

May 19, 2026



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**Happy
Professional Movers Day
May 19th!**

Celebrating the hard work
of the members of the
Canadian Association of Movers.



To find a
certified professional mover
near you - go to
www.mover.net



**Minimize Risk.
Maximize Opportunity.**

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to keep you moving forward.*



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Help Us Stop Fake CAM Claims



Be on the lookout for companies using fake CAM logos or falsely claiming affiliation with CAM—we've had three reported in the past week alone.

We issue immediate warnings for brand infringement and require removal, and we also flag offenders through social media and consumer alerts.

If you spot one, please [let us know](#) so we can take action and alert others. Thanks to those CAM members who've already done so.

President's Message



Nancy Irvine, CPM, CAM President (not AI)

Dispatch Then Drive

It's hard to believe that this year marks the 30th anniversary of CAM's Annual Golf Day, and we couldn't be more excited to tee up this milestone with our members and industry friends.

What began as a simple gathering has grown into a cherished tradition—one that brings our moving community together year after year, not just to play, but to reconnect. And thanks to our presenting sponsor of the last 8 years, [Hansen's](#), we've been able to continue with the fun and camaraderie.

In an industry that rarely slows down during the summer, carving out time to step away from the day-to-day is more important than ever. That's exactly why events like CAM's Golf Day matter.

It's a chance to “dispatch then drive,” leaving the logistics behind for a shotgun start at 1 PM and an afternoon focused on fresh air, friendly competition, and meaningful conversation.

Whether you're a seasoned golfer or just in it for the laughs, our day offers something for everyone. And true to CAM tradition—*everyone goes home a winner*—with the return of our fan-favourite [Snowbird Auto Connection's](#) “Opening Drive” game, where every participant

is guaranteed to walk away with anywhere from \$25 to \$250 in gift cards. Even if you can't score a real hole-in-one on the course, this luck-of-the-draw contest is just one more way we keep the day fun, engaging, and rewarding for all.

Lock in your spot early because [FarrellPack's "Free Play"](#) contest is back again this year ... you could win your round for free, courtesy of Jeff Herszkowicz.

We're also excited to introduce a new host venue this year: [Cardinal Golf Course](#), in King, Ontario, where we golfed back in 2013. This move makes the event more accessible for our members and partners on the east side of Toronto, while offering a beautiful setting to celebrate this milestone anniversary.

And if you don't golf? That's the best part, because that's fun too! Come and hang out and enjoy all of the benefits of the day without losing any golf balls. We'll get you a cart and you can buzz around. Or you can drop by before 1 pm to catch up with everyone, or just join us for the 19th-hole "Belly Busting Buffet" dinner. Many do.

Please consider joining us on the green to unwind, recharge, and continue a tradition that's 30 years strong.

[Learn more and register here](#)



GOT THE RIGHT STUFF? Let's Talk.

Atlas Van Lines Canada is growing—and we're looking for exceptional independent movers to join our trusted national network.

As an Atlas agent, you'll gain access to exclusive long-distance leads, modern moving tech, comprehensive training, and a collaborative community of professionals across the country.

Think you're a fit?

Learn more at atlasvanlines.ca



CAM Member's Voice



Gemma Elizabeth
Brand & Experience Strategy
Director, MoveBuddy



Brand Drifting: Ownership in a Moving Experience

May 8, 2026

Most businesses don't have a customer experience problem. They have an ownership problem.

The services are defined. Their operations are strong. The intent is there. But when the experience moves beyond the booking, no one is truly responsible for how it all comes together.

It could be different teams. Different partners. Different standards.

The result isn't failure — it's inconsistency. And that's where the experience starts to drift. Not in big, obvious ways, but in small moments that don't quite align with what was promised at the start.

How the team shows up. How a handoff feels. What the staff communicates. What gets missed entirely. Individually, they seem minor. Together, they define the experience.

In the moving industry, experience drift often shows up in the handoff.

Sometimes it's the transition between the booking agent and the mover. Other times, the disconnect happens internally—between a company's office and operations teams. The client felt informed and supported during the planning stage, but by move day, their experience doesn't reflect the tone or expectations that were established at the beginning, and communication suddenly seems transactional.

No single moment feels catastrophic. But the client feels the inconsistency.

For movers, that matters now more than ever – in an experience economy, you are no longer being evaluated solely on whether belongings arrived safely. You're being evaluated on how the entire experience felt.

When handoffs are aligned between teams or partners, everyone benefits—the client feels confidence, the operations team has clarity, and you spend less time managing confusion and more time delivering a great experience. At MoveBuddy, we learned early that clients don't separate their experience into departments, partners, or touchpoints. To them, it's one experience. One brand. One promise.

That means ownership can't stop at the referral, the estimate, or the booking confirmation. It must carry through every interaction connected to that client.

The companies that get this right don't just perform a service. They assign accountability to how consistently the experience is executed—across every touchpoint, with every partner, all the way to the end.

Because nowadays if a client's experience isn't an eight or above, it might as well be a zero.

Would you like to submit a guest blog for our newsletter? We'd love to hear from you. Contact [Nancy](#).



GREAT CANADIAN
VAN LINES

CANADA'S MOVING COMPANY



BECOME AN AGENT

- ♦ High Ethical Standards
- ♦ Quick Paying
- ♦ Low Claim Ratio
- ♦ Booking & Hauling Agents Welcome

LEARN MORE

DEADLINE LOOMING!

This Thursday! CAM Webinar 2610 - Hiring to Termination Best Practices

When: Thursday, May 21, 2026, 1:00 pm ET

Free to CAM members / \$30 for non-members

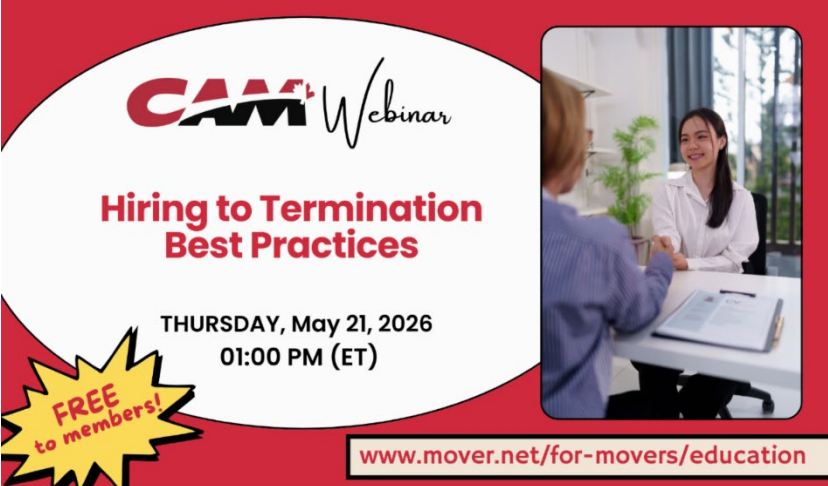
Presented by [Peninsula Canada](#)

Managing employees isn't just about hiring the right people; it's about handling every stage of the employment relationship in a way that protects your business and keeps you compliant.

In this 30-minute session for the Canadian Association of Movers, we'll walk through the full employee lifecycle from hiring to termination, highlighting practical HR best practices at each stage. We'll cover how to set yourself up for success with strong onboarding and clear

employment contracts, what effective performance and conduct management looks like in practice, and how to approach difficult decisions, such as discipline and termination, in a legally sound way.

Whether you're building your team or managing ongoing people challenges, this session will give you a clear, practical framework to reduce risk and strengthen your HR practices day to day.



CAM Webinar

**Hiring to Termination
Best Practices**

THURSDAY, May 21, 2026
01:00 PM (ET)

**FREE
to members!**

www.mover.net/for-movers/education

[Register here](#)

CAM Training Discount Ends in 13 Days!



Want to stand out as a trusted professional in today's competitive moving market?

The Canadian Professional Mover (CPM) designation helps you build credibility with customers, strengthen your skills, and show you're serious about doing the job right.

CAM's online CPM course gives you 9 modules on practical, real-world knowledge you can apply to every move—from customer service and claims handling to operations and ethics. Take a month or take a weekend to complete.

Graduates earn the CPM certification and logo, giving them a recognized credential they can promote in proposals, on websites, and in marketing materials to build consumer confidence and trust.

Our Spring Training promotion—\$50 off the CPM course—is ending soon. Register by May 31 to take advantage of this limited-time discount and take the next step in your professional development.

Don't wait. Invest in your team, elevate your reputation, and be the mover customers feel confident choosing. Register now for the Canadian Professional Mover course and lock in your Spring Training savings before they're gone.

Only available in English. Regular cost - \$125. **Spring Training cost \$75 - save \$50.**

[Click here for more CPM info](#)

[Access CAM Free Training](#)



Snowbirds Auto Connection is a family-owned provider of reliable, damage-free, door-to-door vehicle transport throughout Canada and the U.S., including coast-to-coast shipping, cross-border relocation, and secure vehicle storage.

snowbirdsautoconnection.com



CAM CLASSIFIEDS

Power Unit For Sale

We've just posted a new ad for the sale of a Power Unit on our Buy/Sell webpage. You can [view the details and see images of the item here.](#)

MOVING LEADS

with [encipher.ca](#)



Protect Your Moving Company's Profit With Proper ROI Marketing Attribution Tracking

Part 1 of 2

Most businesses know they get leads from "Google" or "Online".

But true attribution is about knowing exactly which keyword, ad, and campaign generated actual revenue.

Without proper attribution, marketing is just guesswork. You end up optimizing for vanity metrics like clicks and impressions instead of trackable revenue. With a bulletproof tracking setup, you can see patterns, cut wasted spend, and double down on what actually makes the phone ring.

Here's a look under the hood at how we've been able to track over \$700K in PPC revenue alone within 6 months for a moving company:

[Click to watch](#)

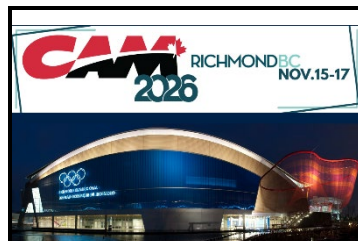
Want to connect with Encipher? Reach out to:

Jake Sloan, Managing Partner

jake@encipher.ca

www.encipher.ca

Upcoming Events



Want to Dispatch then Drive?
1pm Shotgun.

Never been to a CAM
conference before?

Do you know someone in the
moving business or a moving

Registration for our 30th annual golf day is open. Join us for pre-game lunch, drinks, our very favourite “belly busting buffet” at the 19th hole, prizes, and more!

As well, our popular draw, The Opening Drive, is back, where everyone gets a prize.

Don't golf? No matter! Drop by before 1 pm and hang out with the movers and suppliers. We'll get you a cart, and you can buzz around and watch the play. Or just join us for the 19th hole "Belly Busting Buffet" dinner.

[Learn More](#)

CAM2026 in Richmond, BC, is the perfect time to jump in!

You can expect practical, business-focused sessions designed for companies of all sizes, plus interactive roundtables where you'll talk through real-world challenges and solutions with peers.

Meet suppliers, van line reps, and independents in a relaxed environment. Add in fun social events, our popular games and lots of networking activities, and you've got 2 1/2 days that are both enjoyable and worthwhile.

[Learn More](#)

company that should be recognized for their work to improve the industry?

Whether it's a long-time employee or someone behind the scenes who's dedicated their work-life to the betterment of the industry, or a moving company that's gone above and beyond to help their community, we'd love to know about them.

Let's recognize that special someone for their work and show pride in our wonderful industry.

Deadline for nominations is August 31, 2026.

[Learn More](#)

CAM Golf 2026 - September 28, 2026



**DISPATCH
then DRIVE!**
Monday, September 28th
www.mover.net/events

Make the drive an easy one this year. With our new home at [Cardinal Golf Course](#) in King, Ontario, CAM's Golf Day is a convenient option for those coming from Toronto's east side—no long haul required.

You can tee off closer to home and join the CAM crew for fresh air, friendly swings, and 30 years of tradition. Whether you're swinging a club or just soaking up the atmosphere with the non-golfers, it's the perfect excuse to get out and be part of the afternoon.

Register now and get in on the chance to get your round for free!



The graphic features the CAM logo with a cardinal bird perched on the 'M'. Below it, 'GOLF DAY' is written in large green letters. A smaller cardinal is perched on the word 'presented by'. To the right, 'HANSEN'S' is written in a stylized font with 'Vehicle Rehabilitation' in smaller text below it. A green banner in the top right corner says 'Registration now open!'. A golf ball on a red tee is on the right, with 'Free Play' written on it and 'Register by July 3rd for a chance to win your round for free!' below. The date 'September 28, 2026', 'Tee off 1 PM shotgun', and 'Cardinal Golf Course, King ON' are listed. A green box at the bottom contains 'FOR MORE INFORMATION & TO REGISTER: WWW.MOVER.NET/EVENTS'. At the very bottom, it says 'PRESENTED BY: FARRELLPACK.COM' with the Farrell Pack logo.

CAM
GOLF DAY

presented by **HANSEN'S**
Vehicle Rehabilitation

Registration now open!

Free Play
Register by July 3rd
for a chance to win
your round for free!

September 28, 2026
Tee off 1 PM shotgun
Cardinal Golf Course, King ON

FOR MORE INFORMATION &
TO REGISTER:
WWW.MOVER.NET/EVENTS

PRESENTED BY: **FARRELLPACK.COM**

[Check out CAMGolf 2026](#)

Nov 15-17, 2026 #CAM2026 Conference - Richmond BC
Registration Now Open!

Registration Now Open!



Registration for #CAM2026 is now open, and you're invited to be part of the Canadian Moving Industry's biggest networking event of the year! Join your fellow movers, suppliers, and industry partners this November for fresh ideas, practical learning, and plenty of time to connect, catch up, and have some fun together.

Whether you come for the education, the trade show, the social events, or all of the above, #CAM2026 is where Canada's moving community will be. Secure your spot today and start planning to bring your team, your questions, and your energy — we can't wait to see you there!

[Check out #CAM2026](#)

Self Guided Training For Your New Employees



Give your employees the tools they need to perform effectively!

CAM has free and affordable professional training, suitable for anyone on your team, that can be done on their own time and at their own pace.

Packing & Unpacking Training

Self-guided training videos offering basic orientation to professional packing and unpacking of household goods. Free to members. Only available in English.

Helper Training Video

Self-guided basic training video, orienting employees to professional moving, loading and unloading of household goods. Free to members. Available in English and French.

Canadian Professional Mover (CPM)

Equipping the sales team with detailed information from nine modules on estimating, long-distance and local moving, permanent storage and office moving. Only available in English. Regular cost - \$125. **Spring Training cost \$75 - save \$50.**

[Access Training Here](#)

To see the lineup of all educational opportunities, go to

<https://www.mover.net/for-movers/education>



Need help? Get Quality!

Contact a CAM member:

- www.mover.net/find-a-mover
- www.mover.net/member-directory
- admin@mover.net
- 866-860-0065

TOGETHER, WE ARE BETTER !

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