

CAM News & Updates - April 1, 2017



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Visit Our Website!

President's Message

In the last three months, CAM has received some very positive press from the news media, CBC *Marketplace* and local news articles in Manitoba and BC. **Atlas Van Lines** has produced an excellent video providing guidance to consumers on how to select a reputable mover and has given CAM a strong reference. But at the same time, our members have found that, in the digital media, we have fallen behind. Local Internet searches have found...



Read More at end

CAM Annual Conference

Join us in Montréal on November 19-21, 2017!

Change - Today's New Constant

Mark your calendar today for CAM's biggest event of the year. CAM's 22nd Annual Conference will be held from Sunday, November 19, 2017 to Tuesday, November 21, 2017 at the brand new, 4.5-star Hotel William Gray in Old Montréal, Québec. [Montréal](#) is a world-class, historic city that's celebrating its 375th birthday this year. Bring your spouse and family with you and make this a get-away you'll



remember. Watch for program and registration details.

MAKE YOUR COMPANY SAFER!

SafetyDriven™
Trucking Safety Council of BC

Moving & Storage Companies receive free services including:

SAFETY EVALUATION **MENTORSHIP PROGRAM**

Get Started Now! >

CAM golf tournament
Mark your calendar for
September 18, 2017
at Lionhead Golf Club!

We'll be returning to the **Lionhead Golf Club in Brampton on Monday, September 18** for a terrific day on the links. Lionhead is a quality course that has a reputation for excellence. Watch for details!



Livingston Vehicle Transportation Services
Another 20-year CAM member

Livingston Vehicle Transportation Services has been moving vehicles since 1982. We are Canada's most trusted vehicle carrier. As a certified partner of CN Rail, we can move vehicles coast to coast on rail, but also have trucks carrying vehicles within all provinces. Cross-border moves are also something we take pride in providing our clients. Corporate or personal moves, we have the ability to facilitate all your clients' vehicle transportation needs.



Grand Meeting on workplace health and safety

Le Grand RENDEZ-VOUS
SANTÉ ET SÉCURITÉ DU TRAVAIL

PARLER **FORMER** **AGIR**

CENTRE DES CONGRÈS DE QUÉBEC
3 mai 2017

CNESST

A Grand Meeting on health and safety at work is going to be held on May 3 in Quebec City. It offers demonstrations, workshops and over 100 exhibitors specializing in health and safety at work.

Register

Team Mikey Walk for Life

The **Mikey Network** is holding their Walk for Life in Toronto on May 27, 2017. You can walk for **Team Mikey**, donate, sponsor - all will help to raise public awareness and provide education about heart healthy lifestyles, including placing "MIKEYS" (Public Access Defibrillators) in as many high-risk locations as possible so people affected by sudden cardiac arrest might have a second chance at life.

Register

CAM member directory

Last chance to be included in spring issue

CAM will be publishing the spring issue of *The Canadian Mover* magazine and member directory in April.

To be included, your membership fees must be paid up.

We want to make sure that the information we print about your company is up-to-date, so please let us know if you have changed your address, primary contact person, telephone numbers, etc. You can check and update the details we currently have for your company on our [website](#).



Company for sale and job opportunities

There are quite a few job opportunities posted on CAM's [website](#), along with an opportunity to buy a moving company in Southwestern Ontario.

Check back regularly for new postings.

Did You Know?

One of the biggest benefits of CAM membership is the exposure our members receive through CAM's communications. Your company is listed on our website and in our magazine and directory, *The Canadian Mover*, that's published in the spring and fall - and occasionally, when you have news to share, in our monthly newsletter. **Last year, consumers visited CAM's website on 33,426 occasions - to find a reputable mover, to get tips on preparing for their forthcoming move or to get advice on how to fix a move gone wrong.** That's almost 2,800 visits a month where consumers could have been looking for your company! Join CAM and let us help you to promote your business in Canada and beyond its borders.

Send us your news

If you have news or an announcement that Canada's moving industry should know about, please let us know and we will include it in an upcoming issue of this newsletter. CAM reserves

the right to include and/or edit news and announcements.

[Send news](#)

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President's Message

In the last three months, CAM has received some very positive press from the news media, CBC *Marketplace* and local news articles in Manitoba and BC. Atlas Van Lines has produced an excellent video providing guidance to consumers on how to select a reputable mover and has given CAM a strong reference. But at the same time, our members have found that, in the digital media, we have fallen behind. Local Internet searches have found that CAM information is located on maybe the third or fourth page. Last year, CAM trialed a service that provided advertising banners over digital media that were viewed over 300,000 times. These banners were displayed on computers, tablets and smartphones. Interestingly, the largest number of displays were on smartphones. There were two peaks in viewing: in June, which makes sense as consumers are searching for movers at this time, and in December, coincidentally around the time of CBC's *Marketplace* piece.

This is all good but it still does not give CAM or the industry the exposure we desire. To this end, we are embarking a two-pronged approach to our national digital advertising. First, we will expand our banner program which will display CAM's advertising closer to 500,000 times nationally. Second, we will initiate a program of search engine optimization which will, over time, bring CAM higher in search engine results. Our goal in all of this is to provide the consumer with a link that will provide good guidance on how to select reputable, professional, full-service mover and, furthermore, increase activity through the website for direct searches and contacts for our membership.

Respectfully,



Patrick Greaney
President
Canadian Association of Movers

April 2017