

September 22, 2026

Issue 434



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Maximize Opportunity.**

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to keep you moving forward.*



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NUMBER ONE VEHICLE  
RELOCATION COMPANY.



## President's Message



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

### ***From Yellow Pages to AI: Looking Back, Moving Forward***

As the CAM Executive were discussing preparations for the conference recently, our conversation turned to one of the sessions I am most looking forward to: “Back to the Future.”

Three veteran movers - current co-chair Mike Kolberg and past chairs, Doug Kellough and Larry Rosenberg - each with 45+ years of moving experience, will share stories from those earlier days.

How did they recruit staff, manage paperwork, communicate with customers, and promote their businesses before computers and digital marketing changed the landscape?

Many of us remember arriving at a customer's home with a clipboard, pen, and rate guide—long before GPS tracking, online booking, digital inventories, and real-time updates became standard expectations.

Funny enough, when I went for my mail later that day, I was surprised to find a Sarnia *Yellow Pages* book in my mailbox.

It is much thinner than it once was, and I wondered how many households still use it or just throw it in the recycling bin. Yet in a retirement community such as Sarnia, I know there are still people who value familiar printed sources of information.

For older moving companies, the *Yellow Pages* once played a major role in marketing. The size, placement, wording, and cost of an ad mattered - and a good relationship with the *Yellow Pages* representative was often part of the annual marketing plan.

Traditional marketing still has value today. Word-of-mouth referrals, vehicle wraps, print advertising, radio, trade shows, and community visibility can all build trust and keep a mover top of mind. Even door knockers are making a comeback.

But lately, customers are mostly searching online through websites, social media, search engines, and paid advertising. The pandemic accelerated that shift.

Businesses that had operated successfully in familiar ways for decades suddenly had to find new ways to communicate, sell, meet, and serve consumers. Our industry adapted, learned new tools, and continued serving customers through one of the most challenging periods any of us will ever experience.

### **Now, the landscape is changing again.**

For years, when people needed information or a service provider, their first instinct was to “Google it.” Increasingly, however, artificial intelligence is reshaping how customers search, discover businesses, and make decisions.

That is why [Mickey Serebnitski’s Thursday presentation](#) will be so timely. He will explore how ChatGPT, Google AI Overviews, Gemini, and other AI-powered tools are changing search and the customer journey—and what businesses can do now to remain visible, credible, and competitive.

We hope someone from your office can listen in so you can work on your marketing plan for next year with this new information.

Our tools may have evolved from clipboards to digital inventories, from *Yellow Pages* ads to Google, and now to AI-powered recommendations. But the fundamentals remain unchanged: trust, professionalism, relationships, reputation, clear communication, and a genuine commitment to serving customers well.

The future will continue to bring new technology and new ways to reach customers. Our challenge is to carry the values that built this industry forward, while embracing the tools that will help us thrive in what comes next.



## 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](https://atlasvanlines.ca)



**This Thursday!**

**Search Has Changed: What AI Means for Your Marketing**

**September 24, 1 PM ET**



AI is changing the way people search, discover businesses, and make buying decisions, and it's happening faster than most companies realize.

In this presentation, we'll explore how platforms like ChatGPT, Google AI Overviews, Gemini, and other AI-powered search tools are reshaping the marketing landscape. We'll look at what this shift means for SEO, paid advertising, content, brand visibility, and the traditional customer journey.

More importantly, we'll break down what businesses can do right now to adapt. You'll learn how search behaviour is changing, why ranking on Google is no longer the only goal, and what it takes to become a brand that both search engines and AI platforms are more likely to recommend.

Whether you're a business owner, marketing professional, or simply trying to understand where digital marketing is headed, this session will give you a practical look at the opportunities, challenges, and strategies emerging in the age of AI search.

[Register Here](https://www.mover.net/for-movers/education)

**Got a Free Day on Monday? There's Still Room For You!**

**CAM Golf 2026 - September 28, 2026**

Nothing in your calendar this coming Monday?

Golf clubs still in your trunk?

Why not do your dispatch, then drive a few balls?

We have room for a few more golfers for the shotgun start at 1 PM at [Cardinal Golf Club](#) in King, ON.

[Let us know](#) by end of day Thursday if you can join us.  
(We have to confirm food numbers on Friday.)

And if you don't golf and just want to join us, there'll be a bunch of us out there. We'll even get you a golf cart so you can buzz around and visit. Perfect for suppliers!

CAM member, colleague, customer, neighbour. All are welcome.



|                                                                                     |               |                                            |                                                                                       |
|-------------------------------------------------------------------------------------|---------------|--------------------------------------------|---------------------------------------------------------------------------------------|
|  |               |                                            |  |
| <b>CAM GOLF DAY</b>                                                                 |               |                                            |                                                                                       |
| <b>REGISTRATION FEES</b>                                                            |               |                                            |                                                                                       |
| <b>FOURSOME</b>                                                                     | <b>SINGLE</b> | <b>NO GOLF,<br/>BUT GET ME<br/>A CART!</b> |                                                                                       |
| <b>\$860</b>                                                                        | <b>\$240</b>  | <b>\$150</b>                               |                                                                                       |

[Check out CAMGolf2026](#)



# 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**

Welcome to **CAM**

### Welcome to Touchwood Movers



TouchWood Movers is an Ontario-based moving company serving residential and commercial clients throughout the Greater Toronto Area and beyond. Over the years, they have grown from a local moving operation into a full-service company handling local, long-distance, and cross-border relocations.

Their services include residential and office moving, packing and unpacking, storage solutions, specialty-item moving, and long-distance transportation. They regularly handle pianos, safes, appliances, exercise equipment, office furniture, and other items that require careful planning and experienced crews.

Owner Varinder Singh says, "our operation is built around professionalism, communication, safety, and accountability. We place a strong emphasis on proper training, well-maintained

equipment, clear documentation, and consistent service standards across every move. We also continue to invest in our systems, fleet, and team as we grow."

"As a company, we believe the moving industry benefits when reputable operators share knowledge, maintain strong standards, and work together to improve the customer experience. That is one of the main reasons we are excited about the opportunity to join the Canadian Association of Movers."

"We look forward to connecting with fellow CAM members, learning from industry leaders, and contributing positively to the association and the moving industry as a whole."

To contact Varinder and his team:

T: 905-546-6683

E: [info@touchwoodmovers.com](mailto:info@touchwoodmovers.com)

A: 2355 Derry Rd E, Unit 38, Mississauga, ON L5S 1V6



### **Firemen Movers Helps Deliver the Gift of Music**

CAM member, and recipient of this year's Public Service Award, [Firemen Movers](#) recently supported JAZZ.FM91's *Holiday Heroes Instrument Drive*, helping deliver more than 120 donated musical instruments to schools across Toronto.

Working alongside JAZZ.FM91, Long & McQuade Musical Instruments, and the [Toronto District School Board's Centre of Excellence for Black Student Achievement](#), the initiative gives gently used instruments a new home in school music programs where they are needed most.

“Music is a good way to translate emotions into something palpable that you can understand,” says Joshua Wemegah, Firemen Movers Senior Crew Chief. “Music is important for your students because it’s one of the ways they can channel their creativity and express yourself.”

Congratulations to Firemen Movers for lending its moving expertise to an initiative that will help bring music and opportunity to young people across the city.

[Read more](#)



## Hoyt's Gets "On The Wagon" For A Good Cause



[Hoyt's Moving & Storage Saint John](#), a Canada Moving company, was proud to sponsor a wagon for the *Big Brothers Big Sisters* of Saint John Book Fair.

"We're always happy to help bring our community together and support programs that make a difference in the lives of young people," Hoyt's commented in a social media post.

BBBS helps create meaningful mentoring relationships between young people and caring adults through community-based, in-school, teen, group, and intergenerational programs. These encouraging relationships give children and youth positive role

models and opportunities to build confidence and connections.

## THRC Fall Webinar Series Equips Trucking Employers To Build A Stronger Workforce



A strong trucking and logistics industry depends on a skilled, productive workforce — and this fall, Trucking HR Canada (THRC) is helping employers stay ahead with a series of free webinars focused on the workforce issues that matter to business performance.

“These webinars are designed around the workforce realities trucking and logistics employers are dealing with every day,” said Angela Splinter, President and CEO, Trucking HR Canada. “In under an hour, leaders can access practical tools, timely workforce intelligence, and evidence-based approaches that can help strengthen their workforce and their business.”

[Schedule](#)

**Do you have  
news to share?**

**Then let us know!**

**admin@mover.net**





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)



**Congratulations to the Class of 2026!**



*Public Service Award*  
**Firemen Movers Inc.**

*Influencer Award*  
**James Messenger, AMJ**

*Mover of the Year Award*  
**John Gray Moving**

**The Public Service Award** recognizes an individual, group, or organization who has performed a significant act or acts of moving-related service in the public interest.

**CAM's Influencer Award** celebrates a young professional (under the age of 40) in the moving industry who embodies a commitment to business growth, professional excellence, and the future of the industry and community.

**The Mover of the Year Award** is presented in recognition of a prominent household goods mover who demonstrates outstanding performance – in community service, employee relations, innovative operations – and service excellence with customers.



***Industry Leadership Award***  
**Fred Haladay, Atlas Canada**

**CAM's Industry Leadership Award** recognizes an individual who demonstrates leadership and serves as an inspiration to others.



***Distinguished Service Award***  
**Mike Kolberg, Royal Moving**

**The Distinguished Service Award** honours a prominent member of the profession with a long, exceptional history of contributions to the moving industry and to CAM.

**Join us for our in-person awards dinner in Richmond, BC, on November 17th, 2026, to celebrate the achievements of our distinguished award recipients. Our annual awards dinner is CAM's most popular event. Anyone is welcome.**

[Award Dinner Info](#)



**CAM**  
**CLASSIFIEDS**

We've just posted an ad for a fleet liquidation item that's for sale: a 2016 Hino 195 Reefer Truck. The reefer unit is non-functioning but this truck can still have other applications. Check out the [ad and truck image here](#).

## Upcoming Events

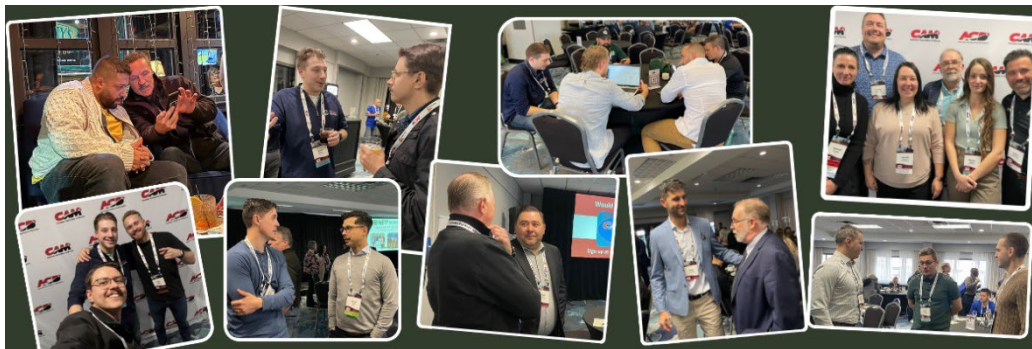


**CAM**  
**2026**  
RICHMONDBC  
NOV.15-17  
[www.mover.net/events](http://www.mover.net/events)

## HAVE YOU REGISTERED YET?

This November, for the first time in over a decade, CAM's annual conference is heading to Richmond, BC.

Whether you are looking to sharpen your business strategy, meet suppliers face-to-face, trade ideas with fellow movers or simply see what all the conference buzz is about, CAM2026 is your chance to get in the game.



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.

### **First conference? First-timer rate.**

### **First step toward new connections.**

If you have never attended a CAM conference before, this is the perfect time to jump in. First-time mover attendees qualify for a special registration rate, making it easier than ever to experience the energy, connections and value of the conference for yourself.

### **Can't make the whole conference? Join the action your way.**

We know that it's not always easy to get away. If a full conference is not in the cards, make a plan to come out for the parts that work for you.

- Join us Sunday to kick off CAM2026, reconnect with industry friends, and build conference momentum. Bring your colleagues for the evening!

- Celebrate at the Awards Dinner on Tuesday night, one of CAM's most popular events, as we recognize the outstanding people and companies helping to move our industry forward.
- Come for one day of your choosing.
- Or share your registration with someone in your company, so you can split the conference between you - because even one great conversation can lead to a new idea, opportunity or connection.

[Secure your spot today!](#)

[Check out #CAM2026](#)

## **CAM2026 General Schedule**



### **Sunday, November 15th**

9:00 AM Trade Show Set-Up  
 11:00 AM CAM Board Meeting  
 3:00 PM Registration Opens  
 3:00 PM Welcome Reception & Grey Cup Tailgate Party

### **Monday, November 16th**

7:30 AM - 4:20 PM Conference & Trade Show  
 11:45 AM - 12:15 PM Annual General Meeting  
 2:15 PM - 2:45 PM CAMily Feud  
 4:45 PM - 8:00 PM Shuttle Buses to NFP Night  
 5:00 PM - 7:00 PM NFP Night @ Richmond Olympic Oval

### **Tuesday, November 17th**

7:30 AM - 4:00 PM Conference & Trade Show  
 9:55 AM - 10:30 AM CAMily Feud  
 2:40 PM - 3:10 PM It's 5 O'Clock Somewhere  
 3:10 PM - 3:40 PM CAMily Feud Finals  
 6:00 PM - 7:00 PM Chairman's Reception  
 7:00 PM - 9:30 PM CAM Awards Banquet

## The Topics



From sharpening your networking skills with 10 Ways to Work a Room and exploring Leading with Style, to timely updates from BC Trucking and practical conversations about the employee experience, every session offers something you can take back to your team.

Look ahead with What AI Means for Your Marketing, reflect on succession and growth in Back to the Future: Legacy, Leadership and Letting Go, and join our always-popular roundtable discussions—where some of the industry’s most valuable learning comes directly from fellow members.

Come ready to learn, share, and be part of the conversations shaping the future of moving.

## 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](#)

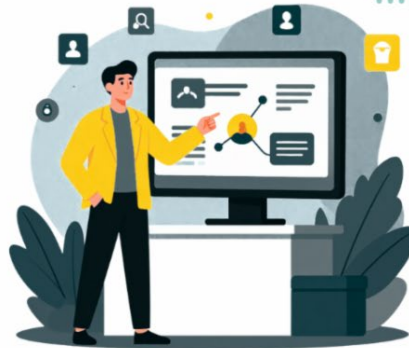


**Trade Show Update**

## TRADE SHOW EXHIBITORS

**| ONLY 3 BOOTHS LEFT!**

Don't miss out on Face-to-face conversations with your movers



Exhibitors—don't miss your chance to connect face-to-face with movers and industry professionals from across Canada. Secure your space and put your brand in front of the people who keep Canada moving.

Join the following exhibitors:

|                                            |                               |
|--------------------------------------------|-------------------------------|
| Advantage Box                              | FarrellPack                   |
| First Rank                                 | GM Packaging                  |
| Hansen's Vehicle Relocation                | Livingston Transportation Inc |
| Move Right                                 | MoveBuddy                     |
| MoversAssist                               | Movified Podcast              |
| NFP                                        | R.M. Moving Supplies Plus     |
| Snowbirds Auto Connection                  | Supermove                     |
| Western Financial Group                    |                               |
| <b>as well as our Charitable Partners:</b> |                               |
| Move For Hunger                            | Shelter Movers                |

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 all the 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!

[Trade Show Info & Registration](#)

**Thank You Sponsors!**

Our CAM2026 sponsors are the champions behind the scenes—providing the support, partnership, and encouragement that help make this conference possible.

As we come together to exchange ideas, build connections, and reach for the podium in our industry, their commitment gives our members the Olympic-level support needed to aim higher, perform stronger, and celebrate success together.

Thank you to every sponsor for investing in CAM and helping make CAM2026 a gold-medal event.

**Going for Gold (and more!)**

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

**Thank you to our sponsors!**

**AMJ** **Atlas Canada** **HANSEN'S** Vehicle Relocation

**NFP** **Mayflower** **United**

**ALLIED** **CANADA MOVING** **GREAT CANADIAN VAN LINES**

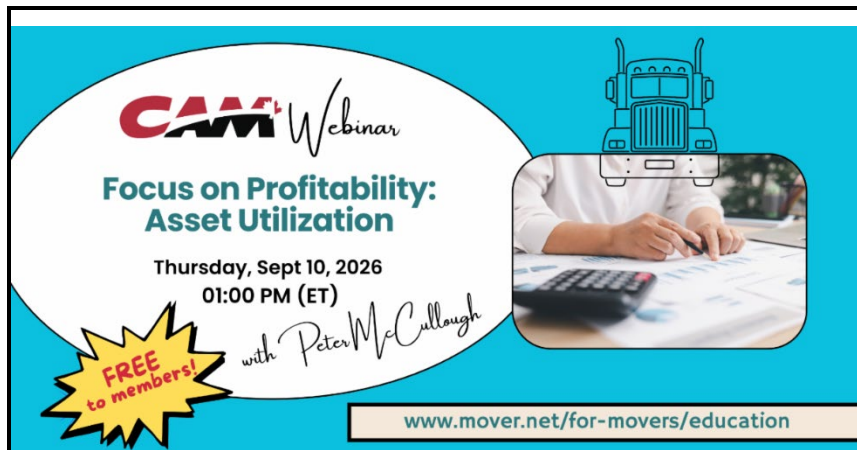
**FARRELLPACK** **Livingston** **movebuddy** **northAmerican** **SAC**  
MOVING SERVICES **SNOWBIRD AUTO CONNECTION**

**ADVANTAGE BOX** **SafetyDriven**  
Trucking Safety Council of BC



[www.mover.net/for-movers/education](http://www.mover.net/for-movers/education)

**Recording Available: Focus on Profitability: Asset Utilization**



A must-watch for anyone who is crunching numbers and figuring out what to do with their fleet.

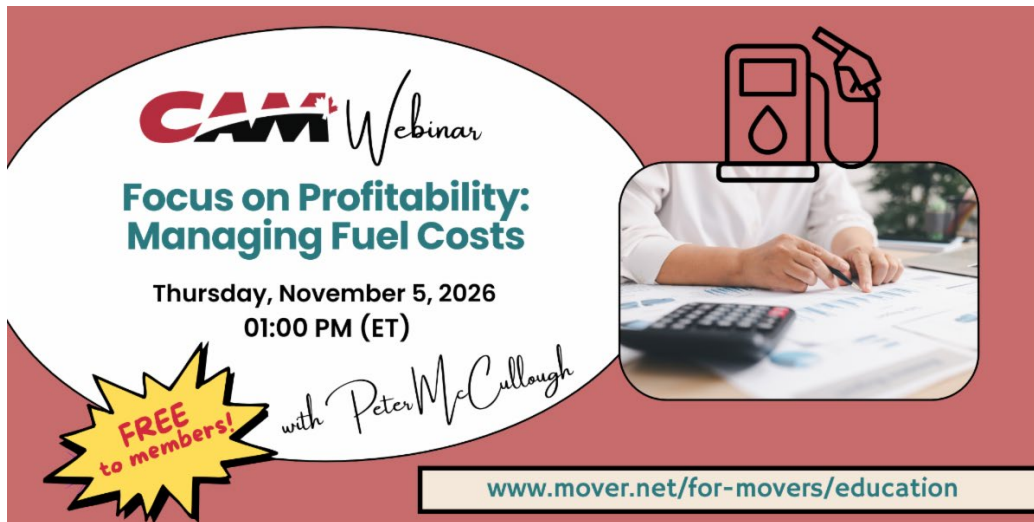
In the 2nd of our series on profitability, [Peter McCullough](#) of Raven Research focussed on how maximizing asset utilization can significantly reduce truck-related costs.

We discussed how available truck capacity can quietly impact profitability if not managed closely.

Peter breaks down when you should consider renting your trucks and support vehicles instead of purchasing so you aren't losing money.

The recording can be found in our members-only section.

[Access Recording Here](#)



**CAM** Webinar

**Focus on Profitability:  
Managing Fuel Costs**

Thursday, November 5, 2026  
01:00 PM (ET)

**FREE**  
to members!

with *Peter McCullough*

[www.mover.net/for-movers/education](http://www.mover.net/for-movers/education)

### 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.

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

[Register here](#)



**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

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CA

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