



Wayne Wishloff

CAM 2024

Distinguished Service Award

The DISTINGUISHED SERVICE AWARD recognizes a prominent member of the profession who has made a significant contribution to the moving industry and has dedicated service to the Canadian Association of Movers.

With over 40 years of dedicated service to the moving industry, Wayne has built an impressive legacy of leadership, innovation, and impact. Currently serving as Vice President & General Manager of MATCO Moving Solutions, a role he has held for the past nine years, Wayne has been instrumental in guiding MATCO to new heights.

His journey began with the company in 1979, after gaining valuable experience with Reliance Moving & Storage and Williams Moving & Storage. Throughout his career at MATCO, Wayne held a variety of key positions, from National Van Foreman to Norman Wells Branch Manager, even establishing MATCO's presence in Whitehorse by opening a new office there. Additionally, he contributed in a sales role in Edmonton before joining MATCO's senior management team, showcasing a broad skill set and a deep commitment to the company's growth.

As a board member of the Canadian Association of Movers (CAM) from 2015 to 2023, Wayne made significant contributions, including chairing the membership committee and playing a pivotal role in the development of cornerstone policies such as branding and onboarding policies.

He took his role as CAM Membership Chair seriously. He took the helm in November 2018 and immediately held an impromptu meeting of all committee members in the ballroom at our Niagara Falls conference. Soon after that, he inquired about our membership application process and wanted to help us tighten up our process to ensure CAM kept the integrity of our membership.

Then COVID hit. He engaged another committee member, Lorne Babiuk, to assist and the two of them worked on the project with the CAM office during a time when so much chaos was going on in their personal and professional lives.



Wayne's dogged determination to get that project completed, resulted in a strong onboarding process that weeds out businesses that are just looking for the CAM logo to endorse their company even though they have no intention of following the code of ethics.

While retooling the application process, Wayne also spearheaded the development of both in-person and virtual site visit protocols. He also reviewed and provided advice on a draft New Membership Handbook that Marian and I were cobbling together.

Finally, Wayne is equally concerned about the brand dilution of CAM, where companies would use the CAM logo to promote their branch operations without paying for a membership for those operations. We were just beginning that project when the tractor called, and Wayne stepped away from his role as Chair in late 2022 after propelling that committee into being a vibrant, active group of people passionate about the industry.

All of these initiatives have provided templates for future committee members and all policies have a lasting influence on CAM, setting a high standard for member engagement and organizational integrity.

Among Wayne's most notable career achievements was becoming the first household goods driver to navigate the Dempster Highway in 1978—a milestone that reflects his adventurous spirit and dedication to breaking new ground in the industry.

Wayne has not only made substantial contributions to MATCO and CAM but has also left a lasting mark on the broader moving industry through his pioneering work, leadership, and commitment to excellence.

This award is a fitting tribute to his distinguished career and invaluable service to the field.

