

January 27, 2026



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## President's Message



Nancy Irvine, CAM President

### **Looking Ahead: Continuing CAM's Momentum Through 2030**

The Canadian Association of Movers has extended my contract as President through to the end of the 2030 fiscal year. I couldn't be happier as I love this industry and am proud of the work Marian and I do.

When I joined CAM in 2017, the goal was simple but ambitious: steady the ship, rebuild our foundation, build trust in our members towards our leadership,

and ensure this association truly reflects and supports the professionals who keep Canadians moving every day.

We have come a long way together through some extremely hard times, and the next few years will give us a real opportunity to build on the positive momentum we have gained through the last two conferences.

Over the past eight years, CAM has become far more visible and relevant to both members and consumers. Our newsletter audience has grown to well over 2,300 readers, with open rates that many marketers would envy, and [mover.net](http://mover.net) is now a trusted destination for people doing their homework before hiring a mover.

Our public-awareness campaigns, such as “*May is Moving Month*” and “*Moving Seniors Safely*,” in partnership with the BBB and CARP, have helped Canadians understand what a reputable mover looks like and why choosing a CAM member matters. Our [find a mover](#) and [members directory](#) pages are the top-ranking pages visited each month by thousands of consumers, proving that all our hard work through education and media partnerships is paying off with a growing awareness of CAM.

We have also worked hard to tackle the darker side of the industry. By supporting enforcement, legal partners, provincial government consumer protection teams and media consumer education, CAM has played a key role in exposing rogue operators and giving the public tools to protect themselves. In recent years, complaints have eased off, which tells us the message is getting through and that CAM’s voice carries weight when it comes to trust and accountability.

Inside the association, there has been just as much change.

We tightened up our financial and administrative practices, navigated some very tough economic years, and are now on much more stable ground. Membership has held steady and started to grow again, with more suppliers and new movers joining the fold, and strong vetting continues to protect the CAM brand that you have all helped build.

Education has really taken off, with record participation in the Canadian Professional Mover program and strong engagement in webinars and online learning. Our conferences—from Montréal, Edmonton and Ottawa to Mississauga, to Kingston and now Richmond, BC—have shown just how valuable it is to get together, share ideas, and reconnect. And “Spring Training” is just around the corner, so get ready for that!

As we plan ahead, the focus is on fresh ideas and making CAM even more useful to you day-to-day. That means more practical training for your teams, smarter digital outreach to drive qualified leads to members, new and renewed partnerships that bring you tools and credibility, and continued work on making our membership structure, committees, and Board reflect the next generation of industry leaders.

Just as important, it means continuing to ask questions and listen—many of our best ideas have started with a member email, survey comment (especially), or hallway conversation at a conference.

Extending my contract to 2030 gives us the stability to keep moving forward without losing the momentum we have built together. Thank you for your trust, your honesty, and your willingness to roll up your sleeves with us.

There is still plenty of work to do, but this association is in a much stronger place than it was in 2017—and with your continued engagement, the next few years can



## 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)

## DEADLINE LOOMING!



### We need your input - Last chance to win \$100 in gas!

Originating during the pandemic, CAM has been sending out regular membership surveys to better understand what keeps you awake at night. Questions are wide-ranging from the economy to labour and everything in between. This year, we've added a few questions to help us chart CAM's course as we look forward to 2026 and beyond.

**What you say matters!** Your responses help us do further research, suggest funding and program resources to you, provide education, inform CAM's Board members, and help our speakers better tailor their presentations at the conference each year.

This survey takes about 15 minutes to complete. Anyone - and everyone - in your company may complete it.

Don't forget to enter your name in the draw for one of three \$100 gas cards.  
Draw date: Friday, January 30, 2026.

[Click here to start!](#)



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**CAM NEWS**



## QMM Turns 30



CAM 2018 and 2024 Mover of the Year **Quality Move Management** proudly celebrates 30 years of delivering trusted, high-quality household goods transportation services across Canada, North America, and internationally.

In a January 6, 2026, social media post, QMM states, *"For three decades, our success has been built on great people, strong partnerships, and an unwavering commitment to service excellence. From our early days to today's industry-leading domestic, cross-border, and international operations, one thing has never changed — our promise to deliver a Premium Moving Experience™ on every move."*

Thank you to our employees, partners, and customers around the world who have been part of our journey. We're proud of where we've been — and even more excited about where we're going next."

Congratulations to everyone at QMM!

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## Promoting Josh Schwartz

In our last issue, we proudly listed Josh Schwartz of [Meldrum the Mover](#) as one of our board members.

Unfortunately, we listed him with his old job - Sales Manager - one he hasn't held for years. Josh is co-owner of Meldrum, a long-standing board member for 9 years, and serves as our French media spokesperson.

Sorry we demoted you, Josh! By the way, happy 3rd anniversary in February on your co-ownership.



## Global Moving Foundation Scholarship Applications Available



**Global  
Moving  
Foundation**

Looking for a way to fund a student's education?

The [Global Moving Foundation](#) proudly offers the [Wohlstetter Academic Awards](#), providing up to ten (10) \$5,000 scholarships each year to support IAM members, their dependents, and student members worldwide.

Since its launch in 2002, the Global Moving Foundation has awarded more than 146 merit-based academic awards of \$5,000 USD to students from different countries, cultures, companies, and backgrounds.

### Who Can Apply?

- Graduating high school/secondary school students or current college students enrolled in an accredited college/university for the upcoming semester
- IAM member employees, dependents of an IAM member employee, and student members
- Students with a minimum 3.0 GPA (or international equivalent)
- Students pursuing studies in global moving and mobility, transportation or applicable fields in the industry. (If you're studying medicine or nursing, this scholarship is not applicable to you.)

Don't have an IAM affiliation? No problem! Apply as an **IAM Student Member** (no fee required) to participate. Student members must be enrolled in 6+ credit hours.

Apply before March 31 for your chance to receive this merit-based academic award!

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## Need Parking While You Travel?



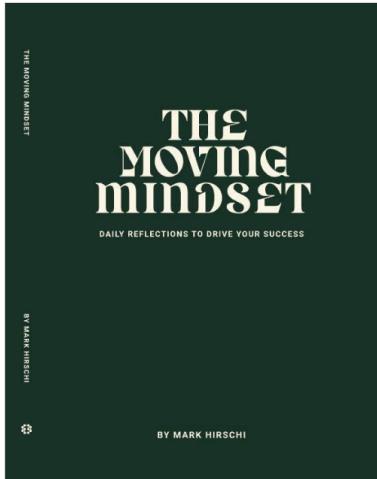
A reminder that CAM partners Park 'n Fly offer discounted rates to all CAM members and their staff when you use the Park'N Fly airport parking available at major airports across the country. With the Park'N Fly app you can take advantage of the timesaving features available at your fingertips.

Use CAM's **Discount Code 1145763** when reserving your next stay on the Park'N Fly app and save. Visit [www.parknfly.ca/app](http://www.parknfly.ca/app) to download today.

**Remember, this discount code is available to friends and family of all member companies and their staff. So tell your neighbours!**

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## ***The Moving Mindset, by Mark Hirschi***



### ***Daily Reflections to Drive Your Faith, Leadership, and Business***

Running a moving company isn't just physical work—it's leadership under pressure.

Every day brings decisions that affect your team, your customers, your family, and your integrity. *The Moving Mindset* is a 365-day devotional created specifically for moving company owners, operators, and leaders who want to anchor their work in faith while navigating the real demands of business.

As Mark says, "*This isn't a generic devotional. Each day is written with the rhythm of the moving industry in mind—from slow seasons and peak chaos to staffing challenges, customer pressure, and the weight of responsibility that leadership carries.*"

[Learn more](#)





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)



## New Job Opportunities

We've just posted three new [job opportunities](#) in ON on our website. See if these new job postings fit with your career plans.

## Forklift For Sale

We recently posted an ad on our website for the sale of a forklift, in addition to the 24 ft. moving truck and the 48 ft. Kentucky trailer we posted earlier. You can [view the details and see images of the items here](#).



## Moving Tech – Member Support



Ramiro Quiros is here to help moving companies evaluate and adopt technology with a focus in process improvements.

*"We assist movers where internal bandwidth for taking on these projects, or in-house expertise (or both!) is limited. We work independently and are vendor-neutral, with a focus on practical outcomes."*

The typical areas **Moving Tech** supports movers with include:

1. **AI (Artificial Intelligence)** – getting started, strategy and roadmap, policy and governance, training, workflow adoption, and implementation support.
2. **Moving software** – selection/procurement, reviews, due diligence, implementation planning, onboarding project management, and change management.
3. **App / automation development** – scoped solutions, integrations, and targeted software build where off-the-shelf tools don't fit.
4. **Process consulting** – operational/process audits, efficiency improvements, and designing practical workflows and accountability.

T: 647-206-3132

E: ramiro@movingtech.ai



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

## Recording: Own vs Lease vs Rent – What's the Right Mix for Your Fleet?



When it comes to keeping your trucks on the road, there's no one-size-fits-all strategy. Should your company own its fleet, lease it, or rent as needed? The truth is, the best approach might be a combination of all three.

Presenters Peter McCullough and Tyler Wachna discussed how to balance ownership, leasing, and rentals to maximize flexibility, manage costs, and match your operational goals and the key factors that influence each option—from financing and credit considerations for startups to long-term maintenance, insurance, and fleet planning.

You'll come away with practical insights to help you make smarter decisions about your rolling stock—no matter the size or stage of your business.

[View recording](#)



## CAM Basics Webinar 2602: Traditional Marketing

In today's fast-paced digital world, it's easy to forget the tried-and-true marketing methods that built the moving industry in the first place. This CAM webinar takes a step back to explore the power of traditional marketing — from word-of-mouth and radio spots to billboards, trade shows, vehicle wraps, and printed directories, amongst other tools. Discover how these foundational tools can still play a valuable role alongside your online efforts to strengthen your brand and reach new customers.

**When: Thursday, February 12, 2026 1:00-2:00 pm ET**  
**Free to CAM members / \$30 for non-members**

[Register here](#)



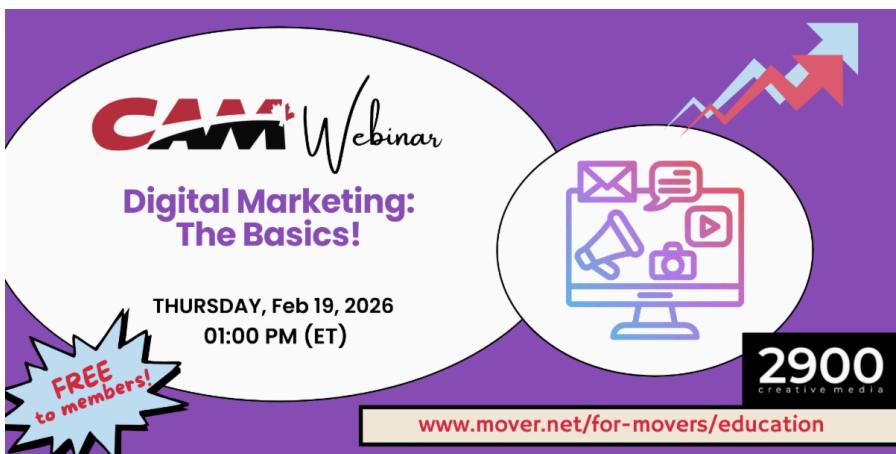
## CAM Basics Webinar 2603: Digital Marketing

Unlock the full potential of digital marketing and get your business seen by thousands of new potential customers. This webinar covers the essential tools you need to build a successful strategy, including how to leverage Google, Bing, social media, email marketing, and online listings. We will guide you through the fundamentals of SEO, the difference between organic and paid traffic, and specific

techniques for reaching your target audience. By the end of this session, you will be equipped with simple, actionable steps to boost your brand's visibility and drive real growth.

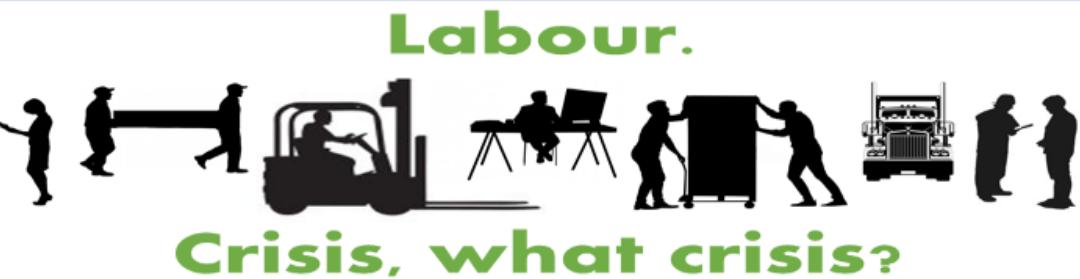
**When: Thursday, February 19, 2026 1:00-2:00 pm ET**  
**Free to CAM members / \$30 for non-members**

[Register here](#)



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

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



## Five HR Trends That Will Impact Employers in 2026



*Commentary by Angela Splinter, CEO*

The trucking and logistics sector is entering a period of rapid transformation.

Employers continue to navigate persistent recruitment and retention challenges, rising operating costs, evolving regulations, and the accelerating impact of new technology. In this environment, HR strategy is just as critical to competitiveness as operational performance.

The fleets that thrive in 2026 will:

- Embrace technology while maintaining human oversight
- Manage labour costs strategically
- Modernize hiring to attract diverse and emerging talent
- Offer flexible, worker-friendly scheduling
- Keep policies aligned with evolving regulations

Specifically, Angela takes a closer look at:

1. AI transforming the cab and the office,
2. Managing costs responsibly, not recklessly,
3. Hiring for capability, not just credentials,
4. Flexibility as a competitive advantage, and
5. Compliance: Protecting people and the business

[Read more](#)

## Upcoming Trucking HR Canada Webinars

Register now for THRC's popular, free webinar offerings which highlight their major expansion of HR tools for trucking and logistics employers. As a CAM member, you are more than welcome to partake in any or all of these webinars. Many will be in French as well.

Webinars are held Wednesdays from 12 noon - 1 PM (ET)

February 4 - **Driver training resources**: Free tools to strengthen training, assessment and road safety

February 11 - **Accord de leadership des femmes (FR)**

February 25 - **From assessment to action**: New tools to develop your workforce

March 11 - **Protect your workplace**: Updated workplace harassment and violence prevention resources for 2026.

March 25 - **Unlock workforce performance**: new tools for 2026

[Learn more](#)

# POSITIVE NEWS



## Canada Home Sales to Improve - CREA

*CTV, January 15, 2026*

The Canadian Real Estate Association expects **national home sales to grow 5.1 per cent** in 2026, marking a rebound from last year's tariff-induced slowdown in the



market.

The association forecasts 494,512 residential properties will trade hands this year. It also expects the national average home price to rise 2.8 per cent on an annual basis to \$698,881, down from its earlier forecast of a 3.2 per cent increase.

National home sales are forecast to climb a further 3.5 per cent in 2027, with average home prices rising 2.3 per cent to \$714,991.

The association said pent-up demand, particularly from first-time buyers, is the major factor underpinning its forecast for higher activity compared with 2025. It said many of those potential buyers have been shut

out of the market over the past four years amid affordability challenges and previously high interest rates.

[Read more](#)

## Check this out!



### Virtual Movers Conference



**When: Thursday, March 5, 2026, 9:30 AM to 5:00 PM (ET)**

**Cost: Free with promo code CANMOV**

Presented by CAM member SmartMoving, amongst others. Specifically curated, valuable speakers will deliver real-world solutions to real problems in moving operations. Get actionable insights to help boost your profitability, and you are GUARANTEED to get the best value from this conference. Once you are on the registration page, enter "CANMOV" as the promo code to access the free registration ticket.

[Click for more information or to Register](#)



## EV & Charging Expo, April 8-9 in Toronto

Now in its fourth year, the **EV & Charging Expo** brings together over 2,000 registered delegates representing over 900 organizations to drive the transition to zero-emissions transportation and electrification. Attendees include municipalities, utility fleets, delivery companies, educational institutions, parking operators, real estate developers, and others advancing fleet and charging deployment.

The Expo experience includes:

- 100+ speakers across two days sharing expertise and case studies.
- Test drives of commercial-ready electric vans, cars, and trucks.
- The Expo Hall, featuring vehicle displays, charging hardware, and a wide range of electrification products and services.

CAM members receive a **\$100 off an Expo Pass** with a discount code **MOVERS100** at registration.

[Click for more information or to Register](#)



**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 !**

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