

TRUCK NEWS

July 2010 Volume 30, Issue 7

Delivering daily news to Canada's trucking industry at www.trucknews.com

The Riddle behind a great shop

Canada's top maintenance manager brings a touch of humanity to the shop

By Adam Ledlow
MARKHAM, Ont. – It is a fitting outcome of Jim Riddle's 30-plus year career in maintenance that he should be named Canada's Fleet Maintenance Manager of the Year at the Canadian Fleet Maintenance Seminars.

Not just because Riddle, the current director of maintenance for Sudbury, Ont.-based William Day Construction, was one of those responsible for creating the award in the first place more than 20 years ago. Nor simply that he embodies the many characteristics attributed to him by Don Coldwell of Volvo Trucks Canada, the award's sponsor, including pride, professionalism, dedication and a commitment to safety and education.

No, the award seems most fitting for Riddle because of his wholehearted appreciation and support of CFMS, the arena that has been home to the award for the past 22 years and to which Riddle credits much of his career's success.

"The relationships that I built with suppliers, manufacturers, other fleet men, other people in

Continued on page 18



IT'S NO JOKE: Jim Riddle of William Day Construction was named this year's Canadian Fleet Maintenance Manager of the Year. He was overwhelmed by the honour when he took to the stage to accept the award. *Photo by Rachel Ongaro*

A new standard

Governments in US, Canada to mandate fuel economy standards for heavy-duty trucks

By James Menzies
WASHINGTON, D.C. – In a much-anticipated move, US President Barack Obama announced May 21 that heavy truck manufacturers will have to meet minimum fuel economy standards, beginning with the 2014 model year.

Specific details on the targets, and just how truck manufacturers will meet them, remain unclear, but the US president said the benefits of more fuel-efficient trucks will be far-reaching.

"This will bring down costs for transporting goods, serving businesses and consumers alike," said President Obama. "It will reduce pollution. And, just like the rule concerning cars, this standard will spur growth in the clean energy sector. We know how important that is. We know that our dependence on foreign oil endangers our security and our economy. We know that climate change poses a threat to our way of life – in fact we are already beginning to see its profound and costly impact. And we know that our economic future depends on our leadership in the industries of the future."

The announcement comes on the heels of the roll-out of the latest gener-

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A five-minute oil change?



Shell says it's possible with LubeExpress

See pg. 32

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- **Pardon me?:** Proposed changes to Canada's pardons procedures have some truckers worried. But is there cause for concern or is it all a lot of hype? Page 20
- **Beer run:** We profile the private fleet of Sleeman Breweries, where creating an impression on consumers is as important as delivering the brew on time. Page 26
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CLASS 8 TRUCK SALES TRENDS

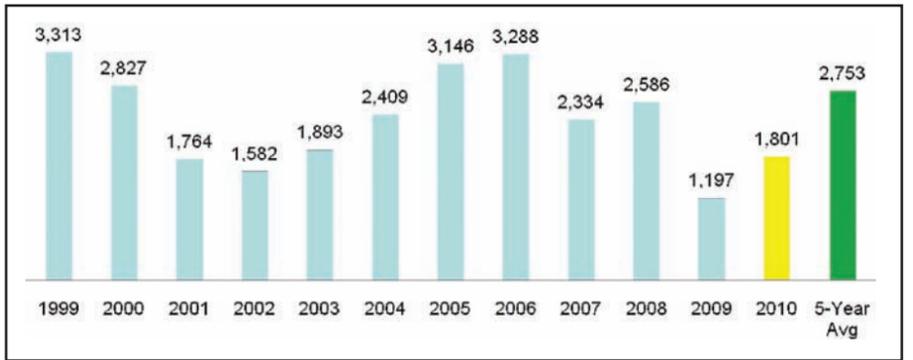
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Monthly Class 8 Sales - Apr 10

There was an upsurge in momentum for truck sales during the final month of the first quarter and that continued into April. There were 1,891 Class 8 trucks sold during the month, considerably better than last year's disastrous mark and also better than the monthly sales back in 2001 and 2002. Navistar International, in particular, had a solid month compared to the previous year as did Kenworth and Peterbilt.

OEM	This Month	Last Year
Freightliner	299	222
International	535	343
Kenworth	359	135
Mack	93	101
Peterbilt	209	65
Sterling	16	94
Volvo	169	136
Western Star	121	101
TOTALS	1801	1197

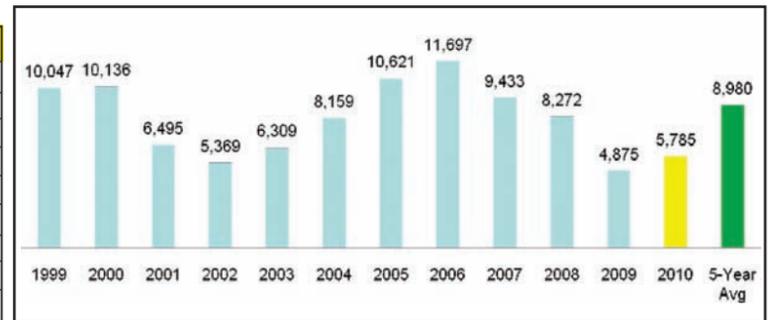
Historical Comparison - Apr 10 Sales



Class 8 Sales (YTD Apr 10) by Province and OEM

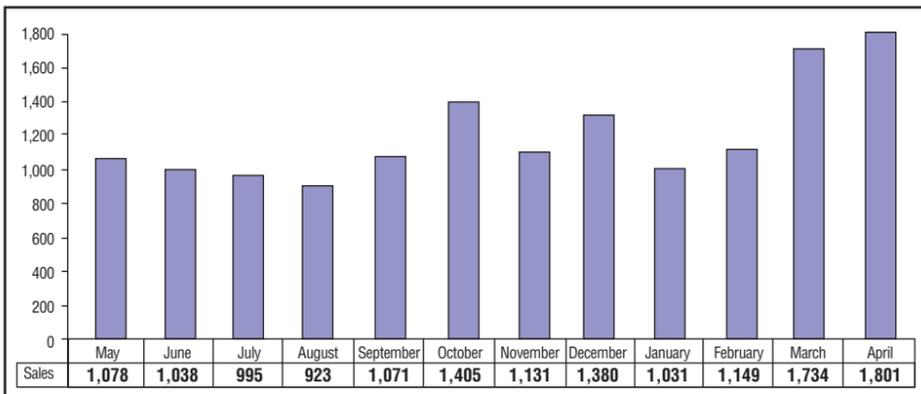
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	98	129	86	65	519	191	81	68	0	3	1,240
Kenworth	95	275	80	90	208	340	21	0	0	0	1,109
Mack	15	24	24	32	120	61	13	12	0	0	301
International	84	173	22	80	680	387	53	45	2	19	1,545
Peterbilt	51	121	48	51	98	227	33	21	0	0	650
Sterling	11	13	3	2	5	21	0	0	0	0	55
Volvo	20	36	20	29	246	102	38	25	0	1	517
Western Star	57	78	21	12	78	46	25	50	0	1	368
TOTALS	431	949	304	361	1,954	1,375	264	221	2	24	5,785

Historical Comparison - YTD Apr 10

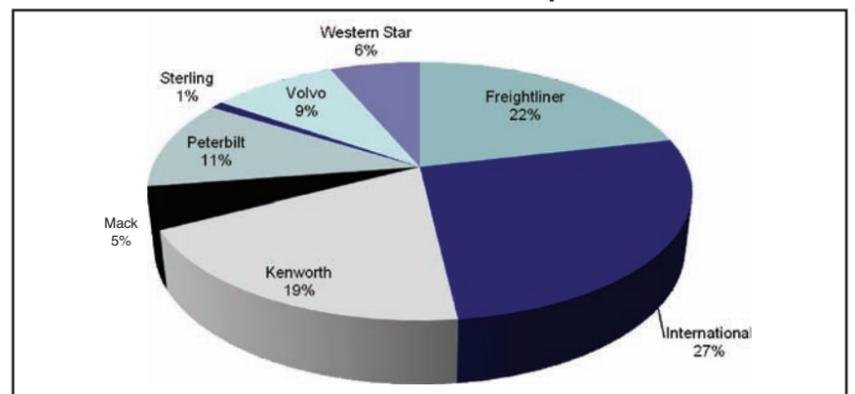


The first quarter of 2010, following an upsurge in sales in March, closed with sales of 3,984 Class 8 trucks which, although considerably behind the five-year average, is better than both last year's first quarter mark as well as the mark posted back in 2002. With April continuing the sales trend towards incremental improvement, so far 2010 is shaping up to deliver the moderate bounce back industry experts expected. Sales are almost 1,000 units better than last year's pace but still more than 4,000 units away from the industry average.

12 - Month Sales Trends



Market Share Class 8 - Apr YTD



There are many reasons motor carriers remain reticent to purchase new trucks. Despite bankruptcies and fleet size reductions, there are still too many trucks chasing too little freight. Although indications are that freight volumes are growing, growth remains tentative. Pricing for trade-ins remains less than appealing and access to capital for new truck purchases remains limited. The new trucks also come with 2010 emissions standards compliant engines, which add about \$10,000 to the price of a new rig.

The fight for market share this year is proving much tighter with International standing alone with its advanced EGR solution to the 2010 emissions standards compared to the SCR option all other truck manufacturers have chosen. After the first four months, International has opened its lead to 5% over rival Freightliner for the market share crown with Kenworth nearing 20% market share.

Source: Canadian Motor Vehicle Manufacturers Association

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July 2010, Volume 30, Issue 7
ISSN 0712-2683 Truck News (Print)
ISSN 1923-3523 (Online)

Truck News, USPS 016-248 is published monthly by BIG Magazines LP., a div. of Glacier BIG Holdings Company Ltd. U.S. office of publication: 2424 Niagara Falls Blvd, Niagara Falls, NY 14304-5709. Periodicals Postage Paid at Niagara Falls, NY, U.S. Postmaster send address corrections to: Truck News, P.O. Box 1118, Niagara Falls, NY 14304. Truck News is published 12 times a year by BIG Magazines LP, a leading Canadian information company with interests in daily and community newspapers and business-to-business information services.

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Classic-styled trucks aren't dead yet

When pondering the future of the classic-styled, long-nose tractor, the famous Mark Twain line “Rumours of my death have been greatly exaggerated,” springs to mind.

Not since the mandatory use of speed limiters has an issue inspired so much debate within the pages of *Truck News* as whether there's a future for the long-nose, classic-styled tractor.

I, unlike boss Lou Smyrlis below, am reluctant to write the classic-styled tractor off for good. I think it will always have a place in Canada, although its place in the market is undeniably shrinking.

As Lou points out, forthcoming government-mandated fuel economy standards for heavy trucks will deal the long-nose conventional tractor another blow. But the passion owner/operators have for this style of tractor runs deep, and as long as the appetite is there, truck makers will continue to build trucks to satisfy this demand.

Let's not forget, while fuel is an owner/operator's biggest expense, it's not always the be-all and end-all. In certain operations, most notably vocational applications, the fuel economy advantages of a so-called 'slippery' truck are negligible. How much fuel are you really going to save running an aerodynamic tractor in the northern On-



tario bush or hauling rock in a B.C. quarry? There's a reason those trucks don't have side skirts and super-singles on them.

Also, let's consider the private fleets that serve a dual purpose of promoting a brand while delivering product. I write about one such fleet, Sleeman Breweries, on pages 26-27 of this issue. Company founder and beer baron John Sleeman likes the traditional-styled tractors the fleet runs, and equipment spec'ing pro Dave Joyce says with its heavy weights and inner-city routes, the fleet wouldn't save much fuel by converting to an aerodynamic-styled tractor. The Sleeman fleet of Western Star and Freightliner Classic tractors is averaging over 6 mpg under heavy load and mostly in the city, how much better would a Cascadia be under those same driving conditions?

Finally, Lou scoffs at the notion of using classic-styled trucks as bait to attract drivers when the driver shortage again rears its head, noting fleets that

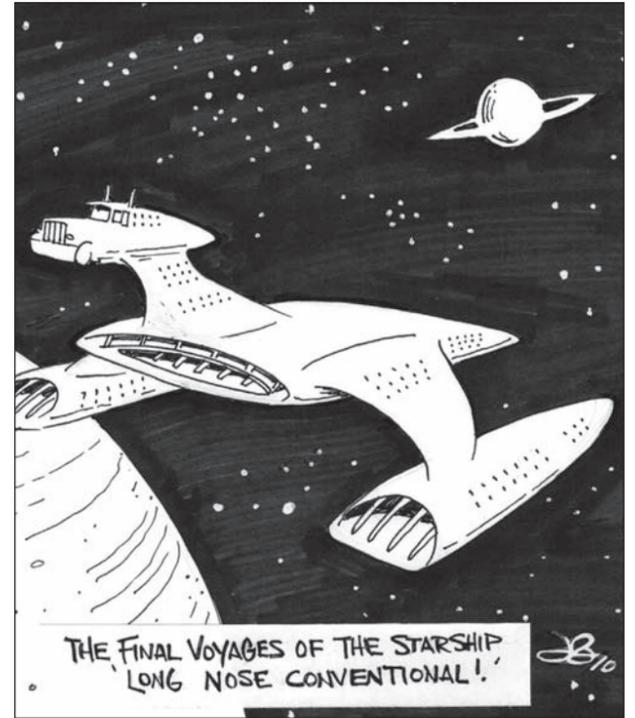
choose this tactic will be attracting the wrong types of drivers, those who value chrome over fuel efficiency.

I would counter that veteran drivers with an appreciation for classic-styled trucks and a genuine passion for trucks and for driving, as opposed to those who are simply driving as a means to an end, are just the types of drivers you want in your company. Classic-styled trucks don't only appeal to cowboys, they also appeal to the experienced, long-time professional drivers who are the very soul of this industry.

I'm not for a second suggesting that fuel economy isn't important and in many instances, you owe it to yourself to seriously consider spec'ing a fuel-efficient truck. Truck and engine manufacturers will all agree that fuel efficiency is the next battleground. However, there's an image-conscious segment of the market that will still see value in the pride that's associated with running a long-nose, classic-styled big rig and is prepared to

pay a small premium for that luxury. For the foreseeable future, anyway, I think classic-styled Western Stars, Pete 379s and Kenworth W900s will continue to dominate the summer show'n'shines – and they won't be relegated to competing in the antique categories. □

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It's time to face reality

A couple of months ago I took on the difficult issue of the future of the long-nose conventional in our industry. Picking up on the remarks of Navistar executive Jim Hebe that long and tall is “dead and gone,” I commented that, although I appreciated the remark would raise more than a few eyebrows among drivers and owner/operators who still love their long-nose conventionals, the only thing I found shocking about it was that it has taken the industry this long to come to such a conclusion.

I argued that trucking is an industry that operates on thin margins with fuel being one of the most volatile and damaging costs. Yet the long-nose conventional is the biggest fuel guzzler around. (Yes, an experienced driver can squeeze some arguably decent mileage out of a long-nose but how much better would he do driving an aerodynamic design?)

Well, sure enough my remarks



resulted in a wave of protest from truckers who like life with their long-nose conventionals just fine, thank you. Seasoned veterans equated the classic-style truck with pride for their job and threatened to toss away their keys if the long-nose conventional was no longer available. Others argued that the longer wheelbase made for a safer design. A teenager with trucking in his blood, wrote to tell me he's looking forward to getting his Class 1 licence and stepping foot into a big old long-nose Peterbilt. “There's something about those trucks that makes me and all kinds of people stare when one drives by,” he wrote. Some were so ticked off with my remarks they were just

plain nasty in their comments, like this one: “So now you're onto hating long-nose conventionals? Why don't you just admit you hate trucking, period?”

Writing about this industry has provided me with a very good living for two decades now and actually it's because I love what I do, and because I have a great deal of respect for this industry and the many people who make it what it is, that I'm not just telling you what you want to hear. The reality is that trucking is a business; and driving truck is a profession. A business needs to be profitable and cost-efficient or it won't survive. A professional engaged in business needs to make sound business decisions or be replaced by others who do.

On our cover this month we include a story about US President Barack Obama announcing that heavy truck manufacturers will have to meet minimum fuel economy standards, beginning with the 2014 model year.

It's expected fuel economy will be required to improve by up to 25% by 2018 under the impending

rules. The Canadian government will follow suit, hopefully with regulations tailored to the unique characteristics of our industry.

Likely the rules will be imposed on the OEMs, who already believe such fuel economy goals will require not only the current aerodynamic designs but likely making some of the currently optional equipment standard spec'.

Will such legislation spell the end of the classic-styled, long and tall tractor? I'll let Mack and Volvo CEO Denny Slagle speak to the issue this time: “That could be a casualty of what we're talking about,” Slagle acknowledged shortly after the White House announcement.

Folks, I get it that the long-nose has been a long-loved industry icon. But it's an icon from an era whose time has come and gone. If you can't see that, time may pass you by. □

– Lou Smyrlis can be reached by phone at (416) 510-6881 or by e-mail at lou@TransportationMedia.ca. You can also follow him on Twitter at [Twitter.com/LouSmyrlis](https://twitter.com/LouSmyrlis).

Did you know? The typical length of contract for transportation services

Prior to the recession, which saw many shippers focus with great intensity on reducing the price of their transportation purchases, there was a great deal of talk about closer and more integrated relationships with all modes. However, the one thing that has held

constant through good financial times and bad is the average length of transportation service contracts shippers are willing to sign. The vast majority of shippers (approximately 75% to 80%) are using a contract period of one year or less for each mode, according to our most recent Transportation Buying Trends research, conducted in partnership with CITT and CITA. And, interestingly enough, that's not much different from the way things were before the recession, which raises the question whether closer and

	Typical length of contract period by mode				
	Under 1 year	1 year	2-3 years	4-5 years	More than 5 years
LTL Trucking	24%	57%	17%	1%	0%
TL Trucking	27%	53%	18%	2%	0%
Courier	23%	53%	19%	3%	1%
Rail	22%	56%	18%	1%	3%
Marine	35%	47%	15%	1%	2%
Air	35%	45%	17%	2%	1%
Intermodal	24%	58%	16%	1%	1%

more integrated relationships can truly be forged through one-year contracts. There is strong anecdotal evidence that both shippers and carriers prefer to keep it that way for now – shippers are looking for

deals in the depressed economic environment and carriers don't want to be locked into a long-term contract at substandard rates. Our research also shows purchasers of TL trucking are using, on average, 28 carriers while shippers using LTL services typically use up to 13 carriers.

For more Canadian sourced data on modal preferences, rates, surcharges, shipment volumes, capacity and contracts see our annual *Inside the Numbers* report available for \$99 through www.trucknews.com □

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IN BRIEF

CTHRC appoints new representative

OTTAWA, Ont. – The Canadian Trucking Human Resources Council (CTHRC) has appointed industry veteran Gordon Box as contractor for business development issues.

In the new role, Box will serve as a liaison with senior members of Canada's trucking industry, as he gathers insight into current and potential CTHRC products and services.

Most recently Box was president of Provincial Trailer Rental (PTR) and Contor Terminals, a Lions Gate company. Prior to the sale to Lions Gate, Box was president and CEO of the FN Corporation, which included PTR, Contor Terminals, Hendrie and Magnum Transport. He also had a 25-year career with Ryder Truck Rental Canada including 15 years as the leader of the Canadian company.

Box is chairman of the Ontario Trucking Association's (OTA) Allied Trades Division, and sits on the boards of the OTA and the OTA Education Foundation. He also served on the board of the CTHRC.

"In his new role, Gord will meet management within our industry to identify emerging trends, help assess current needs, and help them better understand how CTHRC products can benefit the industry," says Linda Gauthier, executive director. To arrange for a meeting with Gordon Box, contact jgebox@gmail.com or phone 905-302-8919. □

OTA looks to double up

TORONTO, Ont. – An anonymous supporter has offered to match donations up to \$40,000 made to the OTA Education Foundation's scholarship program by June 30.

Under the matching program, known as the 2010 Double-Up Donation Challenge, donations from "new donors" will be matched dollar-for-dollar. Existing supporters – those that have donated in the previous three years – are being encouraged to donate a minimum amount. Donations from existing supporters that are more than \$1,000 will also be matched.

"We really want to see industry step up this year and help us reach our target of \$40,000," says Scott Smith, Foundation chairman and president of J. D. Smith and Sons. "What's different about this challenge is that we are really trying to encourage more 'new donors' which are companies that have never donated before."

Smith says that a similar matching program helped increase the amount of scholarships disbursed in 2009 by 132% over the amount disbursed in 2008. Donations received are used to fund scholarships offered exclusively to children of parents who work in the Ontario trucking and trucking-related industries. For more info, visit www.on-truck.org/educationfoundation. □

Sunbury's Gunn wins community service award

TORONTO, Ont. – Sunbury Transport's recruiting specialist Jayne Gunn has been selected to receive MicroSkills' Community Service Award for 2010. MicroSkills, an organization which assists the unemployed, with priority to women, racial minorities, youth and immigrants, will be presenting the award to Gunn at its annual general meeting in Toronto June 24.

The award honours an individual who has demonstrated commitment to improving the quality of life of people in the community, in particular women,

immigrants and racial minority people.

"We are pleased to recognize your dedication in supporting the participants of our Women in Transportation program to develop the skills they need to succeed within the transportation industry. We are proud to share our celebration with such a dedicated community member as you are," MicroSkills wrote to Gunn in her notification letter. In addition to her work with Sunbury and the Women in Transportation program, Gunn also serves on the board for Women in Trucking. □

Caldwell returns to NAL Insurance

LONDON, Ont. – Trucking insurance specialist Glenn Caldwell is returning to NAL Insurance, where he got his start in the industry 24 years ago, NAL has announced. Caldwell was named vice-president of sales and assumed his new position June 7. Caldwell has served the insurance needs of owner/operators and trucking companies of all sizes for the past 16 years.

"Working with clients to develop programs that help them manage their financial performance while mitigating risk will be my overriding priority," Caldwell said of his new position. □

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BORDER

DRIC project clears legislative hurdle, moves one step closer to reality

LANSING, Mich. – Proponents of a government-funded second crossing between Windsor and Detroit celebrated a victory last month, as the Michigan House of Representatives voted 56-51 to proceed with the Detroit River International Crossing (DRIC) project.

The vote was the first major legislative hurdle the project must clear to become a reality.

Next, the project must be approved by the Michigan Senate, which will hold hearings and then vote on the issue within the next few weeks.

Ontario Trucking Association president David Bradley, a staunch supporter of the DRIC project, welcomed the news.

“Construction of a new border crossing in the Windsor-Detroit gateway is crucial for the safe, reliable and efficient movement of goods between not only Ontario and Michigan, but



BRIDGE WARS CONTINUE: Supporters of the government-funded DRIC crossing scored a recent victory when US lawmakers voted to proceed with the project.

between Canada and the US,” he said. “While there is still much work to be done to secure passage in the Senate, this is a big step forward towards mak-

ing a new bridge facility a reality.”

Bradley added: “We’ve been calling on governments to address the inadequate border infrastructure in the

Windsor-Detroit area for years. We need to get the trucks off of the Windsor city street that leads to the current bridge and create a freeway-to-freeway border crossing in this region. We need to ensure that there is redundancy in our border crossings in this area so that a problem at one crossing doesn’t disrupt the flow of goods that manufacturers, like the auto sector, need in order to keep production lines working smoothly.

“We need improved, state-of-the-art, Customs facilities that aren’t possible on the footprint of the current plazas at the existing bridge. And finally we need to provide enough capacity to provide for the inevitable growth in truck traffic servicing the trade between Canada and the US over the coming years. The DRIC project is the only available solution that meets all of these goals and we can’t lose this opportunity to build this much needed trade link.” □

Maine trucker proves merits of increased weights

HAMPDEN, Me. – Increased gross vehicle weight allowances on Maine’s I-95 is not only more efficient, but also safer, according to a logging and trucking contractor who conducted his own test.

As part of a one-year pilot project that began in December, gross vehicle weight limits on Maine’s I-95 were increased from 80,000 lbs to 100,000 lbs, provided tractor-trailer units had a sixth axle.

Brian Bouchard, president and CEO of H.O. Bouchard, loaded two trucks to 99,800 lbs and measured their performance between Hampden and Houlton, Me. over two routes: I-95 and the non-Interstate route where heavier weights were already permitted.

On the 120-mile run, the truck travelling on state highways passed 86 pedestrian crosswalks, 30 street lights, nine school crossings, four hospitals, four railroad crossings and 644 oncoming vehicles. The Interstate route, by contrast, had zero of each.

Also, the state highway route required 192 gear shifts and 68 brake applications while the Interstate route required just three shifts and one brake application, Bouchard confirmed. The Interstate route required 10 gallons less fuel as well.

When legislators review the pilot, Bouchard hopes they present all the facts.

“I hope they are looking hard at the benefits of allowing the Interstate system to carry the loads it was designed to carry,” he said. “Weight reform is a winner for trucking efficiency but an even bigger winner for public safety. Maine manufacturing industries need this to be competitive in the global economy. Maine is surrounded by Canadian provinces with even higher weight allowances than Maine – not to mention that New Hampshire, Massachusetts, and Vermont have weight allowances on their Interstates. We sit in the middle of a donut and must be able to compete.” □



Welcome Home, Glenn!

Glenn Caldwell is returning to NAL Insurance, where he started his career 24 years ago. Glenn is the new Vice President, Sales, effective June 7th, announced by Gary Lindsay, President of NAL. “Glenn Caldwell is a known leader in our industry. His knowledge of the industry, his exceptional work ethic and his unwavering commitment to meet the needs of customers will benefit all of our clients at NAL. We are certainly excited about his homecoming.” said Lindsay.

For the past 16 years Glenn has focused exclusively on meeting the needs of large and small trucking companies and owner-operators. Glenn will continue to be hands-on. “Working with clients to develop programs that help them manage their financial performance while mitigating risk will be my overriding priority” said Caldwell.

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BORDER

Questions remain as truck fuel economy standards developed

Continued from page 1

ation of smog-free, EPA2010-compliant engines, which have added about \$10,000 to the cost of a new Class 8 truck. Yet, truck and engine manufacturers seem ready to face the new challenge head-on – and several were present at the White House when the new standards were announced, Mack and Volvo CEO Denny Slagle among them.

“We would have liked to have had a breather on this,” he admitted during a roundtable discussion with trucking trade press editors in Virginia just days after the announcement. “We are now putting out almost zero emissions after 10 years of very hard work and a lot of resources directed towards that emissions challenge, and I would’ve loved to have a breather, particularly on the R&D level to do some other things to the truck. But the times demand that we focus now on CO₂ and we would rather be part of the whole process and the whole dialogue with the (Obama) Administration. We’re comfortable with what was signed last week. It was a good document but it’s very conceptual at this stage.”

Other manufacturers as well seem unfazed by the impending targets.

“Regulations that recognize the needs of business, offer clear direction and provide incentives to companies that create innovative technologies have the power to significantly benefit the environment while creating jobs in this country,” added Cummins CEO Tim Solso, who was also

at the announcement.

It’s expected fuel economy will be required to improve by up to 25% by 2018 under the impending rules, but it’s not yet clear what will be used as a baseline. Manufacturers are hopeful the targets will be attainable using existing technologies, such as low-rolling resistance tires and aerodynamic fairings.

“One of the agreed-upon terms was that we would at least start with focusing on existing technologies,” Slagle said. “Existing technologies help us (meet the targets) and we think we can get there based on what’s on the drawing board (already) and taking existing technologies a little further.”

It may mean, however, that customers will have no choice but to specify proven fuel-saving equipment that is optional today.

“I don’t know if it can all be achieved through more aerodynamics or better, more efficient engines,” Slagle admitted. “I think some of it is going to involve acquiring different types of optional equipment that may have to become standard.”

It’s also not yet clear how the Administration will enforce the new standards. For instance, will the compliance responsibility rest with



GOVERNMENT OVERSIGHT: Industry reps, including Mack/Volvo CEO Denny Slagle (second from right) watch as US President Barack Obama signs a proposal to legislate fuel economy standards for heavy trucks.

the manufacturer or operator? Will every truck an OEM builds have to meet the standard or will the targets be averaged across manufacturer’s product line? Or, if it’s up to the end user to meet the targets, will a fleet be required to maintain a certain percentage of aerodynamic, fuel-efficient trucks in its fleet? If so, how will that affect the single truck owner/operator? All those details are being worked out, but Tony Greszler, vice-president of government and industry relations with Volvo, said it’s expected the rules will be imposed on the OEMs. Does that spell the end of the classic-styled, long and tall tractor?

“That could be a casualty of what we’re talking about,” Slagle admitted.

Here in Canada, it was feared the Harper government would sim-

ply adopt the US standards, without consideration of our unique operating requirements, including more liberal weight allowances. Just hours after Obama announced the US mandate, Canada’s Environment Minister Jim Prentice lent credence to those fears.

“Just like passenger vehicles, manufacturers of heavy-duty trucks operate in an integrated North American market – so a closely-harmonized approach makes sense for them,” Prentice told reporters in B.C. Prentice also told reporters he would work with the Canadian trucking industry to develop standards that would be implemented in line with the US mandate.

The Canadian Trucking Alliance’s (CTA) assessment of the US announcement and Prentice’s remarks was that “the devil is in the details.”

“Today’s announcement will hopefully lead to technology, regulatory and taxation reforms that will help eliminate the fuel efficiencies lost by heavy trucks over the last few years because of federal smog control regulations,” said Stephen Laskowski, senior vice-president of the CTA. “Fuel is either the first or second leading cost for a trucking company, so intuitively a regulation designed to reduce this cost should be welcomed by our sector, but the devil will be in the details.”

The CTA is quick to point out the trucking industry is not “homogenous” and that fuel standards can’t be slapped uniformly across all segments of the industry. Sizes and weights vary by province and state, Laskowski pointed out, and a one-size-fits-all approach is not feasible. Instead, the CTA would like to see the federal government provide incentives to encourage the adoption of fuel-saving technologies. The CTA says it has been assured by Environment Canada that it will be involved in developing the Canadian requirements.

“CTA looks forward to working with Environment Canada to develop a fuel efficiency regulation that is realistic, practical and provides incentives for quicker adoption,” Laskowski said.

The irony of government-imposed fuel economy standards for heavy trucks coming on the heels of emissions requirements that in some cases actually reduced fuel economy, was not lost on Slagle, who wondered whether the impending targets would have already been met if not for the stringent EPA emissions standards.

“What would our truck look like today if we had no emissions standards over the last 10 years?” he pondered. “I think on its own inertia, a lot of the fuel efficiency and emissions (targets) would have been accomplished. (Emissions regulations) did suck a lot of oxygen out of the R&D budget. It’s possible we would have been further along with (natural) gas, for example.”

Nonetheless, Slagle said Volvo Group will not shy away from the latest challenge, noting environmental care is one of the company’s core values.

“We are already working hard on improving fuel efficiency and at the end of the day, the best way to reduce greenhouse gases is to not burn as much fuel,” Slagle said. “It’s not terribly invasive to us, we already have plenty of great ideas on the drawing board.” □

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BORDER

US freight tonnage poised for growth post-recession: ATA study

ARLINGTON, Va. – Freight transportation is poised for a sustained recovery post-recession, according to the newly-released American Trucking Associations' study, titled *ATA US Freight Transportation Forecast to 2021*.

IHS Global Insight and Martin Labbe Associates, which contracted with ATA to conduct the study, project that by 2021 total freight tonnage will grow 25% and total freight transportation revenue will grow 69%. However, that positive outlook is set against the backdrop of the recession; the US freight pool contracted by almost 12.5% in 2009.

The study also predicts that the trucking industry will see its share of total tonnage increase gradually from 68% in 2009 to 70.7% by 2021. Trucks hauled 81.9% of freight tonnage by revenue last year.

"All modes of freight transportation were impacted by the 'Great Recession,' but I'm growing more optimistic about the long-term outlook," said ATA chief economist Bob Costello. "There are certainly some risks, but I think better days do lie ahead for the freight hauling business."

The forecast also includes information about other transportation modes, including rail (carload and intermodal), domestic water, pipeline and domestic air.

Railroads' overall share of total tonnage will slip slightly from 14.7% to 14.1% by 2021, according to the report, while air cargo tonnage is estimated to grow from 11.7 million tonnes in 2009 to 18.4 million tonnes in 2021. Water and pipeline freight are also predicted to grow slightly over the forecast period.

In addition to its projections about volume and revenue for all modes of freight transportation, the study examines other key indicators for the US economic outlook. Consumer spending is predicted to expand only 2.5% per year during the next decade, and the unemployment rate will decline, but likely remain at 6.7% by late-2015, two percentage points above pre-recession levels. The forecast also examines industrial output, business investment, trade, housing starts, vehicle sales and other key drivers of freight.

The forecast report uses a 2009 baseline and projects freight tonnage and revenue by mode to 2021, as well as the number of trucks that will be needed to move the freight. This year's edition also includes historical data for all modes of freight dating back to 1990, useful for gauging growth, and revised revenue and tonnage figures back to 2003.

The report can be purchased at www.atabusinesssolutions.com or by calling 866-821-3468. □

Women in Trucking continues to grow

PLOVER, Wis. – Now entering its fourth year, Women in Trucking is continuing to grow its membership and corporate sponsorship.

"We have survived some of the worst economic conditions this industry has experienced, but we are moving forward with the largest member base in our history," said Ellen Voie, president and CEO of the organization. "We have lofty goals for the coming year and we are in a position to meet or exceed those goals."

At a recent meeting, the Women in Trucking board voted to retain current officers, including: chairwoman Leigh Foxall, Internet Truckstop; vice-chairwoman Debbie Sparks, Truckload Carriers Association; secretary Jayne Gunn, Sunbury Transport; and treasurer, H. Lenora Hardee, Navistar.

"I am especially excited to see the momentum grow as we start new initiatives and gain additional industry support for our efforts," said chairwoman Foxall. "We want to bring more women into all areas of the trucking industry and the timing is right to add new people as the economy turns and the need for workers increases."

Currently, Women in Trucking boasts 1,500 corporate and individual members in the US, Canada, Australia and even the Virgin Islands.

Among its future goals, the organization plans to produce a white paper on best practices for driver-trainer policies for over-the-road carriers, raise awareness of issues concerning members and also to increase awareness of industry leaders who have furthered the mission of the organization. □

US truck tonnage continues upward trend

ARLINGTON, Va. – US truck tonnage rose 0.9% in April, marking the sixth increase in the last seven months, the American Trucking Associations reported.

The ATA's Truck Tonnage Index now sits at its highest point since September, 2008. Overall, US truck tonnage is up 6.5% over the past seven months.

April's tonnage was up 9.4% compared to last April, the fifth straight month of year-over-year gains and the largest y-o-y increase since January 2005. Tonnage is up 6% year to date compared to the same period of 2009.

"Truck tonnage volumes continue to improve at a solid, yet sustainable, rate. Tonnage is being boosted by robust manufacturing output and stronger retail sales," reported ATA chief economist Bob Costello. "For most fleets, freight volumes feel better than reported tonnage because the supply situation, particularly in the truckload sector, is turning quickly." □

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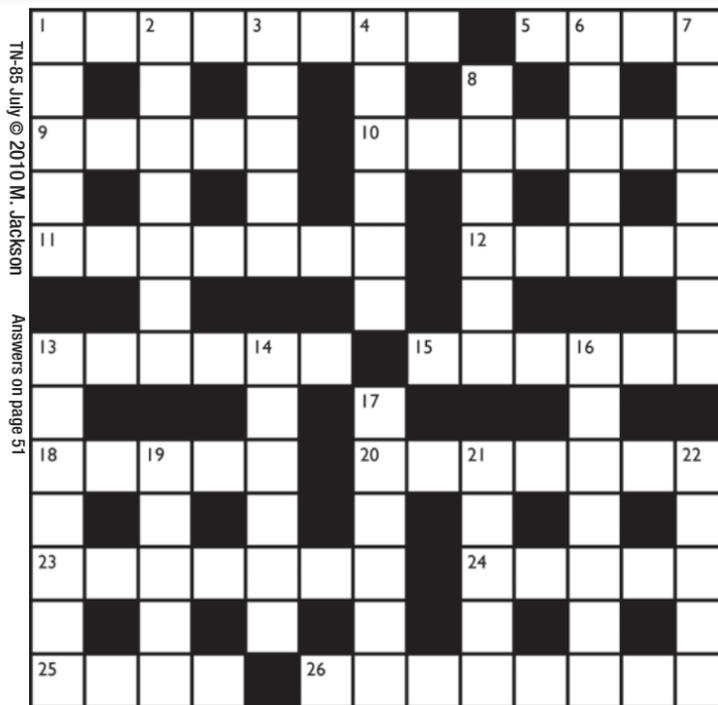
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- Rubber-related operating expense (4,4)
- Vehicle-related urban-air issue
- E on fuel gauge
- Tachometer's warning mark (3,4)
- Certain transport-company employees
- Recently-licenced car drivers, usually
- Engine item with skirt and rings
- Reduced speed
- Machinery-shipping container, commonly
- CB-radio requirement
- Song lyric, "Ten _____ gears and a Georgia overdrive"
- One of two windshield adjuncts
- Truck-battery compartment
- One-way-out streets (4,4)

Down

- Patterned tire surface
- Truck-stop tasks
- Bonnie's buddy in bullet-ridden '34 Ford
- Driver-health issue, sometimes
- State with "Vacationland" plates
- Applied fifth-wheel lube
- Truck News decision maker
- PACCAR's pre-'72 name, _____ Car and Foundry Co.
- City-street sign, sometimes (3,3)
- Vital semitrailer component
- Trucker's CB-radio name
- Deadline month for income-tax returns
- Pulled a trailer
- Song lyric, "I need 40 _____ to turn this rig around"

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EAST

Ferry, ferry quite contrary

Marine Atlantic's commercial reservation system launches into rough seas

By Carroll McCormick
SYDNEY, N.S. – “Welcome to the Friendly Commercial Reservation System. You have six options: To give us free advice on how you'd run our ferry service, press one. To tell us where to go, press two. To make a commercial reservation, press three. If you've double booked, press four. If your shipper made you wait all night and you wish to pay your late fine,

press five. If you spot a ferry leaving the wharf half empty, press six.”

Marine Atlantic, 50% of the commercial lifeline between the mainland and Newfoundland, replaced its first-come, first-on-the-boat policy with a commercial reservation system on March 15.

It thought the human touch of a call-in service would grease the skids, even though the Atlantic

Provinces Trucking Association (APTA) wanted Marine Atlantic to have its Internet reservation system running from day one, according to APTA executive director Jean-Marc Picard.

Carriers swamped the boat. “We wanted (a call-in service) to help carriers who had never used this process. But we didn't contemplate the amount of calls people would make on the merits of commercial reservations: 10 minutes going off on a tangent and then booking. The length of time on the phone was far beyond what we anticipated,” explains Jim Roche, project manager, customer experience, Marine Atlantic.

It was a zoo trying to get through to book 100 spots or sometimes even one, cancel res-

ervations because something or someone made a truck late, find out if any slots had opened up, get a last-minute booking to take advantage of a last-minute deal, etc.

Carriers complained that they lost valuable contracts for the want of a ride across the Gulf. Small guys hatched conspiracy theories about big guys hogging all the slots, then at the last minute dumping the ones they didn't need.

“It might have been perceived that way, but I wouldn't go that far. At first the procedures and booking amounts were unknown. I think a lot of people played their wild cards right away,” Picard says.

Wild cards? Based on every carrier's history of ferry use back to 2005, Marine Atlantic assigned a maximum number of reservations each would be permitted to make each month.

“In the beginning, we did not want to restrict carriers from growing their business,” Roche says.

There were lots of “just in case” bookings. “Marine Atlantic talked to all of us about this,” says Eddie Hillman, owner, Hillman's Transfer Limited, Sydney, N.S.

Gordon Peddle, past APTA chair and CEO and co-owner of Atlantica Diversified Transportation Systems (his company, D.D. Transport merged with Rexton, New Brunswick-based Warren Transport this spring) thinks some overbooking was to be expected, but it was not malicious.

“I sit with most of the larger carriers. I don't think they are trying to block the boat. They are trying to understand their own volume. There was an element of scare (at first) because we didn't know how much we would get.”

Roche consults the records: “Carriers large, medium and small were booking more than they were using. In the first two weeks we had 64 cancellations a day. But the daily average for the last 10-day period (ending May 26) was 19. That is across 60-plus companies and is not significant.

“We continue to monitor for irregularities and abuse. We pick 10-12 companies a week and track them to see if there is a pattern developing. If there is, we call them and determine what is going on. Some carriers have come to us and said ‘no cancellations!’ We said, ‘Wonderful. If you can get the whole industry to agree, great.’”

The new system seems destined to be better than the old. “If Marine Atlantic continues to work at it, we feel it will be a good system. Some carriers already feel it is,” Picard says.

“It is a little early in the game to suggest that it has improved my business, but it has improved predictability. Now we can load the trailer based on the schedule. It is a better use of our equipment, to be honest,” Peddle observes.

Roche notes, for example, that carriers can now schedule their trips from St. John's to Port aux Basques to hit the wharf just in time. In the catch can days, truckers would leave St. John's with eons of extra time built in, since

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they could easily miss a couple of boats before getting their turn.

Hillman used to book a lot of premium loads at twice the standard fee to make sure his veggies got to the Rock crispy.

Now, he notes, "We are not booking any more premium loads, so there are big savings for our shippers. I think, down the road, it will also save us money."

Marine Atlantic expected its online system to be running by early June. It will offer each carrier that wants to book online a profile name and password to access and track their account with their computers; ie., see available space, change and cancel reservations.

Some issues still stick in carriers' craws: The \$150 late check-

in fee is "atrocious," says Peddle. He is pushing to get the five-hour cut-off for drop trailers reduced to three, which is the live load cut-off.

Too, it will be a white-knuckle summer for capacity. "We have seen a 17% increase in tractor-trailer traffic since January 1," Roche says.

"In (late May) we learned that

a carrier has a contract to move 104 loads, and another has a contract to move 150 loads within the next six weeks."

Christmas, however, is not far away: In December Marine Atlantic will take possession of two nearly new ferries in a leasing deal that will see creaky old *MV Caribou* and *MV Joseph and Clara Smallwood* replaced. □

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Nova Scotia ombudsman uncovers wrongdoings at Amherst scale

AMHERST, N.S. – Nova Scotia Ombudsman Dwight Bishop has issued a scathing report detailing major problems at the Amherst weigh scales.

The report was recently obtained and posted by CBC.ca.

In the report, Bishop identified a toxic work environment with internal personnel conflicts that jeopardized road safety and even involved the threat of suicide on the job. The investigation stemmed from employee complaints that “management was and continues to have a negative impact on their duties to the point public safety and the integrity of the highways are compromised.”

The ombudsman’s report revealed various levels of management were guilty of inappropriately voiding tickets. Workers

at the scale house also reported “harassment, bullying and performance management issues.”

The report found a high level of absenteeism, sick time, staff turnover and overall poor morale. It got so bad, in fact, that one employee threatened to commit suicide in the area coordinator’s office “in part, due to the work environment,” according to the report.

The report also revealed some officers admitted they target new trucks for CVSA inspections because they are “quick and easy.” Some officers admitted they let trucks that appear to have safety infractions pass by “and they were cognizant of the potential impact this has on the integrity of the highways and public safety.”

Some staff even admitted that

during the night shift, they’d pull in the required number of trucks early in the shift and then shut the scale down for the remainder of the night. They’d simply enter the inspected trucks into the computer system so it appeared they were inspected throughout the course of the night, the ombudsman found.

“This investigation has found the front line supervisor at the Amherst site and management have ineffectively managed the various problems at the workplace, allowing conflicts to affect job performance, VCOs diminished effectiveness on the job places both employees and the public at risk,” Bishop concluded in his report.

He issued the following recommendations: that performance and staffing issues be addressed; that the DoT engage an independent source to conduct a review of the Occupational Health and Safety requirements within the job function of the VCOs; that a previously-completed KPMG report be released to the managers; that vehicle compliance operational policies and procedures be developed and made available in hard copy; that a unit quality assurance program be developed and implemented to ensure vulnerable areas of work are constantly being monitored; and that a review of the in-service training requirements for VCOs be conducted. □



FUNDING AVAILABLE: Eastern fleets and O/Os wanting to buy trailer fairings and other fuel-saving devices can now apply for funding in Nova Scotia.

Funding available for N.S. fleets and O/Os

HALIFAX, N.S. – Fleets and owner/operators in Nova Scotia can now apply for rebates towards the purchase of fuel-saving technologies under a program offered by Conserve Nova Scotia and the Atlantic Provinces Trucking Association.

A million dollars has been made available as part of the Energy Efficiency Incentive Program.

The rebates will be awarded to fleets and owner/operators who purchase and install new equipment to upgrade tractors and trailers registered and plated in Nova Scotia.

“We believe that this program will result in environmental, health and financial benefits,” said Jean Marc Picard, executive director of the APTA.

Applicants can receive rebates of up to \$2,500 per unit for systems including anti-idling technologies, aerodynamic improvements, low rolling resistance tires and tire pressure monitoring and inflation systems. The rebates will cover 20-40% of the cost. Interested fleets or owner/operators must apply for the rebates through the APTA. The deadline is July 30. For more info, visit www.apta.ca. □

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QUEBEC

Cleaner Quebec air

Truck program credited with improving air quality

By Carroll McCormick
MONTREAL, Que. – His patrol car parked squarely in an Autoroute 20 merge lane on the edge of Montreal, carrier enforcement officer Arnold Yetman unpacked the smoke meter. He barely had the sooty instrument turned on and calibrated when his partner, another carrier enforcement officer parked at the top of the steep off-ramp on the far side of the overpass, radioed him.

Yetman muttered in his mic. To me: “We have one, but the driver turned instead of following the agent’s (that’s what Yetman called the other officer: the ‘agent’) instructions to drive straight. We know why, and it is going to cost him a lot of money. But we won’t tell him till after we do the opacity test.”

I was out for a first-hand look at how Control Routier Quebec tests trucks for compliance to emission standards that came into force in 2006. Warned a year ahead of time of the new standards under the programme d’inspection et d’entretien des vehicules automobiles lourds (PIEVAL), aka heavy-duty vehicle inspection and maintenance program, many carriers tuned up their trucks. The government measured an improvement in Montreal’s air quality and gave the trucking industry all the credit.

“Will you tell me?” I asked Yetman, referring to the elusive driver. “He’s driving with a suspended licence.” Poor schmuck, I thought.

A few minutes later a 1988 International flatbed, escorted by the agent in his patrol car, rumbled up and stopped in front of the gear Yetman had laid out on the sidewalk. The agent pulled two fat rubber wheel chocks out of his trunk and kicked them into place fore and aft of one of the flatbed’s doubles. Yetman kneaded cleaner into his hands, then wiped off the jelly and soot with brown paper towel.

While the agent checked the driver’s papers, Yetman gave him the drill: “When I give you a thumb’s up, put the pedal to the floor and keep it there till I do thumb’s down. We’re going to do this six times.” Earlier, Yetman had told me, “Some drivers don’t like that. They think it will wreck their engines, but it won’t.”

It took a few minutes to position the Model 1667 Smoke Check, manufactured by California-based Red Mountain Engineering, over the end of the exhaust pipe. (The French call it an opacimetre, since it measures exhaust opacity; ie., how much light the exhaust blocks). Control Routier Quebec’s Montreal office only recently acquired the machine and this is the first time the two officers have taken it out since being certified to use it.

I sampled the breeze, moved upwind, then ducked down for a picture. “Stand back,” Yetman advised. “Sometimes we disappear (in the smoke) when we do this.” I stepped back, crouched, twisted the barrel of my lens and waited.

One, two, three thumbs up and down blew the gunk out of the pipes. Clouds of smoke rolled away. Four, five and six were the money readings, which were then averaged to get a reading of how thick, how opaque the

exhaust was. The agent squatted by a small suitcase containing the brain of the smoke meter and a printer chattered out a report. The opacity was 47.7%, below the 55% maximum permitted for trucks 1990 and older.

“He passed, but this summer he would fail. Unofficially, the Ministere du Developpement durable, de l’Environnement et des Parcs (Ministry of Sustainable Development, Environment and Parks) is going to lower the maximum for 1990 and older vehicles to 40% and the maximum for vehicles 1991 and newer from 40% to 30%,” Yetman explained.

Had the truck failed, the fine would have been somewhere between \$300 and \$3,000. The fine doubles for owners or companies that re-offend within

Continued on page 16



READY, SET, BLOW!: Enforcement officers in Quebec can measure truck emissions on the spot, using recently-acquired tools. *Photo by Carroll McCormick*

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Engineering Your Road to Success

QUEBEC

Quebec tough on polluters

Continued from page 15

two years. Fines for running without a stock anti-pollution system or with a non-conforming system start at \$750.

The driver, squinting and dusty,

came back from the agent's car. Rounding the hood of the International, he threw an indecipherable look over his shoulder at Yetman. After 20 minutes of this song and dance

he must have been wondering, 'When's the hammer gonna drop?' The agent stepped up to his window.

"Stay away from him for awhile," he told Yetman, who in turn told me, "My colleague is not seizing the vehicle because the suspension is recent. We usually give the owner the benefit of the doubt for a few days."

The agent escorted the truck to a parking lot a half-kilometre away. A half-hour and one more smoke test later, we packed away the gear and swung the hard cases into the patrol car. Cooling in the air-conditioning, we passed the International, the driver's head tipped back half-way out the window, simmering under the white sun. □



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ONTARIO



PICTURE TIME: Visitors to the Road Today Truck Show in Brampton take a few pictures at the show'n'shine competition. *Photo by Adam Ledlow*

Road Today Truck Show a flavourful affair

BRAMPTON, Ont. – The Road Today Truck Show, held May 29-30 at the Powerade Centre in Brampton, Ont. was well-attended and the mood among visitors and exhibitors was upbeat, hinting at good times to come. Organizers of the show say the goal was to “inform, educate and entertain” and that it delivered on all fronts.

Highlights of the show included a trade show, a show'n'shine competition, CN Rail's Little Obie educational display, a D.U.M.B. car exhibit, live music and ethnic cuisine.

As always at a truck show, it was the show trucks that attracted the most attention. Ajaib Samra won the highest honours, as his truck was chosen by visitors as the Public Choice Award recipient. Dan Prentice won the Judges' Choice award and Hardeep Dayal was the top pick of the sponsors. Nick Pirone won an award for Best Owner/Operator Truck, Avtar Chauhan won the Best Dump Truck category and John Camposeo won for Best Company-Owned Truck and Best Interior.

In addition to having the truck most popular with show-goers,

Samra won Best Light Show.

Gursewak Singh won for Best Day Cab, Carey Wojtasik boasted Best Chrome, Randall Gerred won for Best Tanker, Paul Davidson won in the Best Antique category and Shawn Bowles won the Best Tractor-Trailer division.

Jaswinder Shoker of HGC Transport won a trucking excellence award for entrepreneurs and Harpreet Garcha of Load Solutions won a dispatcher award.

There were plenty of area politicians on-hand at various times, including: Gurbax Malhi, MP for Bramalea-Gore-Malton; Amrit Mangat, MPP for Mississauga-Brampton South; John Sanderson, regional councillor; Vicky Dhillon, city councillor; Harinder Takhar, Ontario Minister of Government Services; Kuldip Kular, MPP for Bramalea-Gore-Malton; and Ruby Dhalla, MP for Brampton-Springdale.

Prominent sponsors included SelecTrucks of Canada, Arrow Truck Sales, Western Toronto International, Diesel Truck Centre, TransCore Link Logistics, Ritchie Bros Auctioneers, Action Utility Trailers and Avaal Technology Solutions. □

Environmental commish endorses tolls

TORONTO, Ont. – Ontario's Environmental Commissioner Gord Miller issued a recent report that calls on the province to seriously consider road tolls to reduce greenhouse gas emissions.

The report, *Annual Greenhouse Gas Progress Report 2010: Broadening Ontario's Climate Change Policy Agenda*, says road pricing should be considered as a partial answer to reducing GHG emissions, considering the transportation sector is the single biggest contributor.

“Our report documents the significant environmental, social and economic benefits that many other jurisdictions across the globe have realized by putting a price on road use,” Miller said.

“And, it's not just about gridlock and congestion, serious though these problems may be. Transit funding must be found – through road tolls if necessary – to make the commuting decision to use transit that much easier.”

The report also supports a carbon cap-and-trade system.

“I support the government's current initiatives involving a cap-and-trade system; it is one way to put a price on carbon. But we need to put the right price on carbon emissions to ensure that a clear and transparent price signal is conveyed to consumers,” said Miller. “Additionally, the government needs to keep all its policy options open, and have a transparent public dialogue to explore other possibilities (such as a carbon tax) in case a cap-and-trade system fails to materialize.” The full report can be viewed at: www.eco.on.ca/eng/uploads/eng_pdfs/2010/GHG10.pdf. □

Hamilton committee drops proposed truck routes

HAMILTON, Ont. – The Ontario Trucking Association (OTA) is criticizing the city of Hamilton for a “last minute removal” of recommended truck routes for an 18-month trial period. The OTA had endorsed a Hamilton Truck Route Master Plan Study, but was surprised to find some truck routes were removed from the recommendations by the Truck Route Sub-Committee.

“OTA's position regarding the removal of some routes from Hamilton's Truck Route is consistent with that of city staff and the consultant team – these routes need to remain in the Truck Route System,” said Geoff Wood, vice-president of operations and safety with the OTA. “The removal of these routes for an 18-month trial, as recommended by the Truck Route Sub-Committee go against the recommendations of the Truck Route Master Plan, city staff and the consultant team and will have detrimental effects on the flow of goods through Hamilton and may negatively impact business in the region.”

The Truck Route Master Plan Study was a multi-year, all-encompassing study of trucking operations in Hamilton. The OTA says the Truck Route Sub-Committee approved most of the suggestions but then “for reasons unknown to OTA,” removed some key routes including: portions of Kenilworth Avenue, Upper Ottawa Street, Concession Street/Mountain Brow Blvd, Centennial Parkway and Dundurn Street.

“Trucks play an integral role in the City of Hamilton and are the key linkage for all business activity,” said Wood. “Removing long-established truck routes from the system will not decrease reliance on trucking activity in the Hamilton Area. Rather, it will disperse truck traffic to other areas of the city and add unnecessary out-of-route kilometers travel.” □



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Interaction on the shop floor important to award winner

Continued from page 1

the repair business, and all different walks of our industry, absolutely made a huge difference in all of the occupations that I have had that have lead up to what I do today," Riddle said in an interview with *Truck News*.

"I see a great value to the CFMS. It is a gathering and a collection – there are no colours here, and it is meant specifically for the advancement of maintenance. That is my core; I really believe that doing it once, doing it right and being proud of what you do is parcel and part."

The centrepiece of that system of core beliefs is for Riddle to perform his duties on a human level; to be neither dictatorial or overbearing, but to be approachable and have a sense of humour. And part of that approachability comes from



GRATEFUL WINNER: Jim Riddle accepts the Canadian Fleet Maintenance Manager of the Year award alongside his wife, Rita.

his position in the shop – his literal position.

"I really have directed the main-

tenance shops from the shop. When I was given the job, the first thing I did was move the maintenance of-

fice into the shop, not in the general office, not because I was there to spy, but my employees recognize that I am there if they need me. I interact on the floor all day, every day," Riddle says.

"I help them solve problems and I let them teach me. I did not learn everything I learned on my own; my men have taught me. Together, we develop our best practices and we take pride that our fleet works hard; it works 24/7. We take pride in that we have relatively few driver complaints, we have relatively few operational dispatch complaints and we have relatively few customer complaints, all of which relate to the maintenance of the equipment used."

While Riddle's "human" approach to managing was enough to secure him a place in the CFMS history books, he offered audiences at the awards ceremony a glimpse of his own humanity, becoming emotional when speaking of his employer in his acceptance speech.

"I have to give credit to my employer. Since I went there, I have been given absolute unbridled authority to run the maintenance department...the ability to just take care of business and not be under the thumb, not be judged, but have the total confidence. I would like (my employer) to be recognized because he told me that the last years of my career would be the best years, and I believe that," Riddle said during his acceptance speech.

But while his impassioned speech may have compelled more than a few eyes in attendance to become teary, he has also proved he has the ability to produce a few smiles as well.

When asked what a maintenance manager does when he's reached the pinnacle of his career, Riddle's response?

"I obviously can't consider retirement for at least a year because I have to bring the trophy back."

And if he has his way, Riddle will be back, continuing his relationship with CFMS for many years to come, inspiring future generations of maintenance managers to rise to the top of their game – and perhaps one day, the top of their industry as Riddle has. □



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TransCore freight index surges

PORTLAND, Ore. – TransCore's North American Freight Index suggests spot market freight is up almost 300% compared to a year ago.

The index also reached its strongest month since November 2005, which was a record year for spot market freight.

Load volume was up nearly 25% compared to March, more than double the average month-over-month increase for this season, TransCore reports.

The company is on pace to post more than 60 million loads and trucks this year across its services. □

Study confirms it's not necessary to 'warm up' diesel engines

WINNIPEG, Man. – A study by FPInnovations-Feric in partnership with Bison Transport has confirmed that it's not necessary to idle a diesel engine to warm it up.

A series of tests were conducted as part of Project Innovation Transport (PIT), which proved it was more efficient to idle the engine for a short period after a cold start and then to drive the vehicle at moderate load while it warms up to normal operating temperatures.

The findings debunk the myth that a diesel engine must first be idled for a lengthy period to bring it up to temperature.

The study also tested a coolant energy recovery system and found that it was effective in maintaining cab warmth with the engine turned off. The cabin remained a comfortable 17 degrees C two hours after engine shut-down, with the system turned on.

The system was found to keep cab-in temperature 5-12 degrees C warmer for at least 1.5 hours after the engine was shut down, even though the ambient temperature was 4-9 degrees C colder for the system-on portion of the test. The study found the system is ideal for day cab applications where idle periods rarely exceed one or two hours. The outside temperature ranged from -7 degrees C to 2 degrees C during the test. FPInnovations says it plans to further test the

device at colder temperatures.

In another test, FPInnovations measured the effectiveness of Tire Pressure Control Technologies on hard-packed, snow-covered roads. Tom Fischer Logging in Huntsville, Ont. participated in the test.

The tests with loaded vehicles showed no significant impact on fuel consumption when the tire pressure was decreased from 100 psi to 75 psi on snow-packed roads.

The tests on unloaded vehicles found a 3.6% deterioration in fuel economy with the tire pressure decreased to 55 psi compared to the baseline of 100 psi.

The driver, FPInnovations reports, noticed a smoother and safer ride with the tire pressure reduced. For more information, contact Marius Surcel at: marius.surcel@fpinnovations.ca. □

Study questions biodiesel benefits

OTTAWA, Ont. – A study that calls into question the benefits of Canada's plan to mandate a 2% biodiesel blend has the Canadian Trucking Alliance (CTA) urging the feds to scrap the mandate. The study was produced by EcoRessources Consultants (ERC) for Environment Canada and obtained by the CTA. It concludes that Canada's biodiesel mandate, to be in effect by no later than 2012, would result in societal costs that outweigh the benefits by a factor of five-to-one.

The study found there's little to be gained from a biodiesel mandate from an environmental perspective and that it would only create a new market for farmers. The CTA has concerns about the operability issues surrounding biodiesel, which it says remain unresolved. The ERC study predicts the total incremental cost of the proposed biodiesel requirement would be about \$4.5 billion between 2011 and 2035, whereas the environmental benefits would be worth about \$860 million.

The bulk of the incremental costs would fall on the trucking industry and other diesel-powered vehicle operators, the study found.

The study also warned it was "probable" that fuel prices could become more volatile and higher while a biodiesel supply infrastructure is established. It also pointed out biodiesel has a lower energy content than traditional diesel, meaning approximately 604 million litres of additional diesel would be required over the 25-year period covered by the study. The CTA is calling on the feds to focus on rewarding fleets for adopting fuel-saving equipment and technologies. □

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CANADA

By Ingrid Phaneuf
OTTAWA, Ont. – New pardons rules recently introduced by the federal government have truckers with criminal records worried, but some experts say the rules won't amount to much more than a tempest in a teapot for most drivers.

Bill C23 was tabled in Parliament this spring in the wake of the news that former hockey coach Graham James, convicted in 1997 of sexual assaults against two teens, including future NHLer Sheldon Kennedy, received a pardon in 2007.

The new law, if passed in its current form, would change the term "pardon" to "record suspension," increase the wait times for summary convictions from three to five years and for indictable offenses from five to 10 years and rule out "record suspensions" for persons convicted of three or more indictable offenses or of sexual assault against minors.

The news they may have to wait longer to apply to have their criminal records sealed and therefore invisible on the RCMP's Canadian Police Information Centre database, which is regularly checked at the US border by Homeland Security officials, has truckers and other individuals scrambling to apply for pardons under the old rules, say pardons experts.

"We've doubled our staff to handle applications, and asked them to work Saturdays as well until the new rules come into law," says Peter Dimakos, business development manager for Canadian Pardon Services.

But some pardons experts feel truckers are overreacting.

Are proposed new pardons rules reason for concern, or simply...

Pardons Paranoia?

"All of this scary crap comes from the Karla Homolka, Paul Bernardo fiasco," says Paulette Gauthier-Roy, owner of Pardons Inc. based in northern Ontario. "The attorney general got burnt when he made a deal with Karla Homolka and she got off scott free and now she's coming up for a pardon. Then people found out about the hockey coach."

Gauthier-Roy, who works with truckers, believes the new rules, if passed in their current form, will have little to no impact on her clients.

"I'm not going to go and start drumming up drama about why truckers should be running to our offices to get pardons before the wait times are increased," she says. "The bulk of my clients have records that are more than 10 years old, so they wouldn't be affected anyway. As for those who have summary convictions for DUIs and such, they may have to wait five years to apply for a pardon instead of three, but we don't even know that yet. What you have to remember is that these new rules are being created to deal with people who've committed sexual crimes against children. The other rules may

not even change."

'Hysteria' is the word Gauthier-Roy uses to describe the reaction of the trucking community to the Stephen Harper government's proposed changes.

But increased wait times for indictable offenses could have a severe impact on some truckers, other experts argue.

"There are people who get into trucking to turn their lives around," points out Michael Ashby, communications director for the National Pardon Centre, headquartered in Montreal. "Some of these people do have a few indictable offenses on their records, so not being able to get a pardon could hold those people back. And having to wait 10 years instead of five for one indictable offense could be drastic."

But does that mean truckers should be rushing to get their pardons applications in before the proposed changes become law (which could be as long as a year from now, if the minority government stands for that long, some point out)?

"For the small stuff, the changes won't be huge," says Ashby. "But for

anyone with a few indictable offenses on their record, it's a good idea."

Will changes impact border crossing?

The answer to the above question is both 'No' and 'Yes,' according to pardons experts; 'No' because the US does not recognize Canadian pardons.

"The Americans don't recognize our pardon system," points out Ashby. "So if you're at the border and you tell them you've got a pardon they'll say it doesn't count." Of course, lying to US border officials about whether you've had a pardon is against the law in the US and could get you permanently banned, points out Ashby.

Getting a waiver is the only guarantee of US entry for Canadians who've been convicted of a crime, pardons experts agree.

But what if you've been pardoned and haven't previously crossed into the US? Can you get away with crossing the border if your record has already been sealed and you lie to border officials about it, breaking US law? Pardons experts are divided on whether this is possible. Some believe that US border officials have access to Canadian criminal records even after they've been pardoned.

Others believe US border officials are just experts at spotting and sweating out liars.

According to the RCMP, US border officials do have access to criminal records on CPIC, but not once individuals have received pardons.

"There is no indication on CPIC



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that your record has been sealed," confirmed RCMP communications officer Julie Gagnon.

RCMP officials could not confirm, however, whether US Homeland Security downloads CPIC information on a daily basis and then keeps it, thereby keeping track of Canadian criminal records long after they have been removed from the database by the RCMP. Neither could officials from the National Parole Board, which regulates pardons.

"We know US border officials have access to CPIC but we don't know what they do with the information once they get it," says Nadine Archambault, communications officer.

According to her, the sealing of criminal records after a pardon is required under Canadian law, but whether local police services and courts are actually doing it is debatable.

"We know records are not visible in CPIC and we do request that courts and local police ser-

vices seal the criminal records of individuals who have received pardons but we are not able to follow up with every court and police service to ensure that they do," said Archambault, adding that revealing whether someone has been pardoned is illegal and can result in a summary conviction under Canadian law.

Better safe than sorry

Still, some pardons experts believe it's better to be safe than sorry and recommend getting your pardon as soon as you possibly can, especially prior to applying for a waiver. Scott Mindel, an information counselor with Pardons Canada, is one such expert.

"Waivers are a cash cow for the US government, so why should you apply for one unless you need it?" says Mindel. According to him, getting a pardon first allows you to determine if you'll need a waiver or not.

"Most people we deal with don't even know what they actually ended

up being convicted of, because their lawyers pled them down. After they start the pardon process with us, they find out. Then they can make a determination, based on what they've been convicted of, as to whether they need to apply for a waiver," Mindel says.

Waivers are issued according to US law, not Canadian law, he adds, and therefore a charge considered minor in Canada could require a waiver for entry to the US and vice-versa.

"Finding out what you've actually been convicted of will tell you if you need a waiver or not," he asserts, adding that entry into the US is determined by "the book of moral turpitude. You can look it up on the Internet."

Indeed, the issue of whether a Canadian with a pardon can or can't get into the US has little to do with the new pardons rules, if implemented, sums up Gauthier-Roy.

"The rules, as far as getting into the US, aren't going to change, un-

less the US changes them," she says.

Can you still get a job?

So will the new rules have a significant impact on those who want to drive in Canada only? Ontario Trucking Association v.p. of public affairs Doug Switzer says probably not.

"You can still get hired as a driver if you have a criminal record," says Switzer. "But it depends on what you've been convicted of. It's certainly not something that recommends you, especially if you have three convictions for cargo theft or several DUIs. Then again, if you were in a bar room brawl 15 years ago when you were 18 years old, no one will give a damn."

Switzer warns against lying about your record, even after you've obtained a pardon.

"Especially in this industry, it's practically impossible to keep a secret," says Switzer. "Chances are someone already knows and they'll tell, and you'll be in trouble for lying to your employer. You're better off telling the truth up front." □



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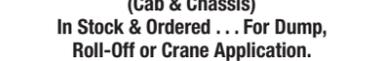
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CFMS

Counting sheep, losing sleep

Awareness is building around sleep apnea, a condition that can be a major threat to drivers' health and safety

Julia Kuzeljevich

MARKHAM, Ont. – Drugs and alcohol have both been longstanding health and safety threats for those behind the wheel of a vehicle, large or small. Lately, however, there is a lot of awareness being raised around the issue of sleep apnea. Just when you thought keeping track of your hours-of-service was under control, sleep apnea is the latest accident risk factor drivers are being asked to look for.

Going beyond just "sleep deprivation," sleep apnea, where up to 90% of sufferers go undiagnosed, is a condition that sees its sufferers actually stop breathing, sometimes more than 30 times an hour, in the most severe cases. Mild sleep apnea would see cessation of breathing occur five to 15 times an hour, while moderate sleep apnea entails 16-30 events per hour.

The actual condition is defined by the cessation of breathing for 10 seconds or more. Sleep apnea can also lead to hypopnoea, which is oxygen desaturation of 4% or more.

The reduction of oxygen causes plaque to build up in the arteries, and the blood vessels to get thin-

ner, often leading to strokes.

Dr. Brock Rondeau, a London, Ont.-based dentist and specialist in orthodontic treatment for sleep apnea, suggested that the possibility of drivers being tested for sleep apnea when they apply for their licence could be not so far away.

Drivers who are drowsy as a result of sleep apnea cause more fatalities per accident than drunk drivers, said Rondeau, who spoke to a packed audience at the 2010 Canadian Fleet Maintenance Seminars in Markham, Ont.

There are two major indicators of sleep apnea: snoring and daytime sleepiness.

Rondeau said some 50% of patients over the age of 40 snore, and based on several studies, there seems to be a prevalence of sleep apnea among commercial truck drivers.

"It's said that truck drivers with sleep apnea are seven times more likely to have a motor vehicle accident. If you are a mouth breather, you should get your nose checked," noted Rondeau.

Sometimes you can't tell if someone has sleep apnea. The person

may have a physiologically narrow airway, and might not necessarily be overweight.

"Not only obese people have it. The main thing is do they snore? Do they sleep during the day? Are they gasping for breath (in their sleep)?" asked Rondeau. "When you snore, your tongue falls back and partially blocks the airway, and the tissues at the back of the throat vibrate," he explained.

Large tonsils can cause sleep apnea in children.

Anyone with a retrognathic profile, where the jaw is set back, can be at risk for sleep apnea, so "how people are treated orthodontically can also make a huge difference," said Rondeau.

Devices such as a pharyngometer can measure the size of the airway. A rhinometer, meanwhile, measures the nose.

"Some 50 million people in the US suffer with sleep apnea, increasing their risk of high blood pressure, strokes, heart attack and Type 2 diabetes," he said.

Official diagnosis of sleep apnea must be done through an overnight sleep study and through a physi-

cian. The condition is treatable. Dr. Michael Sarin, associate professor, Department of Medicine at the University of Toronto, and a panel speaker at CFMS, said the university runs a program for people with heart disease and/or diabetes.

"The risk of sleep apnea in these two populations is very high. Waking up in the morning with an extremely dry throat can be another indicator," said Sarin.

Other factors affecting sleep apnea can include facial structure, weight, alcohol use, underactive thyroid, having a thick tongue, airway size, nasal stuffiness, allergies, medication use, and having a condition such as Down's Syndrome.

Risk factors include having a family history of snoring, an age greater than 50, excessive weight (collar size greater than 17 inches), the presence of chest symptoms, alcohol consumption, use of sleeping medication, sedatives and muscle relaxants, noted Sarin.

There are some severe consequences to inadequate sleep, including a lack of concentration, memory loss, poor judgement, being quick to anger, getting into motor vehicle accidents, having high blood pressure, a high likelihood of heart attacks/stroke, an inability to lose weight, and in general, having a poor quality of life.

Essentially, not getting enough sleep equates to a "disturbance of hormonal harmony," said Sarin.

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“Obstructive sleep apnea is a life-threatening disorder, that dentists are not medically qualified nor legally permitted to diagnose,” said Rondeau.

But he noted that there needs to be more interaction between medical and dental professionals on some of the issues that could be leading to the problem.

“A lot of the medical and dental profession doesn’t learn about this,” he noted.

Rondeau offers an at-home version of a sleep study but this cannot be used as an official diagnosis, and is more of a tool to assist in getting the right fit for patients in terms of oral devices.

Perhaps the most common device used to address sleep apnea is the CPAP (Continuous Positive Airway Pressure) machine.

The “hose over the nose” device is 100% effective, if it’s working well for a particular patient, said Rondeau, but many people refuse to wear it.

While CPAP devices have become much quieter and more comfortable than ever before, some sufferers find they lead to soreness or sinus issues. Others just find them claustrophobic.

In 2006, said Rondeau, “the world changed” with the Academy of Sleep Apnea recommending oral appliances as the first line treatment option for patients with mild to moderate sleep apnea.

“Some patients need both an oral appliance and a CPAP to lower the pressure,” said Rondeau.

“Oral appliances can stop some of the grinding and clenching that leads to headaches. Sometimes the grinding is as a result of trying to move the jaw forward to increase breathing,” he said.

Products such as a mandibular advancement appliance can bring the jaw forward and make breath-

ing easier for those whose jaw formation is leading to obstructed breathing.

The mandibular advancement appliances are also effective in reducing hypertension, he said.

There are also “snore shirts” available with three inflatable bumpers.

“If you stay off your back, this can eliminate a lot of the snoring. Many cases can get better as a result of wearing this,” said Rondeau.

Dentists cannot legally put an oral appliance in unless you’ve tried the CPAP, cautioned Rondeau.

“My patients are tested with a home study. I put an appliance in and test it, and then I send you to hospital for an official sleep study,” he said.

The Epworth Sleepiness Scale questionnaire, which Rondeau offers through his practice, can also help you get an early indication of whether sleep apnea is something you may be suffering from.

If you’re suffering from sleep deprivation, you had a bad night’s sleep or you had jet lag, for example, you can always get back to normal, but with sleep apnea you cannot easily get back to normal.

Getting hooked up to undergo a hospital or sleep clinic study isn’t particularly attractive – you’re attached to various wires that measure brainwaves, eye movements, etc.

The goal of the treatment, said Sarin, is to improve sleep quality and quantity, and improve daytime functioning.

Exercise, which improves endurance and muscle tone, gives you more energy, and helps with weight control, can be effective against sleep apnea as well, but may not be a cure-all.

There is also surgery for sleep apnea, where palatal pillars are put in the soft palate, lifting it upwards.

Drivers who may be suffering from sleep apnea should be aware of certain fatigue indicators, said

Sarin.

They may have little recollection of driving the last few kilometres, they may be drifting out of the lane, they may be yawning constantly, or having trouble keeping their eyes open or focused.

While a 20- to 30-minute power nap can be amazingly restorative, ideally, avoiding driving when sleepiness is likely to occur is the best and safest tactic.

“Be aware that you cannot stop yourself from falling asleep,” said Sarin.

“The average human sleeps about eight hours every day, equal to one-third of your life. Some people say sleep is a waste of precious time, but sleep is a necessity, sleep restores the body’s energy and allows the body to repair tissue,” he said.

In other words, effective sleep is well worth pursuing.

“Don’t get medication, get oxygen, it’s a really good drug,” said Rondeau. □

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CFMS

By Lou Smyrlis
MARKHAM, Ont. – Electrical system repairs are the second largest cost segment for overall vehicle maintenance and have the potential to deliver a nasty charge to a fleet's maintenance budget if not properly managed. Corrosion is a constant threat that requires vigilance to keep at bay. Doing so requires knowing and sticking to the basics, according to the Electrical System Maintenance panel of experts at this year's Canadian Fleet Maintenance Seminars.

"Fleets pay millions annually in automotive electrical system repair so it's important to look at how to reduce that," said Paul Kirkup, national account manager with Krown Rust Control. One of the main causes of electrical system problems is the damaging effects of road salt and de-icing agents. (Other causes of electrical system problems include abrasion, impact, extreme cold or heat, vi-

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bration, flexing, grit and sand and tensile loads).

There has been a concerted effort by city and provincial highway departments in recent years to decrease the use of sodium chloride (rock salt) due to its very corrosive nature. This has led to an increased use of calcium and magnesium chlorides as de-icing agents. The liquid magnesium chloride is sprayed on dry pavement prior to precipitation or on wet pavement prior to freezing temperatures.

The biggest issue with magnesium chloride, according to Kirkup, is that it stays wet down to approximately 15% humidity.

"These de-icing agents are highly corrosive and stay around longer, creating increased corrosion-related problems for fleet managers. Electrical connections and wire abrasions get coated with salt, which draws in moisture, creating a breeding ground for destructive corrosion," Kirkup emphasized.

Removing the de-icing agents

can be challenging because they need to be dissolved quickly in order to get the vehicle back on the road and the dissolved salt must be made inactive.

The best solution is routine maintenance, according to Kirkup, and includes the following: Regular washing with a good cleaning detergent capable of removing the de-icing chemicals from the wiring. Soaking down the vehicle with a detergent then power washing thoroughly will reduce the ability for de-icing chemicals to draw in the moisture and accelerate the corrosion process, Kirkup said.

Applying penetrating lubricant with a high dielectric strength to problem areas on the electrical system such as plugs, wiring harnesses, battery terminals, exposed wiring and the ECU. Spray any fitting joining the wires and wiring harnesses. Pop light fixtures and spray the fitting at the back or drill the box area behind, spray it and plug it with a 3/8 plug, Kirkup advised. Spray also all exposed metal connections and under the battery tray. Keep in mind that over time all fittings start to loosen somewhat and this could allow moisture to set in. To combat this effectively, a complete cleaning of suspect areas should be followed by a thorough application with a high-dielectric lubricant. Also, all starters, generators, alternators and other wired units should be sprayed on all connectors and housing bolts. Consistency is key. Spraying the fittings, connections and surrounding area should be done on a regular basis as part of a preventive maintenance program. Kirkup advised developing an "A", "B" and "C" maintenance schedule with regular spraying included.

Jason Grins from O.C. Transpo focused his remarks on the heart of the electrical system: the batteries. A good electrical system maintenance plan begins with keeping batteries and connections clean, he said, echoing Kirkup's comments, and added an important insight: "A clean vehicle does not necessarily mean a clean electrical system." You've got to get under the box cover and check into things close up.

"Washing batteries is critical – out of sight out of mind gets you into trouble. Batteries need to be cleaned at least every PM session," Grins said.

Grins also had advice to deal with battery startup issues, offering several tips:

Tip #1: A job done right requires the right tools. For Grins that means having the following on-hand and in good working order: battery charger; battery load tester (calibrated yearly); infrared thermometer; wire brush (brass is best); charge and check adapters; water and hose for cleaning batteries; and adequate charging, testing and storage areas for batteries.

Tip #2: The inner jam nut is often a culprit when a battery fails to start. It needs to be checked for tightness at every PM, Grins said. The starter mounting bolts should also be inspected during every PM as should all cables.

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“Loose connections are the worst enemies of charging and cranking systems. Why? Loose connections allow corrosion to travel, increasing circuit resistance,” Grins pointed out. “Clean, secure, properly sealed, corrosion-free connections are the key to eliminating no starts.”

Tip #3: Routing and securing wires properly is also important. Proper securement eliminates vibration chaffing.

Tip #4: The current draw test is an inaccurate way to test starters. Amps can range from 650 up to 2,000. For the current draw test to be valid, the following factors must be known:

Oil temperature;

Oil viscosity;
 Batter capacity;
 Battery age;
 Battery state of charge;
 Circuit resistance;
 Engine condition.

Tip #5: If all batteries and circuits test well and the starter is not operating properly, then the starter should be removed.

Tip #6: Consider the costs involved. How long would it take to recharge a totally discharged battery at 0 degrees F? At a battery recharge rate of 14 volts at 0 F, it would take more than 100 hours. A battery at 0 F will only accept two amps per hour.

“A quick boost is a costly decision,” Grins emphasized. □



DON'T IGNORE: To maximize the life of your DPF, it's important to remove it for cleaning regularly, Taxis' Dan Hrodzicky warned at CFMS.

Keep it clean

DPFs are expensive hardware. You need to stay on top of them to avoid replacement costs.

By Lou Smyrlis

MARKHAM, Ont. – A leaking exhaust system may not be best practice, but for the longest time it has been part of the reality for many trucks on our roads. That reality is going to have to change, however, under the new engine emissions standards or it could prove a costly oversight.

“The days where you could run a unit with an exhaust leak are gone. They need to be fixed immediately or you will ruin the DPF (diesel particulate filter),” warned Dan Hrodzicky of Taxis Truck Exhaust during a panel session on the 2010 engines at this year's Canadian Fleet Maintenance Seminars. The 2010 emissions standards demand significantly reduced levels of nitrogen oxides (NOx) and particulate matter (PM). Engine manufacturers are able to employ higher exhaust gas recirculation to reduce the NOx but must use regeneration to deal with the required cuts to PM. The need to use an aftertreatment device to replace the muffler, however, has also reduced the level of exhaust modification flexibility enjoyed in the past, Hrodzicky pointed out.

During passive regeneration, exhaust temperatures are hot enough to burn soot and turn it into carbon dioxide and water, greatly reducing filter backpressure. The distance from the turbo to the aftertreatment device must be controlled within prescribed limits.

During active regeneration the tem-

peratures of the exhaust gas in the aftertreatment device and the tailpipe will also be high. Regeneration can last from 10 to 40 minutes, Hrodzicky explained, with the temperature on the skin, body and V-bands of the aftertreatment device ranging between 250 and 300 degrees Celsius.

“The aftertreatment device and tailpipe will need to be stainless steel and have a double wall and/or insulation to maintain acceptable surface temperatures of approximately 250 C,” Hrodzicky said, adding that tailpipe gas discharge temperatures may need to be controlled using diffusers.

The piping material used in the exhaust system will primarily be 409 stainless steel. Aluminized mild steel can't be used for the main pipes because it can't meet the requirement for a 435,000-mile useful life or the higher temperatures. The pipe from the turbo to the aftertreatment device should also be double-walled to optimize heat transfer.

Abnormally frequent regeneration and/or loss of power are signs that engine maintenance is required, Hrodzicky said. Most engine manufacturers recommend maintenance and cleaning of diesel particulate filters between approximately 190,000 and 320,000 kilometres (less for severe-service applications).

“A new diesel particulate filter costs between \$3,000 and \$8,000. Regular cleaning helps extend the life of your filter,” Hrodzicky said. □

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FLEET PROFILE

By James Menzies

GUELPH, Ont. – In the world of private trucking, where truck fleets serve the dual purpose of delivering product while promoting a brand, it could be argued nobody balances both duties better than Sleeman Breweries.

The company's eye-catching tractor-trailer units each have their own distinct paint scheme to represent an individual brand from the brewery's stable.

While this branding strategy presents logistical challenges for fleet management (trailers can't be swapped between tractors), they wouldn't have it any other way.

"It's not that big a deal to match them," says Dave Joyce, a long-time driver with the company, who also counts dispatching, training and spec'ing equipment among his responsibilities. "It's a little extra work on my part, but we can do it."

Joyce, and Sleeman distribution manager David Parsons, have strong feelings about how the equipment should look and that passion is shared by each of the company's drivers. Parsons recounts a story from a year ago when a driver got fed up with pulling a plain white trailer on his downtown Toronto deliveries because the funds for decaling weren't immediately available. The driver positioned his tractor-trailer so that it blocked brewery founder and chairman John Sleeman from leaving the parking lot.

"He (told Sleeman) 'I love working for the company, I have a beautiful tractor and the trailer is great, but there are no graphics on it,'" recalled Parsons. It served as an eye-opener for Sleeman, who gained a new appre-

BEER RUN

Sleeman fleet quenches drivers' thirst for rewarding trucking career



NICE AS NEW: David Joyce stands in front of his pride and joy, an 02 Freightliner Classic that looks like it just rolled off the showroom floor.

Photo by James Menzies

ciation for how passionate the company's drivers are about the equipment they drive.

The Sleeman trucks, each with their unique paint scheme, are hard to miss running down the highway. A roof fairing displays the Sleeman logo, and in the process hides an un-

sightly reefer. The trucks are a mix of Western Stars and Freightliner Classics, the newer trucks from Western Star after Freightliner discontinued dual stacks on its Classic model a few years back.

"They were only offering single exhaust on the Classic so we went with

the Western Stars," Joyce explains, adding he's considering making the switch to the recently redesigned Freightliner Coronado for future purchases.

Joyce's favourite truck on the lot, however, is actually the oldest. It's the 2002 Freightliner Classic he calls his own, with a 430-hp Detroit Diesel Series 60 engine under the hood and 13-speed Eaton Fuller transmission. It has been Joyce's dedicated tractor for eight years, and has about 500,000 kms on it.

Inside and out, it looks like it just came off the showroom floor. The lease has been renewed several times, and Joyce is trying to make a business case to purchase the tractor when the current lease expires. And for good reason; the interior of the truck has been customized with dozens of chrome accessories that Joyce has added over the years.

"It takes years in the making," he says, as he shows off some of the upgrades. "A little piece here, a little piece there."

Some might find the chrome floor-mats to be a bit much. Or the fact he politely (jokingly, I think) asks passengers to step into the truck sideways, to avoid scuffing the polished fuel tank with the toes of their footwear.

But Joyce wants every driver in the fleet to exhibit the same level of respect for the equipment they run.

And just because he's the dispatcher and in charge of equipment spec'ing doesn't mean he's the only one who enjoys his own dedicated ride. Each of Sleeman's 13 full-time drivers enjoys the luxury of running



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“You tend to get better care of the whole unit if you assign a driver a truck and trailer to match,” Joyce says.

Driving for Sleeman Breweries is described by Parsons as “the Cadillac of driving jobs.” Drivers are paid by the hour and home most evenings and weekends. An internal association handles collective bargaining, so drivers earn above average wages, not to mention important benefits such as free beer on weekends. The 13 full-time drivers cycle through a two-week schedule, serving over 490 The Beer Store locations in Ontario. One of those drivers handles the so-called “40-foot stores”, where getting a 53-ft. trailer in is impossible and even a 40-footer is a challenge. The most notorious of these locations is on Rideau St. in Ottawa.

“The driver has to blindside it in on a one-way street downtown,” Joyce explains. “Molson and Labatt don’t even deliver to this one, but we go in there with a 40-footer.”

“It’s dedication like that from all our guys,” Parsons adds with pride. “He knows what the cost of outsourcing it is, so he does what he can do to get it in there and he gets it there every time.”

The brewery hires third-party carriers for deliveries out of province and into the US. The furthest beer store it delivers to is in Kenora, Ont., however one neophyte driver went further after missing instructions to leave the isolated Red Lake store’s delivery in Dryden. Red Lake is the most remote The Beer Store location in all of Ontario, Joyce says with a chuckle.

“Only one of our drivers ever went there because nobody ever told him you drop that beer in Dryden,” he says. “He took it way up there. He’s the only one who’s ever been to Red Lake.”

Drivers typically work 55 hours a week, but there’s a price that goes along with running beautiful iron – they’re expected to keep it looking that way.

“We usually tell them to clean it once a week,” says Joyce. “You do your housekeeping once a week at home, so you should clean your truck once a week inside and out.”

That attention to detail has been ingrained into the culture of the Sleeman fleet’s drivers. Joyce recalls going on a training run with a new hire. When they encountered a short delay at a beer store, Joyce handed the driver a rag and said “Here’s a rag, let’s go, we’re polishing while we’re waiting.”

Despite the fact it’s their busy season, many of the Sleeman trucks are taken off the road for an extra day in July to take part in the Fergus Truck Show show’n’shine, where even the fleet’s shunt truck has received an award. Company founder John Sleeman has set aside money for a polishing budget and supports the drivers’ participation in the show. For his part, Joyce spends about 60 hours prepping his own truck for the show’n’shine.

“You could eat off the fifth wheel (of his truck) at the truck show,” Parsons says.

Keeping the trucks looking new has other benefits, besides promoting the company’s image. Joyce jokes the best way to get through the scales hassle-free is to blind inspectors with the truck’s reflection.

“If they see a rusty, old piece of equipment coming through, they’ll



CROWD-PLEASER: When displayed at the truck show, the Sleeman fleet attracts a crowd.

want to have a closer look,” Joyce reasons.

“We need to keep those trucks moving – there’s a lot of thirsty people out there!” Parsons adds.

With their well-kept equipment and polished appearance (complete with company uniform), Sleeman drivers are often the envy of their peers and

realizes many of the company’s best drivers will come due for retirement around the same time.

Sleeman is not the most technologically-advanced fleet there is. Delivery schedules are displayed on a white board and any sophisticated load planning and scheduling software resides in Joyce’s head. Give him

‘As a private fleet with our shiny trucks and well-paid drivers, we can undercut most of our outside carriers on the price they give us to do a job.’

David Joyce, Sleeman Breweries

many other drivers have gone to great lengths to submit a job application.

“When they take a look at the fleet and how well kept it is, that starts their interest and then they get talking to the guys (about working conditions),” Parsons says. Unfortunately for aspiring Sleeman drivers, however, turnover is virtually non-existent at the company (blame the free beer). Only one driver has left for greener pastures, and he returned soon thereafter. With an average age of 40-something, however, Parsons

the four-digit code for any beer store in Ontario, and he can recite its exact location. The company is no laggard, however. It’s C-TPAT-certified and employs technologies like gladhand locks to deter theft. All the trucks are equipped with satellite radio.

While some may argue it’s easy to run a polished fleet without any of the cost pressures faced by for-hire carriers, Parsons is quick to dispel that myth.

“We still have the same pressures,” he insists. “The organization is put-

ting up millions of dollars in operating costs, so we have to hit those numbers and it’s going to get tougher as years go on.”

Some of the ways Sleeman has controlled its operating costs in recent years include dialing down truck speeds to comply with Ontario’s 105 km/h speed limiter requirement and consolidating fuel purchases.

“At one point, everybody had the opportunity to take their credit card and get fuel where they wanted,” recalls Parsons. “It was a free-for-all on the road. Now we fuel up at (neighbour) MacKinnon Transport and we have Petro-Passes for when we can’t fuel around here. We’ve seen a significant savings there.”

With for-hire trucking rates taking a beating in recent years, Parsons and Joyce say the company still has no trouble justifying the expense of running its own private fleet, marketing opportunities aside.

“As a private fleet with our shiny trucks and well-paid drivers, we can undercut most of our outside carriers on the price they give us to do a load,” Joyce insists. Parsons points out the company trimmed its outside contracting costs by \$400,000 last year. The key, he says, is that Sleeman’s tractor-trailers are never empty. They leave the brewery in the early morning with beer, drop it at multiple retail locations throughout the day and pick up their empties (Sleeman owns its own, unique clear bottles) for the trip back to the brewery.

“We run our fleet like an LTL fleet,” Parsons explains.

It’s a highly-efficient operation, and seasoned drivers are constantly shuffling the load to keep axle weights compliant while preventing the good stuff from getting blocked in with empties. Even the traditional-styled tractors are getting decent fuel mileage, about 6 mpg on average which is respectable, considering most kilometres are run in the city, under heavy load.

But as much as they strive to be efficient, Joyce and Parsons are also mindful the fleet serves an equally important secondary purpose – and that’s to leave an impression on consumers so they consider buying Sleeman beer the next time they’re at the LCBO or beer store.

It’s the ultimate balancing act between image and efficiency, and despite the challenges, they wouldn’t have it any other way. □



BRANDING: Each truck in the fleet is paired with a matching trailer to reflect one of the brewery’s brands – Sapporo (above) and Sleeman Clear (below).

FEATURE

Creative craftsman carves an interesting niche

Woodworker's wooden truck replicas gaining attention far and wide

By Jim Bray
RED DEER, Alta. – You might call Darryl Thompson a “model” citizen. That’s because the North Carolina-based trucker and craftsman is carving out a unique niche for himself by making replicas of tractor-trailers for clients across North America. Thompson, who markets his models via his Web site at www.woodtrux.com, has been crafting his replica vehicles since 1990, hand-building them all from wood. It’s been an uphill battle, but his reputation is spreading, catching the attention of customers as far away as Red Deer, Alta.

“It’s kind of a simple story,”

Thompson says from the North Carolina home and workshop where he lives with his photographer wife, Brenda. And, indeed, his trucking involvement began in a straightforward way: he got his trucking licence back in 1988 and since then has been all over the US and Canada, turning in over a million miles. He’s been a company driver, an owner/operator and, as he says, has driven “all kinds of equipment.”

Then, he says, he came home one day around 1993 and decided to see if he could build a truck for himself – a model, not the real deal.

“I built one and it didn’t turn



LIKE THE REAL THING: This propane hauler is one of many wooden truck replicas that woodworker Darryl Thompson has created. He claims this tanker was his greatest challenge yet.

out too bad,” he remembers. “The wheels didn’t roll as nice as I’d like them to, but I worked at it.” He continued working on it – and others – until a buddy who was into trucking stopped by, saw his growing gaggle of rolling replicas and asked where he had gotten them. “I told him I made them,” Thompson says, “and he said, ‘Man, you could sell those things.’”

And thus a career – or at least a sideline – was born.

Thompson says he’d never considered selling his models at the time; he was just enjoying himself and making them for his own collection.

“Then I decided I’d take one to work and let my boss see it,” he says, reporting that The Man “was so tickled he bought 25 of them!”

Things took off from there. Word of mouth started spreading, assisted by some legwork from Thompson himself.

“I live in trucking country anyways, North Carolina,” he says, “and there’s a lot of trucking companies around. I just went around to different places and showed them my stuff.”

Despite that first order, sales were hard to come by. Thompson says he’d call up a trucking company and tell them about his wooden trucks only to find the people distinctly underwhelmed. They didn’t get the concept, he says, so rather than telling people about them, he started showing them.

“I’d take (the model) out of the crate – and I make the crate to ship them in, too – and I put it on their desk and their jaws would just hit the floor.”

Thompson says they couldn’t believe the model was made of wood until he’d tip it upside down and show them, “because I leave one spot of plain wood on every truck’s cab, where I sign and date it. They just couldn’t believe it.”

From that sprang his self-designed Web site, which garnered interest from the online community, trucking Web sites and the like.

“It’s pretty much evolved from that,” he says, his model-making going from being just a hobby to, well, a HOBBY! And as his business has grown so has the quality of the models, each of which he says takes him at least a month to build.

One might think that a craftsman of fine, wooden replicas would have a background in woodworking or the like, but Thompson says it wasn’t so.

“I was more into doing what other kids did, like motorcycle riding and stuff like that,” he says. “I took a few shop classes and found it’s always neat to take something and turn it into something else.”

His interest was piqued further by his master craftsman father-in-law, who showed him what could be done with wood. From there, “I just kind of taught myself the different things,” he says.

As it turns out, he created a niche. “There’s a lot of people out there that would love to have a wooden truck,” he says. “They can’t go to these big (model) companies and order one; they want you to order 100 or something.”

He says his boss had ordered many models from one of these companies but “when he got them, he was very disappointed because they weren’t his exact model truck, the stickers were on crooked and a lot of the wheels didn’t even turn

MISSING

PEARL ROSE GAVAGHAN DA MASSA

Aka Belle Flaherty
5625-P

Date Of Birth: April 6, 2004

Missing since: December 9, 2008

Missing from: Manchester, England

Eyes: Green/Brown

Hair: Brown, curly, past shoulders

Small scar beneath lower lip



Characteristics: Pearl was last seen at her nursery school on December 1, 2008 when she was picked up by her mother Helen Gavaghan (aka Meta International; Dana Flaherty). It has been confirmed that mother and child flew from the UK to Mexico on December 9, 2008. It has also been confirmed that they subsequently entered the US via land crossing at Laredo, Texas on December 30, 2008. There has been a recent sighting of them in Toronto, Ontario, under the names Dana and Belle Flaherty. The Manchester Police Service have issued a warrant for their return to the UK.

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on the darn things.”

Thompson knew he could do better. “It’s the details that make your truck,” he says, “the graphics on it and stuff like that.” He makes sure his clients give him all the information he needs, right down to what they want on the vanity licence plates for the trailer and truck.

Such customization makes his models more relevant to the customer. “It’s to get the little differences between trucks right,” he says, “because your graphics might look different from someone else’s, you might have more lights on the back, little variations like that.” Thompson says people often take their trucks’ look for granted, but they remember subconsciously the nuances that separate them from similar vehicles and, if they’re missing, they know.

“The great deal about it is that anybody can send me pictures,” Thompson says. “I don’t work from patterns or anything – I just build from the pictures.”

Besides his woodworking tools, Thompson uses CorelDraw, a Canadian-developed computer software application, to help him reproduce the graphics. On the other hand, clients sometimes have copies of their own graphics that they can send, as was the case when Red Deer, Alta.’s, Guys Freightways commissioned replicas of its equipment.

“Their graphics man is really good,” Thompson remembers. “He sent me an actual graphic image that I could just go in and reproduce.” He says, however, that sometimes all he has from which to work is a blurry picture.

“If it’s good enough, I might be able to scan it and pull out what I need,” he says, but sometimes he ends up reproducing the graphic from scratch.

Denise Pederson of Guys Freightways, learned about Woodtrux through mutual friends and some other projects she’s involved with, information that eventually took her to the Woodtrux Web site.

“I was looking for a unique Christmas present for our bosses,” she says, “so I e-mailed Darryl and then I phoned him and had a really lengthy talk, about an hour long. Then I sent him pictures and got the ball rolling.”

Pederson says Thompson turned

the order for two 2010 Pete 389s in Guys’ red and white livery around in about a month, “and he delivered it to us on the day he said he would. I was amazed. He did just a phenomenal job.” She was also impressed by the “very wonderful little wooden crates he made for them.”

The Guys Freightways models are identical except for the Alberta licence plates on the front, which are customized with “Bernie” and “Todd,” the first names of the company owners.

Pederson says the detail on Thompson’s models is authentic right from the mascot on the door (a big-footed kangaroo named Boomer) to the reflectors on the trucks and trailers that “if you’re walking by them and the light hits them,” she says, “look like they’re on.”

They aren’t on, however. Thompson says the reflective tape he uses on the models is just that: reflective tape, the same as you’d find on the real vehicle.

“I just cut it down to a size that looks comparable to the size of the truck,” he admits. Everything else is wood, though, including the wheels, and it’s all made by Thompson, in his workshop.

Many of Woodtrux customers are, like Pederson, people looking for unique gifts.

“A lot of the time, it’s for a company executive or the owners,” Thompson says. “But some people buy them for their best drivers, too. It’s better than a belt buckle.”

He says the models are also ideal gifts for honouring years of service, safest drivers and the like. To illustrate his point, Thompson points out a model he built for a company to give a driver who was retiring after nearly 40 years of service. “They wanted something super special to give this guy,” he says, “and he was tickled pink.”

Thompson says that turning out tiny trucks is more than a sideline business; it’s a labour of love. “I don’t send anything out of my house that I’m not happy with,” he says. “And if I’m not happy with it, I make the person wait until I am.”

A laudable strategy, perhaps, but one that’s undoubtedly frustrating for the customer waiting for the model. “Most of them are very understanding,” Thompson says. “I mean, they’re not going to

get this anywhere. There’s very few people out there that make wooden trucks in the same detail and on this scale.”

Thompson’s most challenging commission to date was a 1988 Kenworth propane tanker.

“I had never done a tanker before,” he says.

“The vans and stuff like that are pretty much just a box, but you can’t just go and buy a chunk of wood that’s round like a cylinder.”

He has also adapted the concept to take into account ideas from clients, including the creation of lamps where the light fixture extends up from the fifth wheel. “Whatever people have an idea for,” he says. “I’m pretty good at just looking at a picture and building something.”

Fortunately (or unfortunately, depending on how you look at it), he has plenty of time to fill orders right now.

“The trucking industry kinda took a hit back when fuel really spiked,” Thompson says, and the downturn forced him to shut down his trucking company. “Needless to say, it’s been kind of tough since then.”

But he perseveres. Right now, Thompson has several projects on the go, some of which he’s making



CROSS-BORDER CARVING: Guys Freightways is one of Thompson’s Canadian customers.

on spec’, hoping to open up some new markets. One is an extended sleeper Pete 379, he says. “I am basically building that one for myself, but if somebody decides they want it, fine.”

As if that isn’t enough to keep him busy, Thompson has also made room in his two-stall garage/workshop for the custom-made wooden furniture and accessories he has started marketing.

Guys’ Pederson is so impressed with Thompson’s models that she hopes his reputation spreads far and wide.

“I just think Darryl does phenomenal work,” she says. “He’s a super person and a really top-notch guy who has a wonderful talent that we need to know more about up here.”

And, with the type of detail and craftsmanship Thompson puts into his replicas, it’s hard to see why anyone “wooden” want to own one. □

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FEATURE

Family matters

Planning succession on your terms

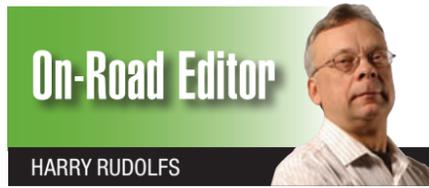
The worst possible way to plan a succession is to neglect to do so. Founding CEOs and presidents get caught up in day-to-day operations thinking there will be lots of time for estate planning. But nothing is certain in life and failing to start the process in a timely manner can leave heirs and the business in the lurch.

Cameron Turner, Canadian partner for CDI Global, points out that the consequences of having no succession plan in place can be dire. "You're automatically giving 25% of your company to the government when you die," he says.

Careful succession planning, on the other hand, can assure the company is passed on to enthusiastic and capable hands, and save a whole bundle of tax at the same time.

Founders, elders, and patriarchs or matriarchs often have a clear idea of who should take over the company, but all options should be on the table. The heart wants to keep the business in the family, but is it the best option? It can't hurt to consider selling, even to a competitor – it might be the best move in the circumstances.

"What if you come to the real-



ization that there's no-one to take over the business?" Turner asks. "Selling the business doesn't happen overnight, it might take a year or two or maybe three, and it's important to have someone in your corner. It's far better to plan an exit strategy rather than leave it to the estate."

In some cases none of the progeny might be interested in taking over the business. In others, a candidate might be waiting in the wings but is still too young and inexperienced to take the reins. In the latter, you will need to put a good management and mentoring team in place until the heir-apparent is ready to take control.

Regardless of the scenario, best practices indicate the need to form a good advisory team that should include, at the least, a tax accountant and a succession lawyer. This is key, according to Don Bain, senior advisor to the Mackie trucking family of Oshawa. "Make sure



PASSING THE TORCH: Family-owned trucking company Meyers Transport was recently passed down from owners Evan (left) and Larry (right) to their daughters Jacquie (second from left) and Natalie (second from right).

the succession is water-tight," he suggests. "We've all heard about famous families feuding over an estate, and you don't want that to happen."

Wenda Yenson, who specializes in wills and estates with Dickson, MacGregor and Appell, believes that succession planning incorporates both "hard" and "soft" issues – the hard issues being the legalistic process and the mechanics of the plan itself, while the soft issues are the personal and emotional ties between family members.

Needless to say, it's important to communicate with all the heirs and try to involve them in the

plans. Holding family meetings to provide periodic updates is a good idea – that way no family member should feel left out of the process.

Family dynamics have to be considered and intuited.

Try to head off conflicts between co-managing siblings before they get started. As well, intergenerational tensions can arise in management styles between the patriarch and the incoming new leaders. Good management guidance from a third party can provide assistance through these turbulent waters.

Brian Wilson, an estate lawyer with Wilson and Vukelich, suggests that the succession plan should be looked at holistically: only those siblings involved in the business should be part of the company plan.

"You don't try to mix the ones that are involved with the ones that aren't...typically once you give power to those not involved in the business, then there's trouble," he says.

Wilson suggests the non-trucking heirs could benefit from the inheritance of other assets from the estate like cottages or homes, but giving non-involved siblings a slice of the trucking business could cripple the business of capital at some future date.

There is no one succession formula, but some elders choose the 51% solution wherein the senior executive maintains voting control while his or her shares are frozen in value at a fixed rate. That way, the senior feels he or she can maintain some say in the business, particularly if the new generation is taking it into risky ventures.

The recession of the last three years makes this a particularly attractive time to freeze controlling interest shares. The company's value can be assessed at a low rate and any future growth will go towards the shareholders and heirs.

Among the first things to do is to establish the fair market value for the company.

This includes a thorough analysis by an outside party of the company's true value. Some company heads might be surprised that their businesses are not worth as much as they thought, but all liabilities and assets have to be weighed against each other.

Next, a date has to be set at

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which time the owner's shares will be frozen. The owner then can step away from the business turning it over to a managerial team and/or the younger generation. But letting go of the reins can be difficult to do.

Mark Seymour, CEO and president of Kriska Transportation of Prescott, Ont., recalls that his father made him president in 1994 when his dad intended to distance himself from the company but had a hard time doing so.

"We certainly had our challenges. It was a case where he was ready to go but not willing. For a succession to work properly both parties have to agree that the new generation is ready to take over and the older one isn't reluctant to let them," says Seymour.

Despite the fact that the frozen shares will not increase in value, succession planning also has to consider the tax hit that will inevitably be levied with the passing of the elder family member.

This can be a huge cash strain on a business which may already be making hefty payments to a bank.

To hedge against this eventuality, one strategy is to take out life insurance on the senior executive. The life insurance payout should at least mitigate the tax hit that comes with his or her passing.

The problem is that some of the elders may have difficulty getting life insurance because of their age or a medical condition – insurance premiums can be astronomical in these cases.

This is yet another reason to start thinking about a succession plan earlier rather than later.

Succession plans should be customized to the situation. In some cases, it might be a team of management from your own company that wants to take over the reins. The succession plan could then stipulate a time period in which the prospective new owners could be allowed to raise funding and bring partners on-board.

Canadian trucking companies and suppliers to the industry are heavily weighted with family ownership, and it's not always the boys taking over. After 37 years of running the business, Evan and Larry Meyers of Meyers Transportation Services Group of Belleville have recently passed the torch to daughters Jacquie and Natalie respectively. Jacquie Meyers now serves as president of the company while Natalie Meyers assumes the role of chairperson.

Ross Mackie, CEO of Mackie Moving Systems of Oshawa, has had his four sons working for him since they were 12. They started out washing trucks and today all four work in management roles in different parts of the business learning the skills that will enable them to take over leadership roles when the time comes. On the other hand, some family companies stipulate that heirs are required to gain outside experience by working for another business before they can assume managerial duties in the family firm.

Angelo Ciceretto, owner of Markham Equipment Sales, has taken a unique approach to succession. He currently has two sons working in the family business,

and offered them the opportunity to earn a stake in the group of companies as soon as they joined.

"The concept of having vested interest in the direct success of our businesses has paved the way for our growth from 1997 when my first son, Michael, came into the business and even more so since 2000 when my second son, Jason, came on-board," says Ciceretto. "My sons are adaptive, university educated and have brought a fresh perspective toward managing a business. This new approach has enriched our businesses and strengthened us as family management team."

Whatever the particulars of a family-owned business, it's important to get good advice and start the succession process early.

Some money will have to be spent on developing a solid plan, but the tax savings and peace of mind in doing so will far outweigh the original investment. □

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NEW PRODUCTS

Shell looks to change the way fleets change their oil

By James Menzies
MISSISSAUGA, Ont. – Shell has introduced a new oil change service to the Canadian market that allows operators to do a complete oil change in as little as five minutes when the engine's hot, without any of the mess that normally accompanies such work.

Shell LubeExpress is a new service being rolled out in Canada, which involves the closed-loop ESOC (Environmentally Safe Oil Change) machine that uses purged air to quickly remove old oil, resulting in a more complete oil change, the company announced during a recent customer demonstration.

To use the machine, a truck must first be fitted with the necessary couplings to accommodate two hoses, one of which purges the used oil and the other which replenishes the engine with fresh oil. The couplings cost about \$70 and can be installed in as little as 10 minutes using existing ports at the oil inlet and drain pan, the company claims. New trucks can be spec'd with the required connections, Shell's Chris Guerrero added.

When a truck requires an oil change, the air line purges the entire engine and filter while the oil's still hot, ensuring the complete removal of contaminants that will be suspended rather than settled. When the oil is purged into the drain pan, the mechanic can begin removing the oil filter (the

purged air ensures it cools quickly) or conducting other preventive maintenance.

Using purged air ensures the old oil is completely removed from every nook and cranny, explained Michele Collins, business manager with ESOC Commercial Truck, manufacturer of the machine.

"Because you're using air purging, you're getting all the contaminants and sludge out of all the recesses, so you're getting a cleaner oil change and extending the life of your engine," she said.

The operator follows simple prompts via the machine's touch-screen display to complete the oil change, including entering the amount of new oil required and whether or not an oil sample is desired. Pulling an oil sample is as simple as placing a bottle in the indicated location on the machine and since the oil is pulled mid-stream, the results are more reliable, Guerrero pointed out.

"You're getting a good sample, you're not getting the sediment that's settled in the bottom," he said.

If the operator should overfill the engine with fresh oil, the machine has the ability to remove the precise amount of the overfill, eliminating guesswork. But by entering the required quantity (in quarts or litres) into the touch screen display, overfills should be eliminated, Collins pointed out.

Another advantage of the system

is that oil pressure is built up instantly when the fresh oil is added, so there's no dry start which can cause bearing burn, Collins explained.

There are environmental benefits to the machine as well. Because it's a closed-loop system, there's no spillage and the used oil is routed directly to the waste oil tank. The system also removes most of the oil from the old oil filter, creating a safer and cleaner environment for mechanics when removing the filter.

Guerrero said Shell LubeExpress will change the way fleets change their oil, an evolution he said is overdue.

"We change oil the way we change oil, because that's the way we've always changed oil," he said. He pointed out the system is already gaining credence in other parts of the world, especially the Asia-Pacific region where roughly 100 machines have been deployed in recent months. The system is currently in the pilot stage in the US.

Here in Canada, Guerrero said fleets with trucks that usually return to their home facility for oil changes will benefit the most.

"If you use a lot of external fa-



EXPRESS JOB: Shell's new LubeExpress service allows fleets to change oil in as little as five minutes on a hot engine, while getting a more complete drain, the company says.

cilities and don't do oil changes in-house, this may not be for you," he said. Fleets looking to add the system can negotiate the price into their lubricant supply deals with Shell, and the oil company will provide installation assistance, operator training and ongoing support. □

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Tires & Wheels



Bridgestone has come out with a new R197 low rolling resistance radial tire for improved fuel efficiency and long, even tread wear, the company announced. The R197 has been EPA SmartWay-certified and is suitable for all-position use, but designed for single and tandem axle trailer and dolly applications in regional and long-haul service, the company says. The newest Bridgestone tire has shoulder protector ribs to protect the sidewalls from damage. For more info, visit www.BridgestoneTruckTires.com or speak to your dealer.



Taabs Wheel Balancers provide dynamic wheel balancing for commercial trucks and trailers. They're built from a marine-grade aluminum outer casing containing 32-ounces of steel chromed ball bearings in an environmentally-friendly dimethicone silicone, the company says. In testing, Taabs says the wheel balancing system has proven to reduce tire wear by 10-30%. Over a five-year period, Taabs calculates the payback to be up to \$10,300 for a truck and trailer. It's backed by a five-year, unlimited mileage warranty and a 90-day money-back guarantee. For more information, visit www.taabs-int.com or call 888-553-3005.

Continental Tire provided a sneak peak of its new HDW2 Scandinavia winter truck tire at Truck World in April. The winter tire is designed to provide up to 10% more grip on snow-covered roads. The drive tire is designed with 20-ply construction to handle heavy loads. According to the company, every aspect of the tire's tread was designed with traction and grip in mind, even in the most slippery of conditions. In testing, it provided 10% better grip than the company's original HDW winter tire. Once the tread is worn down,



it can be used as a summer tire, the company claims. The new winter tire will officially hit the market in the fall in size 315/80R22.5.

Components

Alliance Parts has introduced an expanded line of air-conditioning compressors for all makes and models of Class 6-8 vehicles. The direct drop-in replacement compressors were built for cost-conscious customers and are tested to OE specifications, the company says. They are equipped with double end-capped PAC oil with special anti-wear additive. For more information, visit a dealer or visit www.alliancebrandparts.com.

Accessories

Mizco International has come out with a new Bluetooth headset designed specifically for professional drivers. The Tough Tested Series of headsets are "designed, engineered, and manufactured to meet the exacting usage requirements of professional drivers," according to the company. They deliver six hours of talk time and up to 250 hours of standby time between charges. The headsets feature a

boom mic, adjustable mic stem, adjustable headband, call waiting, three-way calling, voice-activated dialing, one-touch call answer/end and a USB travel charger and cable. The Lyte Comm 737 retails at US\$79.99 and the Pro Boom 747 at US\$109.99. For more info, visit www.mizco.com.

Panasonic has a new Toughbook 31

rugged computer the company says will stand up to any abuse it will encounter in the shop or in the field. The company calls the Toughbook 31 its most powerful fully-rugged mobile computer. It provides desktop-class performance in a rugged, mobile design, according to the company. For more information, visit www.panasonic.com/business-solutions.

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OVER THE ROAD

A driver's health scare can be a wake-up call for all of us

Sometimes you will have an experience or hear of one that wakes you up to what's really important in your daily life. This was the case for me a couple of weeks ago.

I came face to face with an example of how shaky life can be on the road for all of us. It is an anecdote involving a 911 call and a driver in distress.

Here's how the story unfolded as related to me by the guys in dispatch as I prepared to leave on my last trip.

A cell phone call came in to the dispatch office that day from one of our drivers experiencing severe chest pain and shortness of breath. This was a single driver doing open board highway work and at the time of the call was on Hwy. 1 in the boondocks of Saskatchewan.

He had pulled off the road near the town of Tompkins which is about halfway between Maple Creek and Swift Current. Our dispatcher called 911 from southern Ontario and related the situation to the operator.

Within a minute of making that call our office received a call from the 911 operator in Swift Current telling them that an ambulance had been dispatched from Gull Lake and would be to our driver within 15 minutes.

About a half-hour later, our dispatcher reached the driver on



Over the Road

AL GOODHALL

his cell. He was still very much in physical pain and distressed but was in the ambulance and on his way to the hospital in Swift Current.

We all usually experience similar feelings when we hear a story like this. Our first reaction is one of concern for the person we know. Our second is often surprise that it could happen to that person, since we were just talking to them the other day and they were just fine, giving us no indication of poor health or cause for concern.

We are then often struck by how lucky we are to live in a part of the world that provides us with emergency medical care, even when we are alone and in the middle of nowhere.

The 911 emergency system is pretty incredible. Finally, we start to look at our own state of health and how we would cope in a similar situation.

There has much been written in recent years about the shorter life expectancy for truck drivers in comparison to the rest of the population. The average life ex-

pectancy for a North American male is 76 years. Truck drivers can expect to live 10 to 15 years less than that.

That's a sobering thought. Coping with personal health issues as a truck driver is no easy task. Finding the time to exercise and maintain a routine that provides you with the rest you need to fight off fatigue is a challenge.

It's also very much a personal choice as to how you choose to live your life.

I make no secret of the fact that I have made significant lifestyle changes over the past eight to 10 years to improve my own health. Those changes included quitting tobacco, getting some daily exercise, and eating healthier.

There has been no quick fix solution for me and it has taken a long time to break old habits and develop new ones.

As I look back, it has been well worth the effort but the temptations to indulge in "comfort" foods and to not bother to go for that daily walk or run are always there.

As I write this, I am finishing up a week of vacation time. I have been enjoying the week with my father who has made the trip from Vancouver Island to visit his kids here in Ontario.

He is 88 years young and lives every day to the fullest. As we

enjoy each other's company this week, I am reminded of why I take the time to look after my health.

I think we have the obligation to live each day to the best of our ability. We may not always succeed but we can always keep trying.

There has been a tremendous focus in our industry of late on health and lifestyle issues. As a driver myself, I believe that these lifestyle changes are the wave of the future for the industry.

I intend to buck the trend and retire as a healthy husband, father and hopefully grandfather, by the time my retirement rolls around. I'm running in my first 10-kilometre run of the summer season shortly.

Committing to an organized activity is a great motivator and it puts you in touch with others that are committed to the same healthy changes in their lives.

I'm happy to report our driver that experienced the heart attack is now in Calgary recovering from the ordeal. □

— Al Goodhall has been a professional long-haul driver since 1998. He shares his experiences via his 'Over the Road' blog at <http://truckingacrosscanada.blogspot.com>. You can also follow him on Twitter at Twitter.com/AlGoodhall.

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SAFETY

Better awareness leads to a relaxing driving experience

A commitment to defensive driving can be revealed by something as simple as a conversation in the truck cab. Ask any driver what they are watching, and they can easily offer a running commentary about hazards such as changing terrain, parked cars, an approaching construction zone or a ramp that will require slower speeds.

The question is where these hazards can be found.

It is an important distinction. While the eyes of a defensive driver are always on the move, those who are aware of issues on the horizon will be in the best position to act in a proactive way. And the movement of the truck can be just as revealing as the driver's words. Those who focus their attention a short distance in front of the hood will tend to steer from one side of the lane to the next rather than maintaining a consistent path between



the painted lines. The truck will also tend to be lurching again and again as the brakes are applied to avoid hazards that appear to come "out of nowhere."

Even a fleet's safest drivers can become complacent over time. But by taking steps to improve their awareness of space around a truck, drivers will enjoy a safer, more relaxing experience on the road.

The Ontario Ministry of Transportation, for example, stresses the importance of checking West Coast mirrors every three to five seconds. It is a technique that will increase awareness of the space around the truck, and it will make the big-

gest difference of all when a driver takes the time to absorb the information rather than falling into a mechanical motion.

Mirrors just need to be properly adjusted to offer a view of these important details. Drivers have a chance to read the writing on the side of their trailer when conducting a circle check, so they don't need to stare at it all day. The mirrors do not need to be tilted upward to offer an open view of the sky, either. The biggest hazards will always be on the road.

When a seat is properly adjusted so a driver's back is straight and knees are at 90 degrees, the best possible view in a mirror will simply show a sliver of the truck and trailer, offering a reference point for any hazards that are emerging around the vehicle.

The safest driving techniques will then take advantage of the in-

formation the mirror can provide.

For example, the smoothest lane changes will tend to follow a 'Three to Five Second Rule' – taking the time to activate a turn signal, observe surroundings, and then move steadily into the lane.

Of course, the view through the windshield is just as important, and it can be improved by offering a few extra seconds of space.

Given the required stopping distances of a tractor-trailer, a following distance of eight to 10 seconds can create an effective cushion of safety. It is even better if the leading vehicle always seems to be pulling away from the truck, adding to the overall room and offering more opportunities to take appropriate action.

Consider the difference that the added distance can make when approaching a traffic signal. If a driver notices that a light has been green for a long period of time, there is a chance to begin thinking about the number of gears that need to be downshifted as the signal begins to turn yellow. Nothing will come as a surprise.

Drivers just need to be aware that the stopping distances will vary from one vehicle to the next. At highway speeds, a car that will stop in 300 feet will be sharing a lane with trucks that might need 500 or 700 feet to come to a rest, and this is when the weather conditions are favourable. The distances can also change dramatically depending on the load. A tandem van trailer with 40,000 lbs of cargo will certainly handle differently than a B-train hauling partially filled tanks of fuel.

These steps all guarantee that drivers will be passed during the journey, but those who recognize they are not part of a race will move freight from Point A to Point B as safely as possible.

It is a matter of remaining relaxed and sitting back to enjoy the ride. The view through the windshield can actually be entertaining when viewed from the right perspective and when given enough time. □

– This month's contributing experts are Ron Harris and Rob Spencer. Ron and Rob are both Markel Safety and Training Services trainers. Ron has more than 17 years experience as a driver and trainer and has been sharing his expertise with Markel for more than seven years. Rob has more than 10 years experience as both a driver and a trainer. He has now been sharing this expertise as a Markel trainer for four years. Markel Safety and Training Services, a division of Markel Insurance Company of Canada, offers specialized courses, seminars and consulting to fleet owners, safety managers, trainers and drivers. Markel is the country's largest trucking insurer providing more than 50 years of continuous service to the transportation industry. Send questions, feedback and comments about this column to info@markel.ca. To read about more industry hot topics, visit Markel's website at www.markel.ca and click on the Articles & Essays section.

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INDUSTRY

Three quick fixes for CBP

Recently, the trade communities in the US and Canada were asked by the new chief at the US Customs and Border Protection (CBP) agency to come up with a list of “low-hanging fruit” that could be implemented to help enhance the balance between security and trade facilitation. While there are a host of issues and priorities – in terms of what might be classified as low-hanging fruit – measures that do not denigrate security; that would help make the border more efficient or less frustrating; that would not require gobs of money; or legislation – CTA and ATA got together and agreed on the following list:

Suspension of C-TPAT benefits

The right to due process and natural justice are underpinnings of our society and some of the things our troops are fighting for overseas. Yet, motor carriers participating in C-TPAT face the possibility of a single security incident resulting in the immediate revocation of a carriers’ C-TPAT status.

Such a drastic measure occurs before an investigation is performed to uncover what led to the security incident. Our proposed solution is that in the event of a security incident, CBP should: a) Not immediately suspend the motor carrier, and thus it should not ‘turn off’ its Status Verification Interface (SVI) number, until an investigation determines the nature of the illicit cargo and at what point it was introduced into the conveyance; and b) Consider a ‘probation’ period if the investigation demonstrates that the carrier was not at fault. The probation can end once CBP is satisfied that the motor carrier has properly implemented the Minimum Security Criteria and considered establishing applicable best practices to reduce the risks of future security breaches.

If an investigation demonstrates a willful disregard on the part of the motor carrier of the C-TPAT Minimum Security Criteria, CBP could suspend the motor carrier and turn off its SVI number; or require the motor carrier to re-apply and undergo again a full validation of the C-TPAT requirements prior to being re-admitted to C-TPAT. A single security incident should not result in a motor carrier being automatically suspended unless an investigation demonstrates a “systemic security” problem and a lack of proper security measures by the trucking company. Individual incidents should not be treated as systemic problems.

Empty trailer repositioning

The trucking industry is seeking a minor change in the interpretation of immigration rules to allow foreign drivers to reposition a foreign-based trailer in the US that did not enter and/or will not leave with the same driver.

Such flexibility would greatly improve not only driver and equipment efficiency, but also improve fuel consumption and reduce emissions due to unnecessary extra tractor movements. Today, foreign drivers are allowed to reposition an empty piece of equipment that either enters or exits with them. Again, the additional flexibility would only impact foreign-based trailers that are in the US and need to be repositioned between two domestic



Industry Issues

DAVID BRADLEY

points before being loaded and bound for the border.

We are urging that CBP provide this added flexibility to low-risk motor carriers that are members of the C-TPAT program as an added benefit to those carriers that have invested to participate in C-TPAT and/or PIP. Such treatment would be reciprocal in the US and in Canada. The Canadian government supports the industry with this solution and is prepared to proceed on a reciprocal basis.

In-transit movements

With the introduction of CBP’s ACE Truck e-Manifest, carriers moving goods in-transit are re-

quired to submit complete shipment information electronically to Customs in advance of arrival at the border. To do this, carriers require full commercial invoice information for the shipment. This is a particularly daunting task for less-than-truckload (LTL) carriers, where they may have the goods from literally hundreds of customers on-board. As shippers and consignees are already reluctant to produce this information for what is essentially a domestic shipment, the move towards electronic processes, a measure that should streamline border clearance, has instead created inefficiencies in the supply chain.

Carriers are forced to abandon the efficiency of an in-transit move, and seek an alternate route adding extra miles which is also not timely or cost-effective or environmentally-conscious. As Canada Border Services Agency (CBSA) moves towards the introduction of the Advanced Commercial Information (ACI) Highway – comparable to ACE – the in-transit process will become automated but

the full commercial information required by the US, will remain a non-requirement for Canada.

The demands for information make it difficult to comply, again particularly in the LTL segment where detailed shipment information is required from multiple shippers, and the matter is further complicated by differing demands from the two countries. CTA and ATA strongly recommend that CBP remove the requirement for a carrier that is a member of the C-TPAT or PIP programs to submit full commercial information for domestic shipments that are part of an in-transit movement and require only a limited data set for goods moving in-transit. This not only improves and creates dramatic time and cost savings for carriers, consignees and shippers in both the US and Canada, it also reduces emissions by eliminating unnecessary miles and brings added benefits to the low risk programs. □

– David Bradley is president of the OTA and CEO of the CTA.

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OPINION

Clause for concern

Tell me one more time, folks, that owner/operators don't need contracts. Over the past few weeks I've had dozens of calls – and I mean dozens – from members and friends of OBAC outlining troubles they're having with carriers.

The problems range from undisclosed hikes in insurance rates to fuel surcharges to rate reductions. I've heard from a few, too, claiming that fleets they work for have arbitrarily changed the mileage paid to given destinations. I'm not sure how that works, except that some routing program must have calculated a shorter distance between two points – regardless of how impractical the new route might be.

These calls are nothing new, of course. I'm often on the receiving end of diatribes about unexpected deductions from monthly statements, or holdbacks that never seem to materialize after an owner/op leaves a carrier.

I've said many times here in this space that the only mechanism an owner/op has to "regulate" the business relationship with his or her carrier is the contract, but I still get calls asking if carriers "are allowed" do this or that, or if they are violating some regulation or another in making a change to the working conditions.

Here's the bottom line on the carrier-owner/operator relationship: carriers and owner/ops are



Voice of
the O/O

JOANNE RITCHIE

two commercial entities that agree to do business together. No rules or regulations exist anywhere to govern that relationship – except your contract or owner/operator agreement.

And since owner/operators are not employees of the carrier, the terms and conditions imposed on employers by Part III of the Canada Labour Code don't apply to owner/ops. Actually, this subject is fodder for a thesis or two because certain terms in the CLC Part III that bind federally-regulated employee drivers to specific statutes, such as working hours, overtime, vacation pay, etc. are sometimes applied to owner/operators too, even though they do not have the force of law.

Other statutes, such as those prohibiting unauthorized deductions and withholding of earnings, do not apply to owner/ops. Therefore, when questions arise concerning monies missing from statements, for example, the CLC Part III is of no use to an owner/operator.

So, what's wrong with current custom and practice that has so many owner/operators unhappy with their business partners?

I'm not about to label all carriers as the bad guys here, but some – maybe more than a few – use rather one-sided, self-serving contracts. But why shouldn't they? They are, after all, simply protecting their interests. And to be utterly fair, some owner/ops must shoulder their share of the blame for signing such contracts, or for agreeing to work under terms and conditions of contracts they either do not understand or have never read.

Some contracts I've seen give the carrier sole discretion in rate adjustments, fuel surcharge terms, and some even allow the carrier to make changes to the contract without the consent of the owner/operator. Sounds underhanded, doesn't it? But, it's a contract, and one of the signatures on the dotted line is yours.

No matter how one-sided a contract might be, if you sign it, you're bound by it. It's up to owner/operators to look after their interests too.

First, read and understand the contract. If you have to, get your lawyer to go over it with you. If the carrier will not allow you to review the contract, walk away. Period.

There isn't an excuse on the planet that I would accept for not being allowed to review a contract that will govern my business and my livelihood.

Go through the contract clause by clause and determine where you might stand in any given situation, because the contract alone determines the outcome of a dispute. When some aspect of the relationship goes off the rails, you will prob-

ably have to resort to the courts for a resolution, and the first thing a judge will look at is the contract. If the contract grants the carrier some right – even one that just doesn't seem fair – the judge will side with the carrier because of the terms of the contract.

The carrier-owner/op relationship is a strange one, and probably unprecedented in its structure. Even though we're looking at two companies doing business together, the carrier is clearly the dominant player – very much in the fashion of a boss and a worker.

For obvious reasons, carriers like it that way, but there's really no reason that an owner/operator should be subservient to the carrier from a contractual point of view. It has stayed that way because owner/ops haven't bothered to question the boundaries of the relationship, and haven't pushed hard enough for fairer, more transparent contracts.

The best tool you have at your disposal is simply to refuse to sign a contract that doesn't protect your interests.

And – I can't stress this enough – fundamental to the whole process is arming yourself with the business savvy to know what your interests are. When's the last time you tried bargaining with a carrier for changes to certain clauses of a contract? I rest my case. □

– Joanne Ritchie is executive director of OBAC. Are you getting less than you bargained for? E-mail her at jritchie@obac.ca or call toll free 888-794-9990.

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TAX TALK

You never pay tax? I'm sorry to hear about it

Quick: how much tax have you paid this year? If you're an employee, you probably won't know until you get your T4 slip next January or February.

That's because your employer deducts your Canada Pension Plan (CPP) contributions, Employment Insurance (EI) premiums, and income tax from each paycheque.

You probably pay more attention to the amount you're getting paid, not what's being withheld for Canada Revenue Agency.

If you're self-employed, you have a different take. You have to record all your income and expenses and pay tax in installments.

When you have to write a cheque to the government each month or quarter, you're keenly aware of how much tax you pay.

Occasionally you'll hear a blowhard owner/operator yammering on about how he pays very little or no tax at all.

Personally, I'd feel bad for the guy. The only legal way to not have a tax obligation is to have a reportable income of \$3,500 or less.

It's tough to get financing on a new truck or mortgage on that, let alone feed a family.

The point of all this is perspective. Your tax bill is a business expense – another bill that has to be



Tax Talk

SCOTT TAYLOR

paid. So take steps to understand why you owe what you do. Keep these points in mind:

1. Just because your tax bill is low doesn't mean it's correct. Maybe it should be even lower. Conversely, just because your tax bill is high doesn't make it wrong, either.

Whether you do your books and tax returns yourself or have someone do them for you, review your financial statements and make sure all the numbers make sense. Review the income statement on your tax return.

Do you see how your lease payments are handled? Is all your loan and credit card interest claimed?

Where is your health insurance? What percentage was used

for your office in the home expenses?

2. As an accountant, I can help you find ways to reduce your tax liability and take advantage of every available deduction, but there's no escaping your legal obligation to report all your income to CRA and pay the tax you owe. Don't fudge the numbers.

3. When you compare an employed person and a self-employed person earning a similar income, the self-employed person will owe approximately \$800 more in total to CRA.

For instance, on \$30,000 net income, a self-employed person in Ontario will pay \$3,980 in tax and \$2,630 in CPP.

An employee earning the same \$30,000 a year will have deductions from their paycheques totaling to the same amount of tax, half the CPP (about \$1,315), but will also pay EI of \$525.

I ran these numbers through a 2005 tax return to see how they compare to today. The CPP on

\$30,000 is exactly the same, the EI in 2009 is \$60 less, and the taxes in 2009 are also \$400 less. Do you feel richer?

4. This is an expensive country to live in. Let's go back to that example of \$30,000 in income. The tax rate on \$30,000 is 22% or \$6,600 – a big chunk of change. That leaves \$23,400 or \$1,950 a month to live on.

By the time you've paid for a place to sleep, eat, drink and be merry, there probably isn't much left over.

You need to run hard and smart in order to make as much money as possible.

Because the more you earn, the more tax you'll pay, it makes managing your taxes that much more important to your success in business. Next time you hear someone say they pay no tax, remember there are only two logical explanations: he is independently wealthy and doesn't have to work very hard or he doesn't have the cash to pay his bills. Maybe you should buy him a coffee. □

'Your tax bill is a business expense – another bill that has to be paid. So take steps to understand why you owe what you do.'

Scott Taylor, TFS Group

– Scott Taylor is vice-president of TFS Group, a Waterloo, Ont., company that provides accounting, fuel tax reporting, and other business services for truck fleets and owner/operators. For information, visit www.tfsgroup.com or call 800-461-5970.



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OPINION

Better times are on the near horizon

As I write this column, we are smack dab in the middle of truck show season. The granddaddy of shows (Mid-America) started us off in late March followed by two tremendous events in Toronto, Truck World and the Canadian Fleet Maintenance Seminars.

Both were well attended and the majority of people I met were optimistic and believed all signals pointed to a return to better times. It may be in the form of baby steps but hey, we're going in the right direction and that's just fine by me.

If you check out the various truck magazine Web sites, you'll see what I mean. The truck manufacturers have been busy sending out press releases announcing their larger fleet orders.

The van segment has been doing the same and it looks like used equipment downtime has finally caught up to the many fleets who held off making large capital purchases over the last few years. Yes indeed, life breathes again for the Canadian trucking community.

Take a look at the 'Driving Careers' section of this issue. You can tell freight is starting to move again by the increase in the number of fleets advertising jobs.

It won't be long before you'll start hearing of the pre-recession driver shortage again.

The fundamentals haven't changed. We've all had more urgent 'today' issues to worry about,

**Publisher's
Comment**



ROB WILKINS

so the shortage was pushed under the rug. It will be back and with a vengeance.

This recession was the worst since the 30s. Most fleets had no choice but to make changes, they did what they had to do to survive. Now the biggest question facing owners and managers is not *if* to re-invest, but *when* to re-invest.

They all know it has to be done but they are a tad gun shy, not wanting to commit to the expense just in case everything goes south again. It won't (yikes, I can't believe I said that! Usually when it comes to these columns, I'm non-committal - 'Which way does the wind blow? Wilkins' comes to mind) and even if it does, I doubt it's going to be an extended version, just another blip in the cycle.

Unfortunately, I don't own *Truck News* or *Truck West*. We're part of a large company that publishes dozens of magazines in dozens of markets. I don't have a crystal ball but come budget time, I'll be preaching re-investment. □

- Rob Wilkins is the publisher of *Truck News* and can be reached at 416-510-5123.

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HEALTH

What a pain! Body aches and pains are inevitable as we age

As each year passes, we feel the effects of our bodies aging. Aches and pains appear where they've never been before. Although we can't turn the clock back, we can fight back!

To help keep pain at the lowest level, I suggest the following:

First, check your diet to make sure you're getting enough Vitamin D. Since Vitamin D helps your body use calcium, it's necessary to maintain strong bones and teeth, avoiding painful small fractures or osteoporosis. Vitamin D is found in fortified dairy products, as well as egg yolk, liver, fish and butter. Fortunately, your body can even make its own Vitamin D when skin is exposed to the sun. So, why not take advantage of the warm weather and pack a folding chair in your rig so you can catch a few rays between loads? What a great way to stock up on Vitamin D.

You can also avoid pain by watching your weight. Carrying an oversized load puts extra strain on your entire body. Every system has to work harder to keep functioning well. Your joints, especially, feel the pressure and may let you know through pain. Extra belly weight is a major cause of lower back pain. So, just taking off a few pounds could really help.

Getting enough sleep can help, too. Certainly, it gives your body time to relax and recover from the regular stresses of the day, both physical and mental. As well, during sleep, your brain releases a chemical that increases your sense of contentment, which can relieve depression which often leads to increased pain levels.

Interestingly, different age groups tend to experience different types of pain.

If you're in your thirties, headaches are the main complaint. Tension headaches, which are described as constant pain and pressure instead of the throbbing pain of a migraine, may actually become more severe with age. However, migraines tend to peak in severity between the ages of 35 and 45.

Finding the cause of headaches can be challenging. Some common triggers of migraines are flashing lights, wine, cheese, food, food dyes, irregular eating times or even skipping your usual coffee times. When you get a headache, try to identify the cause; then, avoid that trigger in the future.

For headaches, you might try over-the-counter pain relievers, or acupuncture, yoga, and focused stress-reduction techniques.

In your thirties, when you physically push yourself like you did in your early twenties, your body just can't respond as well. The result is muscle pain, tendonitis, lower back pain, shoulder pain and/or tennis elbow. Repetitive motions begin to take their toll on your body beginning at this age, especially if your joint alignment is a little off.

However, by consciously using good form, you can avoid injury. Lift with your legs to avoid putting unnecessary pressure on your back. Avoid working with your arms above your head because it creates extra pressure on your shoulders



and neck.

Think about your posture all the time: when you're driving, walking, hooking up your trailer and climbing in and out of your rig.

In your forties and beyond, the effects of any past injuries will become more noticeable. Osteoarthritis and degenerative disc disease appear. With degenerative disc disease, the discs (shock absorbers for the spine, allowing it to flex, bend, and twist) dry out, becoming brittle. This condition causes pain, limits range of motion, and irritates muscles or tendons. In addition, chronic back, neck, hand, knee and hip pain

now appear.

These two groups experience arthritis pain in their forties or fifties: The ones who are very fit and have injured themselves mid-life by overdoing exercise; and those who have made no effort, whatsoever, to keep fit.

To relieve short-term joint and lower back pain, Aspirin, Ibuprofen, or prescription medications may help. However, it may take two weeks of regular dosages to work. Some people opt for surgery.

Even so, surgery should be a last resort because of possible serious complications. As well, if the root cause of the pain is not resolved, the pain often will return later.

You may also consider acupuncture, physical therapy, athletic therapy, muscle injections to reduce inflammation, or a combination of these therapies. Just be persistent

until you find something that works for you.

Certainly, strengthening your core muscles is a great option to avoid strain and pain.

Strengthening your abs will reduce lower back pain because your abdominal muscles actually support the lower back. Strengthening the quadricep muscles which run between your hip and knee cap on the front of your upper leg will reduce knee pain, and help you maintain balance to avoid falls.

So, no matter how old, there is still time to take action.

Maintain your health now, so "pain in the neck" can remain just a figure of speech. □

- Karen Bowen is a professional health and nutrition consultant, and she can be reached at karen_bowen@yahoo.com.

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Volvo vows to become bigger player in North American Class 8 market

'It's a whole new ball game,'

— Volvo/Mack CEO Denny Slagle

By James Menzies

ROANOKE, Va. — As new truck order boards begin to gradually fill in, the head of Volvo Trucks North America says he sees an opportunity to reshape the North American Class 8 market share landscape.

Speaking candidly to trucking trade press editors during a recent roundtable near the company's Virginia truck plant, Volvo CEO Denny Slagle said 2010 is "a whole new ball game."

No longer content with its place among North American truck makers, Volvo has a plan to gain market share by providing customers with the "best solution now and for the future," Slagle said. At the heart of the company's ambitious plan is its EPA2010-compliant emissions solution using selective catalytic reduction (SCR). Volvo feels it's best prepared for 2010, having been the first to get its 2010 engine certified by the Environmental Protection Agency and completing an extensive validation program that includes more than two million customer-driven miles.

Slagle admitted Volvo has stumbled in the past, including with the roll-out of its EPA07 product line.

"We weren't proud of how we

executed 07," Slagle admitted. "We learned from that, and since 2007 I don't think there's been any other manufacturer that has more test miles, more trucks on the road and is more ready for 2010 (than Volvo). We have some wounds to heal but I really like the story for Volvo Group, quite frankly."

In hindsight, Slagle said he wishes Volvo could've rolled out its SCR solution for the previous EPA emissions go-round in 2007.

"We should have gone to SCR in 2006," he said. "In my mind, you took the engine a bridge too far in terms of trying to accomplish (EPA07 emissions targets) through EGR in 2007. With 20/20 hindsight, you could build a case for going to SCR then, because then all you're doing is letting the engine do its job and putting an air cleaning machine behind it. (SCR) lets an engine be an engine again."

Confident in its 2010 truck and engine combo, Slagle said Volvo Group has the right solution for the ever-evolving North American customer, who is increasingly sophisticated.

"If you're a very sophisticated buyer, the things you have to think about now and for the next four to five years,

and that's the time your next purchase is going to span, is what is it going to be worth? How am I going to make money with it? Are they going to create more (emissions) standards? All I'm saying is, I think the market will benefit somewhat from the stability and the package that Volvo delivers," Slagle said.

And while Cummins will remain an important partner, Slagle said even greater efficiencies can be achieved when allowing Volvo to build the entire package.

"People used to buy an engine and put a truck around it," Slagle said. "Now, they're buying a truck. In order to meet all we have to do in terms of regulations and greenhouse gas emissions, the more we can design our whole truck from the engine to the transmission and synch it up, the better in control we are and the easier it is to achieve what's in front of us."

Slagle acknowledged that just because the company has a compelling product for customers doesn't mean it will achieve its ambitious targets, the specifics of which weren't shared with reporters except to say "our goal is not to stay where we are."

"We still have to execute," Slagle added. "In capitalism you get precisely what you deserve and I think we've gotten what we deserve. We will win back the day. I honestly think there's a rare opportunity here to make the type of (market share) movement that

happened in 2007."

In 2007, the roll-out of EPA07-compliant engines and several new product introductions shook up the North American market share picture, mostly to the benefit of Navistar. This time around, Volvo Group stands to be the benefactor, Slagle said with confidence.

Ron Huibers, senior vice-president, sales and marketing, agreed, adding Volvo will target new markets as part of its growth strategy.

"You'll see us having a broader customer base going into the future," he vowed. "The large fleets are important, but it's also the regional fleets and other customers — we have to have better penetration across all the segments. We have a good solution for the segments of the market we haven't done as well on."

The North American Class 8 market in general is poised to grow 20-30% this year, Slagle predicted.

"It feels like we have legs under us with the economic recovery," he said. "Trucks are getting utilized again, the parts business and aftermarket business is picking up quite a bit and that's one of the signals that trucks are going back to work... I believe there are a lot of fleets out there with their finger on the trigger."

Slagle hopes to see similar gains in 2011, but stopped short of issuing a projection because "the markets are so event-sensitive right now, everything spooks the market." □

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Volvo plants ramp up EPA2010 production

Company refuses to let a good recession go to waste

By James Menzies
HAGERSTOWN, Md. & DUBLIN, Va. – Volvo Trucks North America recently invited trade press editors on a whirlwind two-day tour of its powertrain and truck plants here, where production of EPA2010-compliant trucks and engines is well underway.

The effects of the recession, which decimated the global truck manufacturing industry, could still be seen – but surprisingly many of those effects were actually upgrades to the facilities.

New buildings have been erected at the Hagerstown facility since this editor's last visit in 2005, including a \$40-million, state-of-the-art engine lab with eight test cells, where new technologies are developed and engineers can perform such work as weighing particulate matter right down to 10/millionths of an ounce.

During the downturn, Volvo continued investing in its North American facilities, to the tune of about US\$150 million at its Hagerstown powertrain plant alone. Ron Huibers, senior vice-president, sales and marketing, said Volvo invested 5.9% of its total sales into research and development last year.

"That's a big commitment," he said.

During its darkest days, when there were no orders to be filled, employees at Volvo's New River Valley truck plant were invited to

show up at the plant, where they were handed a can of paint and put to work improving their workplaces.

Walls were given a fresh coat of paint, assembly lines were re-configured for EPA2010 component installations and a Kaizen Shop was established, where workers with good ideas on how to improve efficiencies could go to find the tools and help they needed to turn those ideas into reality. Many workers, for example, have constructed their own customized, ergonomic tool racks in the shop.

"We have taken the economic downturn to rethink everything we have been doing," said New River Valley plant manager, Patrick Collignon. "Every down week, we send employees through training and let them experiment in the classroom. They discover you can build trucks in different ways. I want the intellectual involvement of all our employees – I don't care about payback."

During the tours, assembly workers at both plants appeared upbeat as they worked on EPA2010-compliant trucks and engines. While the plants are not yet humming at full capacity, they are busy. Huibers said Volvo has received more than 4,000 orders for its 2010-compliant vehicles to date and has been shipping them since April.

Volvo, which counts environmental care among its core values, has not lost sight of that mission during the recession.

Plant manager Collignon said the facility is in a race to become the first CO₂-neutral factory in the US. Collignon came to Virginia by way of Belgium, where Volvo Group already operates a CO₂-neutral truck plant.

Employees have been heavily involved in pursuing that goal and have contributed many ideas, like turning off the lights on the facility's vending machines.

That simple undertaking alone saved the equivalent of one household's annual energy consumption, Collignon explained.

Volvo has planted some 30,000 pine trees on its property at the plant and by 2012, it's on pace to have reduced its greenhouse gas emissions by 20%. Other environmental initiatives include installing solar boards to heat water and the impending installation of two wind turbines.

So far, Volvo has reduced its energy consumption at the New River Valley plant by 810,926 kW per month, equivalent to about 900 households, Collignon said. Previously, the plant spent about US\$7 million a year on energy, and as Collignon said, "nobody benefits from that."

Back at the Hagerstown powertrain plant, a four-stage validation process has been implemented to ensure Volvo's 2010 engines are reliable. Jeff Granger, EPA2010 chief

project manager, said Volvo began preparing for 2010 early.

"There's no substitute for time," he said. "We wanted to get this product out to customers extremely early."

The four-stage validation process included: Rig Testing, where vehicles underwent 47 durability tests, including some 29 million equivalent miles spent in a rig shaker as well as other "controlled abuse" tests; Accelerated Endurance Testing, where trucks were put through extreme abuse over a six-week period; Vehicle Function Testing, where trucks were tested on the road and in the wind tunnel, including in extreme environments such as a Canadian winter; and finally Customer Field Testing where customers put the trucks and engines through their paces under real-world driving conditions and duty-cycles.

Volvo's currently in the Customer Satisfaction Vehicle phase of the roll-out program, where it's following up with customers on the performance of production model vehicles as they accumulate about 130,000 miles every week. Volvo officials said the company's 2010 products are living up to the company's fuel economy promises.

"We are meeting our 5% fuel savings we had given ourselves as a target," Granger said.

Curt Hassinger, vice-president key accounts, added "This is our most comprehensive effort to date and the most validated product we've ever put forth in this market." □



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- Indy Ganesapillai, Darrin Brown, Dave McKinnon, Dave Watts, Mike Delanty



OEM/DEALER NEWS

**Western Express
orders 900 Cascadias**

PORTLAND, Ore. – Freightliner has landed another major deal with a US fleet, with Western Express placing an order for 900 Freightliner Cascadias with EPA2010-compliant Detroit Diesel DD15 engines.

All the engines will come with Detroit Diesel's BlueTec selective catalytic reduction (SCR) technology.

Western Express is based in Nashville, Tenn. and operates dry van, flatbed, dedicated and brokerage truckload services.

"I am excited about this order and what it means to our customers and associates," said Wayne Wise, chief executive officer and president for Western Express. "This continues our commitment to going green, reducing our carbon footprint, and the EPA SmartWay program. We delayed our purchase of new tractors in anticipation of this new technology."

The order includes a three-year agreement covering nearly 2,800 trucks and will make the fleet a predominantly all-Freightliner fleet, Freightliner announced. □



**Allison re-ups
with Daimler**

INDIANAPOLIS, Ind. – Allison Transmission has extended its supply deal with Daimler Trucks North America, inking a long-term, multi-year deal.

Allison will be the exclusive automatic transmission installed in all DTNA product lines including Freightliner, Western Star and Freightliner Custom Chassis, the company announced. It said it will work with DTNA sister company Detroit Diesel to ensure "superior engine/transmission integration."

"This partnership will allow Daimler Trucks North America to take advantage of the full complement of Allison's productivity, efficiency and performance benefits developed during years of experience in medium- and heavy-duty vocational markets," said Jim Wanaselja, vice-president of North American marketing, sales and service for Allison Transmission. "This agreement defines our close working relationship with DTNA and blends technology and value, benefiting both companies."

"Allison automatics are the benchmark in the medium- and heavy-duty truck industry," added Mark Lampert, senior vice-president, sales and marketing for DTNA. "Our commitment to Allison Transmission will provide our customers with increased value and continue to strengthen our competitive position." □

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Carrier Transicold now offering trailer side fairings

SYRACUSE, N.Y. – Carrier Transicold is now offering AeroFlex fairings through its North American dealer network.

Officials say the side fairings, developed by Freight Wing, have demonstrated up to 7.5% improved fuel economy for tractor-trailers. As a verified EPA SmartWay technology, fairings are now required on many trailers operating in California.

Available for standard as well as refrigerated trailers, the fairings are made of impact-resistant, flexible TPO (thermoplastic olefin) plastic that officials say “maintains a good appearance over the long haul.” The material is UV stabilized for prolonged outdoor use. The flexibility of the material, coupled with a 180-degree top hinge, is designed to allow the low-clearance fairings to flex and withstand both side and bottom impacts. AeroFlex fairings have a three-year limited warranty.

AeroFlex fairings can be installed in a five-degree angled configuration; a “wedge” configuration designed to divert airflow along the side of the trailer, away from drag-inducing rear wheels, axle components and cross-members more efficiently. Designed for ease of installation, officials say the fairings can easily be modified to accommodate under-trailer fuel tanks in refrigerated trailer installations.

“Another example of Carrier Transicold’s EcoDriven energy and environmental solutions, side fairings reduce fuel consumption, which has a corresponding effect on reduced greenhouse gas emissions,” said Jason Forman, senior product development manager, Carrier Transicold Performance Parts Group. “They are an important consideration for fleets and owner/operators who want to achieve EPA SmartWay compliance. Although SmartWay compliance is voluntary in the United States, California’s Heavy-Duty Vehicle Greenhouse Gas Emission Reduction Regulation calls for SmartWay compliance of 53-ft. trailers used in the state.”

“AeroFlex fairings are a terrific option, whether you are working toward compliance or just focused on improving fuel efficiency,” he added. As a SmartWay-verified technology, AeroFlex fairings qualify for low-interest SmartWay financing.

In 2007, Carrier Transicold became the first nationwide distributor of Freight Wing’s original aluminum “gap” and side fairings, which the company still offers.

“For decades, Carrier has been incorporating sustainability into its products and operations. We are pleased to leverage that expertise together with Freight Wing to offer innovative, sustainable solutions to the marketplace,” said John Mandyck, Carrier’s vice-president for sustainability and environmental strategies. □

Navistar introduces new waste collection features for DuraStar, Workstar

ATLANTA, Ga. – Navistar has introduced a number of new waste collection features for its International DuraStar and International WorkStar vocational trucks.

In particular, the DuraStar, a smaller, less severe-duty truck than its heavy spec’ cousin, the WorkStar, has added a number of features specifically designed for the rigours of the waste collection industry.

Each truck cab, complete with an air suspension system (standard on WorkStar, optional on DuraStar) and a double-sided galvanized steel cab (standard on both), comes with a five-year limited warranty.

Both the WorkStar and DuraStar can be spec’d to accommodate stand-up, right-hand drive (SRD) configurations, which can help reduce cycle time, improve operator ergonomics and help visibility, says Navistar. Officials say that

because of the DuraStar’s sloped hood, SRD conversions work especially well, providing operators with outstanding forward and side-to-side visibility.

The WorkStar offers a cooling system mounted above the frame rail, which is designed to protect the radiator in off-highway environments, such as landfills, and also to allow for FEPTO (front-end power take-off) mounting without having to put a hole in the radiator.

International mounted the DuraStar’s cooling package in mega-brackets at the front of the frame rails, which officials say allows for excellent visibility in applications that do not require a FEPTO.

Standard, wide-track front axles are also found on the DuraStar and WorkStar, which allows for greater wheel cut and a shorter turning radius, reducing the likelihood that an operator would have to shift

into reverse during tight maneuvers, helping increase productivity and safety.

The complete line-up of 2010 MaxxForce engines spec’d for the waste collection industry – from the mid-range diesel (MRD) MaxxForce DT, MaxxForce 9 and MaxxForce 10 to the heavy-duty diesel (HDD) big bore diesel options in the MaxxForce 11 and MaxxForce 13 – are wet-sleeved engines, which customers can rebuild without removing them from the chassis. MRD ratings up to 350 horsepower and HDD ratings as much as 475 horsepower are designed to satisfy both curbside collection requirements as well as roll-off truck requirements.

All International brand vocational trucks powered by 2010 MaxxForce engines use MaxxForce Advanced EGR emissions technology. □




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OEM/DEALER NEWS

Canadians among top Peterbilt dealers

SEATTLE, Wash. – Canadian Peterbilt dealers fared well during the truck maker's Annual Dealer Meeting, with Peterbilt Ontario Truck Centres named Medium-Duty Dealer of the Year and Peterbilt Pacific Abbotsford named Truck Care Dealer of the Year.

Peterbilt of Springfield was named North American Dealer of the Year, but Peterbilt Manitoba was a finalist and one of only four 'Best in Class' award winners. Doug Danylchuk is the dealer principal of Peterbilt Manitoba. Best in Class winners are judged on market share, goal achievement and financial management.

David Climie is dealer principal of Peterbilt Ontario Truck Centres in London, Ont., which was named North American Medium-Duty Dealer of the Year. Peterbilt said the dealership contributed towards

the OEM's significant market share gains in Ontario.

"Peterbilt Ontario Truck Centres has done an exemplary job of representing Peterbilt's medium-duty line of trucks," said Bill Jackson, Peterbilt general manager and Paccar vice-president. "The London team has been very successful in selling and supporting the entire medium-duty product line to a full range of applications such as utility, pick-up and delivery, and towing and recovery. We are proud of their growth and accomplishments in the Ontario market."

The Truck Care Dealer of the Year, won by Peterbilt Pacific Abbotsford, was awarded based on the dealership's service excellence and full array of Truck Care programs, according to the company.

The dealer has five locations in B.C. and is headed by dealer principal Don Pasiuk. The Abbotsford

location consistently ranks highest in overall customer satisfaction, according to the company.

"The level of service that Peterbilt Pacific in Abbotsford provides is outstanding," said Peterbilt's Jackson. "The dealership demonstrates true value to the customer of a Peterbilt service facility, and supports and delivers upon the Truck Care program of services. This includes their dedication to our 24-hour service and support, QuickCare Services, and loyalty card program to name a few."

Peterbilt also named 24 recipients of its Platinum Oval Award, which recognizes "outstanding performance in the Peterbilt Standards of Excellence Program."

Winners hailing from Canada included: Peterbilt Manitoba, Brandon; Peterbilt Manitoba, Winnipeg; Frontier Peterbilt Sales, Lloydminster; Frontier Peterbilt Sales, Regina; Peterbilt Fort Frances; and Peterbilt Prince George. □

Canadian Kenworth dealers honoured

SEATTLE, Wash. – Kenworth recently honoured some of its top dealers, including several from north of the border.

Custom Truck Sales from Regina, Sask. was one of the truck maker's Gold Award winners, qualifying for Dealer of the Year honours. However, it was MHC Kenworth in Kansas City, Mo. that won that distinction. Nonetheless, Custom Truck Sales was one of only five Kenworth dealers to win a Gold Award.

Silver Award winners included GreatWest Kenworth and Kenworth Quebec.

Kenworth's Medium-Duty Dealer of the Year was Central Illinois Trucks from Normal, Ill. Kenworth Toronto was named a finalist in the medium-duty category. □

Laval dealer wins Hino Dealer of the Year honours

LAVAL, Que. – Laval Hino has been named Hino Motors Canada's Dealer of the Year.

The Quebec dealership was awarded for its performance in the fiscal year ended March 31, 2010.

"Not only is Laval Hino the top selling dealer in the country, but it is also a recognized leader in customer service and support," says Eric Smith, national sales manager for Hino Motors Canada. "It is very fitting that Laval Hino would win this title."

Laval Hino has represented the Hino line since its inception in 1993 as a full-service and sales dealer. □

Peterbilt makes Cummins ISX11.9 widely available

DENTON, Texas – Peterbilt has announced the widespread availability of the new Cummins ISX11.9 engine. The newest offering from Cummins is available for immediate order across Peterbilt's entire vocational and conventional truck line-up, including the Models 320, 365, 367, 384, 386 and 388.

"For Peterbilt customers who demand power and performance, yet are sensitive to vehicle weight, the new Cummins ISX11.9 is an ideal solution," said Bill Jackson, Peterbilt general manager and Paccar vice-president. "The ISX11.9 is a versatile engine that will suit our customers' needs in applications ranging from refuse and construction to short and regional haul."

The EPA2010-compliant Cummins ISX11.9 boasts strong pulling power, excellent throttle response and high fuel economy numbers. It shares technology with the ISX15, such as the XPI common rail fuel system and electrically-actuated VGT turbocharger. It's available in horsepower ratings from 310-425 with maximum torque of 1,650 lb.-ft. □

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TODAY!

Former trucker turns lube guy

Says truckers deserve better service

By Ingrid Phaneuf

TORONTO, Ont. – Patrick Whiteside, 42, used to be a trucker. Now he's in the business of making truckers' lives easier. Or at least that what he says is his prime objective when it comes to serving clients at his recently purchased truck lube business, Truck Boyz Lube, at 1976 Kipling Ave., just west of Toronto, in Etobicoke, Ont.

"Times are really tough for truckers right now," says the former owner/operator, in business for himself with one truck for 22 years prior to becoming sole owner of the lube shop. "Just before I got out, the company I worked for cut my rates by 20%."

But shrinking profits weren't the entrepreneur's only reason for changing tracks. "I also hurt my back, just two years after I got into trucking and now I have arthritis," says Whiteside. "So, it was a health thing too."

Whiteside says both he and his wife had been discussing getting into the truck lube business for some time before they heard that Truck Boyz Lube had gone up for sale, and purchased it in December of last year.

"We were attracted to this business in particular because we heard you could make good money at it, so it seemed like a good opportunity," says Whiteside.

Whiteside's entrepreneurial roots run deep. Even before he took up trucking at the tender age of 20, he was working as a goose and bear guide for hunters in the Rockies and in Northern Ontario. "I grew up hunting," says Whiteside, "so my Dad had contacts I could go to work guiding for."

Whiteside said he's hoping his own son, aged 14, will follow in his footsteps at the truck lube shop, if only as a summer job. "I'm making him work, whether he likes it or not," Whiteside says with a laugh.

Still, trucking and truck-related occupations get into the blood as they say, as evidenced by the ongoing employment of staff at Truck Boyz.



NEW START: Former truck driver Patrick Whiteside (right) left trucking to serve truckers, along with shop manager Eddy Victoria.

"My shop manager here is Eddy Victoria and he's been in the truck lube business forever," says Whiteside. "He's incredible. Before I got new computers our old system used to go down for two or three days at a time. Whenever that happened it was Eddy who could tell you the make, the model and the price on any fuel, oil or water filter in any truck."

Help getting the formerly ailing business up and running again also came from Castrol, says Whiteside. "They've been great," he says. "They helped pay for advertising and promotions. They even helped put up our signs at no cost."

And support isn't lacking among customers, says Whiteside, adding service is what's getting them in the door and what's going to keep them coming back.

"It's all about trust and treating the customer like a human being," says Whiteside. "I know, because I used to drive, how bad truckers get treated sometimes. I can relate. And I know how important it is to be treated right and to be able to trust that your shop is doing what it's supposed to do and what it says it's doing."

Whiteside is hoping early interest in his business will mean expansion in the near future.

"My wife has still got her job, but we're hoping that we can open another location on the 407 soon and she can help me run that." □

J.B. Hunt opts for Navistar's EPA2010 solution

WARRENVILLE, Ill. – J.B. Hunt has shown confidence in Navistar's non-SCR emissions strategy by inking a long-term supply agreement with the company.

The agreement calls on Navistar to provide International brand trucks with the MaxxForce 13-litre engine using advanced EGR over the next five years.

The agreement will see J.B. Hunt take delivery of about 5,000 International ProStar+ trucks through 2014.

"We're excited to once again be J.B. Hunt's principal commercial truck provider and look forward to delivering them International trucks with MaxxForce engines as well as the full support of our parts and dealer network," said Jack Allen, president of Navistar's North American truck group.

"J.B. Hunt is an industry leader and one of the most metric-driven transportation companies in the world," Allen added. "They have tested our ProStar with MaxxForce 13 engine and this agreement demonstrates their confidence in the fuel economy, overall performance and no-hassle approach of our MaxxForce Advanced EGR engines."

"J.B. Hunt is continuously evaluating equipment alternatives to ensure we leverage the best solution available for our customers, our drivers and the environment," said Kirk Thompson, president and CEO for J.B. Hunt. "Through this supplier agreement with Navistar, we will be adding some of the most fuel-efficient and driver-friendly tractors in the industry to our fleet." □

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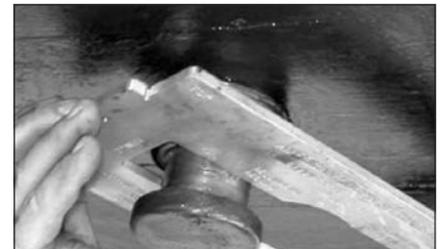
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Punching above their weight class

Shell says today's lighter weight oils offer heavyweight protection

By James Menzies

MISSISSAUGA, Ont. – Shell Canada held a recent customer information session here to espouse the fuel economy benefits of moving to a lighter weight oil and to prepare customers for EPA2010 engine requirements.

The Shell Fleet 2010 Technology Symposium featured the company's global experts, who urged fleets in attendance to consider moving to a lighter weight oil, such as a 10W-30, from the 15W-40 most fleets are currently comfortable with.

It's a trend that's already underway in Europe, noted OEM technical manager Dan Arcy, and is beginning to appear here in North America as well. He noted Mercedes-Benz's factory fill in Europe is a 5W-40 and Volvo and Mack have made a 10W-30 their factory fill in North America. Still, about 90% of heavy-duty engine oil sold in the US is of the 15W-40 variety, with 10W-30 and 5W-40 synthetic oils only slightly more popular here in Canada. Recent testing, however, has shown fuel economy can be gained by moving to a lighter weight oil, without sacrificing engine protection or durability.

"The viscosity grade of the oil gives you that fuel economy benefit," Arcy explained, suggesting a 1.6% fuel economy improvement can be achieved simply by moving from



INSTANT ANALYSIS: Dan Arcy, OEM technical manager with Shell, told fleet managers that consistency is key when running an oil analysis program. Machines like this one can provide customers with fast results.

a 15W-40 to a 10W-30. Arcy said it's like swimming laps in a pool filled with water rather than honey – the lighter weight oil provides less resistance.

"That's really what's happening in the engine," he said. "That's where the fuel savings are coming from – the ability to move that oil through the engine."

While a 1.6% fuel economy improvement may seem insignificant, Arcy warned against grand-

iose claims of larger fuel savings and pointed out 1.6% can save an operator \$960 per truck each year based on 120,000 miles per year at 6 mpg with diesel costing US\$3/gallon. By that same math, a 100-truck fleet could save about \$96,000 per year.

"We've been able to demonstrate that the wear performance remains the same and the oil consumption remains about the same as it was with the 15W-40," Arcy said.

Preparing for 2010

Shell also addressed the new generation of smog-free engines that are coming on line this year, noting that for the first time a new emissions requirement has not required a new engine formulation.

Arcy said oil companies "overformulated" the API CJ-4 category of heavy-duty engine oils introduced in 2007 so that they'd be able to handle current engine requirements.

"Every year we went through an emissions change, we also went through an oil change starting back in 1998," Arcy said. "In 2010, this is the first time we have not needed to make any changes. The API CJ-4 quality engine oils are the engine oils recommended for 2010-emissions engines, so you can check that box off."

However, Arcy did make some suggestions on how fleets can prepare to integrate new generation EPA2010-compliant engines into their fleets, specifically those using selective catalytic reduction (SCR) exhaust aftertreatment. For starters, with the introduction of a new liquid (Diesel Exhaust Fluid), Arcy said technicians and drivers should be trained on the importance of keeping their fluids straight. While it would be difficult to mistake diesel for DEF, or vice-versa, misfills are a concern and an action plan should be put in place in case they occur.

"Is anybody going to put the wrong fluid in there? It's absolutely going to happen," he said of the new DEF tank, which will have a blue cap to minimize the risk of misfueling. "Diesel fuel is going to go in there by accident or you're going to see DEF end up in the fuel tank. These are things that need to be thought out when you're training drivers."

Drivers, Arcy said, should be in-

structed not to start the vehicle if they realize they've added DEF to their diesel tank, since the fluid is 67.5% water.

"If they start the truck up, they're 20 miles down the road (when problems arise) and now you've got a \$300 tow bill on top of it," he said. "If these mistakes are made, they have to call (the terminal) and work through the procedures you have in place. It may mean pulling and draining that tank, but the last thing you want to do is drive."

At the shop, Arcy said fleets will have to determine whether they want to stock DEF on-site and whether their bays are configured for its storage.

"If it was me owning a fleet, I'd want to have it on-site. Anytime a truck comes in, I'd fill it up for him because that's one less chance of a driver out there accidentally putting the wrong product in," he reasoned. It's possible drivers will be able to avoid filling up their DEF tanks altogether, since DEF will be consumed at a 2% rate compared to diesel. Arcy noted a 13-gallon DEF tank will get a driver about 6,300 kms between refills.

"You're talking about having to fill up every few weeks, not all the time," he said.

Oil analysis

Shell's Arcy also discussed the merits of employing an oil analysis program to extend drain intervals. The first step in establishing an oil analysis program is to ensure all information is entered correctly, he stressed. Poor record-keeping or data entry can leave a fleet looking for answers and playing the blame game. Arcy spoke of one fleet that saw its soot levels double on certain vehicles and began blaming everyone from the engine manufacturer to the oil supplier.

It was eventually discovered that one of the fleet's shops doubled drain intervals from 20,000 to 40,000 miles without communicating the change to the other shop.

"All the information has to be filled out properly," Arcy said. From there, consistency is key. Even changes in how the oil sample is pulled (hot vs. cold engine or from the sump vs. the dipstick tube) can throw off an analysis.

"Those things have to be taken into consideration and standardized in order to get the best results," Arcy said.

An oil analysis program will measure three types of metals: wear metals, contaminant metals and additive metals. Each will tell a story. For instance, Shell Rotella 15W-40 has a calcium baseline of 2,300 parts per million (ppm). A drop to 1,000 ppm may indicate hydraulic oil was mistakenly added in place of engine oil. They key to a successful oil analysis program is timeliness – pulling and submitting oil samples on a regular basis and then taking the time to read each report when it's received.

"Quite frequently, people get this report in the mail, they open the filing cabinet and file it. You've gotta look at them – filing these doesn't do any good!" Arcy stressed. And the same can be said for collecting and submitting samples. "It's meant to be done rapidly," he explained. "Don't sit on them until you have a box full. If they're sitting on the shelf for 30 days, it doesn't do you any good if you have a coolant leak running down the road for 30 days." □

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MAIL

If long and tall goes, I will follow

Dear Editor:

RE: Long and tall dead and gone?

An interesting debate brewing over the 'long-nosed' era coming to a close! I would have to join sides with the traditional stylists and say if the 'long and tall' era is coming to an end, then so is my career in the trucking industry.

Being around the trucking business ever since I was a child, now 40-plus years of age, I cannot imagine switching over to the 'slippery aerodynamic' versions of Class 8 trucks, not for the kind of work we do out here in Alberta and B.C.

The aerodynamic versions may be of some advantage when pulling a van across North America at 80,000 lbs GVW, but not pulling super-train loads of building materials over the Roger's Pass grossing 63,500 kgs! In my opinion, the advantages of the long hood conventional by far outweigh the disadvantages: Increased air-flow under the hood translates to lower operating temps (especially with the new 'environmentally-friendly engines').

Ease of maintenance; any mechanic will choose a clutch job on a long hood over an aerodynamic model in a heartbeat.

As far as fuel efficiency goes, my 98 Kenworth long hood consistently averages 5.8-6 mpg when driven at a reasonable speed, which I think would be tough to better, even with a round truck. We are on a slippery slope in the trucking industry right now: over-regulation has already forced many drivers with years of experience out of out profession. No longer will we have drivers who pride themselves on providing an essential service with a classy looking rig; but rather employees with a unit number instead of a name, just in it for the paycheque. □

Chris Schmidt
S.T. Schmidt Transport
Olds, Alta.

With death of long and tall, let's bring back the cabover

Dear Editor:

RE: Long and tall dead and gone?

The long-nose tractor has been dead for a long time. It just won't fall over. If there was an offering of a COE like a Freightliner Argosy or the last Internationals, they might be adopted a bit more by the long-nose freedom trucker crowd.

These are the people that should recognize that a more versatile (we pull tanks, vans and long overdimensional loads and trains) unit that is very similar to a Class A motor home (what truck driver doesn't want one?) would be more valuable to them as they could go to any job from hauling bananas to bridge beams and then be re-sold into vocational service, instead of joining the thousands of big sleeper conventionals that are almost impossible to get rid of. But then if you spend all your time looking in the mir-

ror, practical money-making decisions go out the window. Think what some of these people pay out in additional ferry charges purchased on a footage basis per year just to look "cool."

Try hauling 24-metre pipe and fit provincial regs without having to use an escort vehicle. If you do enough of this work you can buy a new truck two years sooner, but then who cares when looks matter most?

As a fleet owner, we have built our fleet and made 10 or 15% more net money consistently because our Super-B trailers are 30-32 which are pulled comfortably by a 210-inch wheelbase, 100-inch BBC cabover, that also pulls various lowbed combinations without pilot cars and also moves bridge beams or long steel with long front projection. It is very frustrating to not be able to purchase the same trucks in North America that the Australians can get and use effectively there.

Many of the owner/operator bling types could also use the revenue generated by drome decks or boxes that a longer cabover would allow. But then I guess it's not about money when you can't recognize that speed limiters have a considerable impact on safety and efficiency.

I dare any of the long-nose crowd to test drive a late model Argosy and enjoy the view and the ride. They're not your grandfather's cabover anymore. With an automated transmission and a back-up camera you can't tell that you're not already driving that 40-foot diesel pusher that is first on the bucket list.

This debate will go on for a while I'm sure, but I know what I want to buy to be profitable and versatile. □

Bob Fedderly
Fort St. John, B.C.
Via e-mail

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MAIL

Good riddance, long and tall era

Dear Editor:

RE: Long and tall dead and gone?

No, long and tall is not yet dead. It's alive, but just barely. This following message has been out for a long, long time: successful, well-managed, profitable trucking firms, large and small – the ones who are in it for the long haul – don't have long and tall in their aerodynamic, fuel-efficient, and cost-effective truck fleets. Long hood? Noisy Cat engine? Heavy 24.5-inch rubber? Motel-on-wheels sleeper? Over-done chrome and lights? Doing five miles per gallon, thinking they've hit the big time?

This isn't sensible trucking. It's not even trucking for profit. It's nothing more than a bunch of unrealistic, close-minded wannabes with drug-induced truck business plans powered exclusively by ego-driven stupidity. □

Ken Armstrong
Seattle, Wa.
Via e-mail

It's about more than efficiency

Dear Editor:

RE: Long and tall dead and gone?

Having a corporate executive claiming that the classic-style conventional truck is "dead and gone" is really no surprise. Apparently that executive doesn't realize that the classic-style conventional truck, to a professional driver, can be equated to the corner office of the corporate executive. That big office certainly is not as "efficient" as a small cubicle, but it does incentivize and motivate, as does the classic-style conventional truck.

The "efficiency" argument against long, tall trucks is usually measured in terms of mpg. Now, certainly in the hands of an unskilled driver, those trucks can be real fuel-guzzlers, but operated by a seasoned professional, that argument loses a lot of merit. But just like the corner office, efficiency does not have to be their greatest asset.

The classic-style conventional truck has been an industry icon for decades. It's an image that children dream about, it's what old professionals brag about, and it has been a targeted goal of new drivers and owner/operators. Those classy trucks were the reward of excellence to the professional driver during a time when cabovers dominated the industry. Traditionally, becoming a profitable owner/operator driving a classic-style conventional truck was the pinnacle of success, and the top of the ladder for the professional driver.

Tragically, that ladder was inverted during an industrial growth pe-

riod that began in the mid-90s and continued through to about 2006. It was a decade or so that was focused on aggressive recruitment. Transport companies started offering preferential runs and classic-style conventional trucks, no longer as rewards, but as enticements to attract new hires. Unfortunately, that strategy also hijacked the incentive that motivated the driver to become a professional.

Imagine a corporate office that has everyone from the clerical staff right up to the CEO, all working for the same rate of pay and functioning out of the same sized cubicle. Arguably, that might be "efficient" but certainly not attractive, and yet that is what a driving career has become these days. It's a flat line with no ladder to climb and very little incentive to improve. Drivers are all paid the same, and incentive bonuses are subjective at best and they neither elevate nor motivate. Little wonder that morale has been tossed out the window like those little bottles that litter the landscape nowadays.

Those big shiny classic-style trucks are nearly the single remaining source of pride for an occupation that is faced with ever increasing condescension. So, are those "big fancy trucks" dead and gone? I hope not, but if they are, so is the incentive and pride of the professional driver. Ironically, their fate is being determined by corporate executives in "big fancy" corner offices. □

Peter Rintoul
Via e-mail

Long and tall dead? Say it ain't so

Dear Editor:

RE: Long and tall dead and gone?

I am Austen Naaykens and I am 16 years of age. My parents own a small trucking company in Beausejour, Manitoba called Naaykens Transport. I see myself in a couple years behind the wheel of a big rig, but when I read the article 'Long and tall dead and gone,' that really got to me.

I have been looking forward to getting my Class 1 licence and stepping foot into a big old long-nose Peterbilt. There's something about those trucks that makes me and all kinds of people stare when one drives by.

I don't know if that's why I like a long-nose truck so much, but those are the trucks that everyone looks at, not those new round-nose trucks you see every day, everywhere you go.

I would truly be disappointed to see those long-nose trucks go away forever. It's not only the true diehards that have been driving those long-nose trucks for years that don't want to see those trucks go, it's also the young or "new" generation of truckers who also don't want to see those trucks die out. □

Austen Naaykens,
Beausejour, Man.
Via e-mail

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Mark Dalton: Owner/Operator

Licence renewed

By Edo van Belkom

The story so far...

Mark is looking for a load. Bud has a sweet one to California that won't be ready for a few days. In the meantime, Bud asks Mark to help an older driver, Charlie Knowles, get his licence renewed. Charlie's a real character and Mark agrees to help out.

After a call to the MTO to get an idea of what's needed to renew an A/Z licence, Mark meets up with Charlie. The man is as abrasive as ever and is worried Mark will be charging him for his help. When Mark tells Charlie he's doing a favour for Bud and there's no charge, Charlie starts making demands, testing Mark's patience.

Charlie goes to do his written test. Mark had prepared cheat sheets to help the man, but replace them with blank pieces of paper just before the test so Charlie would pass the test on his own merits. He does pass without checking the cheat sheets and now he's getting cocky. Mark reminds him there's still a road test and Charlie comes back to earth hard.

Mark met up with Charlie early the next morning. Charlie's road test was at 2 p.m. and that gave them a few hours to go over things and do a few dry runs before doing it for real.

"How are you feeling?" Mark asked.

"Not so good," Charlie said.

Mark didn't doubt it. There was sweat across the man's bald pate and his skin looked pale. "You'll do fine."

Charlie nodded. "Let's get this done."

"We'll start with a circle check." They both got out of the truck and Mark stood back while Charlie went through his routine, beginning with the hood and cab. He did a walk around the entire rig, then asked Mark to help him out with the light and signal tests. Finally, after a detailed inspection of the brakes, Charlie uncoupled and coupled the rig.

"Done."

"Then let's go for a drive."

Charlie smiled and quickly got up behind the wheel. He seemed happy there... comfortable. And when they got underway, Charlie proved to be an excellent driver, sometimes doing a smoother job of running through the gears than Mark usually did. It was obvious that Charlie was an excellent driver, but the question was, did he do everything well enough to pass a road test?

"Well?" Charlie asked, when he'd finally come to a stop.

Mark shrugged. "I'm no tester, but you seemed to drive alright to me."

"You think I'll pass?"

"I think so, but you never know what they'll be looking for."

"So there's a chance I could fail?"

"I didn't say that."

Charlie looked worried now, biting his lower lip. "I want some cheat sheets for the road test too...to remind me how to do things the right way."

Mark was about to tell him that cheat sheets wouldn't help him on a road test, but he stopped himself. Maybe writing some of this stuff down would calm Charlie's nerves. "Sure, why not?"

They went to a Tim's down the road and got to writing. By one in the afternoon, Charlie knew everything he needed to know.

"I sure hope I do alright," Charlie said, taking the keys to Mother Load."

"Of course you will. You don't forget 40 years of driving experience overnight," Mark said, reaching over and discreetly removing the cheat sheets from Charlie's coat pocket. "You'll do fine."

"I hope you're right."

"I hope so, too," Mark said under his breath, watching Charlie leave.

Charlie returned a couple of hours later, a dark scowl on his face.

"Did you pass the test?" Mark asked.

"Did you get your licence renewed?"

"Of course I did, no thanks to you."

"What do you mean?"

Charlie glared at him. "Just before I was about to start my circle check, I reached into my pocket for my cheat sheets and all I found was a slip of paper from you saying, 'Good Luck!'"

"I didn't want you to fail just because you got caught cheating."

Charlie nodded. "That's very kind of you, except there's nothing in the laws that make it illegal to have something written down on paper to help you get through the road test."

"There isn't?"

"No, there isn't. I could have had the whole study book with me if I'd wanted."

"Oh, well then," Mark said, trying not to smile. "I'm glad it all worked out okay. I knew you could do it on your own anyway."

"Yeah, well, there were times when I wasn't so sure."

"Like when?"

"Like when the tester walked out to the truck and I realized he couldn't be more than 22 years old. He said he had his A/Z but you just know he did the test just to put the licence in his pocket. If he ever did a long-haul in his life it was to move his X-Box from his mommy's basement to college and then back again."

"You weren't disrespectful, were you?"

"Of course not, but I didn't have to like him now, did I?"

"You didn't like him?"

"If we were sitting in the pub drinking ale and watching the Rangers playing Everton, I might have liked him just fine. But it's hard to like a fella who has the power to decide whether you can go on making a living or not."

Fair enough, Mark thought. "Was the test difficult, then?"

"Not really. But when I asked the boy if I was getting the old-timer's test, he told me every test was the same." Charlie shook his head.

"I didn't appreciate that. After driving without a problem for 45 years I got tested the same way the kid who wants to drive daddy's truck on the weekend, or the lassie who wants to drive a few hours while her husband sleeps on a busman's holiday to Florida."

Mark shook his head. "You must have passed easily."

"I would have, but the tester kept saying things like, 'Are you sure that's right?' or 'Do you always do it that way?' It got so bad I was having trouble telling the accelerator from the clutch pedal."

"That could be a problem."

"Aye, so I asked him how bad I had to be to fail the test and he said, 'A fail's a fail no matter what age you are.' For example, if I uncoupled the trailer before I let the landing gear down, that would be a fail. And if I didn't signal a turn or went through a stop sign, those would be fails too."

"Sounds pretty basic."

"That's what I thought. So when I realized I'd be fine as long as I drove the way I normally do, the rest of the test was as refreshing as a cool breeze under my kilt."

Mark laughed. Charlie was a true character and the road needed drivers like him regardless of how old he was.

Charlie took Mark out for a steak dinner that night to thank Mark for his help, but cut the evening short right after dinner. "I'd love to share a pint with you, but I've got a sweet load waiting for me."

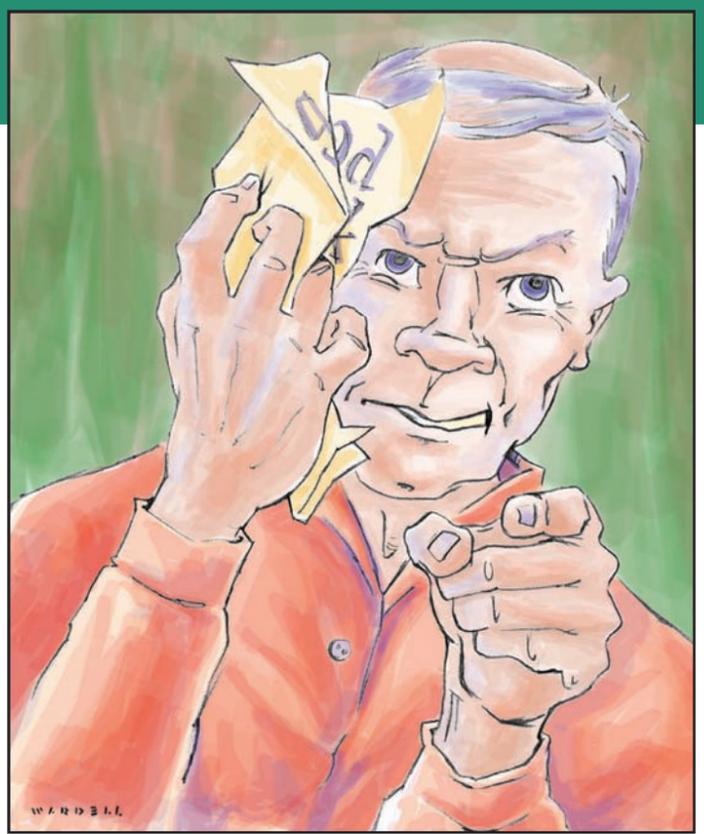
"Already?" Mark said. "Good for you."

"Hey, when you're as good a driver as I am, the good loads come your way."

Not to be outdone, Mark said, "Well, I've got a great load waiting for me too."

"Then I won't keep you," Charlie said, paying for the meal on his way out the door.

As he watched Charlie leave, Mark felt pretty good about the deed he'd done. Now all that was left was to head for California and make it a feel-good day all



around. He took out his cell phone and called Bud from the dinner table. "Hi Bud, this is Mark."

"Mark who?"

"Mark About-to-spend-three-days-in-California Dalton, that's who."

"Oh, that Mark."

From the tone of Bud's voice, Mark knew there was something wrong. "What happened to the load?"

"You should have called sooner," Bud said. "I just gave that California load to another driver."

"Who?"

"Charlie Knowles. Hey, thanks for helping him out with his licence renewal, by the way. He couldn't say enough good things about you."

Mark wished he could return the sentiment. "You gave my load to that, that... Scotsman?"

"Yeah, he said you were busy the next few days and would be happy if he got the load instead of you because, you know... he was your student an all. Besides, the load needed one of my best drivers and if Charlie's licence is good, then he's one of the best."

"Really?" Mark wanted to be mad, but all he could do was laugh.

"Relax," said Bud. "I've got plenty of other loads."

"Yeah, like what?"

"Lemme see, how 'bout a load of machine parts to a lumber mill in Timmins?"

Mark sighed. "I'll take it."

But while Charlie and Mark were headed in different directions, Mark was sure the two of them would meet again someday. Mark for one, was looking forward to it. □

— Mark Dalton returns next month in another adventure.

Did you know that there are two full-length novels featuring Mark Dalton?: Mark Dalton "SmartDriver" and Mark Dalton "Troubleload." For your free copy register with ecoENERGY for Fleets (Fleet Smart) at fleetsmart.gc.ca

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FLEET NEWS



NASCAR'S CHOICE: Choice Reefer Systems has inked a multi-year sponsorship deal with the NASCAR Canadian Tire Series to be its official refrigerated freight service. As part of the deal, the carrier will supply a tractor to pull NASCAR's new state-of-the-art, 53-ft. Featherlite race hauler from coast to coast in Canada. Pictured is the recently-unveiled hauler as well as the CRS truck that will pull it to race events across Canada. □

Mullen v.p., CFO announces retirement

OKOTOKS, Alta. – Mullen Group has announced that David Olson is stepping down as vice-president, finance and chief financial officer of the company, effective July 31. Olson's retirement follows more than 25 years of service with the Mullen organization.

"Dave has been a trusted and respected member of our team for many years. His experience and wisdom was invaluable as Mullen grew and transformed itself into the organization it is today. On behalf of our entire organization, I want to thank Dave for his many years of service and wish him all the best as he enters his retirement years. He will be missed," said Murray Mullen, chairman and chief executive officer. □

PEOPLE

ArvinMeritor has named **John Nelligan** its new Canadian regional director, North American field operations. Nelligan will head the sales, service and support of fleets and dealers across Canada, overseeing eight district managers. Nelligan joined ArvinMeritor earlier this year as director of a specialty business unit. Prior to that, he served as dealer principal and general manager of Harper Truck Centres.

Meanwhile, ArvinMeritor named **Rick Decaire** its eastern regional sales director for the aftermarket business. Decaire most recently served as eastern area director for the northeast and eastern Canada regions, covering the northeastern US and eastern provinces of Canada.

Manac has shuffled up its sales force and executive ranks. **Roger Gendron**, formerly vice-president of sales at Manac since 1982 has taken on the position of vice-president, assistant to the president. He'll be in charge of special projects, relations with major clients and will take an active part in the company's future growth, Manac announced. He'll assume his new duties June 28.

Tom Ramsden, sales manager for Ontario, will take on the role of vice-president of sales. Ramsden will oversee the development of sales and market growth, the company announced.

Luc St-Jacques, previously sales manager for the Montreal region, will now direct the sales team for the entire province of Quebec.

Aaron Gorman is rejoining Manac on June 21 and will serve as

sales manager, Ontario. He's currently the sales manager for another industry supplier.

Ancra International has named **Todd R. Walker** its new central region sales manager for its cargo systems division.

Walker brings over 20 years' experience in management, customer service and sales to the position. Most recently, he worked for Kinedyne for the past 10 years.

Ancra says Walker has extensive knowledge of current load securement regulations and is active in industry organizations.

"The addition of Todd further solidifies Ancra's Canadian team and allows for the continued growth of the Ancra line in Canada," the company said in an announcement. "Our continued success in 2010 confirms that we are providing the right service and value to our customers, and they are taking notice."

Walker will be based in Hamilton and can be reached at 905-520-9481 or by e-mail at twalker@ancra.com.

Steve Clough has been named president and CEO of Arrow Truck Sales. Clough succeeds Carl Heikel, who is now leading international operations for Mack Trucks.

Clough began his career with White Motor Company in 1980 and later transferred to the Volvo White Truck Corporation. After holding a variety of management positions with the Volvo Group, he has served as Arrow's chief financial officer since the company was acquired by Volvo. □

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Trailer Type Experience (check all that apply)
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 Van Other _____

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Has your license ever been suspended? Yes No Total Truck Driving Experience _____ /yrs

Last Employer _____

Name _____ Company City _____ Prov/State _____

Tel _____ Start/End Date _____

Job Description _____ Reason for Leaving _____

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Name of School _____ Name of Course Completed _____

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I am willing to cross the border Yes I am FAST approved Yes No

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TSQ

BOWMANVILLE, Ont. – Fuel economy standards for medium- and heavy-duty trucks have taken another step towards becoming reality as US President Barack Obama announced a forthcoming US government mandate in mid-May – with Canada expected to follow suit (see cover story).

In recognition of this soon-to-be momentous mandate, we thought we would ask truckers about the three “Ts” of fuel economy (targets, technology and training) at the Fifth Wheel Truck Stop in Bowmanville, Ont.

We asked drivers what they think a reasonable mpg target would be for the mandate. We also asked what fuel-saving technologies, from the myriad available out there, do they think actually do the job they’re intended to do.

And finally, we asked if drivers were presented with the option to take fuel economy training, would they take their company up on it?



Truck Stop Question *What's your opinion on fuel economy targets, technology and training?*

ADAM LEDLOW



Joe Gallant

Joe Gallant, a company driver with TST Overland Express in Pickering, Ont., says that while he doesn't keep track of his own mpg (the company does), he thinks 8-9 mpg seems reasonable.

As for fuel-saving technologies, Gallant says TST governs the fleet at 60 mph – which he says helps save fuel more than most products available out there.

“The load factor and dragging a truck up a hill, always screaming, always on the governors, always with your foot into the oil pan, that’s what wastes your fuel,” he says. “We have had many instances where the company will say, ‘We’ll have a driver drive aggressively across Toronto, and one that just drives more conscientious, takes it easy, and see how long it takes each one,’ and it’s only about a five minute difference. That’s fuel economy, that’s

safety, that’s easier on the driver, the whole ball of wax.”



Jim Stein

Jim Stein, an owner/operator with Warren Gibson out of Alliston, Ont., says that 7.5-8 mpg is the target he sets – and consistently meets – for himself.

Stein points to the aerodynamics of the truck itself being the biggest factor in (literally) dragging down fuel consumption, and questions the validity of many fuel-saving products.

“There are a lot of gimmicks out there,” he said. “All in all, the overall fuel consumption stays pretty close to the same.”

Stein says he would welcome fuel economy training, seeing as fuel is one of his biggest expenses. “It’s just into the beginning of June and I’ve spent over \$36,000 in fuel this year already. So anything to save that expense would be money in my pocket.”

Chris (last name withheld), a company driver with Beyond Transportation Ayr, Ont., says a fuel economy target of 6.5 mpg is fair.

As for products, he swears by his Webasto bunk heater – available in all Beyond’s trucks – which keeps him from idling in the winter.

As for training, Chris is all for it; a much better option than incentive programs that usually don’t end up working, he says. “A guy going from here to California will get better fuel mileage than a guy chopping four trips to New York and doing a bunch of city work. I find that usually doesn’t work, it’s usually the guy with the best trip gets the best economy.”



Jim Yarbrough

Jim Yarbrough, a company driver with Con-way Freight in Missouri, gave the broadest target of the bunch with 6-8 mpg suggested, noting that it depends greatly on the model of truck being driven. As for products, Yarbrough says his fleet runs super-singles which are supposed to help because they’re lighter, but that he can’t say for sure.

With training, Yarbrough actually takes part at Con-way. “I’m a finisher. I train drivers, so it’s my job to train them to be as fuel-efficient as they can.” □

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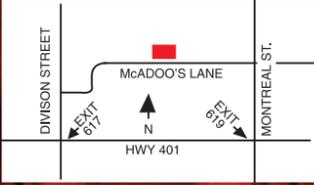
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