



## Canadian Association of Movers

Canada's Trade Association for the Moving Industry

# 2011 ANNUAL CONFERENCE

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# A Social Media World—The New Business Reality

November 13 - 15, 2011

Sheraton Toronto Airport Hotel

801 Dixon Road, Toronto, Ontario Canada

# A SOCIAL MEDIA WORLD—THE NEW BUSINESS REALITY

At the Canadian Association of Movers' 2010 Annual Conference, we posed the challenge "Times are changing!" and ask the question "Are you ready?"

It's a year later, and we believe that the answer is still "NO!" and maybe "NEVER!"

If we look at the advances in social media and those presented by the rapidly changing economic environment, we see our businesses requiring an ongoing effort to keep step with the changes and meet the challenges.

The demographics of our marketplace are changing, and with it so is the manner in which we have to communicate with consumers. What was once a paper-based communication system – Yellow Pages, letters, newspaper advertising, etc. – has morphed into a social-media environment through the use of Google, Facebook, LinkedIn, Twitter and a great variety of other web-based systems.

The consumers we are trying to reach use iPhones, Blackberries, and the Internet as their primary communication tools.

This year's conference — ***A Social-Media World – The New Business Reality*** — addresses some of these challenges with presentations that will provide you with a view of how the communication evolution impacts our day-to-day business of moving families.

Our conference speakers are drawn from a variety of environments – consumer advocacy, organizational and workforce management, communications and technology, the moving industry and the law.

We have invited two speakers from previous conferences – Paul Ferley for the excellent messages he's provided us about the economy and Roy Osing for his views on marketing and business strategy.

All our speakers will offer innovative thinking, latest technologies and practical solutions designed to help you to transform your business into a leading, new-world enterprise.



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## CONFERENCE ACTIVITIES

### Sunday Evening Get-Together

Sunday, November 13, 2011, 5:00 – 9:00

Sunday evening is a popular event among attendees from out of town or early arrivals. It will be held in the Olio Lounge and gives members a chance see old friends and talk about football, hockey, politics and perhaps the past summer in the moving industry.

### Annual Trade Show

Monday, November 14, 2011, 8:00 – 6:00

Tuesday, November 15, 2011, 8:00 – 4:00

This is an opportunity for attendees to see the latest in products and services that CAM suppliers have to offer. The trade show will help members establish or renew relationships with our supplier members.

### Awards Dinner

Monday, November 14, 2011, 5:30 – 9:00

Chairman's reception, 5:30 – 6:30

Awards dinner, 6:30 – 9:00

### Annual General Meeting Agenda

Tuesday, November 15, noon

Sheraton Toronto Airport Hotel

- Call to order and opening remarks
- Notice of meeting and adoption of agenda
- Ratification of actions
- Approval of the minutes of the Annual General Meeting held on November 16, 2010
- Committee chairs' reports
  - Membership
  - Government & consumer relations
  - Conference
  - Education
  - International
  - Marketing and Internet
- Chairman's report
- Treasurer's report for fiscal year ending September 30, 2011
- Appointment of auditor
- President's report
- Election of directors
- Direction for 2012
- Adjournment

This agenda constitutes notice of the Annual General Meeting as required by the Canadian Association of Movers' bylaws.

An open discussion on the past, present and future of CAM will follow the Annual General Meeting. Members are invited to submit topics for discussion.

# Monday, November 14

8:00 – 9:00 Registration & Continental Breakfast

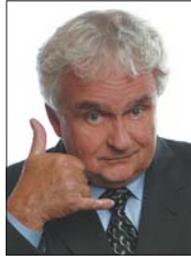
9:00 – 9:15 Opening Remarks

9:15 – 10:15 **Consumer's Concerns in a Social Media World**  
**Dale Goldhawk, award-winning Broadcaster and Journalist**

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Dale Goldhawk is Canada's leading consumer advocate. For over 40 years, he has been fighting for the rights of consumers to obtain the goods and services they've paid for in the manner in which they were promised.



In today's wired world, consumers can be accessed from anywhere in the world by anyone without any validation of the supplier's ability to provide the goods and services, only the certainty that they will take the consumers' money.

Consumers who are moving have become easy targets for scammers. And the consumer makes it easier for the scammer by shopping by price alone, not checking on the reputation of the mover, and providing payment through credit cards.

Dale Goldhawk will address how a mover can reassure consumers that they will be provided with the quality services they have contracted for.

10:15 – 10:45 **Coffee Break**

10:45 – 11:45 **Innovation – Building the top line to get a better bottom line!**  
**Ric Williams, President,**  
**Williams & Goffin Consulting Inc.**

We have worked relentlessly to innovate through cost cutting, technology and process improvement. Enough already! We need to sharpen our understanding of what our customers want, in ways that improve customer relationships to build market share as well as grow margins.



We will examine the best ways of improving the customer experience in the context of past successes and future technologies. We will show how social media can blow off years of building a reputation for excellence in one easy lesson. We will begin the journey to innovate, manage change and deliver customer intimacy.

Grab that extra edge and grow your business in a sustainable way.

11:45 – 1:00 **Lunch**

1:00 – 2:00 **Exploring and Embracing the World of Social Media**

**Mark Evans, ME Consulting**

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and its operating companies  
Allied Van Lines Canada  
North American Van Lines Canada

In the past few years, social media has exploded as companies look for new and different ways to communicate, market and sell to consumers. At the same time, consumers have the ability to quickly, easily and publicly talk about companies, brands and products.



Mark's interactive and engaging presentation will go through the social media landscape, highlighting the benefits that it offers, the approach companies should take when looking at social media, and real-world examples of companies effectively using social media to drive their businesses.

2:00 – 3:00 **A Public Relations Partnership = ROI**  
**David Eisenstadt – Partner, The Communications Group Inc., and Dan Hopkins – COO, Two Men and a Truck - Canada**

For the past few years, The Communications Group Inc. and Two Men and a Truck - Canada have been working together to develop and implement a Public Relations Action Plan, with a strategy that identifies the company as



a quality service provider, responsive to consumers' needs and a member of an industry in which quality and service matter. David Eisenstadt and Dan Hopkins will discuss how the Partnership came together and what it takes to make it work successfully.

3:00 – 3:30 **Ice Cream Break**  
**Sponsored by:**



3:30 – 4:30 **Will You have a Future in International Moving?**  
**Terry Head, President, International Association of Movers**

Over the next decade or two it is unlikely the physical aspects of international moving will change. Men and women will still go in the home to pack and load as they always have done. However, the marketing and sale of moving services will continue to evolve. There is little doubt that the advent of technology and economic pressures will bring numerous changes to the way movers price and



conduct their operations, administration and data management functions. Is your company poised to stay ahead of this curve? Will your workforce have the right knowledge and skill sets? Are you investing in the right kind of technology to succeed today - and ten years from now?

**5:30 - 9:30 Chairman's Reception and Awards Dinner**

## Tuesday, November 15

**8:30 – 9:30 North American Economic Outlook - Will the Recovery be Sustained?**  
**Paul Ferley, Assistant Chief Economist**  
**Economics Department – RBC**

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The North American economy pulled out of recession mid-2009. However, the damage to household balance sheets and the extent of marked weakness through the recession have limited the willingness of both consumers and businesses to spend keeping the pace of growth modest. Building on his presentations at CAM's 2009 and 2010 conferences, Paul Ferley will discuss what sustaining the recovery implies for interest rates and the Canadian dollar. As well, the presentation will touch on some of the other dimensions of the macroeconomic environment of interest to the moving industry including the regional outlook for growth.



**9:30 – 10:00 Coffee Break**

**10:00 – 11:00 Canadian Anti-fraud Centre – PHONEBUSTERS**  
**John Schultz, Ontario Provincial Police**

Detective Constable John Schultz, an Intelligence Analyst at the Canadian Anti-fraud Centre, will discuss efforts being made in fighting phone and online fraud. He will give an overview of the Canadian Anti-fraud Centre, update attendees on the state of mass-marketing fraud in Canada, provide some examples of recent investigations that will highlight some safety tips for the attendees and their families, and clarify the interaction between businesses and mass-marketing fraud.



**11:00 – 12:00 Privacy Issues in Recruiting and Managing Your Workforce**  
**Nadine Zacks, Lawyer, Hicks Morley Hamilton Stewart Storie LLP**

A moving business often places employees alone with customers and handles their valuable goods. Given this landscape, some customers are now demanding proof that workers have a clean criminal record. This presentation will help you understand whether a worker can be required to undergo a criminal record check and what is involved in obtaining this information. It will also provide guidance on some of the privacy issues you need to be aware of in your hiring practices and general workplace management.



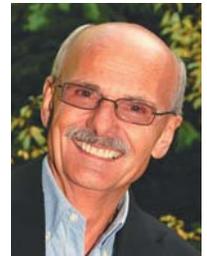
**12:00 – 1:30 Lunch**  
**Annual General Meeting**  
**Open discussion**

**1:30 – 4:30 BE DIFFERENT or be dead**  
**Roy Osing, President and CEO, Brilliance for Business**  
**(Coffee at 3:00)**

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After his dynamic keynote presentation at CAM's 2010 conference, we asked Roy to return and expand on his marketing and strategy concepts in an afternoon seminar.



Roy will describe "How to Carve out a Unique and Distinctive Position in the Market and Separate Yourself from the Faceless Competitive Herd."

His presentation will include:

- creating your competitive position in the market;
- avoiding being a commodity supplier;
- articulating your unique capabilities;
- explaining why people should do business with you and not someone else;
- answering the question "What makes your organization different than your competitors?"
- growing your business and increasing your market share.

Roy will put you to work in this session developing the practices and concepts you need to distinguish yourself from the herd.



# AWARDS DINNER

This year, a committee of CAM's Board of Directors updated the definitions for CAM's awards. The distinction between awards was made clearer and more suitable to current industry practice. New definitions were established for each award and the Founders Award was renamed Industry Achievement Award.

**The Distinguished Service Award** recognizes prominent members of the profession who exemplify the standards that CAM promotes for quality of operations; serves as a positive role model for others in the industry; has demonstrated leadership, commitment and integrity; and has made significant contributions to the Canadian moving industry.

2010	-	<b>Bob Tuckett</b>
2009	-	<b>Lorne Stockley</b>
2008	-	<b>Doug Auld</b>
2007	-	<b>Wayne Marshall</b>
2006	-	<b>Henry Van Remortel</b>
2005	-	<b>Ted LeLacheur</b>
2004	-	<b>Denis Frappier</b>
2003	-	<b>John Skinner</b>
2002	-	<b>Allen Taylor</b>
2001	-	<b>Tim Moore</b>

**The Industry Achievement Award** replaces **The Founders Award**. The award honors longtime members of the moving industry who have created or fostered a corporate environment in which they have demonstrated innovation and leadership; given many years of service to the industry; and established the competitive environment in which quality and professionalism are the key elements.

2010	-	<b>William O'Donnell</b>
2009	-	<b>Armstrong Family:</b> <b>Doug Armstrong Sr.,</b> <b>Dale Armstrong,</b> <b>Doug Armstrong</b>
2008	-	<b>Vic Switzer</b>
2007	-	<b>Paul Kenwood</b>
2006	-	<b>Doug Kellough</b>
2005	-	<b>Wayne Hekle</b>
2004	-	<b>Peter Naylor</b>
2003	-	<b>Clifford Hoyt</b>
2002	-	<b>Sonny Williams</b>
2001	-	<b>Chuck Martin</b>

**The Innovators Award** is presented to an individual or company that achieves real innovations or breakthroughs in the many phases of the moving industry – customer service, process improvement and technology. The award recognizes achievements that can be seen by the industry as a whole.

2010	-	<b>Glenn Thomsen</b>
2009	-	<b>Chris Steer</b>
2008	-	<b>Michael Rathbone</b>

2007	-	<b>Ralph Mueller</b>
2006	-	<b>Ray Anderson</b>
2005	-	<b>David Young</b>
2004	-	<b>William (Bill) Grossman</b>
2003	-	<b>Bryan Bennett</b>
2002	-	<b>Ross Mackie</b>

**The Public Service Award** was established in 2010 to honour an individual or group who has performed a significant act or acts of moving related service in the public interest including consumer advocacy, safety and security, environmental protection, and humanitarian achievements. Kevin Hooper of the Toronto Police Service was the 2010 awardee for his actions in removing a rogue mover from business.



*CAM's 2010 award winners and presenters (left to right): Ted LeLacheur, Glenn Thomsen, Doug Kellough, Bill O'Donnell, Bob Tuckett, Wayne Marshall, Tom Filgiano*

## 2011 ANNUAL CONFERENCE COMMITTEE

CAM's 2011 Annual Conference was organized by a committee from across the association's membership. Speakers and topics were carefully chosen to expand on the theme of ***A Social-Media World – The New Business Reality*** and provide attendees with practical information that can be used in their day-to-day business.

### Chair

Leonard Hoyt, Hoyt's International

### Members

John Delanty, Kenwood Moving & Storage Inc.  
Tom Filgiano, Meldrum the Mover Inc.  
James Marshall, East Coast Moving & Warehousing  
John Rausch, Allied Van Lines Canada  
Chuck Resnick, Two Men and a Truck Canada

# 2011 ANNUAL CONFERENCE

## You have five ways to register:

**Phone:** 905-848-6579

**Toll free:** 1-866-860-0065

**Fax:** 905-764-0765

**Online:** [www.mover.net/conf2011](http://www.mover.net/conf2011)

**Email:** [members@mover.net](mailto:members@mover.net)

**Mail:** Canadian Association of Movers

PO Box 30039, RPO New Westminister, Thornhill, ON Canada L4J 0C6

Send additional names on a separate sheet.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Conference fees:

	Members	Non-members
<b>Full Conference – Monday and Tuesday</b>	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950 <sup>1</sup>
The full conference fee will be reduced by \$200 for additional attendees from one company.		
Trade show booth <sup>2</sup>	<input type="checkbox"/> \$200	
<b>Monday (only)</b>		
Conference and Awards Dinner	<input type="checkbox"/> \$475	<input type="checkbox"/> \$575 <sup>1</sup>
Awards Dinner only	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
<b>Tuesday (only)</b>	<input type="checkbox"/> \$325	<input type="checkbox"/> \$425 <sup>1</sup>
<b>Sub-total</b>	_____	_____
Tax (13% HST)	_____	_____
<b>TOTAL</b>	_____	_____

<sup>1</sup> Non-member premiums (\$100 per conference day) can be applied to CAM membership up to six months after the conference.

<sup>2</sup> In addition to conference fees – supplier members only

### Payment:

Visa/MasterCard       Cheque

Cardholder name \_\_\_\_\_

Card number \_\_\_\_\_ Expiry date \_\_\_\_\_

Signature \_\_\_\_\_

### Hotel:

The Sheraton Toronto Airport Hotel is offering a special rate of \$157.00 per night (single or double) until October 14, 2011, based on availability. Make a reservation by phoning 1-866-932-7058 and advise the hotel you are attending the Canadian Association of Movers conference. The hotel is located at 801 Dixon Road (at Highway 27), just east of the Toronto Airport.