

June 2, 2026



[Events](#)

[Join](#)

[Sponsor](#)

[Directory](#)



**Minimize Risk.  
Maximize Opportunity.**

*Custom insurance solutions  
to keep you moving forward.*



**In this Issue**

- Why Trust Starts With a Face
- Deadline Looming
- CAM News
- CAM Classifieds
- Moving Leads, part 2
- Labour. Crisis, what crisis?
- Upcoming Events
- CAM Golf 2026

- CAM2026 conference registration now open
- CERC Conference

## President's Message



*Nancy Irvine, CPM, CAM President (not AI)*

### *Why Trust Starts with a Face*

Those who know me and my history in the moving industry know that I am passionate about properly done moving sales.

If I were out there today, I'd approach it the same way I did twenty years ago. I crushed it back then—and with today's tools, I can only imagine how much further I could take it.

Regardless of the tools at our disposal, **every move should start with a face.**

**Trust isn't just a business value—it's the backbone of every successful move.** Customers are literally placing their whole lives in your hands, trusting you to treat their belongings as carefully as they would. That kind of faith isn't built through an app or a website. It starts with a face, a name, and a genuine human connection.

That handshake, a friendly smile, and a moment to talk make all the difference. For a customer, that sense of familiarity transforms what could feel like a stressful experience into one of confidence and ease.

### *The Balance Between Tech and Touch*

We're lucky to have so many digital tools at our disposal. Technology is indispensable - there's no question about that. Communication bots, online booking, inventory apps, virtual estimates, and automated quotes all make running a moving business more efficient than ever.

**But be careful not to rely on technology alone.** Most customers, especially first-time movers or seniors, don't know how to measure their shipment accurately or what to expect when preparing for a move. That's an opportunity for you to step in and help.

Start by using those digital tools to collect basic information, then **follow up with a personal touch.** A quick video call, for example, lets you see the items firsthand, ask smarter questions, and ensure the quote is accurate. But even better, it gives the customer a chance to see you—to connect a face to the name. Your online-only moving competitors won't do that.

If possible, go one step further and meet them in person for an in-home estimate. Pet the dog, talk to the kids, and comment on their artwork. It's a small investment of time that pays off through stronger trust, better relationships, and fewer surprises on moving day. And it's the foundation for long-term customers.

### ***Be Seen—and Remembered***

Today's customers want authenticity. They want to know who's behind the brand.

One simple way to make that connection last is to “be seen.” Add your photo to your business card and include it in your email signature. It sounds simple, but it reinforces your professionalism and helps people remember whom they spoke with. And would it hurt to include your last name? In my mind – no.



### ***Why Trust Will Matter More Than Ever***

Seniors, in particular, value the reassurance that comes from meeting their mover face-to-face. They grew up in an era when business was sealed with a handshake. While many have embraced technology, personal contact still carries deep meaning. Through our [Moving Seniors Safely Week](#) program, I hear it all the time.

When you are dealing with that sector, please remember that anyone over 60 didn't grow up with a tablet in their hand. Computers for general use were introduced in my last year of university in 1985, and the first email I ever sent was in 1989. My first tablet for moving estimates? That was around 2013.

It's not just seniors who want the face-to-face. Younger Canadians, too, are rediscovering the importance of local connections. From buying at farmers' markets to hiring local businesses, people are seeking authenticity and accountability. For moving companies, that's a huge opportunity.

Show customers your face, build relationships, and let them see the trustworthy professional behind the logo—that's how lifelong trust begins.

Have a great summer of business everyone!



**Atlas Canada**

**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](http://atlasvanlines.ca)

PLATINUM SPONSOR



**DEADLINE LOOMING!**

## **It's Not Too Late for Training! Self Guided Training For Your New Employees**



**Give your employees the tools they need to perform effectively!**

CAM offers free professional training suitable for anyone on your team, which can be completed 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. Cost - \$125.

[Access Training Here](#)

**To see the lineup of all educational opportunities, go to**

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



# 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](#)



### Buying? Selling? The *Movers MarketPlace* Might Be For You

THE MOVERS  
**MARKETPLACE**

Facilitating the Sale or Purchase  
of Moving Companies

The *Movers Marketplace (TMM)* is a new, dedicated platform to help moving company owners buy, sell, and transition their businesses and assets as more operators look to retire or exit the industry.

Founded by long-time industry professionals Larry Kruger, Peter McCullough, and Mark Gray, *TMM* combines flat-fee business evaluations, transition consulting, and a confidential process that connects buyers and sellers without exposing identities until owners are ready.

Designed as a one-stop **marketplace** for the moving sector, *TMM* features listings for company acquisitions and sales, equipment and assets (trucks, trailers, vaults, pads, racking),

industry service provider advertising, and transition support services. With interest already coming from large acquisition-focused firms and independents exploring exit opportunities, the goal is to become a trusted hub for van lines, agents, independents, franchise operators, suppliers, and service providers across Canada's moving industry.

[Read more](#)

[Visit TMM Website](#)

### Free Monthly AI Newsletter Now Available!



Ramiro Quiros of [MovingTech.ai](#) has launched a monthly newsletter focused on technology and innovation in the moving industry.

The newsletter will share AI tools, software updates, product launches, trends, and practical ideas that are genuinely valuable to movers.

Created to help close the growing gap between movers and rapidly evolving technology, the newsletter is designed to be vendor-neutral, practical, and easy to follow.

Ramiro spends his full time staying on top of developments across the tech world so you don't have to, curating insights and tools that busy operators can actually use. If that sounds useful, click on the link below.

[Sign up here](#)

### Intercontinental Van Lines Growing



[Intercontinental Van Lines Inc.](#) is proud to announce the appointment of **Mandeep “Manni” Sohal** as the company’s new Sales Manager.

Bringing more than 16 years of experience in the moving and relocation industry, Manni has developed a strong foundation across multiple operational areas, leading to a highly successful career in sales.

In his new role, Manni will focus on growing Intercontinental’s already strong COD and corporate markets, supporting continued expansion across both domestic and international business segments. President Jay Ryan expressed confidence in Manni’s ability to contribute to the company’s ongoing success across these key sectors.

This appointment highlights Intercontinental’s commitment to strengthening its leadership team and enhancing service capabilities. Please join us in welcoming Manni at [mandeep@intercontinentalgroup.com](mailto:mandeep@intercontinentalgroup.com)

[Read more](#)

**Do you have  
news to share?**

**Then let us know!**

**admin@mover.net**





# 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.](#)



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](http://snowbirdsautoconnection.com)

# MOVING LEADS

with encipher.ca



## Your Website Might Look Good. But Does It Convert?

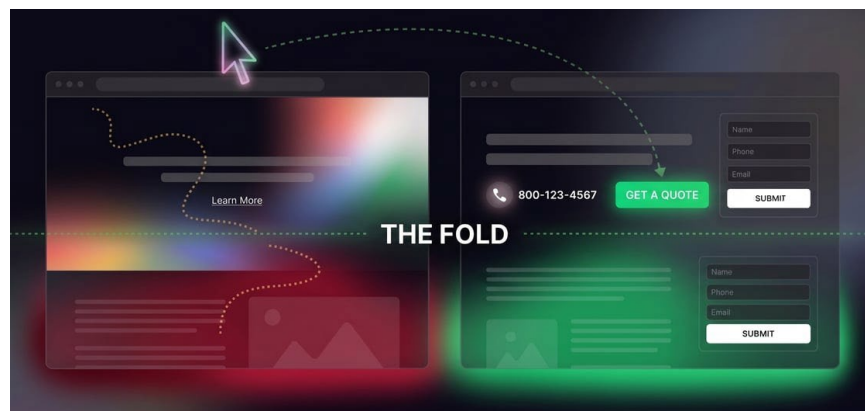
### *Part 2 of 3*

No matter how perfectly targeted an ad campaign is, if the traffic lands on a website built for aesthetics instead of conversions, you are burning ad spend.

A high-converting website's only job is to move someone from "interested" to "contacting you" with zero friction.

Here's what separates a pretty site from a conversion machine:

**The "Above the Fold" Rule:** Within 3 seconds of landing on your page, before they even scroll, a user should know exactly what you do, where you operate, and most importantly: how to contact you.



**Forms on Every Page:** Don't make people hunt for a "Contact Us" page. Your quote form and phone number should be highly visible and easily accessible on every single page of the site.

**Quick Check: Are You Set Up to Win?**

Take 60 seconds and ask yourself:

- Go to your website right now - is your quote form instantly visible above the fold?
- Do you know your exact top sources of trackable revenue (not just "the internet")?

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

Jake Sloan, Managing Partner

[jake@encipher.ca](mailto:jake@encipher.ca)

[www.encipher.ca](http://www.encipher.ca)



**Hiring to Firing - HR Best Practices**



If you manage staff, our on-demand “Hiring to Firing” webinar is a must-watch. It walks you through the full employee journey—from compliant job postings and inclusive interviews to solid employment contracts, restrictive covenants, and structured onboarding. You’ll also learn practical tactics to retain good people, address performance and conduct fairly, and avoid costly mistakes when ending employment with or without cause.

[Peninsula Canada’s](#) Olivia Cicchini shares real-world guidance tailored to small and mid-sized businesses, plus tools like 24/7 advice and user-friendly HR/OHS software to help keep your moving company protected and compliant.

[Go to Recording](#)

## An Employer’s Guide to Seasonal Hiring in Canada



Employers in seasonal industries must navigate a complex web of HR and safety rules, payroll obligations, and changing regulations (which may vary by province) when hiring temporary staff during peak business seasons.

Clarity on employer obligations, worker rights, and correct documentation is essential to keeping operations running smoothly during these busy periods.

This free employer guide from CAM supplier Peninsula covers everything Canadian employers need to know to hire seasonal workers efficiently and compliantly.

Avoid costly mistakes with expert guidance.

[Get the Guide](#)

## THRC Launches Free HR Health Check for Trucking and Logistics Employers



trucking and logistics industry.

[Trucking HR Canada](#) (THRC) is making it easier than ever for trucking and logistics employers to strengthen their workforce practices with the launch of the newly updated HR Circle Check — a free, confidential assessment tool designed specifically for Canada's

The assessment takes approximately 15 minutes to complete and requires no document uploads or complex preparation. Within three to five business days, participants receive a customized report with industry-specific insights and actionable recommendations.

Employers get:

- A clearer picture of current HR strengths and opportunities
- Practical, industry specific suggestions to enhance workplace culture, employee experience, and leadership practices
- Actionable recommendations that support long-term business success

[Read more](#)

# Upcoming Events





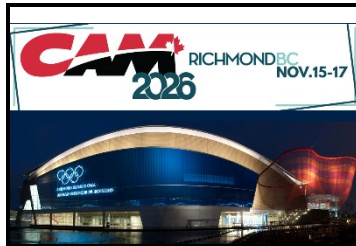
Want to Dispatch then Drive?  
1pm Shotgun.

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.

[Learn More](#)



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.

[Learn More](#)



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](#)

**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

**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 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!](#)



**HANSEN'S**  
Vehicle Relocation

**Ticket to ride!**

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

**CAM**  
2026  
RICHMOND BC  
NOV. 15-17

QR Code

[Check out #CAM2026](#)



2026 CERC Annual Conference  
**MOVE TALENT WITH PURPOSE:  
BUILD BUSINESS WITH IMPACT**  
Fredericton, NB | Sept 13-15

**CERC**  
Leadership for Workforce Mobility

### 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: \$1,490.00+ 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:**

- [www.mover.net/find-a-mover](http://www.mover.net/find-a-mover)
- [www.mover.net/member-directory](http://www.mover.net/member-directory)
- [admin@mover.net](mailto:admin@mover.net)
- 866-860-0065

**TOGETHER, WE ARE BETTER !**

**Social Media Connections**

Have you liked us yet?



Canadian Association of Movers | PO Box 26004 RPO Churchill | Mississauga, ON L5L 5W7  
CA

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

### **Legal Disclaimer**

The Canadian Association of Movers and/or any of its staff or members cannot and will not accept any legal responsibility for the accuracy of the information and details given in this newsletter which information has been obtained or given in good faith.

[www.mover.net](http://www.mover.net) | [cam\\_national@mover.net](mailto:cam_national@mover.net) | [Media Kit](#)

Copyright © 2026. All Rights Reserved.



Try email marketing for free today!