

# MOVERS' EDGE, JANUARY, 2005



## SEASON'S GREETINGS FROM SCOTT HICKLING

In this, my first greeting to you as Chairman of the Canadian Association of Movers, I extend my best wishes to you, your fellow movers and your families for a safe and happy holiday season and a prosperous new year.

CAM has set an ambitious course for itself over the next year. It is designed to help members reduce costs and improve revenue, improve the image of the moving industry and assist consumers to find professional movers.

Your participation is vital to our mutual success. I challenge every member to recruit a fellow mover as a CAM member. Our strength comes from our members' participation. You benefit by helping to increase membership.

### In 2005, CAM's major goals are:

- To increase our membership in all markets across Canada
- To provide consumers with a reliable method of finding a professional mover
- To represent members to consumer agencies and government

**CAM now has a presence in Sun Media's weekly consumer magazine - 24 hours Find-a-Rental.** Each week, the magazine publishes a page of editorial from CAM and an ad from CAM. The magazine focuses on people who live in rental accommodation and are planning to move. The editorial is intended to advise them how to find a good mover. The ad directs consumers to CAM for referrals to reputable movers.

The magazine is currently published in the Toronto market and will be extended in the next few months to major urban markets across the country.

Response has been positive and CAM is now getting requests for referrals from the readership.

Over the last months, you've heard a lot from CAM about the **Certified Canadian Mover Program**. It has been a very successful program for all participants. We now have over 100 members in the program.

Don't miss out. The program has one major value - it helps to sell moves.

We have had a good response from members for our **Visa/MasterCard program**. The program is a full-feature credit-card program provided by one of Canada's leading credit-card service companies.

The discount rate for CAM members is 2%. Check out what you are currently getting and apply now. You could save thousands.

**Membership** numbers remain CAM's foremost challenge. The value of your membership is enhanced by the number of movers who are members. Increased numbers allow CAM to improve existing programs, lobby more effectively and represent and refer movers to the consumer. Help your association, help yourself: recruit a fellow mover as a CAM member.

The cost of membership for your branches is minimal. Certification of branch offices is almost automatic with much of the required documentation being the same as for your head office.

**CAM's requirement for \$250,000 of cargo insurance** was an obstacle for some members who wanted to join the Certified Canadian Mover Program. Dale & Morrow, Ogilvy & Ogilvy and Chris Steer, CAM's insurance providers, now offer the additional required insurance at minimal cost. Contact them. Get your coverage. Get certified. Get more moves.

**The CAM office will be closed from noon on December 24 to 9:00 am on January 3, 2005.**

# MOVER'S EDGE, FEBRUARY, 2005

## CTV'S W-FIVE AND MIKE'S MOVING

We've all seen the articles and television programs on Mike's Moving from Kelowna, BC. The company has appeared in articles in the *Kelowna Courier* and the *Ottawa Citizen*. It's just the usual stuff we hear about rogue movers – overcharging, damage, failure to deliver, improper loading and storage, and, of course, no response to consumer inquiries.

CTV will air “**W-FIVE Unloads On Canada's Worst Movers,**” on Saturday, February 12 (at 7 pm Eastern time – check your local listings) and on Sunday, as well.

A short report about Mike's will appear on the CTV national news at 11 pm on Friday, February 11.

After the program has been broadcast, a web version of the story will be posted to CTV's website ([www.ctv.ca](http://www.ctv.ca)). It will include links to CAM, our consumer page, Industry Canada and the Better Business Bureau.

## 24 HOURS FIND-A-RENTAL

We have placed six articles in [24 hours Find-a-Rental](#) since early December and will reuse them on about a ten-week cycle. Generally, the articles have been about how to avoid movers like Mike's and how to find good movers like you.

We could use a bit of help in generating articles. We do need some ideas for articles that would be interesting to people who are about to move. Let us know.

*24 hours Find-a-Rental* presents an opportunity for members who wish to advertise in Canada's major metropolitan areas. The magazine's circulation will be extended to other metropolitan areas across Canada in the next months. The magazine has become a source of referrals for members throughout the Toronto area. CAM has obtained special positioning for CAM members in the magazine. Contact CAM if you wish to participate.

## ONTARIO'S EMPLOYMENT STANDARDS AMENDMENT ACT (HOURS OF WORK AND OTHER MATTERS)

The *Employment Standards Amendment Act (Hours of Work and Other Matters), 2004 (Bill 63)* has been enacted by the Ontario Legislature. **The new law will come into effect on March 1, 2005.** The bill amends the *Employment Standards Act, 2000 (ESA 2000)* to set out rules employers must follow if they want their employees to work more than 48 hours a week. New rules have also been established for employers who wish to average an employee's work hours in order to determine overtime pay entitlements.

As of March 1, 2005, if an employer wants an employee to work more than 48 hours in a week, the employer must:

1. Give non-unionized employees a Ministry of Labour-produced information sheet regarding hours of work and overtime pay.

2. Obtain written agreement from the employee or, if the employee is represented by a union, the employee's union.
3. Obtain approval from the Director of Employment Standards. (If certain conditions are met, limited excess weekly hours may be worked 30 days after an application has been made.)

The first two requirements also apply if an employer wants an employee to work excess daily hours.

The complete email that CAM received from Ontario's Ministry of Labour has been [posted](#) (pdf) to our website.

### **VISA & MASTERCARD**

CAM's Visa and MasterCard program has been moving ahead with enthusiastic response from members. If you are not already getting a 2% discount rate from your credit-card supplier, contact CAM and we'll put you in touch with one of Canada's largest credit-card service companies.

### **BENEFIT PROGRAMS**

CAM is working with our supplier members to provide members and their employees with benefit programs, including life, accidental death, short- and long-term disability, dental and drug. Contact CAM for details and contact information.

Also, for members who need to obtain additional cargo liability insurance to become Certified Canadian Movers, our supplier members are offering the upgrades at very reasonable rates. Phone CAM for contact information.

# MOVERS' EDGE, MARCH, 2005

## CAM'S BOARD OF DIRECTORS MEETING

CAM's Board of Directors met at the end of February to discuss membership, members' concerns expressed about CAM's relationship with the Better Business Bureau and the 2005 Annual Conference.

Membership remains a priority activity. CAM has engaged Alana Oraziotti from Aurora Moving on a part-time basis to sell memberships. CAM's priorities remain the identification of reputable professional movers to the consumer and providing our members with the means of validating their status as such through the Certified Canadian Mover Program. We could use your help in recruiting members. Nominate a fellow mover as a member. You can only help yourself, your company and the moving industry by having a strong association, one in which reputable movers are members.

The Board reaffirmed its position that CAM's relationship with the BBB would remain unchanged as the BBB serves to help identify reputable movers, arbitrate when required and validate the Certified Canadian Mover Program to the consumer.

**Mark your Calendars!** CAM's 2005 Annual Conference will be combined with the annual golf tournament and is scheduled for Monday and Tuesday, September 19 and 20, 2005, in Toronto. The conference and awards dinner will be held on Monday and the golf tournament on Tuesday. The theme will include topics that movers can use to improve their operations and their bottom lines.

## MARKETING SEMINAR

CAM just held a seminar in Toronto on marketing titled "**Everything You've Ever Been Told, Sold, or Learned About Marketing is WRONG.**" The speaker, Dave Harrington, lived up to the challenge presented in the title. Advertising is one of the largest expenses movers have. Dave demonstrated to the group a few techniques to make advertising more effective. He scored 4.6 on CAM's standard 5-point scale.

A few of the comments were:

- It gave you the insight on how branded our ads are. We claim to be different – but ads don't reflect that.
- After this, I will immediately re-evaluate our advertising.
- I think we will be able to promote our business much more effectively as of today.
- Really will get me to think about my next ad.
- Speaker was well prepared and professional. Information was interesting and applicable to my job.

Where numbers warrant, CAM will offer the seminar in other centres.

## WORKERS' COMPENSATION SEMINAR

Greg Sathmary, one of the highly rated speakers at CAM's 2004 Annual Conference, will be conducting a seminar on managing the workers' compensation process. Workers' compensation

claims costs are often a major cost and risk for movers. Proper management of the process can save you big bucks on your bottom line.

Watch for announcements about this seminar in a centre near you.

### **ONTARIO'S WORKPLACE SAFETY & INSURANCE BOARD POLICY CHANGE**

CAM was contacted by Ontario's Workplace Safety & Insurance Board about some policy changes that will affect movers. Movers are obliged by WSIB regulations to pay the trucking rate for their warehouse employees. Preliminary indications are that if you can separate your warehouse operations from your trucking operations, you will be allowed to pay the warehouse rate for your warehouse workers.

The Board will send out a notification shortly with a response deadline of May 31. CAM will provide you with the contact information as soon as we receive it.

### **VISA AND MASTERCARD**

CAM's Visa and MasterCard program has been moving ahead with enthusiastic response from members. If you are not already getting a 2% discount rate from your credit-card supplier, contact CAM and we'll put you in touch with one of Canada's largest credit-card service companies.



## CAM'S ON TV!!!

Industry Canada has just produced a video in English and French that's going to help consumers find a mover. See the video in English at [www.mover.net/movingengtv.wmv](http://www.mover.net/movingengtv.wmv) or in French at [www.mover.net/movingfrtv.wmv](http://www.mover.net/movingfrtv.wmv). Steve Sharpe of All Continent is the moving-company consultant in the video.

Industry Canada will distribute these videos to television stations across Canada for use in consumer-related shows. They will appear as interviews or as news announcements or program items.

## THE CANADIAN MOVER

CAM has changed publishers for its magazine and membership directory, *The Canadian Mover*. The next issue of the magazine is scheduled for delivery to members in mid-summer and then twice a year after that.

*The Canadian Mover* is the only moving-industry magazine in Canada. It provides the industry with contact information for CAM members and a unique advertising venue for companies interested in contacting the leading movers in Canada. Companies interested in advertising should contact the CAM office.

View your record on CAM's website and update it so that we can provide the best information possible in the magazine.

## CAM'S WORKPLACE SAFETY & INSURANCE BOARD SEMINAR

The WSIB seminar originally scheduled for April 7 will now be held on Thursday, May 12 in the CAM office. There is room for one or two more attendees. Anyone interested should register immediately. Space is limited.

The original April 7 flyer can be seen on the website, at [www.mover.net/seminar.pdf](http://www.mover.net/seminar.pdf).

The presenter will be Greg Sathmary of Industrial Mediation in Ottawa. His presentation on workers' compensation at CAM's 2004 Annual Conference was very highly rated.

## ONTARIO'S CONSUMER PROTECTION ACT

Ontario's Consumer Protection Act will come into force on July 31, 2005. The Ontario government held a webcast on April 14 to present the legislation and regulations to the business community. It addressed

1. Consumer Rights and Warranties
2. Unfair Practices
3. Specific Consumer Agreements
4. Advance Fees
5. Cancellation of Consumer Agreements
6. Powers and General Provisions

The webcast and a written transcript can be seen on the government's Consumer and Business Services website at [www.cbs.gov.on.ca](http://www.cbs.gov.on.ca). Click on the link marked Webcast: Consumer Protection for the 21<sup>st</sup> Century. Additionally, the regulations and legislation can be seen at [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca) or in the members-only area of CAM's website, at [www.mover.net/cam/members/MCBS\\_NewRegs.pdf](http://www.mover.net/cam/members/MCBS_NewRegs.pdf).

## ONTARIO'S WORKPLACE SAFETY & INSURANCE BOARD POLICY CHANGE – REMINDER

Ontario's Workplace Safety & Insurance Board has advised CAM that movers who were previously classified under RG 570 (trucking) will be eligible to separately classify storage under RG 560 and moving under RG 570.

**You have until May 31, 2005 to make your request to the WSIB.** Changes will be retroactive to January 1, 2004. The letter documenting this classification can be seen in the members-only area on CAM's website, [www.mover.net/cam/members](http://www.mover.net/cam/members).

## 2005 ANNUAL CONFERENCE AND GOLF TOURNAMENT

### Mark your Calendars!

CAM's 2005 Annual Conference will be combined with the annual golf tournament and will be held on Monday and Tuesday, September 19 and 20, 2005 in Toronto. The conference and awards dinner will be held on Monday and the golf tournament on Tuesday. The event is scheduled to coincide with other moving-industry events that will take place in the Toronto area.



## **CAM RECEIVED THE FOLLOWING TWO PRESS RELEASES LATE LAST WEEK.**

### **UNITED VAN LINES CANADA REVIVES MAYFLOWER BRAND**

MISSISSAUGA, ON, May 11, 2005 – United Van Lines (Canada) Ltd. announced today that the company has revived the Mayflower brand in Canada. Through the opening of Mayflower Transit Canada, United Van Lines solidifies its position as the country's largest network of moving companies. It is the only major van line to be 100% Canadian owned and operated.

"The opening of Mayflower was a natural fit for us," announced Anne Martin, President of United Van Lines (Canada) Ltd. "The Mayflower reputation for care and value is consistent with that of United Van Lines. A similar relationship exists in the U.S. under the Unigroup banner," said Ms. Martin. "We are pleased to introduce another choice to consumers under the stewardship of someone that they trust. We are confident that the reintroduction of the well-respected Mayflower brand in Canada will attract additional operators to join our network of companies. Although Mayflower has not been active in Canada for the past decade, the brand, with the famous ship, has always maintained a high level of recognition with the public," she added.

Mayflower has been moving families since 1927. It has a network of 900 agents in the U.S., Canada, Mexico, and overseas. Mayflower Transit Canada, a division of United Van Lines (Canada) Ltd., will re-enter the Canadian market with a fresh take on the traditional green and yellow logo, along with 50 new agents to add to the Mayflower network. Its new Canadian look will be appearing on vehicles across Canada immediately.

United Van Lines (Canada) Ltd. was established in 1953. It comprises 200 privately-owned operators from coast to coast, which make up their "Member family." Its reputation for providing quality service has helped it to be ranked number one in Canadian market share for the past 20 years. United Canada, Mayflower Canada, and their Member family operate the largest household-goods fleet and the largest container system in the country, with combined annual revenues of over \$500M.

### **FROST THE MOVER CELEBRATES 100TH ANNIVERSARY**

William G. Frost established the business in 1905 under the name Frost's City Storage. When his son, Norman G. Frost, joined the firm in the 1920s, the cost of moving personal goods was \$4.00 per hour, a good price for a three-horse-drawn van and three movers. By 1929, Norman had established Frost the Mover. The Depression precipitated substantial increases in relocation activities for families and businesses, and Norman recognized the need for a full-service moving company.

Frost the Mover was the first area moving company licensed by the province, and in 1929 it acquired Kingston's first motorized moving van. The firm became an agent for Mayflower Van Lines in the early 1930s and secured the contract to move all Camp Borden personnel to Kingston when the new Signals Camp was formed at Barriefield in 1937.

In 1945, Donald C. Frost, after serving in World War II, became the third generation of the Frost family to manage the business. Frost Moving & Storage Ltd. was incorporated following Norman Frost's death in 1951. In 1954, the company expanded with the purchase of a former cereal manufacturing facility on Gore Street.

The company transferred its van-line association to North American Van Lines in the late 1950s. Historically an important member of the agency family, Frost recently received a plaque recognizing 45 years of service to North American Van Lines. By 1960, all of Frost's operations had been consolidated to the Gore Street property. Donald Frost sold the company to the Armitage family in 1984, ending 79 years of Frost family ownership. Frost the Mover was purchased in 1997 by Rentx Transportation Services and now operates from their facilities in Kingston and in Belleville. A third facility is scheduled to open in Peterborough in the summer of 2005.

Frost the Mover is a member of The Better Business Bureau and the Greater Kingston Chamber of Commerce. Frost the Mover was one of the first companies to receive the designation as a Certified Canadian Mover, awarded by the Canadian Association of Movers. This is a recognized symbol of quality in Canada's moving industry. Frost the Mover has become synonymous with moving since 1905 and still retains its reputation for quality as Kingston's oldest moving company.



## ONTARIO'S WORKPLACE SAFETY & INSURANCE BOARD POLICY CHANGE – DEADLINE: MAY 31

Ontario's Workplace Safety & Insurance Board has advised CAM that movers who were previously classified under RG 570 (trucking) will be eligible to separately classify storage under RG 560 and moving under RG 570. **You have until May 31, 2005 to make your request to the WSIB.** Changes will be retroactive to January 1, 2004. The letter documenting this classification can be seen in the members-only area on CAM's website, [www.mover.net/cam/members](http://www.mover.net/cam/members).

## CAM'S WORKPLACE SAFETY & INSURANCE BOARD SEMINAR

The WSIB seminar originally scheduled for April 7 was held on Thursday, May 12 in the CAM office.

Once again, Greg Sathmary of Industrial Mediation provided a value-added session on workers' compensation. Feedback from participants was very positive. On CAM's 5-point rating scale, attendees rated the seminar's relevance at 5.0, value of the information at 4.7, and speaker's delivery at 4.7.

Greg presented the information in a very practical style using case studies and analysis of attendees' sample problems. This valuable seminar will be offered again, for those members who missed it.

## ONTARIO'S CONSUMER PROTECTION ACT – EFFECTIVE JULY 30

Ontario's *Consumer Protection Act* will come into force on July 30, 2005. The Ontario government held a webcast on April 14 to present the legislation and regulations to the business community. It addressed

1. Consumer Rights and Warranties
2. Unfair Practices
3. Specific Consumer Agreements
4. Advance Fees
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The webcast and a written transcript can be seen on the government's Consumer and Business Services website, at [www.cbs.gov.on.ca](http://www.cbs.gov.on.ca). Click on the link marked Webcast: Consumer Protection for the 21<sup>st</sup> Century. Additionally, the regulations and legislation can be seen at [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca) or in the members-only area of CAM's website, at [www.mover.net/cam/members/MCBS\\_NewRegs.pdf](http://www.mover.net/cam/members/MCBS_NewRegs.pdf).

The regulations specific to moving are covered in Ontario's *Consumer Protection Act 2002* in several areas:

- Part II – Consumer Rights and Warranties – especially Section 10 – Estimates
- Part III – Unfair Practices
- Part IV – Rights and Obligations Respecting Specific Consumer Rights

The *Act* can be seen at [http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/02c30\\_e.htm](http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/02c30_e.htm).

## **MOVERS' EDGE, JULY, 2005**

### **YOUR DIRECTORY LISTING IN CANADIAN MOVER**

Later this month, CAM will go to press with *The Canadian Mover*, its magazine and member directory.

The member listings in the magazine show your company's contact information and the services you offer. We know this is your busy season, but **PLEASE TAKE A FEW MINUTES AND REVIEW YOUR LISTING IN OUR ONLINE DIRECTORY AND ENSURE IT SAYS EVERYTHING YOU WANT.** The directory often is your portal to additional opportunities.

CAM is now publisher of the magazine. There are still openings for advertising. The magazine will reach a broad cross-section of the Canadian moving industry, our suppliers and our customers. Contact the CAM office for details. Advertising rates are significantly reduced for members. The deadline for ads is July 14.

### **CAM'S ANNUAL CONFERENCE AND GOLF TOURNAMENT**

Mark September 19 and 20, 2005, on your calendar. If you are coming to Toronto for other moving-industry events, extend your stay and attend ours also. The theme once again is profitability, with many useful presentations on those practices that will improve your bottom line. **Do you know someone who should be recognized for his or her service to the moving industry? Visit CAM's website and nominate them before July 11.**

### **ALLIED VAN LINES AND NORTH AMERICAN VAN LINES JOIN CAM**

Michael Johnston, President of SIRVA Canada, has renewed the CAM memberships of Allied Van Lines and North American Van Lines. Industry veteran John Rausch is director of network management for the Allied agents. Michael noted that a similar position is currently being established for North American agents. CAM welcomes both van lines back as members.

### **HOUSEHOLD GOODS FORWARDERS ASSOCIATION OF AMERICA, INC.**

The HHGFAA joined CAM as an association member. CAM will join HHGFAA later this month. This will give CAM and HHGFAA a new communication channel to address issues of mutual concern.

### **SILVERMAN HELPS**

Last Tuesday, John Levi appeared with Vickie Campbell of Campbell Moving Systems on CITY-TV's *Silverman Helps* one-hour consumer phone-in show. Peter Silverman asked several questions as to what a consumer could do to avoid a disastrous move. The response generally was that consumers should make every effort to find a reputable mover and one of the best ways to do that was through CAM. We have had a blizzard of phone calls

requesting referrals to reputable movers. The show has repeated several times already. While you have as much business as you can handle now, this type of initiative will help to provide you with moves after the summer is over.

## **ONTARIO'S CONSUMER PROTECTION ACT — EFFECTIVE JULY 30**

Ontario's *Consumer Protection Act* will come into force on July 30, 2005. The Ontario government held a webcast on April 14 to present the legislation and regulations to the business community. The webcast and a written transcript can be seen on the government's Consumer and Business Services website, at [www.cbs.gov.on.ca](http://www.cbs.gov.on.ca). Click on the link marked "Webcast: Consumer Protection for the 21st Century." The regulations and legislation can also be seen at [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca) or in the members-only area of CAM's website. The Act can be seen at [www.e-laws.gov.on.ca/DBLaws/Statutes/English/02c30\\_e.htm](http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/02c30_e.htm).

The regulations that relate directly to moving are covered in Ontario's *Consumer Protection Act 2002* in Consumer Rights and Warranties (Part II – especially Section 10 – Estimates), Unfair Practices (Part III), and Rights and Obligations Respecting Specific Consumer Rights (Part IV).

## **WORKERS' COMPENSATION RATES**

In several previous issues of *Movers' Edge*, CAM advised members that the Workplace Safety & Insurance Board in Ontario would allow movers that were previously classified under RG 570 (trucking) to classify storage under RG 560 and moving under RG 570. Changes would be retroactive to January 1, 2004. We just received an email from one member who reclassified his work force under these classifications; he received a rebate cheque for \$6,000 and reduced his monthly payments by \$600, for an annual saving of \$7,200.

## **GUY-BERNARD BAILLARGEON**

Guy-Bernard Baillargeon, a member of one of Montreal's leading moving families, passed away on June 30. Mr. Baillargeon was president of the Baron Group of Companies, with its flagship operation A&F Baillargeon Express Inc., based in Montreal. He was a prominent moving-industry leader from the 50s to the 90s and was chairman of United Van lines for several years.

# MOVERS' EDGE, AUGUST, 2005

## SUMMER 2005

The CAM conference will be a great ending to a very busy moving season. Movers are reporting one of their busiest summers ever. The national office and the Quebec office have been getting lots of calls from people looking for a mover, and also some complaining about the performance of some of your competitors. Sounds like everyone is under pressure.

Keep your contact information up to date with CAM so we can make referrals to you during the slower off-season.

## CAM'S 2005 ANNUAL CONFERENCE AND GOLF TOURNAMENT

Mark your calendar: September 19 and golf tournament – September 20. Flyers are in the mail to you, and information is posted on CAM's website.

We have a great lineup of speakers:

- **Jim Larsen** is a consultant and coach to moving companies throughout North America; he will demonstrate strategies for improving cash flow.
- **Jean-Claude Collard** is the new contract manager at the Department of National Defence, and will update movers on the status of the government's initiatives and new programs within the contract.
- **Chris Ferguson** is responsible for the implementation of Ontario's new *Consumer Protection Act*. He will discuss its provisions and some of the government's new initiatives to protect consumers, as well as strategies used in other provinces.
- **Dave Harrington** is a business and marketing consultant who will show some effective strategies for marketing through Yellow Pages and on the Internet.
- **Michael Rathbone** leads one of Canada's foremost international shipping firms, and will demonstrate some methods that will help movers to develop this potentially very profitable area.

August 19 is the deadline for early-bird discounts at the hotel and on conference registrations. This conference is about profitability – don't miss out on these savings.

## ONTARIO'S CONSUMER PROTECTION ACT

Movers in Ontario are now subject to the new regulations contained in the *Consumer Protection Act*. Take a few minutes to read the *Act*. It's on our [website](#). Of particular interest should be Section 10 – Estimates:

1. **Estimates** – If a consumer agreement includes an estimate, the supplier shall not charge the consumer an amount that exceeds the estimate by more than 10 per cent.

2. **Performance of consumer agreement** – If a supplier charges an amount that exceeds the estimate by more than 10 percent, the consumer may require that the supplier provide the goods or services at the estimated price.
3. **Subsequent agreement** – Nothing in this section prevents a consumer and a supplier from agreeing to amend the estimate or price in a consumer agreement, if the consumer requires additional or different goods or services.

There are some obvious areas of concern for movers, especially when conditions change during a move. Send your questions to CAM, at [act@mover.net](mailto:act@mover.net), and we will forward them to the Ministry for their comments. This legislation might affect all Canadian movers providing estimates on long-distance moves into and out of Ontario.

CAM is currently seeking information from the Ministry of Consumer and Business Services about how the *Act* will be interpreted and how movers can operate ethically and legally within it.

### **NORTH AMERICAN VAN LINES APPOINTMENT**

On August 3, 2005, North American Van Lines announced that Kevin Devereux has joined its senior leadership team as Director of Agency Development. Kevin comes to North American from BlueBird Relocation Systems and The Office Mover, a long-standing North American agent, where he was Managing Director of the Toronto branch. ([Press Release](#))

# MOVERS' EDGE, SEPTEMBER, 2005

## ONTARIO'S CONSUMER PROTECTION ACT – IT AFFECTS YOU!

Ontario's new Consumer Protection Act came into effect on July 30, 2005. It affects most movers in Canada – whenever the consumer moves within Ontario, moves into or out of Ontario, or the mover is based in Ontario.

A few areas that movers should be aware of include:

- An estimate is an estimate no matter what form it takes – by phone, in person or over the Internet. Every estimate should be confirmed in writing stating what you have agreed to move, the date of the move and the bottom-line price.
- The estimate should clearly show that additional services will cost extra.
- You may not charge more than 10% above your original estimate in most circumstances.
- You may not charge for time that is beyond the customer's control:
  - Traffic delays
  - Snow on streets
- You may charge for time that is within the customer's control:
  - Customer not packed at the appointed time
  - Keys not available
  - Requirement for a long carry or shuttle at destination
  - Conditions at origin or destination not as described by the customer
- It is important to document all changes to the estimate in writing.

The above items are just good practice. For complete details of the discussions with the Ministry, please visit the [Movers section](#) of our website.

## CAM'S 2005 ANNUAL CONFERENCE

It's just two weeks away. We need to hear from you. The conference is designed to improve your bottom line, help you market your services, and service very profitable areas of your business. As well, you might meet an old friend and have a little fun at our golf tournament. Speakers include:

- THE PROFITMOVER'S GUIDE TO BUSINESS SUCCESS – James Larsen, Consultant to the Moving Industry, JBL Enterprises
- MARKETING AND ADVERTISING 101 FOR THE MOVING INDUSTRY – David Harrington, President, Full Dimension Group

- MANAGING A SUCCESSFUL INTERNATIONAL MOVE – Michael Rathbone, President, Brytor International Moving
- THE LATEST ON THE FEDERAL GOVERNMENT'S MOVING CONTRACT – Major Jean-Claude Collard, Contract Manager, Directorate Logistics Services, Department of National Defence
- INITIATIVES IN CONSUMER PROTECTION – Christopher Ferguson, Director, Marketplace Standards and Services Branch, Ontario Ministry of Government Services
- PANEL DISCUSSION AND OPEN FORUM – An opportunity for attendees to discuss the challenges that movers face in today's competitive marketplace.

### **2005 AWARDS DINNER**

The 2005 Awards Dinner will begin with a cocktail reception at 5:30 pm on Monday, September 19. Join us for the event where all movers can get together to celebrate the awardees.

### **2005 ANNUAL GENERAL MEETING**

The AGM will be held at 10:00 am on Tuesday, September 20, 2005. It is your opportunity to help in the formal government of your Association.

### **2005 ANNUAL GOLF TOURNAMENT**

It's the annual outing for the whole moving industry – a chance to compare notes on your busy summer season with old friends. So get your clubs out of mothballs and don't miss this moving-industry tradition.

# MOVERS' EDGE, NOVEMBER, 2005

## CAM STATISTICS FOR OCTOBER

CAM's consumer-relations activity and website activity are running at half the rate of the summer months. In October, CAM had the following activity:

### Consumer activity:

- Referral of moves to members: 101 – number of moves referred to members
- Inquiries about members: 26 – consumer calls asking for validation of a member
- Complaints: 21 – consumer complaints about movers

### Website activity:

- Visits: 9211 – total number of visits in October to [www.mover.net](http://www.mover.net)
- Visitors: 3899 – total number of individuals visiting CAM's website
- Most-active pages:
  - Certified Canadian Mover listing
  - *The Canadian Mover* magazine (several issues)
  - Choosing a Mover flyer

## THE CANADIAN MOVER

*The Canadian Mover*, CAM's magazine and directory, was mailed to you at the end of September. We have had several favourable comments on the look and content.

As you know, we will be publishing the magazine twice a year to try to match the moving cycle. The next issue will be published in March. This will provide a directory for use during the busy summer months.

We are looking for suggestions for the general theme of the magazine, articles and views on what content we should include. Let us know.

## YELLOW PAGES ADVERTISING

Many movers are renewing their Yellow Pages and Super Pages advertising commitments. Don't forget to include a CAM, ACD and/or Certified Canadian Mover Program logo in your ad. As a CAM member, it may give you that additional edge that comes from your certification.

## CANADIAN PROFESSIONAL MOVER COURSE

The Canadian Professional Mover course is CAM's training course for sales consultants. It contains the basic building blocks that a sales consultant needs in order to understand the moving industry, sales, estimating and moving operations.

Now is a good time to bring your existing sales force up to speed and to train new sales staff.

Graduates of the program are entitled to use the CPM (Canadian Professional Mover) designation on their business cards. A suitable logo will be available shortly. And, of course, the knowledge gained from the course will help in closing sales.

An added benefit is that the Canadian Professional Mover course is web-based, with all lessons and tests available 24 hours a day from home or at the office.

### **MEMBERSHIP RENEWALS**

Membership renewal invoices are in the mail to you now for those memberships that expire in December.

Renew now. Add your branches and get them certified. Ask a fellow mover to join with you. Your membership benefits in CAM improve with increased numbers of members.

### **2005 ANNUAL CONFERENCE FOLLOW-UP**

Copies of all speaker presentations have been posted to our website. You can download and view them at your convenience.

# MOVERS' EDGE, DECEMBER, 2005

## CAM STATISTICS FOR NOVEMBER

CAM's consumer-relations activity and website activity continue at half the rate of the summer months. In November, CAM had the following activity:

- **New members**  
CAM welcomes several new members to its roster:
  - Atlantic Canada Moving Systems – Halifax, NS
  - BlueBird Transportation Systems – Ottawa, ON
  - Brunswick Moving & Storage Ltd. – Fredericton, NB
  - Mini-Tankers – Mississauga, ON
  - Thompson's Moving & Storage – Dartmouth, NS
  
- **Consumer activity**
  - Referrals: 122 – number of moves referred to members
  - Inquiries: 51 – consumer calls asking for validation of a member
  - Complaints: 20 – consumer complaints about movers
  
- **Website activity**
  - Visits: 8908 – total number of visits in November to [www.mover.net](http://www.mover.net)
  - Visitors: 3811 – total number of individuals visiting CAM's website
  - Most-active pages:
    - #1: CAM member directory
    - #2: The new *Canadian Mover* magazine

## CAM AND ACD LOGOS

Consumers and CAM members have noticed that the CAM and ACD (French version) logos are being used by non-members in Yellow Pages, SuperPages and Internet advertising. These companies often advise consumers that they are CAM members.

Part of the value of your membership is the consumer's recognition of our logo as a sign of a reputable mover. The logos are registered trademarks belonging to your association. Please advise us whenever you see improper use of the logos.

These logos (in all formats) are available to members for web and print advertising.

## WORKERS' COMPENSATION BOARDS

CAM has been in contact with many of the Workers' Compensation Boards across Canada. The objective is to start a dialogue that will lead to better rates as has occurred in Ontario.

Do you have any concerns that you would want to have communicated to your Workers' Compensation Board from your industry association?

## **ONTARIO'S CONSUMER PROTECTION ACT**

Ontario's Ministry of Government Services has begun active investigations of moving practices related to violations under the *Consumer Protection Act*.

If you are based in Ontario, or provide moving services within, to or from Ontario, this Act applies to you. Please review how it applies to movers as documented in our discussions.

### **TOM BUNKER**

A memorial was held for Tom Bunker on Saturday, November 19. He passed away on November 13. The service was attended by family, friends and his many colleagues in the moving and transportation industry. Tom was well-known throughout the moving industry for his good counsel on insurance matters.

### **BRIAN DUBOIS**

Brian Dubois passed away suddenly near Edmonton in a single-vehicle accident on November 20. A celebration of his life was held on November 26. He was a chartered accountant and financial officer at SIRVA Canada. He will be missed by his friends, colleagues and young family.

### **CAM SUPPLIERS**

It's time to review the products and services as well as the specials that our supplier members provide. Visit our supplier members. They support your industry and your association. Here is a sampling of their offerings.

#### **Butler & Baird Lumber**

Contact Butler & Baird Lumber at 905-727-3074 for information about their portable storage containers. Over the past decade, they have worked with moving companies to develop their clean and secure containers.

#### **Farrell Enterprises**

Farrell Enterprises is offering a 10% discount to all CAM members on selected van equipment for the month of December. Call 416-745-2711 to get details!

#### **Mover's Equipment & Supplies**

Mover's Equipment & Supplies reminds you that you will find its warehouse & van equipment inventory sheet useful in ensuring you have the right equipment for every job. See it at [www.mover.net/suppliers](http://www.mover.net/suppliers).

#### **Your Moving Depot**

HOME PROTECTION KIT BAG – Makes an excellent Christmas gift for anyone who wants to promote a professional image! \$63.95. Call Kelly at Your Moving Depot, 1-888-415-8858.

***Supplier members are encouraged to provide two-line notices for future winter issues of Movers' Edge.***

### **SEASON'S GREETINGS**

Larry Rosenberg, chairman of CAM, the Directors and the staff of CAM's National Office wish you, your family and staff all the best for the holiday season and a healthy and prosperous new year.