

MOVERS' EDGE, FEBRUARY, 2001

BOARD OF DIRECTORS MEETING

The CAM Board of Directors met by conference call on January 16, 2001, to review previous meetings and set some priorities for 2001. The following are excerpts from that meeting.

Status of membership for 2001 at January 16, 2001:

	2000	January 16, 2000	January 16, 2001
Movers	108	38	80
Branches	26	1	18
Overseas	15	3	10
Suppliers	19	7	15
Van lines	4	0	2
Total	172	49	125

While the renewals to date were well ahead of last year, the board determined that it was time to send out second notices to members who had not renewed for 2001.

Conference Feedback

The ratings from the delegates' evaluation sheets showed that the 2000 Annual Conference had the highest rating ever in terms of their overall level of satisfaction. It was 4.56 on a scale of 1 (poor) to 5 (excellent).

Canadian Professional Mover Course

The Canadian Professional Mover Course has 67 registrants with seven graduates to date. Registrations have been slow over the fall period with only six registrations since September 1, 2000. The CAM office will launch a registration campaign over the next few weeks to bring in course registrants. It was noted that several van lines had mailed out information on the course to their agents. A report will be mailed to all companies with registrants in the course detailing their employees' progress.

All graduates of the Canadian Professional Mover Course are entitled to use the initials CPM after their name on their business cards and stationery. It signifies their commitment to a knowledgeable and ethical sales relationship with their customer and employer.

Annual Golf Tournament

The Annual Golf Tournament is scheduled for Tuesday, September 18, 2001, at Cardinal Golf Club, north of Toronto. The office will investigate alternate sites for 2002 with an eye to upgrading quality.

Membership Directory

The Spring 2001 issue of *The Canadian Mover* will be printed in mid-April with mailing scheduled for the end of April. Content must be in place by March 1. Review your listing on the Website and send us an update.

Newsletter - *The Movers' Edge*

The CAM office needs assistance to obtain content for the monthly newsletter. While it is intended primarily as association news, an industry issue component would be very useful to members. A request for information, leads and appropriate stories will be sent out to the board of directors a week before the publication of the newsletter. Note that you can view this newsletter and all previous ones on the Website.

Membership Survey

The CAM office will survey members in early April to determine what they want from the Association, their suggestions for the future of CAM, and what CAM does that they like and dislike.

INDUSTRY NEWS

CAM worked with the Canadian Council of Motor Transport Administrators (CCMTA) a year ago to update the Hours of Service rules for drivers. The Ministry of Transport advised CAM that the schedule for implementation of the new rules would include provincial hearings in the winter of 2001, a clean-up of the regulations in spring 2001 with CCMTA approval coming in about June 2001 and new regulations following in 2002.

CORRECTION

CAM's old address was used in some correspondence recently. Please note our address as shown below:

Canadian Association of Movers
590 Alden Road, Suite 211
Markham, Ontario, Canada L3R 8N2
Tel: 905.513.1728, Fax: 905.513.1248
E-mail: admin@mover.net

MOVERS' EDGE, MAY, 2001

COMPENSATION, BENEFITS REVIEW

A new committee, chaired by Board member Graham Acreman, is looking into the feasibility of CAM preparing a survey on compensation and benefits information precisely relevant to the moving industry. Graham has added Scott Hickling and Larry Rosenberg to his team. Among possible options, the committee is reviewing work already performed for the Ontario Trucking Association by Cerno Research.

The information gathered would allow members to benchmark their labour and transportation costs against others in our industry and in other industries.

AMSA CONFERENCE

CAM was well represented at the 2001 AMSA convention hosted in Tucson, Arizona (March 28–31). CAM Board members present included Chairman Randy Hoyt, Larry Rosenberg, Richard Lortie and President, David Long. CAM made contact with all of the booth exhibitors, many of whom showed interest in attending our show in November.

The CAM National Office is making arrangements with the Sheraton Parkway, our host hotel, to accommodate increased numbers of conference delegates and additional booths in our tradeshow.

CANADIAN MOVER

The Spring/Summer issue of *The Canadian Mover* is in the mail and should be in your hands now. Please check your listing in the Directory portion. We have had excellent feedback from our members on the business value of having their listing in this popular guide.

CANADIAN PROFESSIONAL MOVER'S COURSE

Interest remains high for the Canadian Professional Mover's Course. Congratulations to our recent graduates:

- CLINT DUKACZ, Diamond Moving, Kelowna, BC
- PATRICK ELLISON, Comox Moving & Storage, Comox, BC
- MARGARET VAN LEEUWEN, D'Arcy Moving & Storage, Ottawa, ON
- JAMES MARSHALL, Maritime Moving and Storage, Saint John, NB
- LAURIE MCDONNELL, Johnson Moving & Storage Ltd., Bathurst, NB
- MARK NICHOLLS, Diamond Moving, Kelowna, BC
- KEVIN RIELLY, D'Arcy Moving & Storage, Ottawa, ON
- JASON SMITH, Johnson Moving & Storage Ltd., Bathurst, NB
- RICK TAYLOR, Taylor Moving & Storage Ltd., Burlington, ON
- RITA WILLIAMS, Domestic Moving & Storage Ltd., Mount Pearl, NF

ANNUAL GOLF TOURNAMENT

The Annual Golf Tournament is scheduled for Tuesday, September 18, 2001, at Cardinal Golf Club, north of Toronto. Information will be sent out in June for this popular tournament. The office will investigate alternate sites for 2002 with an eye to upgrading the golfing experience.

INDUSTRY NEWS – FOOT-AND-MOUTH DISEASE

With the outbreak of foot-and-mouth disease in Europe, the Canadian Food Inspection Agency has issued procedures for goods and "settlers effects" entering Canada. Guidelines can be seen on their Website at www.cfia-acia.agr.ca. Follow the links from their homepage to the foot-and-mouth disease pages and on to the link to the Import section and **Procedures for settlers (personal) effects**. Risk categories are defined and the level of inspection required is specified. These procedures are detailed in four stages from Risk Category 1, which requires complete examination of goods originating in rural areas outside Canada and the Continental USA, to Risk Category 4, which does not require any inspection of goods originating in the continental USA.

MOVERS' EDGE, JUNE/JULY, 2001

BOARD OF DIRECTORS MEETING

CAM's Board of Directors met on conference calls on May 29 and July 4. A few of the items discussed were:

- Membership numbers for CAM in 2001 are essentially unchanged from 2000, and a membership campaign will be undertaken shortly.
- CAM's National Office will work to make members and non-members aware of the benefits of the Canadian Professional Mover's Course.
- The annual conference will take place on November 19 and 20. The keynote will be Jim Larsen's day-long seminar on profitability for movers.
- The annual golf tournament will be held on September 18 at Cardinal Golf Club north of Toronto.

CAM AWARDS

The board decided that CAM should institute awards for the leaders in our industry. Two awards have been established:

- Founders Award – recognizing pioneering members of the moving industry.
- Distinguished Service Award – recognizing prominent members of the industry.

CURRENT BUSINESS CLIMATE

Board members present on the conference call on July 4 were polled about current business conditions. In summary, they believe that:

- The level of business in most areas is good, with numbers of local and international moves remaining strong.
- There seem to be fewer corporate moves, and moves to and from the US are down.
- The government and a major third-party relocater have recognized the need for increased tariffs.

COMPENSATION, BENEFITS REVIEW

The Compensation Committee, chaired by Board Member Graham Acreman, is now setting the parameters that will be used in preparing a report on compensation and benefits information for the moving industry. The information gathered will allow members to

benchmark their labour and transportation costs against those of others in our industry and in other industries. The report will take into account the sales and location of the company, its number of employees, job descriptions for all levels of moving employees, the union environment and the content of employees' compensation packages.

Methodology for acquiring the data and ensuring confidentiality will be discussed at the next committee meeting on July 6.

AMSA ANNUAL CONFERENCE – TUCSON

All exhibitors at the AMSA conference have been invited to exhibit at our annual conference in November.

INDUSTRY NEWS

A year ago, we reported on hours-of-service rules and the ongoing work of Transport Canada and the Canadian Council of Motor Transport Administrators (CCMTA). On April 25, 2001, Transport Minister David Collenette referred the rules to the House of Commons Standing Committee on Transport and Government Operations. Brian Orrbine, Senior Policy Advisor, Road Safety Programs, Transport Canada, provided the Committee with background on the topic. We'll report on the next steps as they are announced.

The Canadian Human Rights Commission is revisiting its current policy on drug testing. Recent court decisions have put into question whether drug testing, including random and pre-employment testing, can ever be justified. A change in Canadian policy could put us in conflict with the US, whose rules require that all drivers operating in the country, whether US citizens or not, be members of substance-testing programs. Full information can be seen on the CHRC's Website, at www.chrc-ccdp.ca.

MOVERS' EDGE, AUGUST, 2001

COMPENSATION COMMITTEE

The Compensation Committee, chaired by Board Member Graham Acreman, circulated a draft compensation survey to all members of the Board of Directors.

The purpose of the survey is to gather information on the compensation levels for personnel in various positions in the industry. Data will be gathered based on employee level, geographic area and company size. Using the results, a mover would be able to compare his or her salary rates with others in the same marketplace. Preliminary results of the "Employee" survey are expected to be available in time for the conference in November 2001.

The committee had several concerns about the conduct of the survey, which will be addressed before it is approved:

- Confidentiality – The data that movers submit will be seen only by a reliable third party. We want to ensure that members have a good comfort level with the third party.
- CAM members should consider this survey to be of sufficient value that they will give their data and buy the results.
- Sample size – Enough members must respond for the results to be statistically significant.
- Cost – As a minimum, the survey should not be a cost for the Association, and if possible, it should generate revenue.
- At the end of the survey, CAM must ensure that the results remain CAM property.

2001 ANNUAL CONFERENCE

CAM's 2001 Annual Conference is scheduled for Monday and Tuesday, November 19 and 20, 2001, at the Sheraton Parkway Toronto North Hotel in Richmond Hill (Toronto), Ontario. The theme of the conference will relate to "Profitability," with Jim Larsen (the well-known profitability guru) giving a day-long seminar. We are putting a program together that will provide real benefits that you can take home and use to improve the bottom line. Speakers on financial management and mover-related topics will round out the program.

CAM's National Office has had significant interest in the one-day tradeshow, which will be held on Monday, November 19. Preference will be given to members and those who have exhibited in the past. We may be able to provide a larger venue for the trade show, in which case more exhibitors will be accommodated.

Watch your fax, your e-mail and CAM's Website for details.

2001 ANNUAL GOLF TOURNAMENT

CAM's Annual Golf Tournament will be held at the Cardinal Golf Club on Tuesday, September 18. Join us for food, fun, prizes and a chance to meet old friends. Already, 22 golfers have signed up for the event.

This year, it's a shotgun start. Tee-off for everyone will be at 12:30 pm.

MEMBERSHIP CAMPAIGN

The National Office is conducting a two-part membership campaign, to:

1. Members who have not yet paid for the 2001 membership year
2. New members – movers who have requested membership information in the past, but did not join. This group is eligible for a half-price membership fee, as only half the year remains.

As mentioned in a previous bulletin, CAM is approaching suppliers in the USA to join as supplier members and participate in the trade show in November.

INDUSTRY NEWS

In early July, Ken Janes, Chief, Central Removal Service, Public Works & Government Services Canada, advised CAM that, in relation to the new contract that came into effect on April 1, 2001, and included a 40% increase in tariff, the first of the customer surveys were beginning to come in, but results would not be available until the fall. The value index will come into effect at the end of October. Ken expressed the hope that, with the increase in tariff and the other incentives built into the contract, the government would see an improvement in customer service.

MOVERS' EDGE, SEPTEMBER, 2001

2001 ANNUAL CONFERENCE

CAM's 2001 Annual Conference is scheduled for Monday and Tuesday, November 19 and 20, 2001, at the Sheraton Parkway Toronto North Hotel in Richmond Hill (Toronto), Ontario. The title of the conference will be "**Profitability: Focusing on your bottom line.**" Jim Larsen will lead a five-hour seminar devoted to showing movers how to become more profitable and remain that way. Other speakers will focus on education for management, and surviving in our changing economy.

The schedule for the conference is as follows:

- Monday morning – Speakers
- Monday afternoon and Tuesday morning – Jim Larsen's Profitability Seminar
- Monday evening – Awards Banquet
- Tuesday noon – Lunch and Closing Keynote
- Tuesday afternoon – Annual General Meeting

If preliminary results of CAM's compensation survey are available, they will be presented at the conference. **Watch for your brochure in the mail.**

TRADE SHOW

CAM will also host a one-day trade show on Monday, November 19. The trade show will be open to 18 exhibitors this year and will be held in the dining room of the Grand York Ballroom. This will ensure that exhibitors have an opportunity to meet with movers during all breaks and at the evening's events. Booths will be open from 8:00 a.m. to 5:30 p.m. and will remain available for viewing until 9:00 p.m. The trade show is intended to provide members with exposure to the latest in moving products and services, and exhibitors with a one-day event in which they can meet a concentrated group of current and potential clients.

2001 ANNUAL GOLF TOURNAMENT

CAM's Annual Golf Tournament will be held at the Cardinal Golf Club on Tuesday, September 18. Join us for food, fun, prizes and a chance to meet old friends.

We have had an enthusiastic response from the industry and have 65 registrants to date.

This year, it's a shotgun start. Tee-off for everyone will be at 12:30 p.m.

MEMBERSHIP DIRECTORY

The Fall 2001 issue of *The Canadian Mover*, CAM's magazine and membership directory, is being assembled for printing now. We have several excellent articles and messages but we need to ensure that we have the right information.

Please check your listing in the last issue (Spring 2001) and ensure it's correct or go to the [online directory](#) and review your listing there. The listings are up to date as of today.

The deadline for changes and updates to the magazine is next Friday, September 14.

SUPPLIERS

CAM has done several broadcast e-mails and faxes to suppliers in the United States with the intent of increasing awareness of the Association, supplier membership and support for events. Several suppliers have expressed interest in joining CAM and exhibiting in the trade show at the conference.

MOVERS' EDGE, OCTOBER, 2001

CAM'S 6TH ANNUAL CONFERENCE

PROFITABILITY: FOCUSING ON YOUR BOTTOM LINE

Toronto, November 19–20, 2001

Changing times require a focus on what's important in a business.

Maintaining or improving market share, acquiring, retaining, and training good people, communicating effectively with your marketplace and knowing the effect of world events on your business are all key factors in surviving and prospering as a business.

We have brought together a group of speakers who can help you to focus on the key strategies you need to maintain and improve that important indicator of your business's health – your bottom line.

Four Van-Line Viewpoints

Michael Argier, Vice-President, Sales & Business Development, North American Van Lines

Doug Auld, President, Atlas Van Lines (Canada) Ltd.

David Fennell, President, Allied Van Lines

Anne Martin, President, United Van Lines (Canada) Ltd.

This year, four industry leaders from the major van lines in Canada will share their views on the topics they see as important in today's rapidly changing technological, economic and political environment. Each will address areas that improve a company's market share and profitability, and, in turn, what owners and managers must focus on in order to thrive in business.

Government Moving Contract

Chantal Charron, Furniture & Effects Policy, Directorate of Transportation Management

K.W. (Ken) Janes, Chief, Central Removal Service, Public Works & Government Services

Canada

As the Canadian government changes its relocation pricing and contract policies, it changes its relationship with the moving industry. Major recent changes have included:

- The tariff increase
- Value indexing
- Alternative-to-scaling trial
- Legible-inventories trial

As the government gains experience with each of these initiatives, their effects on mover performance and customer service become apparent. Major Charron and Mr.

Janes will share some of the results of these changes and where they see the government/industry relationship going in the future.

**The Economic Outlook for 2002:
The problems in moving to sustainable economic growth**

Peter L. Drake, Vice-President and Deputy Chief Economist, TD Bank Financial Group

We are living through the economic fallout from the terrorist attacks on New York and Washington. The economies of Canada and the United States are hurting. How much of the current economic difficulties is directly the result of the attacks and how much was already in the cards? How long will the economic fallout last? And, when the economies begin to recover in 2002, as TD Bank's Economics team expects they will, will we face the same economic imbalances as we did during the economic boom?

The HR Contribution to Your Bottom Line

David Boyle, Partner, HR-on-Demand

For some entrepreneurs, the costs associated with human resources are seen as a negative requirement of doing business, having an adverse impact on the bottom line. If this is your view, then this presentation will challenge the way you think.

David Boyle will present a case study that illustrates the benefits of a positive view of HR. Comparing HR with an investment portfolio, Mr. Boyle will demonstrate that the right decision-making regarding HR can create value for a company. He'll show you how knowing your business can help you choose the right people, and train, motivate and retain them. He'll also discuss ways of managing the costs of benefits and compliance with legislation. You'll learn how to achieve the goal of getting the right people who can deliver, with your help, consistent performance that will help ensure your company's future success.

Be a PROFITMOVER – A Profitability Seminar

James B. Larsen, JBL Enterprises

Jim Larsen, well-known consultant to the moving industry, will present a seminar called BE A PROFITMOVER, which was developed to help small businesses enhance their profitability. If improving your bottom line is important to you, then you must attend this workshop.

To have your company BE A PROFITMOVER, management must keep the following items consistently and persistently in mind. Some items Jim will discuss are:

- Why we fail – no excuses
- Being the best
- Certain business factors: business mix, productivity, capacity, quality, financial analysis, management
- Establishing standards
- Understanding your costs
- Counter management
- Invoicing in 24 hours
- Using the profit equation
- Using a breakeven
- Being a gatekeeper
- Having a sales plan
- Developing a proper financial review

In this seminar, we will work on developing methods of measuring performance that will help you make proper decisions at the right time. "Without measuring a company's processes and its changes to these processes, it is impossible to know where you are or where you are going" (*Six Sigma*). You will learn many ways to improve profits in your company – the time you spend here will be very beneficial.

Annual General Meeting

The Annual General Meeting will be held in the afternoon of Tuesday, November 20. The agenda is as follows:

1. Call to order and opening remarks
2. Adoption of agenda
3. Chairman's message
4. President's message
5. Treasurer's report
6. Appointment of auditor
7. Nominations and elections of officers and directors
8. Review of association bylaws
9. Review of the compensation survey
10. Direction for 2002
11. Other business

Trade Show

Exhibitors from Canada and the USA will display the latest products, services and technology in a one-day trade show running concurrently with the conference on November 19 only. The trade show will be open to 18 exhibitors this year and will be held in the dining room of the Grand York Ballroom. This will ensure that exhibitors have an opportunity to meet with movers during all breaks and at the evening's events. Booths will be open from 8:00 a.m. to 5:30 p.m. and will remain available for viewing until 9:00 p.m. The trade show is intended to provide members with exposure to the latest in moving

products and services, and exhibitors with a one-day event in which they can meet a concentrated group of current and potential clients. Companies wishing to exhibit can contact the CAM office at 905.513.1728 or admin@mover.net.

Hotel

The host hotel for the annual conference is the Sheraton Parkway Toronto North Hotel. It is located at Highway 7 and Leslie Street, just north of the Leslie Street exit from Highway 407 and west of Highway 404.

The hotel is offering special rates to conference attendees, ranging from \$99 to \$169 per night (single or double). These rates are available until October 20.

Registration

The pricing for the conference remains the same as last year. For member companies: \$450 for the first attendee and \$300 for each additional attendee from the same location. For non-members, the fee is \$740 for the first attendee and \$300 for subsequent attendees, and includes 2002 membership. You can use an online registration form to register by mail or fax.

MEMBERSHIP DIRECTORY

The Fall 2001 issue of *The Canadian Mover*, CAM's magazine and membership directory, is at the printer now. We will have proofs in the next few days and will make corrections, additions and deletions then. Check your listing in the last issue (Spring 2001) or in our [online database](#) to ensure that it's correct. **Please let us know NOW if changes are required.**

INDUSTRY NEWS

British Columbia has updated its list of approved routes for weights up to 85K kgs in the Lower Mainland area eastward to Hope and north to Kamloops. Overload permits will be available at weigh scales or by calling the 1.800.559.9688 permit number.

Ontario advises that, effective July 30, 2001, Level 2 Carrier Abstracts can be ordered at www.carriersafetyrating.com. They will be mailed directly to the carrier. The Ministry intends to proceed with an authorization process that will allow carriers to receive their abstracts directly through the Internet.

Transport Canada announced new "clear language" regulations governing the transportation of dangerous goods in Canada. The TDG Regulations 2001 are designed to promote public safety and set out requirements for testing, classification, labeling, containment and documentation for dangerous goods. The new version is presented in clear language and in a more user-friendly format according to the Transport Canada

release. The TDG Regulations 2001 will replace the previous version, which was enacted in 1985, and will take effect on August 15, 2002.

Ontario's **Workplace Safety & Insurance Board** (WSIB) has issued an alert on the subject of drivers as subcontractors. Apparently, some fleets have been advised to sign subcontractor agreements with their drivers, whereby the driver becomes provincially incorporated and establishes himself as an executive officer. This is intended to allow the driver to opt out of WSIB coverage (and premiums) and allow the company to avoid WSIB premiums through becoming self-insured.

The WSIB has ruled that this is not a valid subcontractor relationship and has, in the past, forced companies to pay WSIB premiums. Companies can consult with the WSIB at 1.800.387.0066 before entering into any type of agreement that could put them or their drivers at risk of penalties.

MOVERS' EDGE, NOVEMBER, 2001

CAM'S 6TH ANNUAL CONFERENCE

PROFITABILITY: FOCUSING ON YOUR BOTTOM LINE

Toronto, November 19–20, 2001

CAM has added a few new features to its Annual Conference in 2001.

AWARDS

As mentioned in a previous issue of the Movers' Edge, the Canadian Association of Movers will be honouring two icons of the moving industry with two new awards: Chuck Martin of United Van Lines (Canada) Ltd. will be awarded the Founders Award and Tim Moore of AMJ Campbell Van Lines will be awarded the Distinguished Service Award. They will be the first recipients of these new awards. They were selected for these awards by unanimous resolutions of CAM's Board of Directors. The awards will be presented at an Awards Dinner*, which will be held on Monday evening, November 19, in conjunction with CAM's Annual Conference. The criteria for these two awards are as follows:

The **Distinguished Service Award** recognizes prominent members of the profession who:

- exemplify the standards that CAM promotes for quality of operations in its mission statement
- serve as a positive role model for others in the industry
- have demonstrated leadership, commitment and integrity
- have made significant contributions to the Canadian moving industry that might include: initiatives to advance transportation and shipping knowledge and know-how, promotion of a strong and supportive regulatory environment in Canada, creation of new national initiatives in support of players in the industry

The **Founders Award** honours a pioneering member of the moving industry who:

- is at the pinnacle of his or her career for a lifetime of outstanding contribution to and impact on the moving profession
- has demonstrated innovation and leadership, not only paving the way for many co-workers, but also continuing to serve them as an inspiration
- has given many years of service to the industry, raising its profile and performance, and promoting quality and integrity by example
- has served as a mentor to others in the profession

The nominees (for both categories) should have been at some time a member of CAM who has distinguished him or herself by any one or more of the following:

- active participation for many years in an industry-related business
- provision of outstanding service to the moving industry
- demonstrated integrity

* The Awards Dinner is open to all members of the moving industry. It is included in members' conference registration fee and available at \$100 per person for those not attending the conference.

SPEAKERS

Chris Steer, of Chris Steer Insurance Brokers, has been a familiar face to Canadian movers for almost forty years. He will address movers' concerns about the current trend in the insurance industry to increase premiums and to cut back on coverages. He will provide useful advice on how you can minimize the impact of this trend on your own bottom line.

All four Van-Line presidents will present their individual views of the industry and upcoming trends for 2002.

Jim Larsen, the well-known consultant to the moving industry, will present a half-day seminar called BE A PROFITMOVER, which was developed to help small moving businesses enhance their profitability. If improving your bottom line is important to you, then you must attend this workshop.

TRADE SHOW

The trade show has been expanded with increased opportunity for CAM members to view the latest products and services offered by our exhibitors. Exhibitors have a higher profile and an increased opportunity to communicate their message to CAM members. It will definitely be a win-win trade show.

Ten exhibitors from Canada and the USA have signed up for the event, with several others expressing serious interest.

MOVERS' EDGE, DECEMBER, 2001

CAM'S 6TH ANNUAL CONFERENCE — PROFITABILITY: FOCUSING ON YOUR BOTTOM LINE

Toronto, November 19–20, 2001

It's over and it was a success. In spite of this fall's norm, which finds fewer people travelling and attending conferences, more than 80 members attended the conference and, judging by the ratings that were submitted at its end, attendees enjoyed the conference and got value from the speakers, the exhibits and the networking opportunities.

AWARDS

A new feature of the conference was the Awards Dinner, at which CAM's two new awards were presented. The Founder's Award was presented to Chuck Martin, former President of United Van Lines (Canada) Ltd., and the Distinguished Service Award was presented to Tim Moore, former President of AMJ Campbell Van Lines.

Larry Rosenberg, President of Bekins Moving and Storage (Canada) Ltd. in Richmond, BC, presented the Founder's Award to Mr. Martin. In an entertaining speech, Mr. Rosenberg recounted Mr. Martin's long career with United Van Lines and his legacy to Canadian movers, the van line and the industry.

Mr. Martin accepted the award with a speech that highlighted the many achievements and challenges of his 37 years with United Van Lines. He recalled how much he enjoyed his relationships with peers, competitors and government.

Denis Frappier, Executive Vice-President of AMJ Campbell Corporate in Mississauga, Ont., presented the Distinguished Service Award to Tim Moore. Mr. Frappier reviewed Mr. Moore's career, his entrepreneurial spirit and the major effect he has had on the moving business in Canada.

In accepting the award, Mr. Moore described how he got started in the moving business and a few of his early experiences as a mover. He went on to talk about his business philosophy and how it defined his relationships with the members of his management team, future partners and franchisees. He thanked the groups and individuals who contributed to his outstanding success.

At the end of the evening, the consensus among the 150 attendees was that these awards had gone to two deserving pioneers in the moving industry, and that they should be an ongoing tradition for the industry and Canadian Association of Movers.

SPEAKERS

The conference showcased a broad range of speakers, who came from both inside and outside the industry.

Van Line Presidents

The four van-line presidents, Doug Auld from Atlas, David Fennell from Allied, Anne Martin from United and newcomer Gerry Puckrin from North American, each presented a view of the conference theme of profitability. All highlighted the importance of quality in all phases of the business:

- Quality is the most important key to profitability;
- Measurement and tracking of key performance indicators (KPIs) are vital to knowing the quality of specific activities;
- Technology can provide accuracy and drive out costs;
- Improvements in customer service are driven by human resource improvements and management practices;
- Target what you want to improve and measure it;
- Leadership is the key to profitability;
- The character of a moving company reflects the leadership of the owner;
- Process evaluation is important in choosing the right customers and ensuring that marketing efforts reach them;
- In measuring performance, choose your key performance indicators (KPI) carefully and use these to drive improvement;
- People are a company's greatest asset, and ensuring that each employee supports the company's objectives is an owner's primary activity.

Joe Sullivan

Joe Sullivan of Tompkins Associates provided a view of the ten top warehousing challenges. He outlined the methods by which a modern general-merchandise warehouse operates and some of the methods by which it can be made efficient and effective. Many of the principles, techniques and technologies that Joe described apply only to those movers who consider their distribution and logistics businesses to be an integral part of their businesses.

Chris Steer

Chris Steer addressed movers' concerns about the current trend in the insurance industry to increase premiums and to cut back on coverages. He discussed some of the driving forces in the insurance industry that are causing insurance companies to increase prices and limit coverage. He gave some helpful advice on how to deal with insurance companies and how best to insure fleets and other assets.

Peter Drake

Peter Drake of the TD Bank Financial Group put the North American and global economic situation in focus for attendees. He reviewed some of the key factors that affect the economy, including the impact of September 11 and the trends to recession that preceded and followed it. He described some of the uncertainty in the economy and discussed some of the indicators that will show the direction for the economy in the near future.

David Boyle

David Boyle of HR-on-Demand focused on a mover's most important asset, personnel. While it had been highlighted by the van-line presidents, David expanded upon the costs and benefits of certain human resource policies and relations.

Ken Janes and Jill Parkinson

The moving contract with the Government of Canada is always an area of interest for movers. The government implemented its price increases last April and service measurement this summer, and is currently evaluating alternatives to scaling. Each has an impact on the way in which movers do business with the government, and movers are interested to see the reallocation of business based on service levels and what effects the alternatives to scaling will have on operations.

Jim Larsen

Jim Larsen's seminar, titled "Be a ProfitMover," was a great hit with members. It received very high ratings from all attendees. In a session that lasted from 8:00 a.m. to 2:15 p.m. (with breaks, of course), Mr. Larsen took attendees through the many and varied aspects of improving profitability in the moving business. He dealt with organization of the business, personnel issues, costs and costing, prices and pricing, claims, productivity, customer relations, profit analysis, order management, cash flow management, and finally, goal setting.

In a short presentation following "Be a ProfitMover," Mr. Larsen offered CAM members an opportunity to participate in an executive forum in which a dozen movers would get together for a two-day seminar three times a year to discuss their operations and exchange ideas and expertise. Watch for further details on this.

Annual General Meeting

The Canadian Association of Movers' Annual General Meeting was held from 2:30 to 3:15 p.m., following the 2001 Annual Conference. A few highlights included:

- There was incremental growth of 6% in membership in 2001;
- CAM has become a clearinghouse for consumer complaints, the vast majority of which are against non-members;
- The financial report for 2000 indicated a close-to-break-even performance;
- Officers and directors will remain in place for another year, with the possibility of adding more directors, as permitted by the bylaws;
- The new bylaws, which were approved at the Annual General Meeting in 2000, were distributed.
- The compensation survey will be conducted shortly. It will provide members with information on levels of compensation paid for various positions within a moving company. Results will be correlated to company size, geography and other parameters, which will allow movers to determine applicable compensation rates.

Bylaws and minutes of the AGM can be found at www.mover.net.