

June 16, 2026



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President's Message



Nancy Irvine, CPM, CAM President (not AI)

“I’m not okay” - Taking Care of You First

As we roll into peak season, many of you are already feeling that familiar squeeze: long days on the trucks or in the office, scrambling to cover jobs while short-staffed, and trying to juggle customer demands with the very real economic pressures we’re all facing as individuals, businesses, and as a country.

[A recent report](#) on workplace mental health found that burnout is becoming a “baseline” experience at work, with nearly half of employees feeling burned out and many saying their jobs are harming their mental health – which will sound uncomfortably familiar to anyone in the moving industry. Heavy workloads, chronic labour shortages and

never-ending urgency are not abstract concepts for us; they’re everyday reality.

We’ve talked a lot over the years about heat exhaustion, silly season, and the toll that sustained stress can take on your body and your relationships.

This year, I want to be very clear: you have permission – and, frankly, an obligation – to put your own well-being at the top of the list.

That means pacing yourself when the phones won’t stop, taking actual days off instead of just changing screens, drinking the water before the headache starts, and being honest when you’re overwhelmed instead of “toughing it out” alone.

It also means checking in on your coworkers, your crews, your office staff and your families, and making space for them to say “I’m not okay” without judgement.

Our industry is built on families – the ones we move and the ones we work with – and we are only as strong as the people who show up every day to do this incredibly hard work.

If you read the burnout research and think, “That’s me,” you’re not alone – and you’re not failing. Stress at this time of year is inevitable; sacrificing your health to do the work is not.

Please take care of you first, so you have something left to give to your coworkers, your staff, and the people waiting for you at home.

All the best for the summer.



CAM **Member's Voice**

Jeff Herszkowicz
Farrell Enterprises Limited



Take a breath - you've earned it!

As summer arrives, I wanted to reach out not only from a business perspective but also to wish you and your team a happy, healthy, and successful season.

When I say "healthy," I don't just mean physically; I also mean taking the time to enjoy everything that summer has to offer. As a business owner, I'm often focused on work and can forget to slow down and appreciate the simple things: taking a walk outside, enjoying a day off, or spending time with family and friends. We all get caught up in the 24/7 pace of business, but it's important to recharge and make sure we're mentally prepared for the opportunities and challenges ahead. A little balance goes a long way.

We are all working in a world filled with uncertainty and stress. Whether we like it or not, business owners and employees across Canada are feeling the effects of the current economic slowdown. Every day, we are looking for new ways to stimulate growth and support our customers in an ever-changing marketplace.

The good news is that economies are cyclical. We have been through challenging times before, and we know they eventually turn around. The difficult part is not knowing when. It is easy to fall into a "what if" mindset, but perhaps the better question is, "What can we do today?"

At [FarrellPack](#), the answer is: continue helping our customers succeed. By focusing on exceptional service, competitive pricing, and truly listening to our customers' needs, we can navigate this roller coaster together.

While we may compete with one another in business, collaboration often creates opportunities that none of us could achieve alone. When we support each other, you never know what possibilities may arise.

Be well, take some time for yourself, and have an amazing summer. We've all earned it.



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



Jobs Are Negatively Impacting Workers' Mental Health

HCAMAG.com May 12 2026

Monster's latest report found that 46% of employees are reporting burnout. Others are also experiencing the following symptoms of poor mental health:

- Anxiety or panic (39%)
- Trouble sleeping (37%)
- Headaches or physical pain (34%)
- Symptoms of depression (25%)



These negative experiences come as 57% of employees experience stress on a weekly or daily basis, as their job negatively impacts their mental health to different degrees.

[Read more](#)

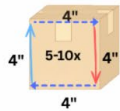
CAM created a graphic for easy stress release options. Feel free to print, download and share.



Health Matters
at **CAM**

Peak Season Stress Release

Post this and use it when the day starts to feel like too much.



1

Do 1 minute of box breathing

Inhale for 4 counts, hold for 4, exhale for 4, hold for 4. Repeat 5–10 times.



2

Unkink your shoulders and neck

Roll your shoulders 10 times forward and back, then gently tilt your head side to side, holding 10–15 seconds each way.



3

Look away from your screen

Pick a spot across the room or out the window and focus on it for 20 seconds to give your eyes and brain a break.



4

Do a 60-second brain dump

Jot down everything on your mind, then circle the top 1–2 things you'll do next.



5

Ground yourself with your senses

Quietly notice: 5 things you see, 4 you feel, 3 you hear, 2 you smell, 1 you can taste.



6

Take a tiny connection break

Check in on a coworker or send a quick “thanks” or “you okay?” message. It helps both of you.

mover.net

[Download the pdf](#)



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DEADLINE LOOMING!



JUL 01 **CANADA DAY** *Special*

Book your booth by July 1ST
& save \$159!

Exhibitors "Canada Day" Discount Ends July 1st

Never exhibited at a CAM conference before? You're missing out! The CAM conference is the only trade show in Canada where you can access van line head offices, their agents, independent movers, and affiliate partners, all in one spot!

You'll connect with Canadian moving company owners, managers, and key decision-makers seeking products, services, and solutions to support their businesses.

With 12 of the trade show's 21 hours as exclusive exhibit time and a fun interactive game that will draw folks to your booth, it's a great way to connect with your current - and new - clients!

Take advantage of the Canada Day Special by booking your booth before July 1st. Register now to save money and maximize your visibility with the #CAM2026 promotion.

[Trade Show Info](#)



The banner features the CAM GOLF DAY logo on the left, which includes a red cardinal and the text 'presented by HANSEN'S'. In the center, a golf ball is shown with the text 'Free Play' and 'Register by July 3rd for a chance to win your round for free!'. Below the ball is a red tee marker and the text 'PRESENTED BY: FARRELLPACK.COM'. On the right, a green banner says 'Registration now open!'. At the bottom left, it lists 'September 28, 2026', 'Tee off 1 PM shotgun', and 'Cardinal Golf Course, King ON'. At the bottom right, it says 'FOR MORE INFORMATION & TO REGISTER: WWW.MOVER.NET/EVENTS'.

FarrellPack's "Free Play" - Deadline July 3rd

Register for CAM golf by July 3rd and enter your name to have your round picked up courtesy of Jeff Herszkowicz and FarrellPack. Come join us for a fun day where everyone goes home with a prize. After all, any day on the golf course beats being in the office.

[More info & registration](#)



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

Welcome to **CAM**

G&P Move Inc Joins CAM



GP Move Inc., based in Vaudreuil, is a residential and commercial moving company proudly serving clients throughout the Greater Montreal Area, West Island, Vaudreuil-Dorion, and surrounding regions. Founded with a focus on professionalism, reliability, and customer experience, the company has grown steadily through referrals, repeat business, and a strong hands-on approach from ownership.

"GP Move Inc. specializes in residential moving, commercial and office relocations, white-glove handling and climate-controlled storage solutions. With a new growing warehousing service, we also offer pallet storage, receiving services, loading, unloading containers and cross dock moving," says Vice President Anthony Palombo.

The company operates three moving trucks and takes pride in maintaining high service standards, strong communication, and dependable crews. GP Move Inc. continues to expand its operations while focusing on building long-term relationships within the moving industry.

"Our team is excited to join the Canadian Association of Movers and looks forward to connecting with fellow members and industry professionals across Canada," adds Anthony.

Reach out to welcome Anthony and his team to CAM at:

T: 438-321-6517

E: Info@gpmove.ca

A: 200 Rue Joseph-Carrier, Vaudreuil-Dorion QC J7V 4J2



CAM Welcomes National Council of Moving Associations

CAM was proud to host many members of the National Council of Moving Associations (NCMA) in Canada at the beginning of the month. Nancy welcomed leaders from moving associations across North America to Niagara Falls. This was the first time in their 50+-year history that they have held their meeting in Canada.

NCMA brings together state, national, and international moving associations each year to connect, share best practices, and discuss the key issues facing the industry. CAM has been involved with NCMA for at least twenty years. Past President John Levi attended for many years and told Nancy it was a "not-to-miss" meeting. She agrees!

This year's meeting in Niagara Falls gave attendees the chance not only to collaborate on important topics but also to experience some uniquely Canadian hospitality.

CAM organized a special tour that included a ride on the iconic Falls tour boat; maple syrup, wine and poutine tastings; and a visit to the Niagara Power Station. To cap off the experience, on day 2, we treated the majority to a Beavertail.

The energy throughout the week was incredibly positive, with attendees commenting on both the strength of the discussions and the warm welcome they received. CAM was honoured to showcase Canada to our NCMA colleagues and looks forward to continuing to work together to support professional, reputable movers and improve the moving experience for consumers everywhere.





AMJ Receives MBOT's 2026 International Trade Award



[AMJ International](#) is proud to represent Mississauga and Canada on the global stage.

The Mississauga Board of Trade (MBOT) Business Awards of Excellence celebrate local organizations and business leaders for their innovation, leadership, and community impact.

The International Trade Award, sponsored by RBC, specifically recognizes Mississauga-based businesses for their exceptional success in expanding into global markets and driving job creation.

This recognition reflects their dedication to exceptional service, innovation, and growth, and highlights the power of local and global communities working together.

Congratulations to AMJ International!



**Do you have
news to share?**

Then let us know!
admin@mover.net





CAM CLASSIFIEDS

Moving Pads and Vaults For Sale

We've just posted two new ads on our Buy/Sell webpage - for the sale of used moving pads and for the quick sale of storage pallets. You can [view the details and see images of these item here.](#)



Supplier Spotlight



AK-West Inc.

MOVING INDUSTRY EQUIPMENT & STORAGE SOLUTIONS

Whether you're moving, storing, transporting, or staging customer belongings, AK-West Inc. supplies durable products designed to keep your operations moving efficiently.

EXCLUSIVE DIRECT PRICING FOR CAM MEMBERS ONLY

Attached Lid Containers (ALCs)



- Secure, reusable storage & transport
- Stackable & nestable designs
- Ideal for residential & commercial moves

Moving Dollies



- Heavy-duty construction
- Easy maneuverability
- Designed for demanding moving environments

Platform Decks & Rolling Carts



- Efficient transport of bulky items
- Durable industrial-grade performance
- Available in multiple sizes & configurations

"HELPING MOVING PROFESSIONALS WORK SMARTER, NOT HARDER"

WHY AK-WEST?

- ✓ Commercial & Industrial Quality Products
- ✓ Competitive CAM Member Pricing
- ✓ Bulk Order Capabilities
- ✓ Reliable Canadian Supplier
- ✓ Solutions for Moving, Storage & Logistics Ops

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'Google Marketing Live' Key Updates for Lead Generation

Part 3 of 3

Google's biggest event of the year - Google Marketing Live 2026 - on May 21, 2026, mainly focused on e-commerce, but a few key updates matter for lead generation.

And as you can probably guess, there was a lot on AI. In fact, they mentioned "AI" over 100 times during the event (according to AI).

Here are the important updates for lead generation with Google Ads:

Journey-aware bidding (Beta):

Currently, bidding is all-or-nothing: you optimize for volume (form fills/calls) or quality (booked jobs). Journey-aware bidding finally lets you do both. You can keep bidding on form fills for volume, while the algorithm uses your downstream revenue data to predict which clicks actually turn into closed jobs.

The catch:

It requires full-funnel tracking. If you only track form fills, this feature does nothing. It is still in beta with no official release date, so focus on getting your tracking airtight before it launches.

Maps for Demand Gen:

You can now run Maps-only campaigns with promoted map pins. Crucially, this includes presence-based targeting to reach people physically in your service area.

Business agent for leads:

Your Google search ads will soon be able to feature a chat agent where users can ask questions about your services right inside the sponsored search result. Leads can then fill out a native form inside the chat without visiting your website.

To deliver these leads to your CRM you'll need to set up an external automation. The AI will answer users' questions based on your website content.

AI Max (now a year old):

Google is pushing AI Max harder than ever, expanding it to more campaign types. AI Max can find conversions outside your keyword list, but testing has shown mixed results, with many advertisers (including ourselves) reporting neutral or negative outcomes.

For a service business, it's a "test carefully, measure honestly" tool, not a "turn it on and trust it" one. Keep your match type discipline intact while you test.

[Read more here](#)

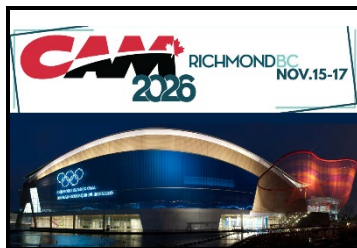
Want to connect with Encipher to learn more? Reach out to:

Jake Sloan, Managing Partner

jake@encipher.ca

www.encipher.ca

Upcoming Events



Want to Dispatch then Drive?
1pm Shotgun.

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.

Never been to a CAM conference before?

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.

Do you know someone in the moving business or a moving 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](#)

[Learn More](#)

[Learn More](#)

CAM Golf 2026 - September 28, 2026



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!

CAM
GOLF DAY

presented by **HANSEN'S**
Vehicle Relocation

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

Registration now open!

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

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—join Canada’s moving industry for the biggest networking event of the year!

This November, connect with fellow movers, suppliers, and industry partners for fresh ideas, practical learning, and plenty of time to catch up and have fun. From engaging education sessions and a dynamic trade show to high-energy social events, #CAM2026 is where Canada’s moving community comes together.

CAM mover members—register by Labour Day for your chance to win your conference registration for free!

Registration rates range from \$575 to \$800 plus tax, making this one of the industry’s best-value events. And thanks to Hansen's "Ticket to Ride!" those registration fees will be reduced by \$50.

[Secure your spot today!](#)



Ticket to ride!

**\$50 OFF YOUR
REGISTRATION**
to help get you there



[Check out #CAM2026](#)

Secure Your #CAM2026 Hotel Room Now

We will be at the lovely Westin Wall Centre, Vancouver Airport, for this year's conference. Our hotel block discounted room rate is \$229.00 + 39.29 (various taxes) = \$268.29 per night.

Our hotel block is already 50% sold out, so don't delay in booking your room. The cut-off date to reserve your room at the CAM rate is October 24, 2026.

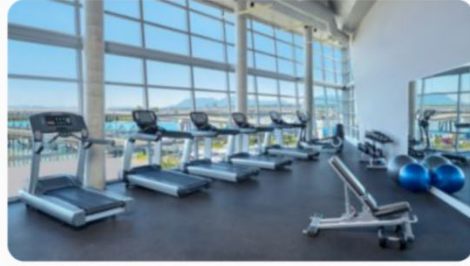
However ...

SATURDAY NIGHT IS GETTING TIGHT!

There is a limited number of rooms still available in our contracted block for Saturday, November 14th, at \$268.29 (total room cost per night). After the block sells out, rooms will be available at the prevailing hotel rate.

So, if you're planning on coming in for Saturday night, book soon!

[Hotel Booking Link](#)



CERC Conference - CAM Discount

Join the [Canadian Employee Relocation Council \(CERC\)](#), a leading authority on global mobility and employee relocation, this September in Fredericton for our [National Conference](#), where we'll address the challenges and opportunities shaping the future of talent mobility and global work.

Hear from a [dynamic lineup of keynote speakers](#) and an incredible [agenda](#), covering topics such as AI-driven intelligence; shifting immigration systems; new workforce expectations; compliance complexity; wellbeing; sustainability; and the evolving role of mobility teams.

Network with decision-makers from organizations like Air Canada, Canada Life, Enbridge, CPP Investments, RBC, and many more. Plus, enjoy fun networking events designed to foster collaboration and spark bold ideas.

Save \$235 with Early Bird Rates – Ends June 30, 2026

- CERC Member: \$1,255.00 + GST
- Non-Member: \$1,770.00+ GST (includes one-year free membership for organizations without current or past membership)

Use promo code **2026-CAM** at checkout for an extra 10% off!

[Secure your spot today](#) — and make an impact!



Need help? Get Quality!

Contact a CAM member:

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- www.mover.net/member-directory
- adminemover.net
- 866-860-0065

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