

YEAR OF THE REPUTABLE MOVER

The **Year of the Reputable Mover** will be a major initiative for the Canadian Association of Movers through 2014. As you are well aware, rogues (thieves and fraudsters) have become a significant problem in the moving industry. CAM's efforts to deal with these businesses are focused where it is believed they can be most effective. Your suggestions on how to conduct this campaign are necessary to its success and your participation is critical.

We have written to the provincial ministries responsible for consumer protection, transportation, justice and revenue asking for their input and assistance in our efforts. We are in communication with Better Business Bureaus across the country and the federal ministries of Justice, Transport and Industry asking these agencies to enforce their regulations to help protect consumers and assist them in finding a reputable mover.

The key success factor in this program will be to get the message out to consumers on how to protect themselves. We have opened a new webpage at www.mover.net/trust that helps the consumer understand why hiring a CAM member is so important. And, of course, if you are not a member, you should be!

SUCCESSION

CAM has established a succession committee to find a suitable candidate to replace John Levi who is scheduled to retire as president of CAM on December 31, 2014.

The committee has defined the role to be a part-time position in which the successful candidate would be the representative of the Association to the Canadian moving industry, consumers, media, government and non-government agencies, as well as moving associations around the world. The committee is looking for a candidate who will have a track record of leadership in either an Association-management position or moving-industry position. He or she will have demonstrated skills in both written and oral communications, organizing diverse groups, government relations and consensus building. The candidate must have a reasonable level of proficiency in computer operations.

The successful candidate would assume the role on November 1, 2014 which would be the beginning of a two-month transition period.

Interested parties may submit an application to admin@mover.net. All applications will be held in confidence with only CAM staff and members of the committee knowing the name of the applicant.

NEW MEMBERS

We'd like to welcome these new members to CAM.

International

Déménagement Patrick SA, Crissier, Switzerland

IMS Relocations Limited, Dartford, Kent, United Kingdom

Mover

Déménagement La Capitale (DLC), Montréal, QC
Elite Moving & Transportation Ltd., Concord, ON
LeDrew's Express, St. John's, NL
Steve's Moving & Storage, Kitchener, ON
Viktoria Professional Services, Toronto (Etobicoke), ON

Supplier

Move Complete Inc., Toronto, ON

SUPPLIER MEMBERS

Wherever you need to go, PENSKE will help you get there with commercial and consumer truck rentals and leases. Contact CAM for details on promotions and rates for CAM members.

Supplier members have a standing invitation to post a short (25 to 40 words) notice of upcoming specials, discounts, promotions, etc. in CAM's monthly newsletter. Please send us your submission a week before month-end.

1-2-FREE!

CAM is once again offering its recruitment promo in 2014. **1-2-FREE!** is your opportunity to recruit a new member and get a credit against your next year's membership fee.

- Recruit one new member (head office - mover, supplier or international) and receive a 20% credit to your next membership fee.
- Recruit a second new member and get another 20% credit.
- Recruit a third new member and your next membership is free.

The conditions are simple:

- The company must not have been a CAM member in the last twelve months.
- The company must be approved by CAM's board of directors.

PAYMENT CARD CRIME

CAM has received a warning notice from the Canadian Anti-Fraud Centre. The warning notice is titled 'payment card crimes' and is particularly applicable to movers. We have posted the information to the movers' webpage on our website. Check it out and save yourself some money and heartache.

MOVING-RELATED CHARITIES

CAM is a supporter of Mover for Hunger, the organization that collects surplus food and distributes it to local food banks. Please contact adam@moveforhunger.org and let Adam Lowy know that you will support this worthwhile effort.

We have just been approached by the Niagara Furniture Bank (<http://niagarafurniturebank.com/>) about a similar effort where surplus furniture that one of your customers might have and would like to dispose of can be donated. This charity is part of the Furniture Bank Association of North America (<http://www.furniturebanks.org/>).

You have wondered in the past what to do with consumers' surplus food and now you have a solution for the same problem with surplus furniture.

The Niagara Furniture Bank is looking for a volunteer to assist in training its volunteers in the proper methods of moving furniture. The Bank can be contacted through its website.

CAM MEMBERSHIP

CAM membership has become the sign of a reputable mover. It is increasingly becoming recognized by governments, consumer agencies and most importantly by consumers as a mark of the mover that can be trusted.

CAM works for its members in a broad range of areas:

- it represents you to the media - TV, radio and newspapers;
- it lobbies government on your behalf;
- it provides you with leads from the 150,000 hits on its website;
- it advertises for you on consumer websites;
- it validates you to consumers through its certified mover program;
- it resolves disputes between consumers and members; and
- it provides training resources for your staff.

CAM membership has become a part of the smart sales representative's closing, reminding consumers that CAM membership is a sign of a reputable mover. The cost of membership is about the same as your net revenue on just one move! Become a member now. Don't be classified by consumers as one of those other guys!

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

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

Tel: 905-848-6579 Toll-free: 866-860-0065 Fax: 1-866-601-8499

Email: admin@mover.net Web: www.mover.net