profit) that provide goods or services either directly to the public or to other organizations in Ontario and that have one or more employees in Ontario.

By definition, a customer is any person including a person with a disability who can come into contact or require your goods and /or services. **This will virtually affect all Ontario businesses including construction.**

By January 1, 2012, organizations are obligated to:

1. Develop and put in place a plan that outlines how you will provide goods or services to people with disabilities. This means developing policies and procedures outlining the provisions of goods and services to individuals with disabilities.

Create and put in place an accessibility plan that:

- Considers a person's disability when communicating with them;
 - Allows assistive devices in the workplace. For example, wheelchairs, walkers and oxygen tanks;
 - Allows service animals;
 - Welcomes support persons;
 - Lets customers know when accessible services are not available;
 - Invites feedback.
2. Provide training to all employees who interact with the public on the provision of goods or services.

In addition, organizations with 20 or more employees are also required to:

3. Inform customers that Customer Service Standard Policy is available on request and;
4. Report compliance to the Ministry of Community and Social Services by December 31, 2012.

For non-compliant organizations, fines are imposed under section 37 (5) of the *Accessibility for Ontarians with Disability Act, 2005*. Fines range from \$200 as an administrative penalty to as much as \$50,000 to \$100,000 per day for non-compliance.

In addition to the Customer Service Standards, the new **Integrated Accessibility Standards Regulation** sets out further requirements in the areas of transportation, employment, information and communications established for organizations operating with 50 or more employees with compliance dates starting on January 1, 2012, and ending in 2021.

CAM's Identification Program

Decals for movers, international movers and suppliers are available from CAM for \$5 per pair, including shipping and taxes (in English and French). The decals are printed two-up on letter-size material. They are suitable for use on vehicles and identify you to the consumer as a CAM member and reputable company.

Employment

New job opportunities have been posted to the website .

CAM's Annual Conference Questionnaire

Thank you for your responses to the questionnaire that was circulated two weeks ago. The results will be communicated to members once the conference committee has had an opportunity to review them.

Licensing of Movers

The licensing of movers in the Greater Toronto Area remains on the agenda of the City of Toronto. CAM representatives are currently working on the issue with the City and the Province of Ontario.

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, MARCH, 2012

The Canadian Mover

The Canadian Mover, CAM's magazine and directory, is scheduled to go to press on April 2. It's time to update your record with CAM and ensure that we have your latest contact information and the services you provide. Check out your [listing](#) in the last directory or online.

We have begun to source articles and information for the magazine. If you have any suggestions, please let us know ASAP.

Also, please check your accounts payable. Your membership may have expired and you may not be included in the upcoming issue. We look forward to hearing from you.

CAM's Education Committee

CAM's Education Committee is looking for a few volunteers to provide input into our educational offerings:

- Updates to existing material
- Development of new material
- Sourcing of additional courses
- Recommend the future direction for CAM's education programs

CAM's Annual Conference Survey

Earlier this year, we did a survey to see what members wanted in a conference. The results indicated that the general format that we use for our conference should continue. A couple of the findings were:

- Members like the meeting-and-greet evening on the Sunday night, followed by a day-and-a-half-long conference.
- The conference should end midday on Tuesday.
- The educational portion of the conference and the opportunity to visit the tradeshow are two very important aspects of the conference.
- The addition of a tour and more networking opportunities were suggested.

The Conference Committee has reviewed members' comments and suggestions and will incorporate whatever value-added ideas are practical.

Licensing of Toronto Movers

CAM met with Ontario's Ministry of Consumer Services to discuss the City of Toronto's proposal to license movers within the city. CAM's board of directors had mandated that any

licensing of movers should include standards similar to those that CAM has in place for members.

Complaints

In the CAM office, we have been dealing with a consumer complaint that could have been easily avoided by the mover. Simply put, the consumer had been promised free boxes. He had not been told that he would have to pick them up, or that there would be a fee if he wanted them delivered to him.

To our way of thinking, this was not a big issue except for the fact that the customer indicated that the salesman involved had not disclosed the full nature of what the free-boxes offer was.

We're getting into the summer moving season and if your salesmen are trained to provide full information to the consumer (the basic principle of full disclosure), we will all save ourselves a lot of grief.

By the way, the consumer felt that nothing short of capital punishment was appropriate.

Moving Industry Calendar

As an industry association, we find it very useful to know when various moving-industry groups are hosting conferences, seminars and events. We thought you might find the following list to be useful. We will be posting it to our website. If you know of any events that we have missed, please let us know and we'll add them to the list.

April

- 16 to 21 – Mover One Group – United Van Lines & Mayflower – Convention 2012 – Naples FL

May

- 3 to 6 – SIRVA Operations Conference – Edmonton AB
- 17 to 19 – BAR Annual Conference – Windsor, England

June

- 12 to 14 – NCMA – Annual Meeting – Chicago IL

September

- 16 to 23 – North American Van Lines Tour de Force
- 17 – CAM's Golf Tournament (date yet to be finalized)

October

- 9 to 12 – Atlas Van Lines Canada – Annual Conference – Edmonton AB
- 10 to 13 – IAM Annual Conference – Washington DC
- 14 to 20 – SIRVA – Agent Convention
- 21 to 23 – CERC – Annual Conference
- 21 to 24 – Atlas Van Lines USA – Annual Conference – Palm Springs CA
- Oct. 31 to Nov. 4 – UniGroup USA

November

- 18 to 20 – CAM's Annual Conference – Toronto ON

2013

- September 22 to 24, 2013 – CERC – Annual Conference
- October 7 to 10, 2013 – IAM – Annual Conference – Vancouver BC
- October 16 to 19, 2013 – Atlas Van Lines Canada – Annual Conference – 50th anniversary – Toronto ON

Walk for ALS In Honour of Jean Goulet

Betty Shields of Parkway Van Lines is promoting a walk on March 24 in honour of Jean Goulet, a long-time member of the moving industry. Jean has been suffering from ALS and appreciates the support of his fellow movers.

You can show your support of this effort through your participation on the walk and/or a contribution to the ALS Society of Ottawa. To participate in the walk, contact Jean's old friends Betty Shields at 613-744-4781 or Steve Sharpe at 613-733-5132.

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CAM MOVER'S EDGE, APRIL, 2012

THE CANADIAN MOVER – LAST CHANCE FOR UPDATES!

The spring 2012 issue of *The Canadian Mover* is now in the first stages of layout. Check your listing in the fall issue or in our [online directory](#) and let us know today or tomorrow if there are any changes you need made. Watch the mail for your copy of the directory before the end of April.

CAM on LinkedIn

The Canadian Association of Movers has established two groups on www.Linkedin.com. The groups are intended to help members communicate with other members of the Canadian moving industry. You can exchange ideas, concerns and opportunities. We can announce changes in rules, regulations and legislation in a timely fashion. We can ask questions of our fellow movers about any moving topic and receive expert opinions from across the industry.

- Canadian Movers Network
- Canadian Overseas Movers Network

The Canadian Movers Network is open to all members of the Association; the Canadian Overseas Movers Network is open to international mover members. The opportunity to use these facilities is only limited by our imaginations.

To join the group, you must be a CAM member and a member of www.Linkedin.com. Membership in LinkedIn is free. Once you have your membership, go to LinkedIn's "Groups" link and click on the Groups Directory. Search for Canadian Movers. Click on the Join Group button and we will include you in the group as quickly as possible.

Job Opportunities

Several opportunities have been posted to the [job postings](#) area in the employment section. This is where you can look for employees or employment.

Power of Attorney Form – U.S. Customs

U.S. Customs has noted that the Power of Attorney form being used by many moving companies and overseas agents is out of date and not in compliance with current regulations. It is very important that we correct this – since U.S. Customs sometimes issues fines and penalties for inadequate powers of attorney. Fortunately, the solution is very simple. Please discard all older versions of your power of attorney (POA) forms and in their place use a POA form that includes the importer notifications required by part 111.29(b) and 111.36 of the Customs regulations (Code of Federal Regulations, Title 19). We

have [posted](#) a current version, appropriate for individual shipments to the US. A long-form POA form and other forms (including one for ISF) can be found at Customs Clearance International's website – www.cciusa.net. Also, note that the current version of Customs' Form 3299, Declaration For Free Entry of Unaccompanied Articles, can be found [here](#) (pdf). For those of you who want to review the U.S. Customs regulations pertaining to the power of attorney requirements, a summary of these regulations is also posted to CAM's [website](#).

For powers of attorney to be valid for clearing shipments:

1. They must be signed by the owner of the household goods and/or personal effects,
2. The person's name should also be printed on the top line of the form,
3. They must include the date,
4. They must include the complete name of the clearing customs broker (if not already pre-printed), and
5. All information must be legible.

Visa/MasterCard Scam

HEADS UP EVERYONE! Not that you don't know, but never divulge any personal or credit info over the phone or in reply to an email, ever! There is a new scam that is victimizing holders of VISA and MasterCard. A caller will tell you that he is working for VISA or MasterCard. After a long description of the situation, the caller tells you that your card may have been used for an unauthorized purchase. The caller then provides you with the number on your card, your name and your address. He then asks you to validate the three-digit PIN number on the back of the card. He thanks you for your assistance and cooperation and tells you that if you have any unauthorized charges on your statement to call the credit card company using the 1-800 number on the back of the card.

Your PIN number is what he's looking for. He now makes several charges to your account that are all within the authorized limit. And you are not the wiser until you see your statement at the end of the month.

The bottom line is "NEVER DIVULGE ANY CREDIT-CARD INFORMATION OVER THE PHONE OR BY E-MAIL!"

Frogbox

Want to differentiate your service from your competitors? Partner with Dragons' Den success story, FROGBOX, to offer your customers a green moving supply service. We refer business to our partners. Contact Doug Burgoyne at doug@frogbox.com or call 604-609-6436. Visit www.frogbox.com.

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, MAY, 2012

The Canadian Mover – It's in the Mail!

The spring 2012 issue of *The Canadian Mover* is in the mail. Watch for your copy.

CAM's New Online Web Search

CAM's new online web function is up and running. We have had a large number of comments on it – both positive and negative. It's important that you know what we are doing.

The reason that we installed it was that the previous search function did not necessarily provide consumers with movers who are close to their location.

The new system asks the consumer for two pieces of information:

1. Is this a local or long-distance move?
2. What is the origin of the move? For this, the consumer can provide a street address and city, a city only or a postal code.

The system then provides the consumer with six movers who can perform the move. The six movers are ordered from closest to furthest from the consumer with only current CAM members showing. Only movers within a 50 km radius from the consumer are shown.

Below is a summary of the most frequently asked questions regarding the search along with responses in red:

1. Why does our van line not appear in the search? The system was set up to show an originating agent, not a van line.
2. Why doesn't my (domestic) company appear in the results list? This may be because your company is not one of the six closest members, you are further than 50 km from the consumer (or the consumer's city centre) or you may not have paid your membership fee.
3. Why doesn't my (overseas) company appear in the results list? Are there plans to add international movers to the drop-down list? We have a limited number of international members in Canada and it was originally felt that there was not a sufficient number to provide consumers even with one mover within the 50 km radius. This may change shortly.
4. My company appears in the results list when I enter my company's physical location. But it doesn't appear when I search in our service area (i.e., within 150 miles of our physical office). Why not? The search area is based only on the 50 km radius from the consumer's location.
5. My company appears when I search for movers in my own town, along with movers in a nearby town. But my company does not appear when I search the nearby

town. The town you are in may be small and has only one or two members. The nearby town has enough members to meet the six-members-within-50-km requirement.

6. Are the movers listed in the results randomly selected? Are they in any particular order? The order of the six members listed is from closest to the consumer to furthest.
7. If there are more than six movers within the 50 mile radius, only the same six closest to city centre will be listed. Is this fair? Can the names be rotated? The movers chosen are based strictly on what consumers choose as their origin location.
8. What happens if there are no movers within a 50 mile radius? I'm thinking of those people who live in smaller centers and are looking for a mover. No movers will be displayed. We are working on a suitable message for this eventuality that will direct consumers to our online membership directory.
9. Why are the accented characters in a French request for an estimate not properly formatted? This was an error in our programming and we are working on a fix right now.

Our programmers are reviewing comments that many of you provided. Watch our future newsletters for developments.

HGTV

CAM has been approached by a company that validates suppliers for HGTV (the Home & Garden television channel). The proposal is that CAM would supply a list of mover members and these movers would appear on HGTV's website listing of preferred suppliers. This would all be done at no charge to members, but members would be required to provide up-to-date insurance and workers compensation certificates as part of the validation process.

Watch for details.

Press Releases

CAM's marketing committee is continuing the press release program that was instituted a couple of years ago. We have issued the following press releases so far this year:

- March 2012 – Consumers Who Get a Good Estimate are Likely to Have a Good Move.
- April 2012 – A 10-Point Plan for a Summer Move

Press releases related to “getting ready for your move” and “packing for your move” will follow in the next several weeks. This is all in an effort to direct consumers to you. Let us know if our messages are mentioned in your local media.

Website Access

Some members have had difficulty in accessing the MEMBERS-ONLY area on the CAM website. It's not intuitive! Instructions can be seen on the website in the LOGIN INFORMATION area. Your username is the four digit number that appears beside the word SEQUENCE on all your invoices. Your password is your name exactly as it appears in our magazine or in our online directory beside the word CONTACT. Of course, you can always call our office for help.

Buy – Sell

Check out the buy-sell area on the [website](#). There may be something you need.

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, JUNE, 2012

CAM's Annual Golf Tournament

Join us for CAM's Annual Golf Tournament at noon on Monday, September 17, 2012, at Granite Ridge Golf Club in Milton.

It's a great opportunity to get together with your colleagues, friends, and competition to discuss how the summer moving season went and what your plans are for the fall.

CAM's 2012 Annual Conference

CAM's 2012 Annual Conference is scheduled for Sunday evening to noon on Tuesday, November 4-6, 2012, at the Sheraton Toronto Airport Hotel. The conference is titled:

NETWORKING: If You're Not Networking, You're Not Working!

The conference will include an optional plant tour.

The Annual Awards Dinner will take place on Monday evening, November 5.

CAM Awards for 2012

CAM's award committee will convene shortly to begin the selection process for the awards to be presented at CAM's Annual Awards Dinner. The committee will be looking for a few deserving members of our industry to honor with our annual awards:

- Distinguished service award.
- Industry achievement award
- Innovators award
- Public service award

Criteria for the awards and nomination forms can be obtained [online](#). You can also review the lists of past recipients.

The Canadian Mover

We mailed the spring 2012 issue of ***The Canadian Mover*** to you in late April. We'd sure like to hear your feedback on it.

- Were the articles of any value? Were they interesting?
- Does your listing in the directory represent you properly? (If not, please let us know the changes you'd like to see.)
- What did you think of the layout?
- What topics would you like to see in future issues?

It's your magazine. It represents you to your fellow movers and suppliers across the country and around the world. We need your input in order to ensure that it remains a valuable publication.

CAM's New Online Web Search

CAM's new online Web search has been running since mid-April. We had a lot of suggestions as to how the system should run and feel that we have addressed most of them. The system runs in English and French.

Just so you know, when consumers enter their location, the system now provides them with up to 10 CAM members who are within 50 km. If a consumer enters a city name only, the system provides the same information but centered on the City Hall.

New Members

In recent months, CAM has welcomed a dozen new members – Canadian Movers, International Movers and Suppliers. They all appear in our online directory and most appear in ***The Canadian Mover***. Have a look at their credentials in our online database and consider them the next time you need an OA or DA partner, or a supplier.

Movers

- Premiere Van Lines, Vancouver, Langley, BC
- Les Transports Lacombe inc., Montréal, QC
- Westmount Moving & Warehousing, Ottawa, ON

International

- Dawood World Wide Moving Services Co., Ltd., Yangon, Myanmar
- De Marti Mudanzas, Barcelona, Spain
- Déménagement Westmount Moving International, Montreal (Lasalle), QC
- Westmount International Moving, Ottawa, ON
- Westmount International Moving, Kitchener, ON
- Worldwide Logistics Movers, Accra, Ghana

Suppliers

- Bac Bleu Illimitée Ltée, St-Laurent, QC
- Force Trucks & Parts, Oakville, ON
- Red Recruit Ltd., Burlington, ON

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- March 2012 – Consumers Who Get a Good Estimate are Likely to Have a Good Move.
- April 2012 – A 10-Point Plan for a Summer Move

Our press releases can be viewed [online](#).

Press releases related to “getting ready for your move” and “packing for your mover” will follow in the next several weeks. This is all in an effort to direct consumers to you.

Buy – Sell

Check out the [buy-sell PDF](#) on the website. There may be something you need.

Steer Insurance Brokers & Consultants

Marc Puddy is pleased to announce the First Anniversary of his acquisition of Chris Steer Insurance Brokers Ltd. Chris and Susan Steer will continue to remain active in the business and together with Marc, they assure their customers and the moving industry as a whole that the same high-quality standard of service and coverage will be maintained. In celebration of this milestone the firm rebranded to Steer Insurance Brokers & Consultants to reflect its new energy and fresh approach to solving client and industry insurance and risk management issues.

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CAM MOVER'S EDGE, JULY, 2012

The Canadian Mover – CAM's Magazine and Directory

The Fall 2012 issue of *The Canadian Mover*, CAM's magazine directory, is scheduled to go to press in mid-August. Check out your [listing online](#) or in the spring issue and let us know if you have any changes or updates. This is a great method of informing fellow members in the moving and storage community about what you do and the facilities you have. The information also appears in our online database for informing consumers.

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CAM'S 2012 Annual Conference

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NETWORKING: If You're Not Networking, You're Not Working!

The most successful movers are those who are most successful at networking. We will provide you with some of the tools needed by a successful networking organization. A few of the speakers at the conference include:

- ***Rick Farrell*** will present a non-traditional and contrarian viewpoint that's designed to be a wake-up call for company owners and staff managers at all levels on how to sell, strategize and position their company to meet the harsh realities in the information economy and challenging economic climate of today's marketplace.
- ***Rebecca Mountain*** will provide some clarity to the social-media agenda showing who your audience is, what it is looking for, and how best to direct your efforts.
- ***Ivy Wong*** will show you how you can market your website to drive business to your company. She will discuss website design, search engine optimization and e-mail marketing strategy.

In addition, the conference will include an economic forecast, a seminar on how you relate your business to government, and the presentation on activity costing – do you know what your costs of doing business are?

And as an optional activity on Tuesday afternoon (November 6), Norampac will host a tour of their manufacturing facility. You've used a million boxes, but have you ever wondered where they come from and how they're made?

CAM Awards for 2012

CAM's award committee will convene shortly to begin the selection process for the awards to be presented at CAM's Annual Awards Dinner on the evening of Monday, November 5, 2012. The committee will be looking for a few deserving members of our industry to honour with our annual awards:

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Criteria for the awards and nomination forms are [posted online](#). You can also review the lists of past recipients.

Press Releases

CAM's marketing committee is continuing the press release program that was instituted a couple years ago. We have issued the following press releases in June:

- June 5, 2012 – packing for moving day is done best by professional movers
- June 8, 2012 – consumers must take steps to protect their goods in transit.
- June 27, 2012 – what consumers need to know about moving into storage.

The purpose of CAM's press-release program is to provide consumers with information about the benefits and services of hiring a professional mover. Our [press releases](#) can be viewed on our website.

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CAM MOVER'S EDGE, AUGUST, 2012

Last Chance! — The Canadian Mover — CAM's Magazine and Directory

The Fall 2012 issue of *The Canadian Mover*, CAM's magazine directory, is scheduled to go to press on Friday, August 17. Take a minute to review [your listing online](#) or in the Spring issue, and let us know ASAP if you have any changes or updates.

CAM's Annual Golf Tournament

CAM's Annual Golf Tournament will be held at noon on Monday, September 17, 2012, at Granite Ridge Golf Club in Milton. We already have 25 golfers and two sponsors (Livingston Freight-Searail and Ogilvy & Ogilvy Insurance Brokers) registered. The summer moving season will soon be over and the tournament will be a great opportunity to get together with your colleagues, friends and competition to discuss how the season went and what your plans are to lower your golf handicap. Don't miss it!

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- ***Rebecca Mountain*** will provide some clarity to the social-media agenda showing who your audience is, what it is looking for, and how best to direct your efforts.
- ***Satinder Chera***, Vice President, Ontario Region, Canadian Federation of Independent Business, will present a few of the challenges and opportunities for small businesses in the current political climate.
- ***Robert Hogue***, Senior Economist with RBC and specialist in the Canadian housing market, will review the global and Canadian economies and their implications for the year ahead. He will pay particular attention to Canada's housing market, an area of increased concern for policy makers.

- **Ivy Wong** will show you how you can market your website to drive business to your company. She will discuss website design, search engine optimization and e-mail marketing strategy.

As an optional activity on Tuesday afternoon (November 6), **Norampac** will host a tour of their manufacturing facility. You've used a million boxes, but have you ever wondered where they come from and how they're made?

CAM Awards for 2012

CAM's award committee will convene shortly to begin the selection process for the awards to be presented at CAM's Annual Awards Dinner on the evening of Monday, November 5, 2012. The committee will be looking for a few deserving members of our industry to honour with our annual awards:

- Distinguished service award
- Industry achievement award
- Innovators award
- Public service award

Criteria for the awards and nomination forms can be obtained [online](#). You can also review the lists of past recipients.

Memberships & Alliances

In the last month, CAM has been working on three new alliances with other associations and organizations. Each of these provides a direct or indirect benefit to CAM members.

Canadian Federation of Independent Business (CFIB) – The CFIB provides advice on taxes, business practices, hiring and all phases of business. CFIB brings very effective purchasing power to its members and that includes excellent VISA and MasterCard rates.

Federation of European Movers Associations (FEDEMAC) – This group is an association of all the moving associations in Europe. CAM is now listed on FEDEMAC's website and we will reciprocate. One of FEDEMAC's prime objectives is to harmonize European customs codes and regulations for household goods with those in North America. Further, this alliance provides opportunities for Canadian movers to network with their European colleagues.

Move for Hunger – This organization works with moving companies to support the efforts of local food banks. When people move, they throw away a whole bunch of "stuff." Unfortunately, a lot of this "stuff" is food that could be given to a family in need rather than thrown away. Participating movers offer to pick up the unwanted, non-perishable food items during the moving process and deliver it to their local food banks. In three years, Move for Hunger has grown to work with over 350 moving companies throughout the US &

Canada. Move for Hunger is a great way to become a socially-responsible company working to support the community. Watch for further announcements shortly.

CAM's Website

We're in the process of rewriting the consumer page on CAM's website and we need your input. The theme of the new consumer page will be a warning to consumers about choosing the wrong mover. The page will discuss the perils of not doing your research in advance of the move. Please provide us with any links you may have to webpages providing stories about disastrous moves.

CAM's Consumer Flyer

CAM's Marketing & Internet committee has rewritten our **CHOOSING A MOVER** flyer. This is the flyer that members' representatives leave with prospective customers to assist them in validating a mover's reputation. The content now has a much stronger message about the consumer's responsibility to find a reputable mover and the dangers and risks of not doing so. These new flyers will be available in 10 days in both English and French at the same low price of \$25 per hundred including tax and shipping.

Moore-McLean Corporate Insurance Ltd.

Three years ago, Dale & Morrow Insurance Limited and Moore-McLean Corporate Insurance Ltd. came together as a company, and today they carry on the history of both companies under a new banner – "Moore-McLean Insurance Group Ltd." "The merger and name change mark the next step in the development of our emerging company with a continuing vision of 'Only the Best' People, Partners and Practice. We look forward to helping CAM members with their insurance needs."

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, SEPTEMBER, 2012

The Canadian Mover – CAM's Magazine and Directory

Your Association's magazine and directory – *The Canadian Mover* – is at the printer and will be in the mail shortly. You'll find lots of great contact information, good stories and the Annual Conference flyer! Watch for it and let us know what you think!

Government of Canada — Moving Contract

CAM was contacted by several members who expressed their frustration with the content of the Government of Canada's Letter of Interest for Household Goods Removal for DND, RCMP and PWGSC. This is the opening step in the RFP bidding process for the Government's moving contract scheduled to take effect in April 2013.

The Government's proposal simplified the fee structure to a point that many knowledgeable movers believe that it's not workable. The average accessorial charge would put them at risk of undercharging on some moves and overcharging on others based on the way in which the Government decided who would be moving and their origins and destinations. Some movers would show a profit on some moves and some would show a loss on others. It places the business risk of moving squarely on the moving industry. It would reduce the Government's administrative costs and together with a new penalty system, make significant reductions to a mover's revenue from a move.

While other interested parties had already done so, CAM wrote an email to the Minister of National Defence, several senior members of Government, Public Works and Government Services Canada and the members of the Interdepartmental Committee (IDC) expressing the moving industry's concern with the direction the Government is taking. This is not only a problem for the moving industry, but it will also ensure that government employees will not be well-served by the process.

The [email](#) that was sent is posted to CAM's website. You should consider forwarding it to your member of parliament. You would be helping yourself, your industry and the Canadians who defend us.

CAM's 2012 Annual Conference

It's titled ***NETWORKING: If You're not Networking, You're not Working!*** Your conference committee has spent several months assembling a conference that will provide you with the value you are looking for. They listened to your suggestions and ideas:

- More relevant sessions – more ideas and information you can use
- More time for networking both with fellow movers and industry suppliers
- A shorter conference ending after lunch on Tuesday

- Reduced conference fees
- An early-bird discount

It's a business conference for movers with lots of great ideas, concepts and information on sales, networking, social media, and diversification. And, of course, our supplier members will be there showing the latest in products and services to make your business more efficient, your life easier and your bottom line improved.

CAM's Annual Golf Tournament

We're just two weeks away from tee-off!

CAM's Annual Golf Tournament is going to be held at noon on Monday, September 17, 2012, at Granite Ridge Golf Club in Milton. We're going to have a great turnout this year with over 50 golfers already registered.

And a big thanks goes out to the sponsors of our event so far: Livingston Freight-Searail, Ogilvy & Ogilvy Insurance Brokers, Mover's Equipment & Supplies Ltd., Moore-McLean Insurance Group Ltd., Blue Bins Unlimited Corp, Intact Insurance and Economical Insurance®.

CAM's Consumer Flyer

CAM's new flyer – ***CHOOSING A MOVER – Who Will You Trust?*** – has now been printed. This is the flyer that many of our members' salespeople leave with prospective customers to assist them in validating a mover's reputation. It's been rewritten with a much stronger message that should help to direct consumers who are searching for professional services to CAM members. These new flyers are available in [English](#) (pdf) and [French](#) (pdf). They are only \$25 per hundred including tax and shipping. Call us to place your order.

Firemen Movers on 2012 Profit Hot 50 List

PROFIT magazine just ranked Firemen Movers Inc. #36 on its 13th annual PROFIT HOT 50 list of Canada's top new growth companies with its two-year revenue growth of 223%. Firemen Movers is owned and operated by off-duty professional firefighters in the Greater Toronto Area. It was formed in 2009 with one rental truck and a cell phone and has grown to operate 19,000 square feet of warehouse space and a fleet of trucks. Congratulations to Firemen Movers!

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, OCTOBER, 2012

CAM's 2012 Annual Conference

It's only a month away! It's titled **NETWORKING: If you're not networking...You're not working!** And that's what it's all about! It's your opportunity to hear great speakers, learn about the latest concepts in managing your business, and network with fellow movers and suppliers to the Canadian moving industry. Meet an IAM representative at the trade show. Take a tour and find out how your cartons are produced. We've lots to offer this year!

CAM's Annual Awards Dinner

Our annual awards dinner is scheduled for Monday evening, November 5, 2012. This year, CAM will honour the following individuals and groups for their contribution to the moving industry, the Association and the Canadian public as a whole:

- Distinguished Service Award – Randy Hoyt
- Industry Achievement Award – John Rausch
- Innovator Award – Dale Ittas
- Public Service Award – Kevin Devereux and North American Van Lines

Ted LeLacheur, chairman of the Canadian Association of Movers, invites you to join us for an evening in which the Canadian moving industry will honour these prominent members for their contribution.

California Air Resources Board (CARB)

Effective January 1, 2013, the California Air Resources Board's regulations require compliance on trailer aerodynamics for all trailers operating in California. This regulation applies to 53-foot box trailers.

While the fines for non-compliance are significant, the payback in fuel savings can be obtained in as little as 50,000 km.

Low rolling resistance (LRR) tires will become mandatory for all trailers by 2017.

For tractors, the regulations require model year 2011 or newer sleeper cab tractors have the required aerodynamics and low-rolling resistance tires. 2010 and older sleeper cab tractors are required to have low-rolling resistance tires. Compliance is required by January 1, 2013.

Electronic On-board Recorders

There has been a lot of discussion in the US regarding the requirements for electronic on-board recorders (EOBR) for commercial vehicles. Regulations on EOBR are currently in place but an implementation date does not appear to have been finalized. Watch for details. This will affect all commercial vehicles traveling in the US.

CAM Supplier Members' Announcements

Bac Bleu Illimitee Ltee

Bac Bleu Illimitée Ltée Montreal is experiencing growth. It's moving as of November 1st to a new location in Lachine, to 4,500 sq. feet from 2,000 sq. feet.

GM Packaging

****October Special**** 2 Cubes @ \$0.80/ea. 25lb Newsprint @ \$11.00/pkg. Open seven days a week at 5450 Maingate Drive, Mississauga. CONTACT US: 1-800-388-0834 or sales@gmpackaging.com.

K.I.D. Trailer & Equipment

Kentucky custom-built moving van trailers, now taking orders for Spring 2013 delivery. Contact: K.I.D. Trailer & Equipment, 905-842-2942/800-265-6291 or chris@kidtrailer.ca.

Your Moving Depot

Keep the chill off with this Cool Combo! Sweatshirt & Toque – \$25. Includes company name on both. Minimum order 12. For details call Kelly at Your Moving Depot – 1-888-415-8858.

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, NOVEMBER, 2012

CAM's 2012 Annual Conference

SIX DAYS TO GO! YOU CAN STILL REGISTER!

It's titled: ***NETWORKING: If you're not networking... You're not working!*** and that's what it's about. We have speakers who will talk about networking in sales, on the Internet and in seeking out new forms of business. We have representatives of the International Association of Movers and the Canadian Federation of Independent Business who offer services that complement those of the Canadian Association of Movers. Representatives of Canada's major van lines will be present and 15 of our supplier members will be exhibiting. Lots of networking opportunities are available to you!

The conference schedule is as follows:

- **Sunday, November 4**
 - 4:30 pm – Board of directors meeting
 - 6:00 pm – Get-together in the Olio Lounge to network with out-of-town attendees
 - 6:00 pm – Tradeshow setup
- **Monday, November 5**
 - 8:00 am – Registration and breakfast
 - 8:00 am – Tradeshow opens
 - 9:00 am – Conference sessions begin
 - 5:30 pm – Chairman's reception for the awards dinner
 - 6:30 pm – Awards Dinner
- **Tuesday, November 6**
 - 8:00 am – Registration and breakfast
 - 8:00 am – Tradeshow opens
 - 9:00 am – Conference sessions begin
 - 11:45 am – Lunch and Annual General Meeting
 - 1:30 pm – Norampac tour (optional)

Meet representatives of these leading suppliers and industry partners:

- Alliance Relocation Services, Inc.
- Blue Bins Unlimited Corp.
- Canadian Federation of Independent Business (CFIB)
- G M Packaging Ltd.
- International Association of Movers (IAM)
- K.I.D. Trailer & Equipment
- L. Hansen's Forwarding
- Livingston Freight (Searail) – Vehicle Transportation Division
- Moore-McLean Insurance Group Ltd.
- Mover's Equipment & Supplies Ltd.

- Ogilvy & Ogilvy Insurance Brokers
- Spicers Canada Ltd.
- Steer Insurance Brokers & Consultants
- UNIRISC
- Univan Leasing Ltd.
- Victory Packaging
- Your Moving Depot – Norampac

CAM's Annual Awards Dinner

Over 120 members of the Canadian moving community will be present to honor this year's awardees at our annual awards dinner on Monday evening, November 5, 2012:

- Distinguished Service Award – Randy Hoyt
- Industry Achievement Award – John Rausch
- Innovator Award – Dale Ittas
- Public Service Award – Kevin Devereux & North American Van Lines

A Benefit of CAM Membership – Representation to Government

As you know, in late August CAM addressed the industry's concerns about the federal government's Letter of Interest for Household Goods Moving Services. Our concerns were sent to the stakeholders in the federal government, including the Minister of National Defence and representatives of Public Works and Government Services Canada. Our e-mail to the government expressed the industry's concern with significant aspects of the Letter of Interest – the basic pricing model, the penalties, and most importantly, the risks to movers in Canada.

We received an e-mail from Public Works and Government Services Canada that stated:

“...the Government of Canada welcomes the opportunity for consultations with the industry in order to have a thorough understanding of industry concerns prior to posting the final RFP.”

In partnership with several of the stakeholders in the moving industry, we have achieved our objectives. The issuing of the RFP has been postponed until the moving industry has had an opportunity to address its concerns about the Letter of Interest. We'll keep you posted on developments on this issue.

**California Legislation — Wouldn't you love to have this in Canada?
Or would you?**

It seems like good legislation, but what do the regulations look like? What hoops do you have to jump through? What licenses, what reporting? What do you think?

Governor Signs Butler's Moving-Companies Legislation
AB 2118 will protect consumers from illegal moving companies

SACRAMENTO (October 3, 2012) – Assemblymember Betsy Butler (D-Los Angeles) today announced that Governor Brown has signed her legislation updating the *Household Goods Carriers Act* in order to protect consumers from fraudulent moving companies.

“AB 2118 would bring a much needed update to the *Household Goods Carriers Act* by going after illegal, unpermitted moving companies who prey on unknowing consumers,” said Assemblymember Butler. “These criminals will quote low prices to lure unsuspecting consumers only to later hold their belongings hostage for more money. No one should have to endure this type of treatment during a life transition.”

This bill clarifies that the *Household Goods Carriers Act* and California Public Utilities Commission rules regulating mover activities apply to unpermitted movers while increasing fines to mirror those applicable to licensed operators. Additionally, the bill codifies the definition of a household goods broker while creating a new section to address falsification of license, membership and location by illegal movers.

“The California Moving & Storage Association is grateful for the opportunity to work with Assemblymember Betsy Butler on this important legislation,” stated CMSA President Stephen Weitekamp.

“Assemblymember Butler understood and addressed the needs and concerns of both the moving public and the legal mover. She moved forward legislation that added value for both groups. AB 2118 will help the moving public by giving the Public Utilities Commission the additional tools they need to address issues related to brokers and illegal movers who misrepresent their identity.”

AB 2118 will also direct the Commission to create a “Know your Rights” website that will be linked to all PUC permitted moving companies’ websites in order to educate and promote consumer rights and protections.

AB 2118 is supported by the California Moving and Storage Association and the California Public Utilities Commission.

IF YOU HAVE NEWS THAT CANADA'S MOVING INDUSTRY SHOULD KNOW ABOUT, please let CAM know and we will include it in upcoming issues of this newsletter.

CAM MOVER'S EDGE, DECEMBER, 2012

CAM's 2013 Annual Conference — Vancouver — October 4–6, 2013

CAM's 2013 annual conference is scheduled for Friday to Sunday, October 4–6, 2013, in Vancouver. This will be the first time in over 15 years that the conference has been held outside the Toronto area.

The conference will have an international theme as it will precede the International Association of Movers' (IAM) annual conference also scheduled for Vancouver, Monday to Thursday, October 7–10. CAM members will be offered IAM member rates to attend the IAM conference and vice versa.

This is a great opportunity for CAM members to attend both conferences and see one of the world's most beautiful cities. Mark your calendars today – and watch for announcements. We'd be interested in knowing if you are planning to attend – just send us a message at admin@mover.net in the next day or two and let us know we'll likely see you there. This will help us in our planning.

CAM's 2012 Annual Conference

It was titled: ***NETWORKING: If you're not networking... You're not working!***

It delivered the value we promised!

The conference had some of the highest-rated speakers we have ever presented, according to attendee evaluations. Many of the speaker presentations have been [posted to our website](#). Our supplier members who exhibited in the tradeshow were happy with the results. We introduced attendees to two important trade associations – the International Association of Movers (IAM) and the Canadian Federation of Independent Business (CFIB) – both of which provide services beyond CAM's scope. Watch for details on these two associations and on how their benefit packages complement what you receive from the Canadian Association of Movers.

CAM's Annual Awards Dinner

130 members of the Canadian moving community were present to honor this year's awardees.

- Distinguished Service Award – Randy Hoyt
- Industry Achievement Award – John Rausch
- Innovator Award – Dale Ittas

- Public Service Award – Kevin Devereux & North American Van Lines

The evening was highlighted by the gracious acceptance speeches of the awardees. Presentation [photos](#) have been posted.

CAM's Annual General Meeting

On November 6, CAM's committee chairs and officers reported to the membership at the Annual General Meeting. The membership learned that the Association was profitable for the past year and that membership was holding at about 330 members. CAM's Board of Directors was named:

CAM Chairman:

Ted LeLacheur, Western Moving & Storage, Edmonton, AB

Vice Chair:

Tom Finlay, AMJ Campbell Van Lines, Delta, BC

Secretary/Treasurer:

Perry Thorne, Greg & Sons Moving and Storage, Scarborough, ON

Past Chair:

Tom Filgiano, Meldrum the Mover Inc., Montreal, QC

President:

John Levi, Canadian Association of Movers (CAM), Thornhill, ON

DIRECTORS

Jim Carney, Rawlinson Moving & Storage Ltd., Mississauga, ON

Cam Carswell, Country Wide Moving, Saskatoon, SK

Kirsten Flynn, Premiere Van Lines Inc., Mississauga, ON

Doug Kellough, Salmon's Transfer Ltd., Richmond, BC

Terry Krulicki, Globe Moving/Premiere Van Lines, Winnipeg, MB

Milton Letkeman, Jay's Moving & Storage Ltd., Regina, SK

James Marshall, East Coast Moving & Warehousing, Saint John, NB

David Ogilvy, Ogilvy & Ogilvy Insurance Brokers, Toronto, ON

Steven Young, Household Movers & Shippers Limited, Mount Pearl, NL

Staff:

Marian McGuire, Canadian Association of Movers, Thornhill, ON

Several initiatives are planned for 2013. One of these is to host a series of conference-call seminars this winter. Watch for details. Minutes (draft version) of the Annual General Meeting will be posted to the website as soon as they are reviewed by the Board of Directors.

Bob Clark of Atlas Van Lines

Two weeks ago, Bob Clark had a stroke and was treated at Oakville Trafalgar Memorial Hospital. Fred Haladay reports that Bob is recovering well and is impatient to get back to work. Bob is planning to be back at work in January.

We all wish him well in his recovery.

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