

July 28, 2026

Issue 430



[Events](#)

[Join](#)

[Sponsor](#)

[Directory](#)



**Minimize Risk.
Maximize Opportunity.**

*Custom insurance solutions
to keep you moving forward.*



In this Issue

- Back in the Day ...
- Member's Voice - Dialling in on Distractions
- Deadline Looming - CAM Awards Nominations
- CAM Golf 2026
- CAM News
- Job Opportunities
- Business Tips - Google Ads

- Upcoming Events
- Upcoming Webinars
- CAM 2026 Conference

President's Message



Nancy Irvine, CPM, CAM President (not AI)

Back in the day...

Do you roll your eyes when you hear us old-timers start a story that way?

I used to—until I realized those words were usually followed by a pretty valuable lesson based on experience.

That may or may not be the case today, but let's see.

When I first started in the industry, my in-home appointment kit included:

- a physical street map (to get there)
- a business card
- a clipboard, lined paper, and a pen
- a cube sheet or two
- a calculator
- a 6' measuring tape
- a camera (I had a fancy one with an SD card!)
- moving information, including a brochure
- paper towel

As I almost always wore a dress (and no pockets back then, ladies), I carried a bag from room to room—because you never knew what you'd need. And as you all know, surprises were right around the next corner.

I loved doing estimates, and accuracy mattered. As you all know, attention to detail in the moving industry isn't optional - it's essential. So, not having any of those tools could make a difference.

Would I love to be out in the field today? Absolutely. I love the estimation process. And now? Wow! All I'd need to carry is one device that does it all.

Today, I could measure, map, calculate, document, and communicate instantly. I could text my operations manager on the spot about how to pack a 140-year-old curved-glass cabinet or confirm a pricing adjustment in real time. I could send clients helpful links immediately and keep everyone aligned throughout the move.

In my opinion, the smartphone has become one of the most essential tools in a salesperson's toolkit.

But what about the crew?

Think about the efficiencies - being able to photo-document pre-existing damage, flag issues instantly, or communicate changes as they happen. And photos of the "oh, we decided to keep that" furniture could be sent to the salesperson immediately for a quote adjustment. The potential for better documentation, faster problem-solving, and improved customer service is significant.

And yet...

CAM receives consumer complaints about crews taking extended breaks or appearing to be "on their phones the whole move." It is not uncommon to hear from customers about crews making personal phone calls, scrolling social media, or stopping to respond to a text. Let's face it, it's a generation that was born with a smartphone in their hand.

In fact, during our recent webinar on HR best practices, a question came up about how to manage staff who are on their phones too often.

Cell phones are no longer optional in our industry—they are a powerful operational tool. But without clear expectations, they can just as easily become a source of distraction, inefficiency, and risk.

Striking the right balance is critical.

CAM member [Peninsula Canada](#) has provided practical guidance on managing workplace cell phone use effectively—ensuring these devices support your operations while keeping your team focused, professional, and accountable. You'll find that below.

We've come a long way from clipboards and paper maps—but the need for focus, accountability, and professionalism hasn't changed. How we manage today's tools will shape tomorrow's results.

And the paper towel? I always took in a few sheets with me to put my footwear on at the front door, so I wouldn't leave mud or a puddle. As I said, it's the details that matter.



**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

PENINSULA

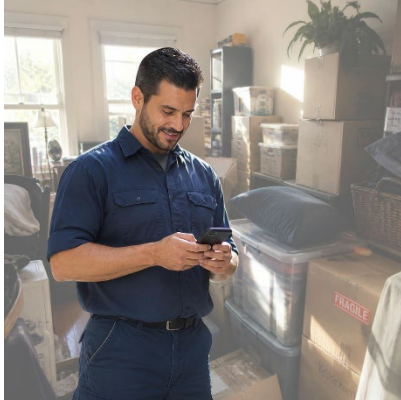
Olivia Cicchini
Peninsula Canada

Dialing in on Distractions:

Managing Cell Phone Use on the Job

Courtesy of CAM Supplier Member [Peninsula Canada](#)

Smarter HR. Safer Workplaces.



In today's moving industry, cell phones play an essential role in daily operations. For many moving companies, requiring crews to have access to their devices while working is no longer just an option—it's a business necessity.

From documenting pre-existing damage and snapping photos of inventory to communicating with dispatch, accessing move details, or capturing content for your company's social media, smartphones are powerful tools on the job.

However, employers must clearly separate business requirements from excessive personal use. Distractions like personal texting or social media scrolling during a move can severely impact productivity, safety, customer service, and professionalism.

To set clear expectations, every moving company needs a workplace cell phone policy that outlines:

- **Work Requirements:** When phones are necessary for the job.
- **Acceptable Use:** Clear boundaries for device usage during working hours.
- **Safety First:** Rules for phone use while driving or moving items.
- **Accountability:** Consequences for misuse or repeated distractions.
- **Customer Privacy:** Strict rules regarding photos taken inside customer homes.

The goal is not to eliminate phone use, but to ensure devices support your operations while keeping your team focused.

Need help drafting your policy? For more HR or OHS-related questions and support, call our advisory team today at +1 (833) 247-7524.

If you found this article helpful, Olivia conducts a weekly HR webinar series.

Check out the schedule in the below link.

[Peninsula HR webinars](#)



DEADLINE LOOMING!

CAM Award Nominations—Deadline August 31st



CAM Chair Mike Kolberg with Bob Hanna of [Bob the Mover](#), 2024 Independent Mover of the Year

Do you know someone in the moving industry or a company that deserves the spotlight? Nominate them for a CAM Award by August 31!

For 26 years, CAM has celebrated outstanding movers—whether it’s a rockstar on the trucks, an unsung hero behind the scenes, or a company going the extra mile for their community.

With categories like Mover of the Year, Distinguished Service, Industry Leadership, Influencer, and Public Service, there’s a way to recognize all kinds of excellence.

Anyone is welcome to nominate—no long forms or fancy write-up needed. Just their story.

Winners will be honoured at our Annual Awards Banquet on November 17th in Richmond, BC. Don’t miss your chance to help us say “thanks” to the people who make our industry amazing.

Ready to nominate today? Full award details and forms are at:

[Awards information](#)

Celebrate

moving industry excellence
— nominate someone inspiring

CAM AWARDS 2026

- Mover of the Year
- Distinguished Service
- Industry Leadership
- Influencer Under 40
- Public Service



www.mover.net/about/awards

nominations due August 31st

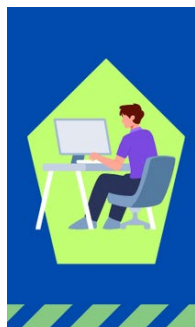


BECOME AN AGENT

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

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.



[Check out CAMGolf 2026](#)



Think your foursome can handle a little pressure?

Livingston is dialling up the fun with their Blue Ball Challenge. Your team gets one blue, numbered ball. Baby it,

brag about it, argue over who has to hit it next—but whatever you do, don't lose it!

Teams that finish with their blue ball intact (and maybe a few battle scars on it) will be entered into a prize draw. Danielle, Kajal, Leanna and Tony can't wait to see who's up to the challenge!

Thank You CAM Golf Sponsors!



GOLF DAY

CARDINAL GOLF CLUB

presented by  **HANSEN'S**
Vehicle Relocation











MON, SEPT. 28, 2026
mover.net/events



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



A New Era at Shelter Movers



CAM Community Partner Shelter Movers / Transit Secours announces that founder Marc Hull Jacquin is transitioning from his role as Chief Executive Officer to Founder, marking a new chapter for the organization he built.

Driven by a vision for a safer, more just society, Marc established Shelter Movers as a free moving service supporting individuals and families fleeing abuse.

Over the past decade, his leadership has expanded the organization nationwide, inspiring thousands of volunteers and supporters to assist families in crisis.

Under his guidance, Shelter Movers navigated major milestones, including pandemic challenges, evolving funding structures, and national growth, completing more than 10,000 moves across Canada. His contributions have earned recognition from organizations such as the YMCA, the International Red Cross, and the Governor General.

CAM President Nancy Irvine commented on the news. "It's been our honour to work with Marc and his staff in the early days of Shelter Movers. We commend him on the growth and community development of Shelter and we wish nothing but the best to Marc for his future."

A structured transition plan is in place as the Board begins the search for a new CEO, ensuring continued stability and impact. Staff, volunteers, and partners express deep appreciation for Marc's leadership and remain committed to advancing the organization's mission.

[Read more](#)

SmartMoving Announces Summit Discount



The [SmartMoving SUMMIT](#) is October 8 - 11 in Scottsdale AZ. 300+ moving company owners and professionals will be in the room to enjoy a few days of genuinely great business coaching and education, featuring speakers Mike Michalowicz, Alex Weber, and Louis Massaro.

Their goal is to make real education accessible to this industry and bring the right people together. They'd love to have the CAM community there.

CAM members can receive an exclusive discount. Tickets are \$799 USD and going up soon, but CAM members can lock in at \$499, which is cheaper than even the early bird rate.

Code: **TRAILPASS**

Link: [Smart Moving Summit](#)

Book by July 31st (or while rooms last), and you can also get the hotel block discount.



New Job Opportunities

There are several new [job opportunities](#) centred in Ottawa on our website. Watch for jobs posted there to see if they fit with your career plans.



The Most Expensive Mistake On Google Ads Is Not Your Keywords

[Encipher](#), July 10, 2026



Do You Actually Own Your Ad Account?

If you switched agencies tomorrow, would you keep your Google Ads account?

A lot of businesses can't answer that confidently. Sometimes agencies create the account under their own Manager Account, using their email and their billing. The business sees reports but never has admin access.

Sometimes it's just how things got set up years ago and nobody revisited it, sometimes it's done that way to increase stickiness. But the result is the same: if that relationship ends, you're starting from scratch.

You should check:

- Do you have admin access (not viewer) to your Google Ads account?
- Is billing tied to your business card or your agency's?
- Who owns the conversion tracking setup (GTM, GA4, call tracking)?
- Can your campaigns keep running if you unlink your agency today?

If you're unsure, it's worth a 5-minute check. Log into ads.google.com with your business email, click Admin, then Access and Security, and confirm your access level.

Your Data Is the Most Valuable Thing in Your Ad Account

Most business owners think the value of a Google Ads account lies in its campaigns, keywords, and settings. But that's not it - all of that can be rebuilt in a day.

The real value is the data. And it can't be rebuilt in a day. It can only be earned over time.

Every click, every conversion, every phone call, every search term that triggered your ad. That history is what Google's algorithm uses to decide who sees your ads, when they see them, and how much to bid. It's why a mature ad account outperforms a brand new one running the exact same campaigns.

Conversion actions are especially critical. These tell Google what a "win" looks like. A phone call over 60 seconds. A form fill. A booked job. If those live within your agency's tracking setup rather than yours, you don't just lose campaigns when you leave. You lose the definition of success in your account.

Think of it this way: your ad account is like a sales rep who's been learning your business for two years. They know which neighbourhoods close, which services are most profitable, and which leads are real. Starting a fresh account is like replacing that rep with someone who's never heard of your company.

Protect your data. It's the real asset.

Would you like Encipher to check your setup for you?

[Read more](#)

Upcoming Events



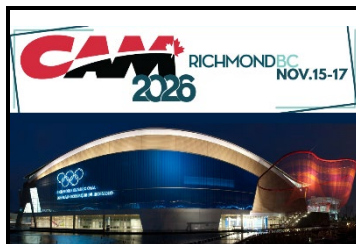
CAM Golf **Sept 28, 2026**

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



CAM Conference **Nov 15-17, 2026**

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



CAM Awards **Nov 17, 2026**

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

watch the play. Or just join us for the 19th hole "Belly Busting Buffet" dinner.

[Learn More](#)

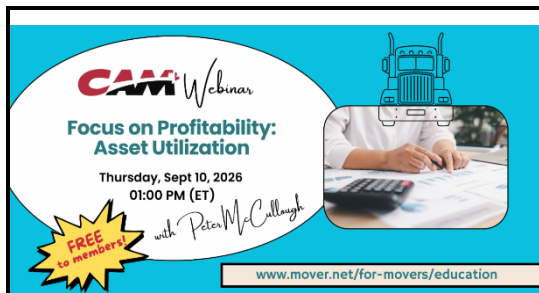
lots of networking activities, and you've got 2 1/2 days that are both enjoyable and worthwhile.

[Learn More](#)

show pride in our wonderful industry.

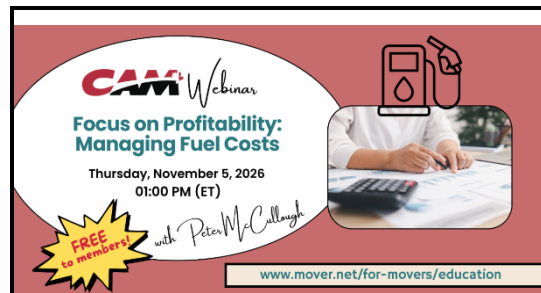
Deadline for nominations is August 31, 2026.

[Learn More](#)



**Focus on Profitability:
Asset Utilization**
Sept 10, 2026, 1 PM (ET)

In the 2nd of our series on profitability, [Peter McCullough](#) of Raven Research will focus on how maximizing asset utilization can significantly reduce truck-related costs. A monthly truck payment becomes much more manageable when the asset is consistently in use.



**Focus on Profitability:
Managing Fuel Costs**
Nov 5, 2026, 1 PM (ET)

In the 3rd installment of our series on profitability, [Peter McCullough](#) of Raven Research will review strategies to improve fuel efficiency (miles per gallon/kilometres per litre) and procurement approaches to reduce cost per gallon/litre.

We'll also discuss how available truck capacity can quietly impact profitability if not managed closely.

Guess what? You can register now and get a calendar reminder since it's so far off!

[Register Here](#)

Register now and we'll send you a calendar reminder!

[Register Here](#)

-- Free to CAM Members --

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!](#)



[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](#)



Thank You Sponsors!



Going for Gold (and more!)

CAM
2026
RICHMOND BC
NOV.15-17

Thank you to our sponsors!





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 !

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 | cam_national@mover.net | [Media Kit](#)

Copyright © 2026. All Rights Reserved.



Try email marketing for free today!