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## Mover's Edge, January, 2011

### Happy New Year

The board of directors and staff of the Canadian Association of Movers wish you, your family and staff a happy, healthy and prosperous new year.

### CAM Conference Video

We videotaped all speakers at CAM's 2010 annual conference in November. It has been a learning experience. *The recordings are not broadcast quality.* The recordings for one or two speakers are only marginally useful.

The complete audio/video content of all presentations is available on DVD for purchase by CAM members for \$60, including taxes and shipping.

If wish to purchase a set of the DVDs, please contact the CAM office on or before January 10 at which time we will produce the DVDs for all orders.

### Federal Motor Carrier Safety Administration

AMSA advises that new hours-of-service regulations are being considered in the USA. The FMCSA has issued its proposed revisions to their Hours-of-Service requirements for commercial truck drivers. Past experience has been that Canadian regulations follow the US model and these will be the regulations that movers working in cross-border service will have to follow. A copy of the new proposed rules has been [posted](#) (pdf).

The proposed rule would make seven changes from current requirements. First, the proposed rule would limit drivers to either 10 or 11 hours of driving time following a period of at least 10 consecutive hours off duty; on the basis of all relevant considerations, FMCSA currently favors a 10-hour limit, but its ultimate decision will include a careful consideration of comments and any additional data received. Second, it would limit the standard "driving window" to 14 hours, while allowing that number to be extended to 16 hours twice a week. Third, actual duty time within the driving window would be limited to 13 hours. Fourth, drivers would be permitted to drive only if 7 hours or less have passed since their last off-duty or sleeper-berth period of at least 30 minutes. Fifth, the 34-hour restart would be retained, subject to certain limits: The restart would have to include two periods between midnight and 6 a.m. and could be started no sooner than 168 hours (7 days) after the beginning of the previously designated restart. Sixth, the definition of "on duty" would be revised to allow some time spent in or on the CMV to be logged as off duty. Seventh, the oilfield operations exception would be revised to clarify the language on waiting time and to

- [Industry News](#)
- [Moving Equipment Wanted/For Sale \(pdf\)](#)
- [Industry Links](#)
  - [Other Movers Associations](#)
  - [Better Business Bureaus in Canada](#)
  - [Handbook, Consumer Affairs](#)
- [CAM Events](#)
  - [Events](#)
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- [Contact Us](#)

state that waiting time would not be included in the calculation of the driving window.

## Cell Phones on Canada's Do Not Call List

There is a persistent e-mail circulating through Canada and the USA stating that all cell-phone numbers will be released to telemarketers and that all cell phones should be registered on the National Do Not Call List (DNCL). Cell-phone numbers will not be released to telemarketers.

Wireless telephone providers would require the permission of each of their subscribers before they could create or release a directory of cell-phones. Consequently, a national cell-phone directory is not available. But it can't hurt to register your cell-phone number with the DNCL.

## CAM's Annual Conference

We need your feedback on the future of CAM's Annual Conference. Would you please complete the attached [questionnaire](#) (pdf) and return it to us by the end of this week? Thank you.

## CAM's Buy-and-Sell List

Moving equipment and other items have been added to CAM's buy-and-sell list on the [website](#) (pdf).

# **CAM MOVER'S EDGE, FEBRUARY, 2011**

## **United Van Lines/Mayflower Canada**

Members of the Mover One Group (United Van Lines and Mayflower Canada) have just joined CAM increasing CAM membership by over 100 members to 375 members. CAM welcomes the members of the Mover One Group and appreciates their support.

## **Hoyt's / Campbell Bros. Announcement**

Two of Canada's leading moving families have joined forces as one as a result of succession planning at the Hoyt Group of Companies. Hoyt's has been sold to a new group of partners including Campbell Bros. Movers, Randy Hoyt and Barry Hoyt.

There will be a tremendous opportunity ahead for all of the staff at Hoyt's and Campbell's through the synergies created between the two companies by the new ownership.

The head office will be Campbell's in London, Ontario. Barry Hoyt, Vice-President will continue to manage operations in Fredericton and Randy Hoyt, Vice-President, will continue to manage sales in Halifax. They will both report to Don Campbell, President of Campbell Bros.

Together these companies book over \$12 million in total registered linehaul revenue per year with United Van Lines. The staff and management are very excited about the future potential of their two moving companies working as one with coverage in Ontario and Atlantic Canada.

## **Conditions of Carriage**

The content of the Conditions of Carriage on the back of your bill of lading is one of the most difficult items to explain in full to a prospective customer and to justify to a customer with a complaint. Disclosure is the first principle in the sales manual for sales people.

We have just had a couple of complaints come through the office in which a proper explanation of the conditions of carriage would have helped the situation. In one case, the consumer was claiming for damage to an item that had been previously damaged and to a piece of furniture made from compressed paper (even weaker than particle board). Had the mover told the consumer that he would accept no responsibility for either item in transit, most of the problem would have disappeared.

You should be aware that the term "inherent vice" has been taken out of some provinces' conditions of carriage. (Inherent vice is the term used in Conditions-of-Carriage regulations to describe goods that by their construction are subject to damage in transit – particle-board furniture, electronics, appliances, etc.) This makes you responsible for damage of this sort unless you have the consumer sign a waiver or protect the goods in some fashion. And,

of course, in the interest of customer relations, it's better to tell the customer in advance rather than surprising him or her after the fact. A sample waiver form is available on CAM's [website](#).

In the other case, the damage claim exceeded the mover's deductible. Had the mover explained to the customer that the claim would be handled by its insurer, a lot of back and forth communications would have been saved.

## New Job Postings

There are several new job opportunities posted. [Check them out](#). This webpage is becoming increasingly popular with advertisers and job seekers.

## Scam

CAM has just been informed of a scam relating to credit-card charges for a move with an overpayment and a cash payment in return. The credit card owner then denies the charge to the credit card company. The mover has difficulty in proving the difference between the estimated value, the price on the bill and the amount charged. We thought you might want to hear about this.

## Canadian Professional Movers Course

In 2010, 39 moving professional graduated from CAM's [Canadian Professional Movers course](#). Congratulations to them all.

The course focuses on basic sales training for customer service and sales staff. Elements of the course include:

- Estimating procedures: one module
- Long Distance Moving – Canada: two modules
- Long Distance Moving – Canada/USA/Mexico: one module
- Local Moving: one module
- The Household Goods Warehouse: one module
- Permanent Storage: two modules
- Office Moving: one module

Access to the course costs \$300 (plus GST/HST) per year and allows all your staff to take the course and take part in our video training.

## CAM Committees

The committees that were established at the Annual General Meetings in 2009 and 2010 are moving ahead with their efforts:

- **Membership** – revising the membership fees and recruiting a new class of supplier members
- **Marketing and internet** – updating CAM’s website and press release system
- **International** – looking at methods to recruit new international members from Canada and worldwide; working with the education committee to acquire international packing videos; and establishing a networking group among CAM’s international members
- **Conference** – developing a theme for the 2011 annual conference as well as acquiring speakers
- The **Government and Consumer Relations** committee and the **Education** committee will be meeting in the next few weeks.

## **A Little News from the Internet**

Sometimes CAM receives a piece of news from the internet that relates directly to movers’ practices on both professional and personal levels. Click this [link](#) and then decide how it relates to the photos you and your employees take of customers’ goods and locations, and also how it relates to the photos you and your family post to social media websites.

# CAM MOVER'S EDGE, MARCH, 2011

## CAM Conference Call Seminar

CAM will host a Public Relations seminar from 2:00 to 3:00 pm (EST) on Thursday, March 3rd. The purpose of the seminar is to provide members with some of the basic principles of PR and advice on how to use it to your company's advantage. Information on registering for the call can be seen on our [website](#) (pdf).

## Another Scam

A company claiming to operate in a West African country has been implicated in a scam. In this scam, a "client" emails a legitimate moving company requesting that the mover contact an "agent" with logistical information and costs for delivering goods from West Africa to the USA.

The "client's" email is quickly followed by one from the "agent", with an invoice attached. The "agent" states that an air waybill will be sent, along with clearance papers for delivery of the items, but that a bank wire of an amount exceeding \$2,000 US for "demurrage and storage fees" must be received before the "agent" can forward details of delivery and pick-up.

IAM shared this information in an effort to alert members to current scams, and to the tactics of such scam artists, which, as one IAM member observed, "can sound convincing to untrained ears." Thanks to Tony Cleary for the warning.

These scams seem to be popping up on a regular basis. For ones that appear to originate in Canada, you can report them to the Canadian Anti-Fraud Centre at 1-888-495-8501 or visit the Centre at [www.antifraudcentre.ca](http://www.antifraudcentre.ca). Two general reminders about scams:

***If you haven't got the paperwork and don't know the mover, don't issue the money!***

and

***Never give a cash advance on a credit card unless you are a bank!***

## The Canadian Mover Magazine

CAM will be publishing the Spring 2011 issue of its magazine and directory – ***The Canadian Mover*** – in early April. Check your listing in the Fall 2010 issue or [online](#). Let us know ASAP if there are any changes required. And you can send us any news or announcements that would interest readers.

## Job Postings

Visit the postings [page](#) to see job listings.

## Gerry Puckrin Appointed General Manager at Bekins – Richmond

Larry Rosenberg, president of Bekins Moving and Storage (Canada) Ltd. in Richmond, BC, has appointed Gerry Puckrin as General Manager, effective March 1st. Many members will know Gerry from his experience with United Van Lines, Mayflower Canada and North American Van Lines. We wish Gerry well in his new assignment.

## United Van Lines Wins 50 Best Managed Companies in Canada Award

United Van Lines (Canada) Ltd. announced that it has re-qualified for 2010 as one of Canada's 50 Best Managed Companies. Canada's 50 Best Managed Companies is Canada's leading business awards program, recognizing excellence in Canadian owned and managed private companies. Congratulations to United Van Lines.

## Articles For Sale and Articles Wanted

CAM [posts](#) articles for sale or articles wanted.

While no ads are currently posted, we have recently had several requests to sell or buy storage pallets. Should you be interested in either, let us know and we will put you in touch with a buyer or seller.

## West Coast Moving Company Wanted

We have had a request from a reputable buyer looking for a small moving business on the west coast – Lower Mainland area preferred. If you are interested, let us know and we will connect you with this potential buyer.

***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, APRIL, 2011**

## **The Canadian Mover Magazine**

Watch for your copy of the Spring 2011 issue of *The Canadian Mover* at the end of April.

We can still make changes to your listing but we need to know this week. Check your listing in the Fall 2010 issue or [online](#). Let us know of any changes.

## **Website Renewal**

CAM's website will be undergoing a redesign over the next few months. The redesign will include a new look as well as a move-referral system. The consumer area will be the first part scheduled for redesign.

Any input you might have on look or content would be valuable.

Please link your website to [www.mover.net](http://www.mover.net). The more traffic the site gets, the more referrals it will generate. Watch for more information.

## **Press Releases**

CAM's Marketing and Internet committee has begun a scheduled series of press releases over the next three months. The objective of the program is to make consumers aware of the importance of finding a reputable, professional mover (i.e., a CAM member). You can see the press releases on our website.

## **Update to CAM's Mover Certification**

CAM's board of directors has approved a new system for validating movers under its Certified Canadian Mover Program. If you are not already certified, contact CAM's national office and we will make the arrangements. If you are not a member, join CAM and get certified!

## **Job Postings**

Visit the [job listings](#) page. New opportunities have been posted in the last few weeks.

## **Anne Martin Recognized by the Women's Executive Network**

United Van Lines Canada is proud to announce that Anne Martin, President, was honoured by the Women's Executive Network in their most recent awards as one of Canada's Most



Powerful Women: Top 100. This is Canada's most prestigious award for the country's highest achieving female leaders in the private, public and not-for-profit sectors. Anne was nominated for her management role, vision and leadership, corporate performance, and community service. Previous winners have included women from all walks of life. What they have in common is they are proven achievers who are strong contributors to their organizations, their fields of endeavor and their communities.

## **Allied Van Lines Canada to Plant 15,000 Trees in 2011**

Allied Van Lines Canada announced that it has renewed its sponsorship of Trees Canada, a not-for-profit organization established to encourage Canadians to plant and care for trees. Allied Canada will provide financial support to Tree Canada and in addition Tree Canada will plant one tree for every 3,000 miles driven by Allied Canada. Well done Allied!

## **David Arpin Elected as Chairman of AMSA**

David Arpin, president and CEO of Arpin Group, has been elected chairman of the American Moving & Storage Association (AMSA), the national trade association for the professional moving industry. David Arpin replaces Larry Fry, president of Fry-Wagner Moving & Storage, who becomes immediate past chairman. Congratulations David!

## **New Members**

CAM welcomes the following new members to the association.

### **Movers**

- King's Transfer Van Lines, Ottawa, ON
- King's Transfer Van Lines Inc., Montreal, QC
- Quality Move Management, Inc., Calgary, AB
- Quality Move Management, Inc., Edmonton, AB

### **International**

- NEOSTAR International Moving Inc., Stouffville, ON

Our membership is now at 432, its highest level since CAM's re-establishment in 1996!!!

## **Logistics Conference**

For members who are either providing or interested in providing third-party logistics services, there is a well-priced full-day conference sponsored by the International Logistics and Warehouse Association (IWLA) in Toronto on April 20th. The focus is on cost savings and profit maximization with pertinent sessions on how to reduce your WSIB and insurance premiums among other solid topics. [Further Information](#) (pdf)

## **Articles For Sale and Articles Wanted**

CAM posts articles for sale or articles wanted [online](#) (pdf).

While no ads are currently posted, we have recently had several requests to sell or buy storage pallets. Should you be interested in either, let us know and we will put you in touch with a buyer or seller.

***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, 2011**

### **CAM's Packing-Unpacking Course**

The filming for CAM's Packing-Unpacking video training course is now complete. Together with the Helper training video, these videos will make an ideal way to introduce new employees to the moving profession. Watch for details shortly.

### **Criminal Record Checks**

Many members are reporting that they are being asked to provide evidence of criminal record checks when they are working with specific clients. This seems to be a growing trend that you may need to prepare for. CAM is currently trying to find credible sources for these checks.

### **CAM Membership Survey Results**

We just completed a survey of members of the association – movers and suppliers – and received some interesting responses. Thank you for your input. Responses were generally constructive and positive. A few important recommendations included:

- Improve lobbying role with government
- Initiating members' discount programs, especially fuel
- Improve the communications with suppliers to the moving industry and group purchasing
- Increase communications with the consumer
- Redesign the website to take advantage of CAM's search-engine rankings

### **Questionnaire Software**

CAM just completed a member survey using phpESP software. We found it very easy to use and got useful responses from members. Should you wish to use the software for your own customer service questionnaires, it's freeware and available from <http://sourceforge.net/projects/phpesp>. All you have to do is get your web designer to install it for you.

### **CAM Is Moving**

CAM will be moving its offices on Wednesday, May 18. Effective that day CAM's new postal address will be:

Canadian Association of Movers  
PO Box 30039  
RPO New Westminster

Thornhill ON L4J 0C6  
Canada

Our phone and fax numbers will remain unchanged.

## New Members

CAM is pleased to welcome the following new members to the association:

### Movers

- Edgemont Moving & Storage Ltd., North Vancouver, BC
- Jia Jia International Moving Inc., Markham, ON
- Office Move Pro, Mississauga, ON

### Suppliers

- AllCargo Express Inc., Richmond, BC

## It's a Scam!!

You may have seen an email like this. It's usually sent to "undisclosed recipients" which probably means it's going to a lot of movers. It seems to be another form of a common scam. Take care!

Hello,

How are you doing? I am relocating back to your location from United Kingdom because of the sad ordeal I experienced. I was one of the expatriates kidnapped in United Kingdom and I no longer feel comfortable working there. I have some household items consisting of furniture that I need to be delivered back to your location. My furniture are comprises of a dining set weighs 680 lbs and the number of shipping case is one. The dimensions: 58"W x 40"H x 18"D. Please contact the agent and supply him the information below:

Closest airport to you for pick up:

Available date of shipment:

Outstanding charges:

This is the shipper's details:

Shipper's name: David Brooks

Shipper's email: [priortows@gmail.com](mailto:priortows@gmail.com)

Shipper's address: 18 Abbeygate Apartments, Liverpool, Merseyside L15 8HB

Shipper's phone: (44) 7011138042

Do get back to me with your cost for moving and types of credit card accepted for payment so that I can go ahead and make payment if you can be able to move the items.

Regards,

Mrs Oscar

## King's Global Forwarding Ltd. (Calgary) Announces Senior Appointments

Mr. Randy Hounjet, President & CEO and Mr. Dennis O'Neill, Chief Operating Officer of King's Transfer Van Lines, are pleased to announce the launch of KING'S GLOBAL FORWARDING LTD. KING'S GLOBAL FORWARDING LTD. will concentrate its efforts in looking after all of the King's Companies' international business. The senior management team will be:

- Ms. Brenda Mitchell: President and CEO
- Mr. Albert Au: Senior International Forwarder
- Mr. Richard Carr: Senior Vice President, Sales

## Supplier Member Announcements

### **Dale & Morrow Insurance Limited**

With 35 years experience, Dale & Morrow offers customized coverages for all movers, from independents to van line agents operating into the USA. Call 1-877-229-7272.

### **Great Little Box Company**

Great Little Box Company, a specialist to the moving industry, has launched heavy-duty, double-wall-constructed, flat-screen TV boxes. Three sizes are available to suit most flat-screen TVs.

### **TransferEASE Relocation Inc.**

ReaLocation.ca – How can you be sure that your Real Estate Experience will be a good one? We offer Better Real Estate Service, and we'll pay YOU TO USE IT!

## CAM Website

New jobs have been posted to the CAM website as well as a new truck leasing offer (pdf).

***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, 2011

## Training Videos

Trained staff provides a competitive advantage to every moving company. As the summer moving season opens and movers employ large numbers of temporary employees, CAM offers two new avenues to ensuring your employees have the necessary knowledge to be productive on day one.

1. CAM has developed training videos over the past two years. This project has been led by Rick Taylor, CAM's Past Chairman. By the end of this week, we will have two new videos online:
  - Helper Module for New Employees (already available)
  - Packing Module (new)
  - Unpacking Module (new)

These have been designed with the intent of providing new employees with the information they need to be productive on their first day as well as some training on more advanced moving techniques. Access to the Canadian Professional Movers course is included in the price of one year's access to CAM's education program.

2. CAM has contracted with movingEDU.com to provide members with a broad range of training in many phases of the moving profession including:
  - Domestic and International packing
  - Wrapping and loading
  - Storage in Transit
  - Piano moving
  - Loading a 40-foot container
  - Loading an air-freight container

The movingEDU.com modules are available both online and as DVDs. movingEDU.com offers its training modules to CAM members at special prices. Contact movingEDU.com directly to access its material. Make sure you identify yourself to them as a CAM member.

## CAM has Moved!

CAM moved its offices on Wednesday, May 18. Our new postal address is:

Canadian Association of Movers  
PO Box 30039  
Rpo New Westminster  
Thornhill, ON L4J 0C6  
Canada

Our phone and fax numbers remain unchanged.

## Press Releases

Over the last two months, CAM has been issuing press releases to help consumers have a better move over the busy summer months. Topics and release dates include:

1. Getting and Comparing Cost Estimate for a Long Distance move (issued May 2, 2011)
2. Packing for the Move (issued May 11, 2011)
3. Preparing Children for a Long Distance Move (issued May 20, 2011)
4. What is Full Replacement Cargo Protection? (in process June 1, 2011)
5. Storage – Warehouse or Mini-Storage (June)
6. Tax Deductibility of Moving Expenses (June)

You can see our press releases on CAM's [website](#) as well as newspaper articles (*The Toronto Star* and *The Globe and Mail*) that have resulted. Your suggestions for future press release themes would be welcomed.

## CAM Awards

CAM's Board of Directors established a committee to review the association's award system. The committee, led by Cam Carswell, revamped the award criteria and updated one of the titles. See the new [award forms](#).

***Make your nominations now for the 2011 Awards.***

## Member Announcements

Premiere Van Lines announces the recent launch of its newly-designed website. It capitalizes on their tagline line "*The Art of Moving*" – visit them at [www.premierevanlines.com](http://www.premierevanlines.com).

## CAM Directory

In mid-May CAM mailed out its Spring 2011 [magazine and directory](#). Please let us know if you did not receive your copy. Our thanks to our contributors and advertisers who supported this publication.

## New Members

Welcome to AMJ Campbell Van Lines, Kelowna, BC, and Coburn's Worldwide Moving Systems Inc., Whitby, ON.

## Postal Strike

It appears that Canada may be headed into another postal strike. Should it occur, we will be able to perform all member-related functions with the exception of the mailing of framed certificates, flyers and directories. Please communicate with the association during the strike by email, fax and phone.

***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, JULY, 2011**

### **Dale Goldhawk — Opening Keynote Speaker at CAM's Annual Conference**

Dale Goldhawk is one of Canada's best-known advocacy journalists. He's been chasing bad guys, fighting for change and raising Hell for 44 years. The good guys in our association need to hear his message.

Mark your calendar for November 13 to 15, 2011, and plan to attend CAM's 2011 Annual Conference.

Watch for announcements about the conference in your email.

### **CAM Awards**

It's time to consider your nominations for CAM's 2011 annual awards. The awards recognize the achievements of members of the moving industry who have advanced the practice of moving, and people from both inside and outside the industry who have worked to improve the consumer's interests, the environment, industry safety and humanitarian activities.

- Distinguished Service Award
- Industry Achievement Award
- Innovators Award
- Public Service Award

A committee of directors has updated the categories and criteria. You can obtain nomination forms [online](#).

### **CAM Golf**

CAM's annual golf tournament will be held on Monday, September 19, 2011, in Milton, Ontario. Enjoy a day of golf and a chance to exchange war stories about your summer moving season with your colleagues.

The registration form is available in a [PDF](#) file.

### **Postal Strike**

The postal strike likely hampered some of your communications – sending invoices, flyers and letters and receiving payments and goods – it certainly interfered with CAM's activities. It appears to be over.

We are now starting to clean up after the event. Certificates are being mailed out, directories and flyers are being mailed, payments are being received, the data that was mailed to us is being entered into our databases. If we owe you material or information, it will be on its way shortly.

We will be planning for the next strike and investigating alternatives to postal service.

## Fraudulent Reviews

We have had a warning from a member about fraudulent reviews being posted to consumer websites. You should be aware that some of your less-than-reputable competition may be posting reviews of your company. A sign of this is a grouping of poor ratings for your company and stellar ratings for others. We recommend that you do a search for your company by name and/or by city. Fake reviews should be reported to the website management.

## Training Videos

As we mentioned in our last newsletter, CAM's new Packing and Unpacking training modules are now available, along with our Helper Module for New Employees video and Canadian Professional Movers course. Call us for a temporary access code if you'd like to check them out. You already have access if you've registered for access to CAM's education program. You can extend this program to all your employees at no additional charge.

We also mentioned that CAM had contracted with MOVINGEDU.COM to provide members with a broad range of training in many phases of the moving profession. MOVINGEDU.COM offers its training modules to CAM members at special prices so make sure you identify yourself to them as a CAM member.

## CAM Code of Ethics

CAM's Board of Directors has approved a change to the wording of CAM's Code of Ethics. CAM's Code now requires that movers make a commitment to providing a complaint resolution process for consumers (instead of participating in and abiding by the decision of an independent arbitration process). The amended Code of Ethics form is now in use for new members. Existing Certified Canadian Movers will be asked to sign up to the amended Code of Ethics with their membership renewals.

You can see the changes online. The amendment is to paragraph "iv" in the section that begins "*Members and their employees also commit...*"

## New Members

Welcome to Crescent Moving and Storage Ltd., Surrey, BC, and TWO MEN AND A TRUCK®, Kingston, ON.

## Trucks for Lease/Rent

Tandet has a special offer on trucks for lease or rent for CAM members. [Details](#) (pdf)

## CAM National Office Holiday Closure

In celebration of Canada Day and our American colleagues' Independence Day, CAM's national office will be closed from July 1 to July 4. We'll be open for business again on July 5.

***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, AUGUST, 2011**

### **CAM Launches Its Newly Redesigned Front-End Portal to Its Website**

Visit [your association's website](#) and see the new features.

- A new look
- Search functions are on the home page
- Ease of use of both English and French
- Basic instructions and links to help a consumer find a mover
- Four methods to search for a CAM mover member:
  1. province and city
  2. postal code
  3. online membership directory
  4. telephone

Check out the new search functions:

- For any search by city or postal code it gives the consumer up to six members' contact information.
- The member records shown are selected on a random basis that changes from day to day.
- The consumer has the option of contacting members from the listing provided or by email.
- Emails to movers contain consumer-contact information as well as basic details for the move.

Have a look at the new features of the website and let us know what you think.

### **Roy Osing to Host a Seminar at CAM's Annual Conference**

At CAM's 2010 Annual Conference, members rated Roy Osing as one of the best speakers we have ever presented. Roy returns to our 2011 Annual Conference with a half-day session on marketing communications and business strategy. It will be a not-to-be-missed event. Roy will assist you in developing a competitive position in your marketplace, avoiding being a commodity supplier and articulating your unique capabilities.

Watch your mail and email for more 2011 Annual Conference announcements.

### **CAM Awards – Nomination Deadline – September 2**

September 2 is the deadline for submission of nominations for CAM's 2011 Annual Awards. It's time to consider placing a nomination for one or more of CAM's 2011 annual awards. The awards recognize the achievements of members of the moving industry who have advanced the business of moving, and people from both inside and outside the industry who have worked to improve

the consumer's interests, the environment, industry safety and humanitarian activities. Submit your nominations for the following:

- Distinguished Service Award
- Industry Achievement Award
- Innovators Award
- Public Service Award

A committee of directors has updated the categories and criteria. You can obtain the new [nomination forms](#) online.

## CAM Golf

CAM's annual golf tournament will be held on Monday, September 19, 2011, at the Granite Ridge Golf Club in Milton, Ontario. Put together a foursome and enjoy a day of golf and a chance to exchange war stories with your colleagues about your summer moving season. Promote your company by sponsoring a hole or competition.

## New Members

CAM welcomed three new members in July:

- TWO MEN AND A TRUCK®, Etobicoke, ON
- Relogulf LLC, Dubai, UAE
- ReloUK, Eastbourne, UK

## Conditions of Carriage

Have you ever asked where the *Conditions of Carriage for Household Goods* on the back of your bill of lading come from? The source is your province's highway traffic act, traffic safety act or other similar legislation. Eight of ten provinces have enacted these conditions in legislation as well as specifying the minimum content for the information on the front of the bill of lading.

The term "**Conditions of Carriage**" is often preceded in the regulations as "Specified" or "Uniform". This means that the wording cannot be modified. It's probably time that you compared your bill of lading to your province's regulations. CAM has just dealt with a consumer complaint in which the mover (a CAM member!) had modified the document with a number of clauses that were not in the regulations and directly contradicted the intent of the legislation, which is to protect the consumer who is an unsophisticated shipper.

You can see the [Conditions of Carriage](#) for your province on our website but you should check with your provincial government's website for the absolutely latest version.

## **Tour de Force – 2011**

From September 12–18, Canada Company and North American Van Lines will hold the second annual Tour de Force bicycle ride from Toronto to Montréal. This event raises money for the children of fallen Canadian Forces personnel by supporting camps and scholarships.

## **Arthur Drewry Appointed to IAM's Core Members Management Board**

Congratulations to Arthur Drewry, International Manager at Taylor International, on being appointed to the International Association of Movers' Core Members Management Board. Arthur is one of two representatives for IAM's Region 6 – North America. This board advises IAM about commercial and regional issues related to international moving as well as vets some membership applications.

## **March of Dimes**

The March of Dimes contacted CAM about its employment-services program for people with visible and non-visible disabilities. The March of Dimes provides employment services across Canada. You can contact this organization through its website at [www.marchofdimes.com](http://www.marchofdimes.com). It's a great place to find capable people.

## **CAM Magazine and Directory**

CAM will be publishing its fall directory early in September. Please check out your listing on CAM's website (try out our new search function!) and advise us if you'd like to make any changes to it. Make sure it's up-to-date – this is what online customers will read about you!

***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, 2011**

## **Summer Moving**

We hope the summer moving season has been good to you and that you will join us for the industry events we are hosting this fall.

## **CAM Magazine and Directory**

CAM will be publishing its fall directory in mid-September. Please check out [your listing](#) on CAM's website and advise us if you'd like to make any changes to it. Make sure it's up-to-date – this is what online customers will read about you!

## **CAM's 2011 Golf Tournament**

CAM's 2011 Annual Golf Tournament will be held in Milton, Ontario, on September 19. Register now and join us for a day of fun, food and friends. It's an opportunity to catch up after the busy summer moving season.

## **A Social-Media World — The New Business Reality**

CAM's 2011 Annual Conference will address some of the issues and challenges facing movers as social media becomes a prevalent way in which movers communicate with consumers. Join us November 13–15, 2011, in Toronto. Watch for the flyer in your mail and email, and [see it on the web](#) (pdf).

## **CAM Awards — Nomination Deadline — September 2**

September 2 is the deadline for submission of nominations for CAM's 2011 Annual Awards. Consider nominating a deserving fellow mover for one of the awards. The awards recognize the achievements of members of the moving industry who have advanced the practice of moving. People from both inside and outside the industry who have worked to improve the consumer's interests, the environment, industry safety and humanitarian activities are eligible. Submit your nominations for the following:

- Distinguished Service Award
- Industry Achievement Award
- Innovators Award
- Public Service Award

A committee of directors has updated the categories and criteria. You can obtain the [new nomination forms](#) online.

## Fred Goodine

It is with sadness that we announce the passing of Fred Goodine on Tuesday, August 30, at 2:00 a.m. He passed away from pneumonia. Fred was a former owner of Soo Van Storage. He was also a container driver for various members and a past Director of United Van Lines (Canada) Ltd. Fred had a real passion for moving. He would do anything necessary to make a move a success. Fred would often repair containers for members as he was travelling across the country to help keep our containers in good condition. He was always willing to lend a hand.

Fred will be greatly missed by all of those whose lives he touched. Our deepest sympathy goes to the Goodine family and friends during this difficult time.

Funeral service details.

***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, 2011**

## **Important Notice — Faxes For CAM**

**Some members are reporting that they have been unable to reach CAM's fax. If you have had problems reaching our fax or have not had a response to a fax that you sent us, please re-try using 905-764-0765. This is CAM's new fax number.**

## **A Social-Media World — The New Business Reality**

CAM'S 2011 Annual Conference will address some of the issues and challenges facing movers as social media becomes a prevalent way in which movers communicate with consumers. Join us November 13-15, 2011 in Toronto.

You have the [conference flyer](#) (pdf) or you can find it on the web.

**There is a new phone number to use in making your hotel reservations 1-866-932-7058. It's a new and more accessible toll-free number. The block of rooms (and the special price!) that CAM has reserved closes on October 14. Rooms are still available. Book now to avoid disappointment.**

***IT'S TIME TO REGISTER!***

## **CAM's 2011 Awards**

CAM will celebrate its 11th Annual Awards Dinner on Monday, November 14. This year we will be honouring:

- **Howard Bigham** – Distinguished Service Award
- **Dennis Doehl** – Industry Achievement Award
- **Dale Goldhawk** – Public Service Award

Join us for an evening in which members of the moving industry celebrate the achievements of prominent members of our profession as well as an individual who has assisted consumers for many years in their search reputable providers of moving services.

## **Atlas Canada Wins NAV Canada's Supplier Award**

NAV Canada, the country's civil-aviation navigation services provider, awarded Atlas Canada its "Supplier Award of Excellence" for 2011. The award recognizes the level of quality that Atlas Canada has provided in relocating NAV Canada employees.

Congratulations to Atlas Canada and its agents on this customer-service achievement.

## Toronto Police Service Activities

Around this time last year we reported that the Toronto Police Service had arrested a local Toronto mover and charged the employees with many crimes including fraud, extortion, theft and possession of stolen goods. Sergeant Kevin Hooper discussed this at our 2010 Annual Conference.

The Province of Ontario's Asset Forfeiture Unit has seized all of the company's moving trucks, two personal cars and one residence thus far. It will be a year before this goes to trial. The Province cannot sell the property until a judge agrees at trial that the property was obtained by crime (i.e., by defrauding the victims of thousands of dollars which allowed the bad-guys to buy trucks, house, etc.).

## A New Scam

In the last week, we have been approached by two different companies offering to sell us tickets for attendance at the Masters and the US Open golf tournaments. They advised that a client of theirs is unable to attend and they are offering us the tickets. The tickets are several thousand dollars and must be paid for immediately. Draw your own conclusions. It may not be a scam but it sure sounds like one. CAVEAT EMPTOR!

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# CAM MOVER'S EDGE, NOVEMBER, 2011

## Fourteen Days to CAM's 2011 Annual Conference!

CAM's Annual Conference opens at 9:00am on Monday, November 14.

- Great speakers with messages you need to hear.
- An Awards Dinner where we recognize contributors to Canada's moving industry.
- An open discussion where we will form CAM's activities for the next year and discuss:
  - Licensing for movers
  - CAM's membership standards
  - Members' expectations for CAM
  - New products and services showcased by the moving industry's leading suppliers.

Don't miss what promises to be our most value-packed Annual Conference ever.

## A Social-Media World — The New Business Reality

CAM'S 2011 Annual Conference will address issues and challenges facing movers as social media becomes the prevalent way in which consumers want to receive their communications. Join us November 13-15, 2011, in Toronto.

You have the conference flyer or you can find it [on the web](#) (pdf).

***IT'S TIME TO REGISTER!***

## CAM's 2011 Awards

CAM will celebrate its 11th Annual Awards Dinner on Monday, November 14. This year we will be honouring:

- **Howard Bigham** – Distinguished Service Award
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Join us for an evening in which members of the moving industry celebrate the achievements of two prominent members of our profession as well as an individual who has assisted consumers for many years in their search for reputable providers of moving services.

## City of Toronto Licensing

The Toronto Police Service has presented a request to the City of Toronto's Licensing and Standards Committee that a permit be required for movers operating within the city. The Police Service was represented by Sgt. Kevin Hooper and CAM was represented by Perry Thorne of Greg & Sons Moving and Storage and Chuck Resnick of Two Men and a Truck.

Committee members were very enthusiastic about the request that Sgt. Hooper presented. They voted unanimously to present the request to the Government of Ontario for approval. There are a number of issues that will have to be addressed in the process of developing the permit process:

- What standards will be required for movers to obtain a permit?
- What will be required from movers who are not resident in the city of Toronto?
- Who will enforce the permit regulations?
- What mechanisms will be in place to assist consumers?
- Should this be an Ontario-initiative?

These are issues that CAM will need to address in the near future and will need your input. As is often the case, this initiative could find itself on the agendas of other city councils across Canada.

Join us at the Annual General Meeting during the Annual Conference where we will discuss this matter and set CAM's policy on permits for movers.

## Winnipeg Moving Wins BBB Award

Winnipeg Moving & Storage has been awarded the Better Business Bureau's prestigious **Torch Award for Marketplace Ethics and Integrity** for the second year in a row. Winnipeg Moving is the only moving company in Manitoba and Northwestern Ontario to have received this award. The award is especially noteworthy because the BBB has expanded the scope of the "Home Services" awards category, thus increasing the competition for this award.

## Bedbugs

Consumers are becoming increasingly aware of the problems caused by bedbugs. Michael Warnick of Westmount Moving in Kitchener represented CAM at a seminar on bedbugs hosted by the Public Health Department in Kitchener-Waterloo. Michael has written an article about the information he received. This includes:

- The nature of the problem including social issues
- How to detect bedbugs
- Training for sales staff and moving teams
- Practical solutions for their eradication
- Policy for moving companies when bedbugs are detected

The complete text of Michael's article is [posted](#) (pdf) for CAM members.

## The Canadian Mover

By now you should have received your fall issue of *The Canadian Mover*, CAM's member directory and magazine. You'll find a conference flyer in the centre – be sure to check it out and then call us to register. If you haven't received your copy, please let us know.

## **CAM Truck Decals**

Decals for your trucks are now available for ordering. A sheet of two decals costs \$5 including taxes and shipping. They are highly visible and are a great way to market your company as a **CAM Certified** mover. The decal sheet is letter size.

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## CAM MOVER'S EDGE, DECEMBER, 2011

### CAM Annual Conference — A Social-Media World — The New Business Reality

On November 13–15, the Canadian Association of Movers held its 16th Annual Conference in Toronto. The conference included three major events in CAM's year:

- The Annual Conference
- The Suppliers' Trade Show
- The Annual General Meeting
- The Annual Awards Dinner

Each of the events had its own value and importance for members and attendees. The Annual Conference is intended as a business conference for movers. Its emphasis is on business concepts and practices that movers would find useful. This year the conference was titled ***A Social Media World – The New Business Reality***. To deliver messages in support of that theme, CAM engaged speakers across a broad range of topics:

- A highly rated consumer advocate who discussed the perils of not hiring a good mover
- A consultant who provided an outline of effectively using social media for business purposes
- An economist who discussed the future of the North American and global economies
- A police officer from Canada's anti-fraud center who showed attendees some of the scams that they could be vulnerable to and offered contact information for reporting fraudulent behaviour
- Terry Head, president of the International Association of Movers (IAM), spoke on the future of international moving and the profit opportunities that this sector opened for movers.

Conference presentations have been posted.

A dozen of CAM's suppliers displayed their wares and services at the conference. Members were able to see the latest in moving services, equipment and supplies, vehicle transportation, and insurance products.

### CAM's Annual Awards

Three presentations were made at the Annual Awards Dinner during the conference:

- The Distinguished Service Award was presented to Howard Bigham of Bigham the Mover for his role in the re-establishment of CAM 15 years ago, the ongoing management of CAM and the example he sets in providing ethical professional moving services.
- The Industry Achievement Award was presented to Dennis Doehl of Jay's Moving & Storage (accepted by his son, Greg) for his entrepreneurship in the establishment, management and expansion of Jay's.

- The Public Service Award was presented to Dale Goldhawk, Canadian consumer advocate and broadcaster, for his ongoing efforts in helping consumers find reputable service-providers (especially movers).

## Annual General Meeting

The committee chairs and officers of CAM reported to the membership at the Annual General Meeting. Of particular note were the facts that the Association was profitable for the past year, membership was significantly increased, a project had been initiated to rebuild the website, and new members were elected to the Board of Directors.

Ted LeLacheur of Western Moving & Storage in Edmonton, Alberta was installed as the new CAM chairman for 2012/2013. CAM's new Board of Directors is made up as follows:

**Chair:** Ted LeLacheur, Western Moving & Storage, Edmonton, AB

**Vice Chair:** Tom Finlay, AMJ Campbell Van Lines, Delta, BC

**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 (elected at 2011 AGM)

Cam Carswell, Country Wide Moving, Saskatoon, SK

Kirsten Flynn, Premiere Van Lines Inc., Mississauga, ON (elected at 2011 AGM)

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

Terry Krulicki, Globe Moving/Premiere Van Lines, Winnipeg, MB (elected at 2011 AGM)

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

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

Harvey Mueller, Quick Transfer Ltd., Winnipeg, MB

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

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

**Staff:** Marian McGuire, Canadian Association of Movers (CAM), Thornhill, ON

One of the major highlights of the meeting was the agreement that IAM had made with CAM regarding the cooperative promotion of IAM's 2013 Annual Meeting and Trade Show in Vancouver, British Columbia.

Minutes of the Annual General Meeting will be posted to the website as soon as they are approved by the Board of Directors.

## Canadian Anti-Fraud Centre

John Schultz of the Canadian Anti-fraud Centre spoke at CAM's Annual Conference. He gave attendees the background on how the centre works, its connections to police forces around the world and its objectives and operations in protecting consumers.

CAM members should be interested in the fact that they can now report the incoming scams to a group that can actually do something about them. We've seen scams on compensating nannies, fraudulent estimates, and requests from Nigeria. It's now time to start reporting these scammers. Forward their e-mails and contact information to [info@antifraudcentre.ca](mailto:info@antifraudcentre.ca).

## **British Association of Removers' 2012 Annual Conference**

The British Association of Removers has invited CAM members to attend its 2012 annual conference (May 17–19, 2012) at Windsor in England.

## **Westmount Moving & Warehousing Opens New Kitchener–Waterloo Facility**

On November 28, Westmount Moving & Warehousing held the official opening of its Kitchener–Waterloo facility. Joe Gagnon and Sheri Doyle, owners of Westmount Moving, hosted the event. The event was highlighted by the attendance of several prominent local business leaders and served to introduce Westmount to the Kitchener–Waterloo business community. Attendees at the opening toured Westmount's new facility and were introduced to the services the company provides. [More information](#).

## **The Value of Community Service**

One of the presentations at our annual conference was about public relations and its value to a company. Mike McIntosh of Total Move Management in Kemptville, ON, is a practitioner. Have a look at the publicity they got for their support of North Grenville Public Library – [great community service](#) for a worthy cause.

## **Holiday Break**

CAM's offices will be closed from noon on Friday, December 23, 2011, until 9:00 AM on Tuesday, January 3, 2012. During that time we will have limited access to email and voice mail.

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