

March 24, 2026



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ENJOY THE CONFIDENCE OF
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NUMBER ONE VEHICLE
RELOCATION COMPANY.



President's Message



Nancy Irvine, CPM, CAM President

Moving Seniors Safely: Why Trust and Experience Matter Most

When Statistics Canada released its recent [Canadian Housing Survey Analysis](#) on why Canadians move, one thing stood out clearly: **older folks who are moving are different.**

While younger generations move for a bigger or better home, older Canadians are much more likely to move to be closer to family, reduce housing costs, or because of personal health needs. In other words, they are not just changing addresses; they are re-shaping their entire lives.

For many seniors, this may be the first move in decades. I've had clients who have lived in the same home for over 60 years. They moved in, newly married in their late teens or early 20s, and stayed there forever. The house they are leaving is not just real estate – it's memories, milestones, and often the last physical connection to a spouse, children, neighbours, and community.

Uprooting that stability is emotional, exhausting, and, quite frankly, frightening for most. **That is why older Canadians consistently tell us they value two things above all when choosing a mover: trust and experience.**

Seniors rarely move for the fun of it. Your people are more than likely walking into situations shaped by life-changing events. Your customer is often overwhelmed by it all, and as movers, that means your job description quietly expands.

On any given senior move, your team may be part estimator, part downsizing coach, part logistics expert – and part counsellor. The best crews understand that their real cargo is not just furniture; it is someone's lifetime. That's quite a responsibility...and an honour.

Patience will put you ahead. That's the one trait that separates trusted, professional movers from the rest when it comes to moves involving seniors. While it's always best to visit in person (they're from a generation that relied on face-to-face conversations and handshakes), you will need an infinite amount of patience.

- Allow seniors time to tell the story behind the “stuff” before it’s packed or donated.
- Let their precious little doggy sit on your lap while you discuss the move.
- Walk families through realistic timelines and options without rushing decisions.
- Explain paperwork, insurance and costs in plain language, more than once if needed. And send it out in writing to not only the senior, but their family or advocate.
- Reassure their adult children who may be coordinating the move from another city that you've got this!

For seniors, this isn't “extra” service ...it **IS** the service.

Over the five years that CAM has been conducting *Moving Seniors Safely* Week with the Canadian Association of Retired Persons (CARP), we've learned that simply telling older Canadians to “do their research” isn't enough.

They're bombarded with horror stories about all kinds of scams and have become understandably nervous and skeptical. The level of knowledgeable questions we receive is ever-increasing with each passing year.

If you're active on social media and want to be the mover of choice for seniors, you need to show—clearly and consistently—that you're trustworthy and experienced in serving them.

These are some of the ways that CARP members have told us why they are coming to CAM first to find their mover. Our members:

- Highlight senior-specific experience and training on your website and social channels.
- Emphasize that you are a CAM member and what that means: vetted, insured, accountable, and bound by a code of ethics.
- Offer to speak directly with the family or the senior's advocate and clearly explain what the move will look like. It's overwhelming for the senior, and often they forget the important bits!
- Share checklists and gentle guidance on downsizing, timelines, and what to expect on move day. Don't have your own? CAM had tons of info on their [Moving Seniors Safely webpage](#).

When you lean into trust, experience, and respect, you are not just winning a job; you are giving an older Canadian – and their family – the confidence that they will be cared for at one of the most vulnerable points in their lives.

That is the kind of reputation that brings them, and their children, back to you again and again.

Happy *Moving Seniors Safely* Week - now and all year long.



The advertisement features a white fighter jet flying through a blue sky with white clouds. The jet has the Atlas Van Lines Canada logo on its side. In the top left corner, there is a circular logo with the text "Atlas Canada". In the bottom left corner, there is a laurel wreath logo with the text "PLATINUM SPONSOR" and a QR code. The main text on the right side reads: "GOT THE RIGHT STUFF? Let's Talk." followed by "Atlas Van Lines Canada is growing—and we're looking for exceptional independent movers to join our trusted national network." and "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." At the bottom right, it says "Think you're a fit? Learn more at atlasvanlines.ca".

**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



And furthermore...



Moving Senior Safely Resources



For Seniors & Their Families

CAM has tons of senior-specific resources that are free for you to use and share with your customers. We have info sheets and videos ranging from 3 to 39 minutes.

Thanks to all of CAM's Senior Move Managers and Moving Coordinators who contribute to this program.

- Overcoming Fears of Aging in Place
- The Intricacies of Moving Seniors
- The Sandwich Generation - How to deal with your parents' transitioning situations
- "I Am Not Moving": Empowering Seniors to Age in Place
- Moving Mom (or Dad)
- Moving your Pet
- Lightening your load - the value of "right sizing" for your transition
- Packing up a Senior - things to think about
- What to look for in a good mover
- Researching Movers
- Something in the Way We Move
- The Role of a Move Coordinator
- The Value of Trust: The Mover's rapport with the transitioning senior and, of course,

- the *CBC Marketplace* videos on moving scams, which started the CAM - CARP partnership.

For you!

- Partnering with Senior Move Managers
- The Role of a Move Coordinator
- The Value of Trust: The Movers' rapport with the transitioning Senior



BECOME AN AGENT

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

[**LEARN MORE**](#)

DEADLINE LOOMING!

This Thursday - Workshop 2606 - The Employee Experience Playbook: What the Moving Industry Can Learn from the Last Tech Boom

When: Thursday, March 26, 2026, 1:00 - 3:00 pm ET

Free to CAM Members - \$30 for non-members

Presented by Asrai Porter, VP People, [Improving](#)

Lessons Movers Can Steal from the Tech World

The moving industry is in a war for talent — but what if the answers to attracting and keeping great employees are hiding outside our industry? During the tech boom, companies with impossible hiring odds transformed the employee experience into their most powerful recruitment tool.

In this thought-provoking session, **Asrai Porter**, an entrepreneur and AI and data consulting executive who led high-performing software teams through one of the toughest job markets in history, will share how those same principles can help moving companies stand out, engage staff, and build loyalty that lasts.

CAM Webinar

The Employee Experience Playbook:
What the moving industry can learn from the last tech boom

THURSDAY, March 26, 2026
01:00 PM (ET)

FREE
to members!

improving

www.mover.net/for-movers/education

[Register 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



Moving Companies For Sale

There are two moving companies for sale in Edmonton AB. You can [view the details and see images of the items here](#).



#CAM2026 Exhibitor & Sponsorship Opportunities Now Available!



CAM2026 exhibitor and sponsorship spots are now open, and this is the year you don't want to sit on the sideline, especially if you want to get in front of West Coast movers! Momentum and excitement for CAM's conference grows every year, and this will be our first time back in BC since 2013, making it a particularly important year to showcase your company. Highlight your brand and connect with Canada's leading moving professionals.

Exhibit space will go quickly, especially with our **Canada Day Special**, so secure your booth or sponsorship early to lock in prime visibility and ensure your company is front and centre when the industry gathers in Richmond this November.

[Sponsorship Information](#)

[Exhibitor information](#)

Student Work Placement Program



Get up to \$5,000 in wage reimbursements when you hire a student currently attending a post-secondary institution.

Work placements must offer:

- Full-time or part-time work opportunity (minimum 4 weeks, maximum 16 weeks; minimum of 10 hours/week)
- A safe and harassment-free work environment
- Work experience with clear educational value to the student's area of study

Employers must:

- Be a business registered in Canada
- Be in the trucking and logistics industry
- Hire more students than they did before accessing SWPP
- Hire a current post-secondary student into a role relevant to their studies
- Hire students as employees. Participants are not eligible for the program as contractors.
- Hire students who are Canadian citizens, permanent residents, or granted refugee status in Canada
- Hire students legally entitled to work according to the relevant provincial/territorial legislation and regulations

Please note: THRC are unable to fund placements of international students, Canadian students enrolled outside of Canada, or students pursuing education in the skilled trades. Placements cannot also be funded by another Federal Grant Program.

[Contact THRC to apply](#)

Stay Strong Physically & Mentally



Life as a truck driver is demanding. But it is possible for your drivers to keep their bodies and minds in top shape.

Penske's latest Safety Bulletin, [Stay Strong Physically & Mentally](#), is filled with simple actions drivers can take now to improve their health and well-being. Your drivers will learn how to:

1. Reduce stress on the road
2. Work exercise into their routines
3. Improve the quality of their sleep

Please print, post and share this monthly Safety Bulletin with your drivers to help them stay safe on the road.

Past Safety Bulletins are available [here](#).

Contact:

Ryan Fraser, Executive Account Manager - Rental

C: 416-871-0963

E: [Ryan.fraser\[at\]penske.com](mailto:Ryan.fraser[at]penske.com)



Looking for "I am CAM" Clips - due by middle of April



If you're connected with CAM socially, you may have seen our reel "I am CAM" that first appeared on Professional Movers Day, May 19th, 2025. A gigantic thank you to Mark Hirschi, CAM Board Member and owner of [Salmon's Moving](#) in Richmond for producing this fantastic piece we can be proud of. And thanks to all the members who provided their short reels.

We want to do more!

It doesn't have to be fancy or elaborate. Sometimes the spur-of-the-moment ones are best. The main point is to show the public the face of CAM this summer. And not just movers ... suppliers and partners, get in on this too! [Just send your reel to Nancy.](#)

Why is it important to be seen? Last summer, we averaged 14,504 visits to our [member directory](#) each month, and our ever-growing social media presence directs people to www.mover.net/find-a-mover. These visits aren't just for the fun of it ... they're looking for trusted and reliable movers and CAM members like you!

I am CAM. You are CAM. We are CAM. Let's be proud and shout it from the rooftops!

Check out last year's clip ...



CAM
SPRING TRAINING

Professional Training
for Your Employees
FEBRUARY TO MAY

A black and white photograph of a baseball player in a batting stance, wearing a cap and uniform, positioned on the right side of the banner. The banner also features a baseball icon with motion lines and a baseball field diagram on the left.

CAM Webinar 2607 - Focus on Profitability: Managing Labour Costs

When: Thursday, April 9, 2026, 1:00 pm ET

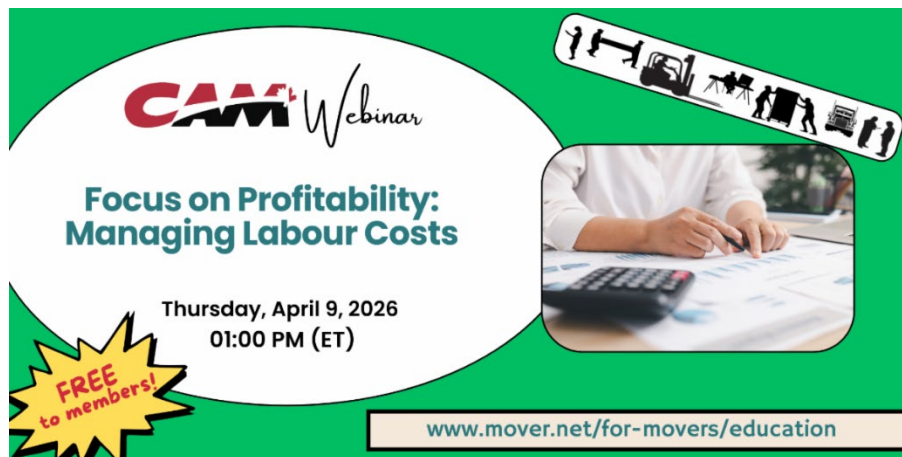
Free to CAM Members / \$30 for non-members

Presented by Peter McCullough, [Raven Research](#).

Labour is a mover's largest expense—and the biggest factor affecting profitability. Yet, many companies struggle to balance their labour costs with pricing strategies that sustain long-term growth.

We'll explore how to manage labour as a percentage of sales, helping you understand what "healthy" ratios look like and how to use that data to make smarter financial decisions. You'll learn a simple, repeatable approach to ensure every move you sell contributes to profit—not loss.

Whether you oversee daily operations, manage sales, or quote moves for customers, this webinar will give you tools to see the *real* cost of labour in every job—and the confidence to price smartly and profitably.

A promotional graphic for a webinar. It features a green background with a white speech bubble containing the text "CAM Webinar" in red and black, "Focus on Profitability: Managing Labour Costs" in teal, and "Thursday, April 9, 2026 01:00 PM (ET)" in black. A yellow starburst in the bottom left corner says "FREE to members!". A photo of a person's hands using a calculator is on the right. A banner at the bottom right shows the URL "www.mover.net/for-movers/education". A curved banner at the top right contains icons of moving equipment and workers.

CAM Webinar

**Focus on Profitability:
Managing Labour Costs**

Thursday, April 9, 2026
01:00 PM (ET)

FREE
to members!

www.mover.net/for-movers/education

[Register here](#)

CAM Webinar 2608 - How to Get Started With AI

When: Thursday, April 16, 2026, 1:00 pm ET

Free to CAM members / \$30 for non-members

Presented by Ramiro Quiros, [MovingTech.ai](https://www.movingtech.ai).

Step into AI with confidence, not fear. This beginner-friendly session will break down what AI is, how it works in everyday tasks, and simple ways to start using it safely and effectively. Whether you're nervous, confused, or just curious, this AI training webinar is designed to help you work smarter, not harder, with practical examples you can apply right away.



The graphic is a promotional banner for a webinar. It features a teal background with a white speech bubble containing the text 'CAM Webinar' in a stylized font, followed by 'How to get started with AI' in a bold, sans-serif font. Below this, the date and time 'THURSDAY, April 16, 2026 01:00 PM (ET)' are listed. A starburst graphic on the left says 'FREE to members!'. On the right, there is an illustration of a woman with glasses sitting at a desk with a computer, and a blue robot head with glasses is visible behind her. Below the illustration is a logo for 'MOVING TECH.AI' with the tagline 'augmented intelligence in mobility'. At the bottom of the graphic, the URL 'www.mover.net/for-movers/education' is displayed in a red box.

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


CAM Webinar 2609 - Payment Processing Secrets Every Mover Should Know

When: Thursday, May 7, 2026, 1:00 pm ET

Free to CAM members / \$30 for non-members

Presented by Robert Dario, [SoldiPays](https://www.soldipays.com).

Payment processing is one of the most misunderstood expenses for most businesses. Many movers unknowingly pay unnecessary fees and miss out on simple best practices to make major improvements in fees and workflow. Join Robert Dario of SoldiPays for key insights into the merchant services industry and practical strategies to help improve your business.



CAM Webinar **SOLDI**

Payment processing secrets every mover should know

THURSDAY, May 7, 2026
01:00 PM (ET)

<< mover.net/for-movers/education >>

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

Self Guided Training



Give your employees the tools they need to perform effectively!

CAM has free and affordable professional training, suitable for anyone on your team, that can be done 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. Regular cost - \$125. **Spring Training cost \$75 - save \$50.**

[Access Training Here](#)



Our Videos

Check out our video library from the past few years of Spring Training. Here's just a sample of what is available to you and your coworkers:

- A Beginner's Guide to Estimating
- Intermediate Estimating aka "Things that will blow up your quote"
- Advanced Guide to Estimating (And How to Troubleshoot When We Miss)
- What To Do When Estimates Go Wrong
- Save Time and Money with Virtual Estimates
- Talking Sales with Larry Kruger

- Business Insurance for Movers
- Insurance Insights for Long Distance Moving

- Winning the Chargeback Battle - What Every Canadian Mover Needs to Know ***new***
- AI in Moving - Practical Use Cases
- Moving Technology Landscape: What is Out There to Digitalize Your Business
- Traditional Marketing ***new***
- Digital Marketing ***new***
- Building Effective Training Programs
- Is International Moving Right for My Business?
- Is Cross-Border Moving Right for My Business?

[Click here to access the videos](#)

To see the lineup of all educational opportunities, go to

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



Social Media Trends to Shape Your 2026 Strategy

Hootsuite Social Trends for 2026

Trends are no longer linear, or even shaped like a traditional bell curve. They can be splintered and contradictory.

Social identities and communities are becoming more personal while AI is taking over content creation. Absurdist chaos battles it out with cozy nostalgia. All while social media evolves from a communications channel into a search engine, a research lab, and a high-stakes creative testing ground.

Hootsuite has identified 18 trends in its article. Here are the key five you should consider.

5 Key Takeaways

1. Discovery is interest-led, not follower-led. Platforms are reading micro-behaviors (hover time, rewatches, pauses) and pushing “snowballs” of repeated themes — so winning means understanding what your audience cares about *and* building repeatable content they’ll linger on.
2. AI is expected, but human judgment is the signal of quality. Audiences aren’t rejecting AI tools; they’re rejecting low-effort, uncurated output.
3. Social has become a search engine, not just a feed. With social content appearing in Google results, captions, subtitles, alt text, and question-answer posts now shape discoverability. Creative content needs to be searchable *and* worth finding.
4. Creator partnerships are shifting from reach to results. Follower count matters less than trust, alignment, and storytelling quality. The strongest programs are long-term, relationship-driven, and measured by *real* intent signals, not vanity metrics.
5. The best teams run social like a research engine. Social is where you collect first-party data, spot micro-shifts in sentiment, and test creative variables fast. It’s time to listen, experiment deliberately, and adjust before the moment peaks.

[Read more](#)



CVSA's International Roadcheck Scheduled for May 12-14

From May 12 to 14, enforcement personnel throughout North America will inspect commercial motor vehicles and commercial motor vehicle drivers for compliance with vehicle, cargo and driver regulatory requirements as part of the Commercial Vehicle Safety Alliance's (CVSA) 72-hour inspection, enforcement and data-collection initiative, International Roadcheck.

During International Roadcheck, inspectors at weigh/inspection stations and pop-up inspection sites primarily conduct the [North American Standard Level I Inspection](#), a 37-step procedure that includes two major parts – an examination of the driver's operating requirements and an assessment of the vehicle's mechanical fitness.

For the [driver portion](#) of the inspection, inspectors check the driver's qualifications, license, record of duty status, medical examiner's certificate, seat belt usage, skill performance evaluation certificate (if applicable), and status in the [Drug and Alcohol Clearinghouse](#) (in the U.S.). Inspectors also look for signs of alcohol and/or drug impairment. If an inspector identifies driver out-of-service violations, they will place the driver out of service, restricting that driver from operating their vehicle.

For the [vehicle portion](#) of the inspection, inspectors assess the vehicle's brake systems, cargo securement, coupling devices, driveline/driveshaft components, driver's seat, fuel and exhaust systems, frames, lighting devices, steering mechanisms, suspensions, tires, wheels, rims, hubs, and windshield wipers. Inspections of motorcoaches/buses and other passenger-carrying commercial motor vehicles also include examination of emergency exits, seating, and electrical cables and systems in the engine and battery compartments. If out-of-service violations are found during an inspection, the vehicle will be placed out of service and restricted from movement until all out-of-service violations have been properly addressed.

[Read more](#)

Upcoming Events



May 2026 May is Moving Month

May is Moving Month

Make Safe Moves

BBB bbb.org CAM Canadian Association of Movers mover.net

Moves you can trust!

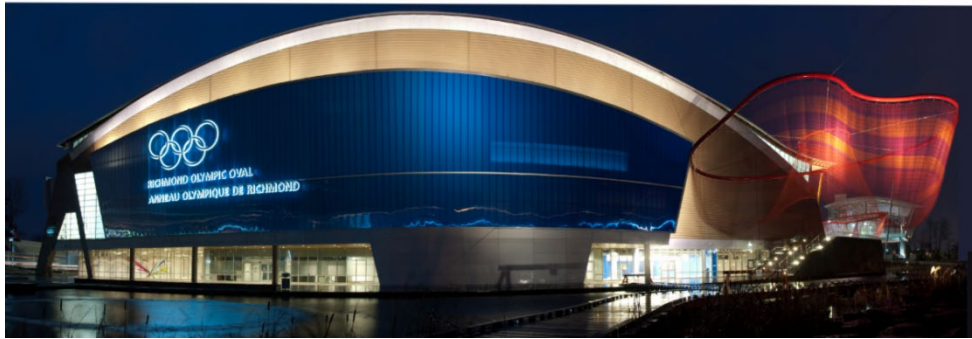
May 19, 2026 International Professional Movers Day

Professional Movers Day - May 19th!

Celebrating the hard work of the members of the Canadian Association of Movers.

Nov 15-17, 2026 CAM2026 Conference - Richmond BC

Save the Date



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?



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