

# TRUCK NEWS

January 2011 Volume 31, Issue 1

Delivering daily news to Canada's trucking industry at [www.trucknews.com](http://www.trucknews.com)

## Economic outlook

Why the driver shortage may be the trucking industry's best friend

By Lou Smyrlis

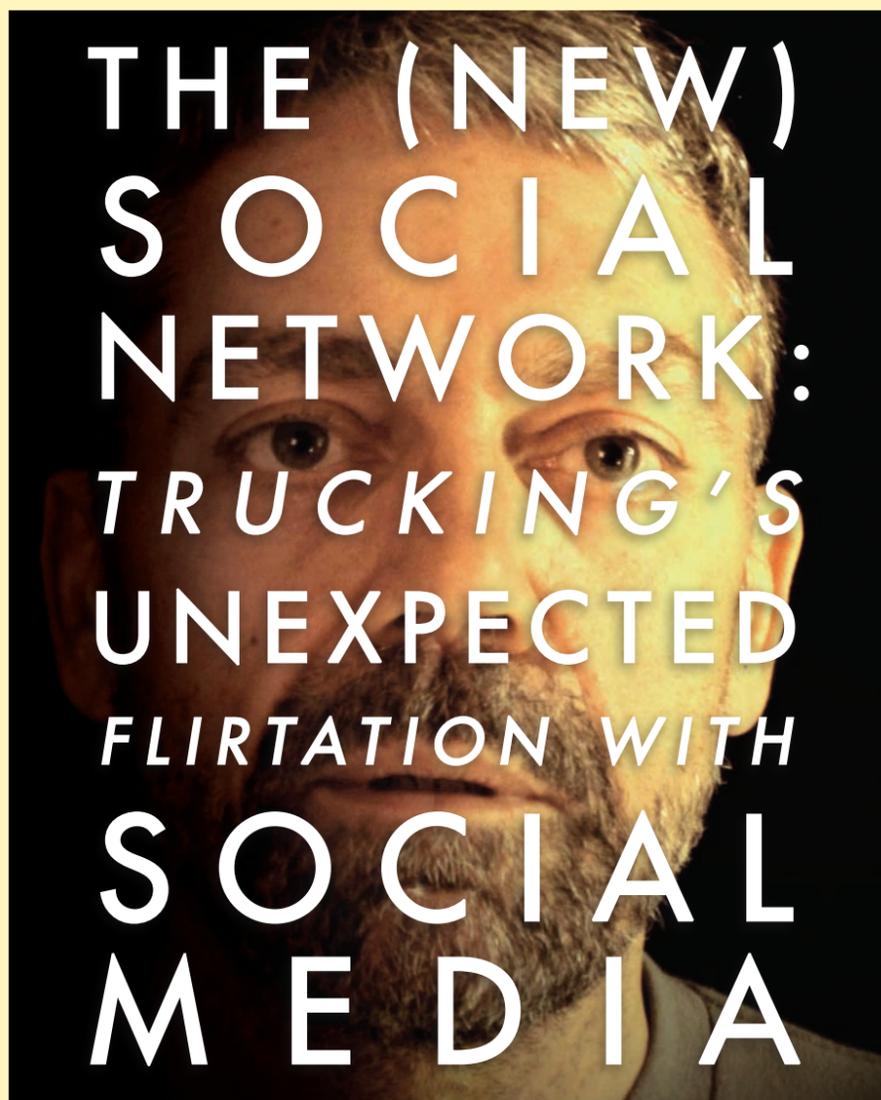
**TORONTO, Ont.** – The driver shortage, which is expected to get much worse in the years ahead, could prove a vital aid in helping trucking companies improve their profitability and find a way to pay their drivers better, according to Rick Gaetz, head of Vitran.

“As crass as it may sound, the driver shortage is your friend,” Gaetz told OTA members gathered for the *Lessons of the Recession* session at the association's 84th annual convention, held in Toronto in November. “Somehow in 2005, things got so good we became consumed with increasing the driver pool, which has one single effect: to drive down price.”

Gaetz led a panel of industry experts which included: Jeff Bryan, president, Jeff Bryan Transport; Greg Rumble, president and COO, Contrans Group; Rolly Uloth, president, Rosedale Group; Rosalyn Wilson, author of the *Annual State of Logistics Report*; and John Tittel, head of Hot Freight International and past chair of the National Transportation Brokers Association.

There were 143,000 drivers lost during the recession in the US as carriers downsized or went out of business. The new CSA legislation may remove another 10-15% of the current driver force, according to Wilson. As a result, by 2012 the US market could be in need of 400,000 drivers. In Canada

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**THE (NEW) SOCIAL NETWORK:** No, not the recently-released movie about Facebook founder, Mark Zuckerberg, *The Social Network*, but rather the trucking industry's somewhat unlikely infatuation with various forms of social media in recent years. Pictured above is Al Goodhall, trucker, *Truck News* columnist and social media junkie, doing his best Zuckerberg impression from the movie poster.

By Adam Ledlow

**TORONTO, Ont.** – “Trucking driving: a great job for people who hate people.” While you probably won't see this slogan included on the cover of a trucking company's recruitment

brochure any time soon, this was the argument made in a recent article on a US-based online careers site, which provided a collection of the “perfect careers for misanthropes, introverts,

Continued on page 22

## Is CSA just days away?

By James Menzies

**WASHINGTON, D.C.** – If all goes according to plan, and in government that's never guaranteed, the US Federal Carrier Safety Administration's new carrier safety measurement system CSA will be in place any day now. The program was supposed to be launched Dec. 6, but it was pushed back to “no earlier than Dec. 12” as *Truck News* was going to press after a lawsuit was launched by a coalition of small carrier groups including the National Association of Small Trucking Companies.

The gist of the lawsuit, Sloan Morris, director of client services with Vigillo said during a recent Webinar, was that publishing percentile rankings would result in a public branding of carriers as unsafe, which is ultimately for the FMCSA – not the public – to decide.

Lawsuit aside, the FMCSA is still forging ahead with the new safety measurement system (SMS). And when it finally goes live, five of the seven BASICs measured under CSA will be made public. The FMCSA recently said it would withhold from the public scores related to the Crash Experience and Cargo-Related BASICs, which had both been of concern to industry stakeholders.

The decision not to publicize Cargo-Related scores came just weeks ago, since it was decided certain types of trucking companies – such as flatdeck haulers – may be subjected to higher scrutiny due solely to the nature of their business and the fact their loads are more visible.

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## If tires could talk

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- **Alberta a nanny state?:** Alberta introduces the country's most “comprehensive” distracted driving rules. And it's not just cell phones they're after – it affects the CB as well. Page 20
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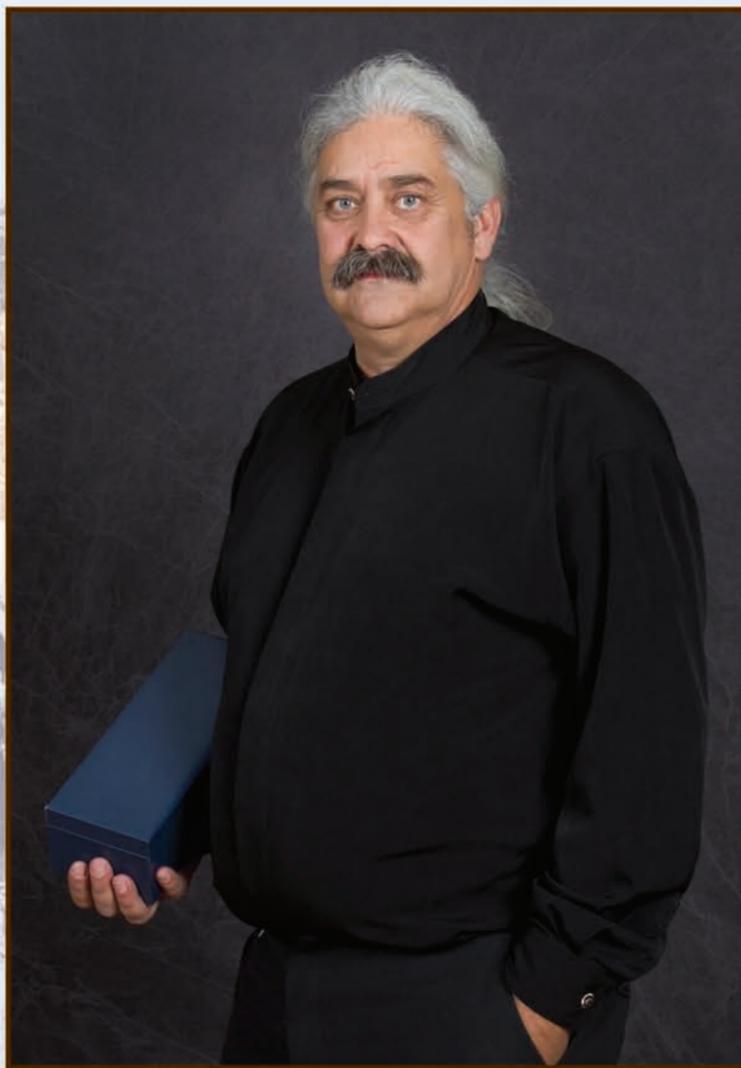
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# CLASS 8 TRUCK SALES TRENDS

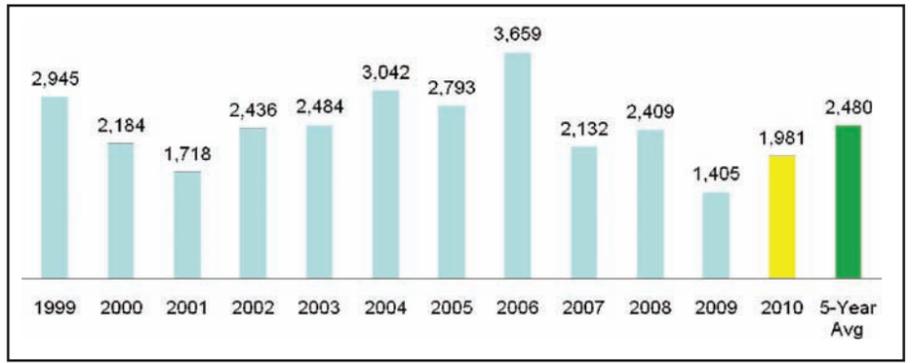
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The 1,981 Class 8 trucks sold in October this year, continued the pattern of considerable sales increases over the previous year and was also higher than the October total back in 2001. Looking at Canadian truck sales over the entire decade, however, it's clear there is little to be excited about. The sales numbers are still far below the five-year average with the North American economy slowing down. It's also interesting that Freightliner once again posted higher sales than market leader International although Kenworth's monthly sales suffered a significant setback.

## Monthly Class 8 Sales - Oct 10

OEM	This Month	Last Year
Freightliner	630	257
International	458	449
Kenworth	294	248
Mack	98	68
Peterbilt	193	161
Sterling	0	43
Volvo	220	104
Western Star	88	75
<b>TOTALS</b>	<b>1981</b>	<b>1405</b>

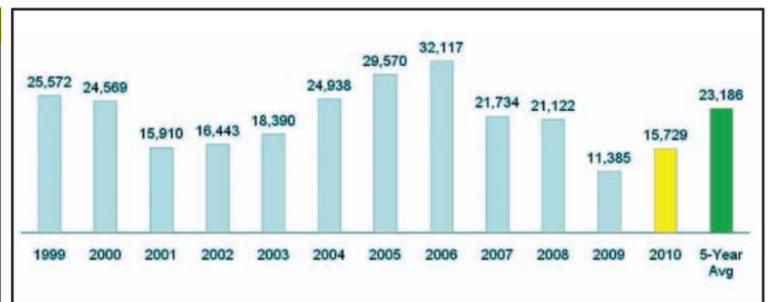
## Historical Comparison - Oct 10 Sales



## Class 8 Sales (YTD Oct 10) by Province and OEM

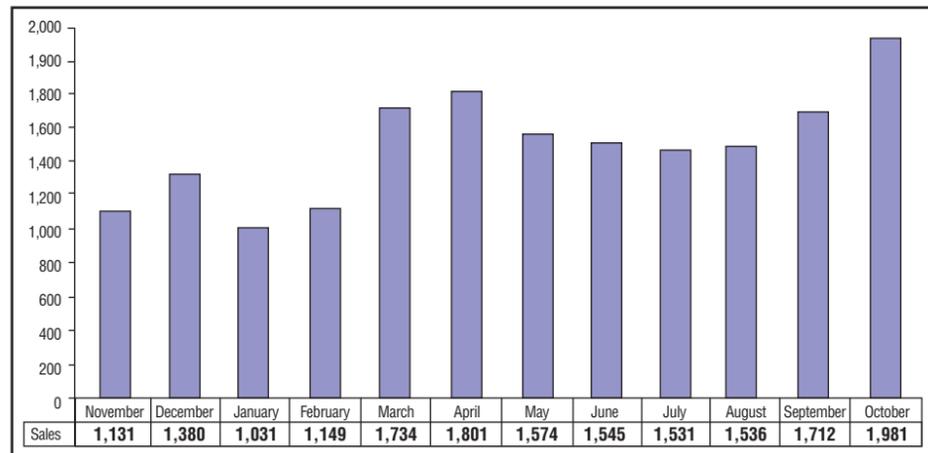
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	204	302	163	159	1,617	509	263	137	9	17	3,300
Kenworth	301	925	141	173	623	811	100	0	0	0	3,074
Mack	53	62	81	49	458	147	44	19	0	1	914
International	184	449	65	174	1,744	939	162	103	10	86	3,916
Peterbilt	140	463	125	161	274	445	86	38	0	0	1,732
Sterling	28	55	24	3	17	70	0	0	0	0	197
Volvo	59	81	64	103	776	342	79	41	0	11	1,556
Western Star	142	260	40	26	187	157	54	79	0	15	960
<b>TOTALS</b>	<b>1,111</b>	<b>2,597</b>	<b>703</b>	<b>848</b>	<b>5,696</b>	<b>3,420</b>	<b>788</b>	<b>417</b>	<b>19</b>	<b>130</b>	<b>15,729</b>

## Historical Comparison - YTD Oct 10



During the first nine months of 2010, there were 15,729 trucks sold in the Canadian market. That's a considerable improvement over last year but that's about it. In 2009, truck sales fell 44% from the previous year. So far, sales are up 38% from that. As Daimler North America's Martin Daum told the media during a briefing at the American Trucking Associations conference, "We would not be smiling if we didn't have 2009 to match against." Sales figures now are more than 7,000 units below the 7-year average.

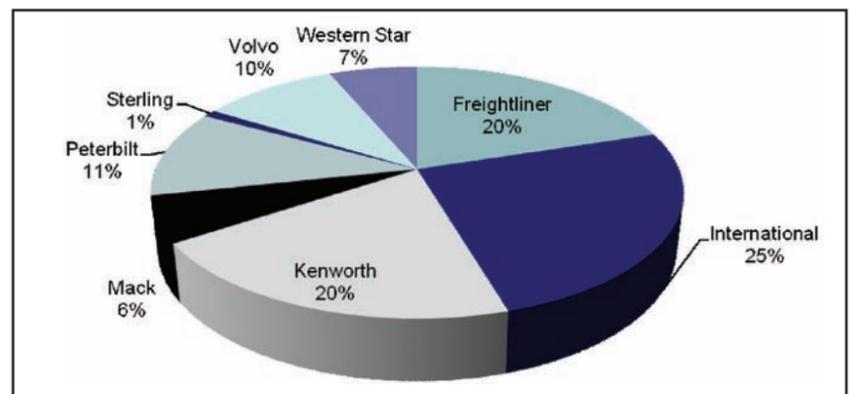
## 12 - Month Sales Trends



After dropping for three consecutive months, Class 8 sales rebounded by ever so slight a margin in August with sales for the month coming in just a handful of units above the sales posted in July. September saw a much more robust increase and October has come in with a similarly sized increase. Can the monthly increases continue to the end of this year? Sixty percent of fleet owners and 27% of owner/operators responding to our annual Equipment Buying Trends Survey indicated they would be purchasing new iron this year.

Source: Canadian Motor Vehicle Manufacturers Association

## Market Share Class 8 - Oct YTD



International, the only truck manufacturer not to adopt SCR engine technology, continues to drop in market share as the year draws to a close, but it remains the market share leader. Both Freightliner and Kenworth posted higher sales for August and September and Freightliner did so for October as well. International captured the market share crown in the Canadian Class 8 market in 2009, ending up with a commanding 29% share of the market. It remains the market leader this year with a 25% share. Kenworth has been the story of the year so far in 2010 and now enjoys a 20% market share, just behind second place Freightliner.

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January 2011, Volume 31, Issue 1  
 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 news-  
 papers and business-to-business information services.  
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**Circulation Manager:** Mary Garufi  
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# Changes are coming and they won't be in your favour

By putting off writing this column as long as I possibly could, I was hoping the US FMCSA would have by now published its proposed changes to the US hours-of-service rules. However, the Dec. 6 edition of the Federal Register contained no such information. *Truck News* has not missed a printing deadline in its 30-year history, and it's not going to happen on my watch, so I'll have to address the issue without knowing exactly what the proposed rules will be.

One thing is for certain: they will not be favourable to the US trucking industry, nor to Canadian fleets that operate there. The breadth of the changes is the only thing that remains unknown, but it's widely expected the proposals will call for a reduction in daily driving time by one or two hours and a lengthening of the mandatory 34-hour reset period.

This is a big deal. At the Commercial Vehicle Outlook Conference in August, American Trucking Associations (ATA) chairman Tommy Hodges said "The hours-of-service rewrite is a political football and it will have nothing to do with good science. It's a political football that is going to get passed over our heads. There's a good possibility we will lose one to two hours of driving time and



there's a strong possibility we'll lose the 34-hour restart."

He went on to say losing two hours of driving time per day would reduce truck productivity by 18-19%. What's worse, it comes at a time when emissions-driven changes to engine technology is driving up costs of new trucks by about \$10,000.

As Jim O'Neal, president of O&S Trucking so eloquently said at the same conference, "When you see productivity decline and you see inflation rise, you can head for the hills."

And there are other repercussions as well. A reduction in daily driving time would redefine the term 'day trip.' The average length of haul is shortening, but a 600-mile haul will no longer be feasible in one day if driving time is reduced. And what about long-haul? Will any fleet be able to afford having its truck parked at the truck stop for more than 12 hours a day?

In North America, professional drivers are the Sherpas of commerce. They do the heavy lifting

while everyone else – trucking company owners, shippers and consumers – benefit.

And now we're going to limit their productivity and the hours they can work beyond the existing framework, which incidentally was in place while the US trucking industry reduced its crash-related injuries and fatalities to historic lows?

Consider these stats, circulated by the American Trucking Associations via a white paper on hours-of-service that was written in advance of the release of the new proposal: "The industry's safety performance while operating under the current HOS rules since January 2004 is remarkable. Truck-involved highway crash fatalities in 2009 were down 33% from the 2003 level and are at their lowest level since USDOT began keeping records in 1975. Crash-related injuries have also dropped dramati-

cally since 2003, and the fatality, injury and property-damage-only crash rates for large trucks (crashes per 100 million miles travelled) are at their lowest point since the USDOT began keeping records three decades ago."

So tell me again, why do the rules need to be changed in the first place? □

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# Remember, shippers are not the enemy

Is it me or are tempers becoming as frayed lately as profit margins? I've been to a number of events and hosted several others over the past couple of months and that's the distinct impression I'm getting.

Whether it's fleet executives discussing the outlook for next year at OTA's annual convention or industry stakeholders commenting on their relationship with government or shippers at several of the panels I've moderated, it seems everyone is on edge and the discussion is considerably more raw than in years past.

Trucking has been in a freight recession for four long years now and, as Richard Gaetz, head of Vitran, and moderator for the OTA outlook session, pointed out people are tired.

Tired and rather grumpy it would seem.



As you read this, you will be just a couple of weeks away from closing out the year. True, 2010 was a better year than the disaster of 2009 but nowhere near as good as we may have hoped. Had we not gone through 2009, I doubt 2010 would have looked like much.

Is there good reason to believe 2011 will be better?

Carriers are particularly incensed about the precipitous drop to what they've been able to charge for their services. One prominent TL carrier told me earlier this year he figured rates had dropped 18-25% over the

recession. And carriers are not too shy to mention that shippers have abandoned long-term relationships based on quality service in favour of short-term deep rate cuts. But they also admit that, as Norm Sneyd of Bison Transport put it at our annual Shipper-Carrier Issues Roundtable, our industry sometimes takes "great aim to shoot itself in the foot." Carriers desperate to make payroll for one more week are a large part of the reason for the downward pressure we've seen on rates.

Lest you think otherwise, shippers are not exactly a happy bunch these days either – despite the significant price concessions they've been able to wring from carriers. Their own transportation budgets and staff have been cut and they're forced to do more with less. And as Eric Warren of LTL carrier Hercules Freight pointed

out at the Roundtable, some shippers trying to get the lowest possible price are ending up with 10 carriers showing up in the yard all at once when the shipper only has five doors.

The detention and other ancillary charges that result make the total rate not quite what they thought they had achieved. And there is also the reliability factor as desperate carriers wade into areas where they may have little expertise.

From all the economic data I've seen, I think we've got at least six more months of painfully slow growth ahead of us. It's going to require patience and a steady hand to ensure rash decisions aren't made. Shippers after all are not the enemy; they're the customer. □

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## Did you know?

### The human resource challenges extending beyond the wheel

When the industry speaks of human resource issues, the talk is almost always centered around the need for drivers. Yet, trucking is experiencing difficulties recruiting and retaining many other key non-driving occupations as well. In its recent research initiative entitled *Beyond the Wheel*, the Canadian Trucking Human Resources Council has

identified eight key occupations in demand besides truck driver. The current difficulties, when combined with the forecast demand for employees in these occupations in the next three to five years, will become that much more challenging.

In a recent survey of more than 1,000 carriers conducted on behalf of the CTHRC, more than 650 re-

#### Future staffing needs for four key positions

	CURRENTLY EMPLOYED	ADDITIONAL NUMBER NEEDED BY 2015
Truck and trailer technicians	14,100	2,000
Mechanics	19,200	2,600
Supervisors/Managers	13,700	1,900
Dispatchers	14,400	2,000

spondents indicated they experienced significant difficulties recruiting and retaining dispatchers, mechanics, truck and trailer technicians, supervisors and managers. The main reasons reported for these difficulties included: a lack of labour supply, the industry's inability to pay competitive wages, and strong competition from inside and outside the trucking industry for a small number of employees. The CTHRC believes that by 2015, about 8,500 additional employees will be needed for the four positions for which most challenges are reported.

CTHRC's research also

#### Significant challenges recruiting and retaining

Trailer technicians	69%
Truck mechanics	68%
Supervisors/managers	65%
Dispatchers	65%
Freight claim/safety loss	51%
Parts technicians	42%
Cargo workers	35%
Shunt drivers	30%

found that a shortage of training opportunities is an issue. Technology is a particularly sensitive area with approximately three-quarters of carriers who responded indicating their truck and transport mechanics and truck and trailer technicians need training on new types of equipment, parts and/or software. □

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Mark Dalton in...

**A Merry Dalton**

**Christmas**

**Part 2**



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**departments**



OEM/DEALER NEWS: Hino shows off its 2011 models.

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IN BRIEF

TransCore, Manitoba Transport Institute identify transport trends

WINNIPEG, Man. – Ontario, and the Greater Toronto Area, are the sources of and destinations for most spot market freight, according to groundbreaking new research by the University of Manitoba Transport Institute and TransCore Link Logistics. The two organizations recently released preliminary findings from a joint research project looking at Canadian trucking and logistics trends using TransCore's Loadlink freight-matching data.

"Using this unique data set provides us a compelling view into the Canadian logistics market," said Paul Larson, director of the Transport Institute at the University of Manitoba. "Observations that in the past might have been more intuitive in nature are now backed with qualitative and quantitative assessment, both confirming and expanding our understanding of the dynamics at play in the Canadian market."

TransCore's Loadlink service includes over 13 million loads and

trucks every year.

"By identifying patterns of freight movement within Canada and across the US border, Canadian transportation companies can make valuable insights to improve their operating efficiencies," said Claudia Milicevic, TransCore's Link Logistics general manager. "It can also assist carriers with better load planning by optimizing their trip scheduling and reducing empty miles."

Other findings include: postings originating in the US bound for Canada accounted to more than 61% of total freight volume and 39% of equipment volume; outbound postings from Canada to the US accounted for 13% of load volumes and 31% of equipment volumes; and domestic loads within Canada accounted for 21.8% of freight and 30% of equipment.

The top seven sources of freight were: Ontario; Quebec; Ohio; Pennsylvania; Illinois; California; and Al-

berta. The top seven destinations were: Ontario; Quebec; Alberta; B.C.; Manitoba; Saskatchewan; and New Brunswick. The top five source cities for freight were: the GTA; Montreal; Calgary; Edmonton; and Chicago.

The top five destination cities were: the GTA; Montreal; Calgary; Edmonton; and Winnipeg. Other findings included: year-to-year load postings have recovered from 2009 between 30-50%; year-over-year equipment postings are down between 12-18%; year-over-year recovery in loads from July-Sept 09 to July-Sept 2010 was greatest in the transborder market. The capacity reduction is greatest in the Canadian domestic market.

Year-over-year load postings in the domestic Canadian market rose between 30-48% while domestic equipment postings decreased between 10-36%. Year-over-year load postings in the transborder market rose between 29-55%. □



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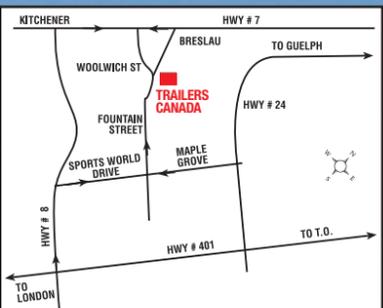
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**BORDER**

# CSA roll-out pushed back to mid-December as lawsuit launched to keep scores hidden

Continued from page 1

“There was a concern the BASIC (Cargo-Related) was over-representing certain industry segments,” Sloan explained. “Open deck haulers in particular were getting a lot more cargo violations, simply because if it’s easy to see, it’s easier to give violations as compared to a closed van situation... What we’re currently seeing is that if you have a significant percentage of open deck vehicles, you’re going to be higher in Cargo than everyone else and that’s not the intent of the system.”

When CSA goes live, it’s not yet clear how long the current SafeStat system will continue to operate before being completely abolished. It’s expected SafeStat ratings will remain visible for some time, at least.

“Initially FMCSA had indicated SafeStat would be taken down the day the new SMS went up,” said Annette Sandberg, former FMCSA administrator and now CEO of TransSafe Consulting, who also spoke during Vigillo’s Webinar. “However, in the last two weeks I know a number of shippers and brokers have requested to have SafeStat run in parallel for at least 60-90 days to give shippers and brokers the same opportunity that carriers had to see how the scores compare to the old SafeStat system.”

While CSA will come with new carrier rating terminology (Unfit, Marginal and Continue to Operate), those safety fitness determinations will not take effect for some time, since they still need to be approved by Congress and put to the public for comment, Sloan said. Meanwhile, it’s

likely the current definitions of Satisfactory, Conditional and Unsatisfactory will continue to be used in the immediate future.

There are other language details being worked out as well. In response to concerns raised by shippers and carriers, CSA will not label carriers as “Deficient” in certain BASICS, as originally planned, but will now use

serious violations. It will also hone in on carriers that have not yet accrued sufficient data to produce a CSA score, Sloan pointed out, so Canadian fleets with limited miles in the US may be near the top of the list to get waved in.

Records of “Serious Violations” will be assigned to carriers that have screwed up royally, and must be uncovered during an investigation un-

der CSA. Serious violations include things like failing to implement a drug and alcohol program. The Serious Violation label will stick to a carrier for a year and there are 113 such violations. They are posted at Vigillo’s Web site (www.vigillo.com) and Sloan suggests “I would strongly urge you to review that list.”

Both Sloan and Sandberg agreed that shippers and brokers are paying close attention to CSA and will use it as a valuable tool when choosing carriers to haul their freight. However, a poll of Webinar attendees showed 45% said none of their customers have asked them about CSA to date and 47% said only a few have engaged them in discussions on the topic.

Sandberg, however, who works with carriers as well as shippers and brokers, says the latter group has every reason to be interested in CSA. She pointed to the case of Schramm vs Foster in which a broker was successfully sued for US\$23.7 million for continuing to use a carrier that had high SafeStat scores.

“That got the attention of plaintiff attorneys and it also got the attention of the shipper and broker community,” she said.

Now, more than ever, shippers and brokers must perform due diligence when choosing a carrier to pull their freight and with CSA scores easily-accessible, failure to do so is asking for trouble, Sandberg pointed out.

“What the courts have said, and there have been a number of cases that point to this, is they expect that in this information age where a lot of

**Continued on page 10**

‘Shippers and brokers have been paying attention (to CSA) and if you’re a motor carrier, you need to engage in dialogue.’

Annette Sandberg, TransSafe Consulting

the more friendly term “Alert.”

Also new will be tiered speeding penalties. For instance, travelling one to 10 mph over the limit will net just one point whereas speeding by 15 mph or more will result in 10 points. Sloan said the number of tiered speeding points assigned to Vigillo’s customers doubled from September to October, so “I’d get ready for those.”

This also means being cognizant of which states have the most aggressive speed enforcement, he pointed out, (read Ohio).

CSA will also come with a new formula for determining which trucks to inspect. Dubbed ISS 2010, carriers will fall under one of three categories as they pass the scales: inspect; optional; or no inspection required. The goal is to identify carriers with a pattern of non-compliance or with se-

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#### (14) 2002 TRAILMOBILE 53' REEFERS



Thermo King SBIII units, 100 gal. fuel tank, overhead rear door, heavy duty flat aluminum floor, 2 rows of recessed "E" track, 6 interior lights, curb side and road side (62" width) doors, 16" scuff liner, heavy duty side posts on 12" C/L, stainless radius corners and rear door case, Hendrickson air ride suspension.

#### 2003 UTILITY 53' REEFER



Carrier Ultra unit, pre-painted Black side panels, Stainless front, rear doors, bumper, wing plates, front & rear vents. Extra light pkg., interior lights, "E" track, Hendrickson air ride suspension, aluminum wheels... PRICED TO MOVE!

**BORDER**

**Start talking to customers about CSA, experts say**

**Continued from page 8**

information is available on the Internet, for shippers and brokers at minimum to do a public records review," said Sandberg.

Which begs the question, what can a carrier do to ensure its CSA

score works in its favour and not as a deal-breaker? Sandberg said the time to begin communicating with shippers is now.

"Shippers and brokers have been paying attention (to CSA) and if you're a motor carrier, you need to

engage in dialogue with your shippers and brokers," she said. "Ask them how they plan on using the new data. If you have good data, I recommend you offer that data up and let them see you're operating safely and that you're a good risk and a good carrier. A number of carriers are advertising that they have good

SMS scores. If you don't have good scores but have taken steps to correct those scores, such as removing bad drivers, you may want to have that initial dialogue with your shippers and brokers on the steps you've taken to remediate some of the scores that may not look that good when the system goes live." □



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**2000 STERLING LTS8000**, c/w 19,000 litre four compartment aluminum tank, dual pumping and metering, Midcom, DOT Certified and Safetied, CSA-B620 Certified. **Stock #592**



**2004 INTERNATIONAL**, 20,000 litre 4 compartment aluminum tank, single pumping and metering, bottom load, CSA-B620, DOT. **Stock #615**



**1997 FORD**, 13,000 4 compartment tank, bottom load, vapour Midcom, DOT certified. **Stock #603**



**1981** 20,000 litre two compartment aluminum pup trailer, bottom load, vapor recovery, DOT certified, CSA-B620 certified. **Stock #566**



**2002 FREIGHTLINER CABOVER**, 18,500 litre 4 compartment aluminum tank, dual pumping and metering, safetied and certified. **Stock #579**



**2005 STERLING** c/w 13,000 aluminum 4 cpt. tank, dual pumping and metering equipment, Midcom, DOT certified, CSA-B620. **Stock #596**



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## Saint John Harbour Bridge goes toll-free

**SAINT JOHN, N.B.** – Truckers using the Saint John Harbour Bridge will no longer have to reach into their pockets, after the feds downloaded ownership of the bridge to the province and made them remove the tolls as a condition of the transfer.

The deal also provides funding for refurbishing while forgiving the bridge authority's outstanding federal debt.

"This is a major step forward for Saint John and for the local and regional economy," said Prime Minister Stephen Harper, who visited the region recently. "It will strengthen trade and transport corridors within the province in support of the Atlantic Gateway. It will benefit the transportation industry and other regional businesses. And it will help create jobs over the long term."

"Today's announcement is evidence of our government's com-

mitment to build and maintain a modern highway network for our residents," agreed New Brunswick Premier David Alward. "New Brunswick plays an essential role in the Atlantic Gateway, and by removing the tolls on the Harbour Bridge, we will see a smoother flow of people and goods throughout our region."

The Atlantic Provinces Trucking Association (APTA) estimates about 1,000 trucks cross the bridge each day. Executive director Jean-Marc Picard told the CBC "We have about 1,000 trucks a day on average going over so you can imagine the revenue generated from the trucking industry for the bridge. Our costs are always going up with maintenance, fuel efficient equipment, so these tolls, when you get a break like that, it's always a bit of a relief for the trucking industry." □



**FERRY FUNDS:** Many truckers, especially aggregate haulers, rely on the ferry services which, thanks to federal funding, will remain till 2014 at least.

## Feds continue funding Atlantic ferries

**SAINT JOHN, N.B.** – The federal government has announced it will provide funding to continue ferry services between Saint John, N.B. and Digby, N.S. and between Wood Islands, P.E.I. and Caribou, N.S. until 2014.

The ferry service is vital to some trucking companies in the region. In October, *Truck News* wrote about the importance of the ferry service to commercial vehicle operators.

"The Government of Canada understands the importance of these ferry services to the local communities and economy," said federal Transport Minister Chuck Strahl. "In addition to providing safe and effective transportation to remote communities, the investments announced today will go a long way in supporting the regional economy and transportation network in Eastern Canada."

Transport Canada owns four vessels and six ferry facilities that serve these routes. The original lease agreements were set to expire March 31, 2011. □

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## THIS MONTH'S CROSSWORD PUZZLE

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**Across**

1. The TCH crosses it
4. Ubiquitous cargo platform
9. Reduce tire pressure
10. International ProStar trim level
11. State with "Famous Potatoes" plates
12. Ambassador Bridge city
13. Tractors' diesel repositories (6,5)
18. Rejuvenate a failed component
20. Palindromic disc-brake item
22. Rig's custom artwork, perhaps
23. Shift-lever selection
24. Given name, truck-driving "Movin' On" star Akins
25. Shock absorber or piston travel

**Down**

1. Links' load carrier
2. Canada-US-Mexico trade treaty
3. International-emblem shape
5. Truck-insurance contact
6. Driver's daily diary
7. Location, on the CB
8. Hauling an empty trailer
14. Home of "Wild Rose Country" plates
15. Dashboard channel (3,4)
16. Calgary-based carrier
17. Cooling-air passage at truck's front
19. Burned fuel pointlessly
21. Power-boosting engine adjunct

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QUEBEC

# Building the blue road

## Gaz Metro to build liquid natural gas fueling stations between Quebec City and Toronto

**By Carroll McCormick**  
**QUEBEC CITY, Que.** – The stars have come into perfect alignment for Canada’s first liquid natural gas (LNG) corridor for trucking: A generous tax incentive from Revenue Quebec, an order for 180 liquid natural gas (LNG) Peterbilt tractors by Robert Transport and a partnership between Robert, LNG distributor Gaz Metro and LNG engine manufacturer Westport Innovations.

Gaz Metro will break ground in spring 2011 for three LNG fueling stations: one each in the Greater Montreal area, the Greater Quebec City area and the Greater Toronto area.

Gaz Metro has yet to name their exact locations, but confirms that

they will be driver-operated, like cardlock fueling stations, and be big enough to accommodate B-trains and long combination vehicles (LCVs).

“A certificate of competency is required for the use of tanks and LNG stations. The Ecole de Technologie Gaziere of Gaz Metro will provide training to clients that will ask for it. Drivers holding their competency cards will fuel their own trucks,” Gaz Metro explains.

Robert, which is reaching for the new Holy Grail of trucking: the interprovincial operation of LCVs (two 53-foot trailers) which have huge fuel savings over single trucks, has high hopes for an LCV/LNG marriage; LNG fuel savings are said



**BREAKTHROUGH:** Robert Transport is the first Canadian fleet to place a major order for LNG-powered trucks similar to this one.

to be around 25-30% compared to diesel.

“Think of the greenhouse gases we could save with an LNG/LCV combination. Normally we run two

tractors and trailers between Montreal and Toronto. We will do the trip with LCVs, hauled by trucks powered by LNG. This will allow us to reap important fuel savings and make a big reduction in greenhouse gases. I dream of running LCVs with LNG tractors,” says Daniel St-Germain, vice-president asset management, Groupe Robert.

“The ‘Blue Road’ is the biggest LNG project for the transport sector in Canada,” says Gaz Metro. “The main driver for building it is to reduce the carbon footprint of the trucking industry using natural gas. For the moment, no other market-ready technology can reduce the GHG emissions of this sector by 25%. The Quebec City-Windsor corridor is the most polluting transportation highway in the country. If something needs to be done to reduce freight movement GHG, this is where it should start.”

The Peterbilt tractors, models 367 and 386, will be equipped with Westport’s 2010 GX 15l engines. Earlier in 2010 Robert reported that the tractors will include two engine ratings: 400 hp/1,450 lb.-ft. torque and 450 hp/1,650 lb.-ft., but these configurations have not been finalized, according to Westport.

Westport starts with Cummins engines, without the diesel components, and adds its LNG systems.

“It becomes, and is branded as a Westport engine. Then it is shipped to the truck plant with the LNG tanks and other systems,” explains Jonathan Burke, vice-president, global market development, Westport.

The Quebec government provided critical impetus in its 2010-2011 budget that tipped the balance in favour of Robert adopting LNG technology: Revenue Quebec raised the capital cost allowance (CCA) for new trucks or tractors designed for hauling freight to 60%, from the old 40%. As well, Revenue Quebec is allowing an additional 85% deduction on top of the 60% CCA deduction, for LNG-fueled vehicles.

“Without the added depreciation, I don’t think the project could work,” says St-Germain. “As it is, it will take about six years to break even on the project.”

Maintenance costs will also be higher than with diesel engines. “In our opinion, it will cost 20% more to operate these trucks for eight to 10 years,” St-Germain explains.

Robert is taking the long view with the adoption of LNG.



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“There is a big possibility that LNG prices will be more stable than diesel in North America. It also means less dependence on Organization of the Petroleum Exporting Countries and Middle East fuel sources,” St-Germain says.

For Gaz Metro, which distributes 97% of all natural gas products in Quebec, the Blue Road is

its first foray into supplying LNG to the transportation sector. Westport wants to sell engines. There are currently about seven LNG trucks operating in Canada, the majority of which are engineering technology trucks in Vancouver.

“The Robert order kicks off the emergence of LNG trucks in Canada,” Burke says. Truck deliveries are

expected to start after March 2011.

Keep your ears to the ground for news of more LNG corridors in Canada.

“We are looking at other corridors; for example, in the Maritimes and Western Canada. There are no problems running in the Rockies. We have done a lot of test work on the Coquih-

la Highway in British Columbia, with weights from 80,000 lbs to 140,000 lbs GVW,” Burke says. “We see the ideal cross-border LNG corridor running into Buffalo and Detroit. Given the beginnings of LNG trucks in California, we can see corridors running north into Alberta and British Columbia.” □

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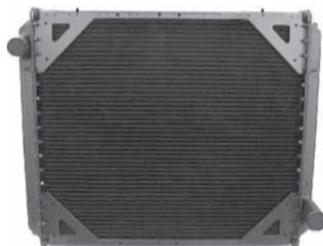
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**ONTARIO**

## Shippers expecting rate increases

**Continued from page 1**

da, research conducted on behalf of the Canadian Trucking Human Resources Council during the previous economic expansion found that almost half the carriers surveyed had to idle trucks because of the shortage of personnel while 42% noted the shortage affected their ability to move freight.

Bryan concurred with Gaetz's remarks, adding: "This driver shortage is going to present an excellent opportunity to grow our business organically with great customers and great rates." And so did transportation specialist Walter Spracklin from Royal Bank of Canada, who spoke right after this session.

"Don't fix the driver shortage problem. It will allow you to fix your rates," Spracklin told trucking executives.

What should also aid trucking companies is that a great deal of capacity has been removed from the market place. There were 3,000 trucking company failures since 2009 in the US with 1,085 of them since the start of this year, according to Wilson.

The American Trucking Association estimates there has been a 12.5% loss of capacity as a result. In Canada, the bankruptcies have not been as pronounced.

There were 513 trucking company bankruptcies in 2008 and 352 in 2009, according to data provided by Statistics Canada. (In comparison, bankruptcies were higher back at the turn of the decade when fuel prices skyrocketed and many carriers were caught without fuel

surcharges in place).

"Looking ahead, as capacity tightens, it will enable carriers to gain some pricing control by mid-2011, which will herald very significant rate hikes," Wilson said. "If you are a shipper, you want to guarantee capacity. Right now (service) reliability is one of the biggest issues we face."

But Gaetz reminded the audience how far trucking's fortunes have fallen during a freight recession that started back in 2006 and did not lift till this year, and how long it may take to get things back to where they used to be.

"We have a long, long way to go before we get prices to where they have to be," Gaetz said.

Not that the audience needed much reminding. Wilson, who spoke first, said logistics costs as a share of US GDP dropped to 7.7% in 2009, which was the lowest over the past 30 years. This was caused by rapid declines in shipments combined with cut-throat rate pricing.

"Make no mistake about it. Our goal is to provide a product that is what shippers need or better, while providing for acceptable reinvestment and growth... public companies are fed up with their returns. This recession has probably been the most difficult since the Great Depression. It has been a long four years. There are a lot of tired people. It can't take four years to recover," Gaetz said, adding that Vitran has already started to raise rates for its US service.

Spracklin said his own company research shows that almost two out of three shippers are expecting rate increases in the 1-6% range. Only about a quarter of shippers surveyed thought likewise the previous year.

Wilson, however, cautioned she does not see the economy perking up much till the mid-point of 2011 and even then she thought the recovery would be bumpy and slow. It may be 2012 till truck freight rates show significant recovery.

That fit in with Rumble's outlook.

"I think it's going to be slow progress. As the opportunities (to raise rates) present themselves, we have to take them," he said, adding there are pockets already in the US economy where higher rates will stick.

Rumble and several others also cautioned against entering into any long-term contracts because the market is about to change and carriers should not be tying themselves down under the wrong circumstances.

Another trucking executive warned that long-term shipper contracts are dangerous because they may assign too many liabilities to carriers with very little increase in rates. Another carrier pointed out that long-term shipper deals that commit carriers to high service and capacity levels often don't include freight volume guarantees.

Wilson disagreed with the opposition to long-term contracts, being in favour of a more collaborative relationship with shippers.

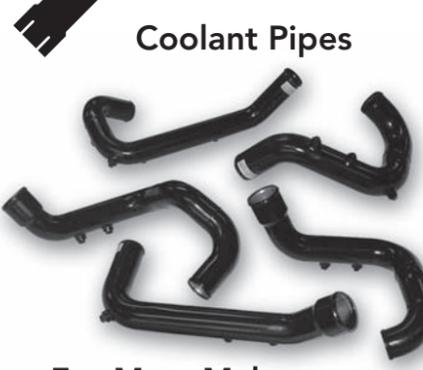
"I think you have a good chance of getting where you want to be," she told carriers. "If you are relying on tight capacity and the driver shortage to get rates up, you are running risks."

But Rumble said there needs to be a compromise between long-term contracts that favour shippers and short-term deals that provide carriers with

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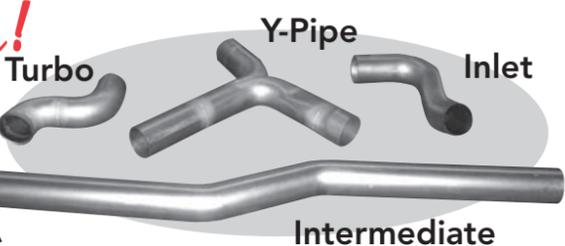
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"I'm not against long-term contracts," he clarified. "It's the timing of it and if they are willing to put some guarantees in place in terms of freight volumes and price increases."

Uloth said it's more an issue of growing with the right customers.

"We try to search out the better shipper. I'm not interested in just sales volumes," Uloth said.

And Tittel, who acknowledged his company saw "some crazy rate requests" during the recession from its shipper clients, added that carriers have to be extra careful with whom they do business, whether it be a shipper or an intermediary.

The panel also discussed the impact of current debt levels, utilization of assets and whether carriers have stretched themselves too thin in trying to secure new business during the downturn.

Rumble, whose company started out the downturn as an income trust, spoke about the importance of having cash flow available during the recession.

He moved quickly to restructure his company's debt load so that a sizeable amount of debt did not kick over into liabilities during the height of the recession. Instead it will come due in a few years when the economy should be stronger. He said that had he waited to act, the company's rates would probably have had to be 2-3% higher in the midst of a recession with cut-throat pricing.

"In a recession, you better understand the covenants you have in place. They can move very, very quickly and you can't stop it. No matter what, control your destiny. Manage your covenants. Start early," Rumble advised.

Bryan's contribution to surviving the recession was being creative when it came to better utilizing existing company assets. His company ended up renting unused space at its new terminal to another carrier.

"It's not something we would have thought of before," Bryan acknowledged.

Bryan also moved dispatch operations from the US to Canada to reduce costs and moved early to remove excess capacity from the fleet.

## Outlook for 2011? Patience with no straight line to prosperity

By Lou Smyrlis

**TORONTO, Ont.** – Can the global economy stay in drive? That's the question concerning most as we head into 2011 with an economy showing considerably less umph than it did at the start of the year, and what Dawn Desjardins, assistant chief economist with Royal Bank of Canada, addressed at the recent Ontario Trucking Association annual convention. Although the economy has been in recovery for a full year now, Desjardins acknowledged in some industries (trucking would certainly be among them) it may not feel that way.

"We have a lot of room to go to get to pre-recession levels and it's not going to be a straight line to prosperity," she warned.

The need to start regrowing inventories, which had been significantly reduced during the recession, drove much of the growth of the final quarter of 2009 and first quarter of

2010 but inventory growth has since slowed considerably, Desjardins said, adding "we don't see it continuing at an aggressive pace."

The sluggish American economy has much to do with the muted economic outlook. Americans lost 25% of their wealth from 2007 and only about a third has been recovered to date. As a result, consumer spending in the US, although finally on an upward trajectory after two years of declines, is only expected to grow by 2% this year and next. Historically, consumer spending increases at double this pace.

Home sales in the US are also considerably below peak levels since unemployment remains high and fiscal tax rebate programs have expired.

The situation is not as dire on this side of the border. Canadian consumer spending accelerated this year and will account for about half the economic growth in 2010. The

**Continued on page 16**

"If you are not going to use (equipment), you don't need it. So get rid of it. We got a fairly good dollar for it and it helped with cash flow," he said.

Uloth, however, pointed to the benefit of staying the course during a recession, which is the path that Rose-dale Group took, spending \$8 million towards equipment renewal and expanding in Vancouver and Winnipeg with new facilities as well as beefing up its Montreal operation.

"We did this because we knew the recession would not last forever and we wanted to be ready. We also invested heavily in people. We didn't lay anybody off and we continued to train our people. We gave our drivers an adjustment of 3% this March," Uloth said.

Spracklin said the publically traded companies he tracks did an "excellent" job of weathering the economic storm, despite the hardships.

"Smart players turned away from bad business. A lot of these companies were quick in cutting costs and reducing capacity," Spracklin said.

And there is a real silver lining to this cloud. Wilson said that for those who have survived the recession and who can manage through the slow and turbulent road to recovery, the future is really bright.

"For those who have emerged much weaker, you have to find a way to differentiate yourselves," she added. □

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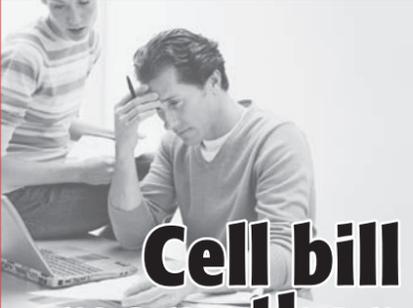
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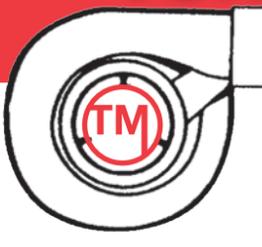
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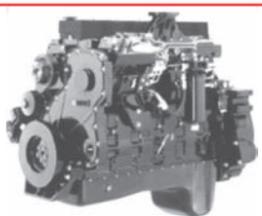
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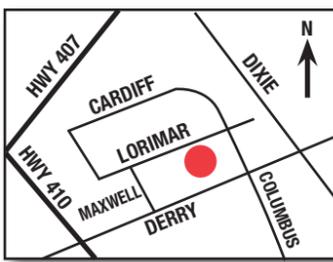
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## ONTARIO

## Recovery timeline

**Continued from page 15**

recession did take way about 400,000 jobs but they were quickly recovered, Desjardins said. She expects the unemployment rate to drop from the current 7.9% down to 7% by 2012.

The trade sector, thanks to our high

dollar, however, is acting as a weight on future growth and the rising debt levels among Canadian families also bears watching.

Canadian housing is in decline following the strong activity shown in 2009 when interest rates became particularly attractive but Desjardins said "we are not in the camp that Canada's

housing market is headed the way of the US."

And there are good reasons for hope for the US too, Desjardins said.

"We are seeing the work week being extended. Overtime has peaked and there is a rise in temporary hiring. We are sowing the seeds of future growth," she said.

What will drive this growth? Business spending for one, if the corporate sector on both sides of the border can overcome its nervousness.

"It's a glass half full scenario," Desjardins said. "This is a story of patience and being accepting of the fact we are not going back to very strong growth any time soon." □



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## ONTARIO

# Heroism, passion recognized during OTA awards presentations

**TORONTO, Ont.** – The Ontario Trucking Association held its annual convention Nov. 19, taking the opportunity to issue some of the industry's most prestigious awards.

## Driver of the Year

APPS Transport driver Guy Broderick was named the 2010 OTA/Volvo Trucks Canada Ontario Truck Driver of the Year during the convention luncheon.

Just moments before being named Driver of the Year, Broderick addressed the association about the important and fulfilling role OTA Road Knights play in promoting the industry.

Broderick is a member of the current Road Knights team and as such, visits schools and career events and provides media interviews all to promote the trucking

industry and road safety.

Broderick has a clean driving record and takes safety seriously, organizers of the event said. Volvo's Brent Weary presented the award.

"Safety is always my number one priority," said Broderick. "I truly enjoy promoting safety initiatives and educating the public on how together, we can improve road safety."

"Guy is an exemplary professional driver, both on and off the road," added OTA president David Bradley. "He should be proud of the numerous accomplishments that earned him this prestigious award."

Broderick has nearly three million accident-free kilometres to his credit. He has been trucking for 25 years and is also active within his Cambridge community, where he's a softball coach and fundraiser.

## Bridgestone Truck Hero

Aggregate hauler Jamie MacFarlane was named the 2010 Bridgestone Canadian Truck Hero during an emotional presentation at the convention's kick-off breakfast.

MacFarlane, a driver for Top of the Hill Aggregates, came across an accident June 17 when a passenger train plowed into a dump truck that was travelling ahead of him. MacFarlane jumped into action, tending to the dump truck driver's injuries, calling for help and continuing to offer support until help arrived.

Sadly, dump truck driver Rob Douglas succumbed to his injuries. However, the victim's family was comforted to know their loved one was not alone during his final moments and they attended the presentation to personally thank Mac-

Farlane. The late driver's wife, Kim Douglas, was on-hand as well as other members of her family including her cousin Karen Nancarrow, who said "Kim and I were thrilled Jamie is receiving this award because he is a hero. Nobody likes to be called a hero, because it is usually borne of a difficult situation. But Jamie, you are a hero."

She went on to say "A hero does what is needed in the moment. You could have said it was too difficult and stepped aside, but you sat by Rob's side and talked to him until help arrived. For that, you are a hero." Nobody should have to spend their final moments alone, she added. "We can only hope we don't have to do it alone, we can only hope we have somebody at our side to hold our hand and tell us it's going to be okay. If that person can't be our spouse, parent or loved one, we can only hope a hero comes around and that hero for Rob was you, Jamie."

Paul Dalcourt, national fleet account executive with Bridgestone's US and Canada Commercial Tire Sales division presented the award, along with a \$3,000 cheque and a trophy. Bridgestone also donated \$3,000 to the deceased driver's family at MacFarlane's request. For more info, see [www.truckhero.ca](http://www.truckhero.ca).

## Service to industry

George Ledson, founder and president of Cavalier Transportation, was named the 2010 Shaw Tracking-OTA Service to Industry award winner at the convention.

Ledson has more than a half-century of trucking experience under his belt and, according to the OTA, usually begins or ends a conversation with the words "I love trucking."

Ledson got into the trucking biz as a credit clerk with Intercity Truck Lines about 53 years ago and over the next 20 years filled various roles with the company, including traffic manager, costing manager, terminal manager and vice-president of operations.

He launched Cavalier Transportation in 1978, initially as a consulting company out of his home. Cavalier soon grew to include a load brokerage operation that continues today.

In 1985, Cavalier became a for-hire trucking company providing local cartage and regional service in the Greater Toronto Area and in 1990, Cavalier Logistics was created, including a large warehouse operation.

Today, Cavalier runs 85 trucks, 265 trailers and has 25,000 sq.-ft. of storage space.

Ledson has served on many association boards and committees as well as local charities.

"George exemplifies commitment, contribution, and dedication to the Ontario trucking industry and to OTA; he is a most deserving recipient," said Shaw Tracking v.p. Mike Ham.

Added OTA chief Bradley: "George is passionate about the trucking industry and is one of the most respected people in the business." □



*Season's Greetings!*



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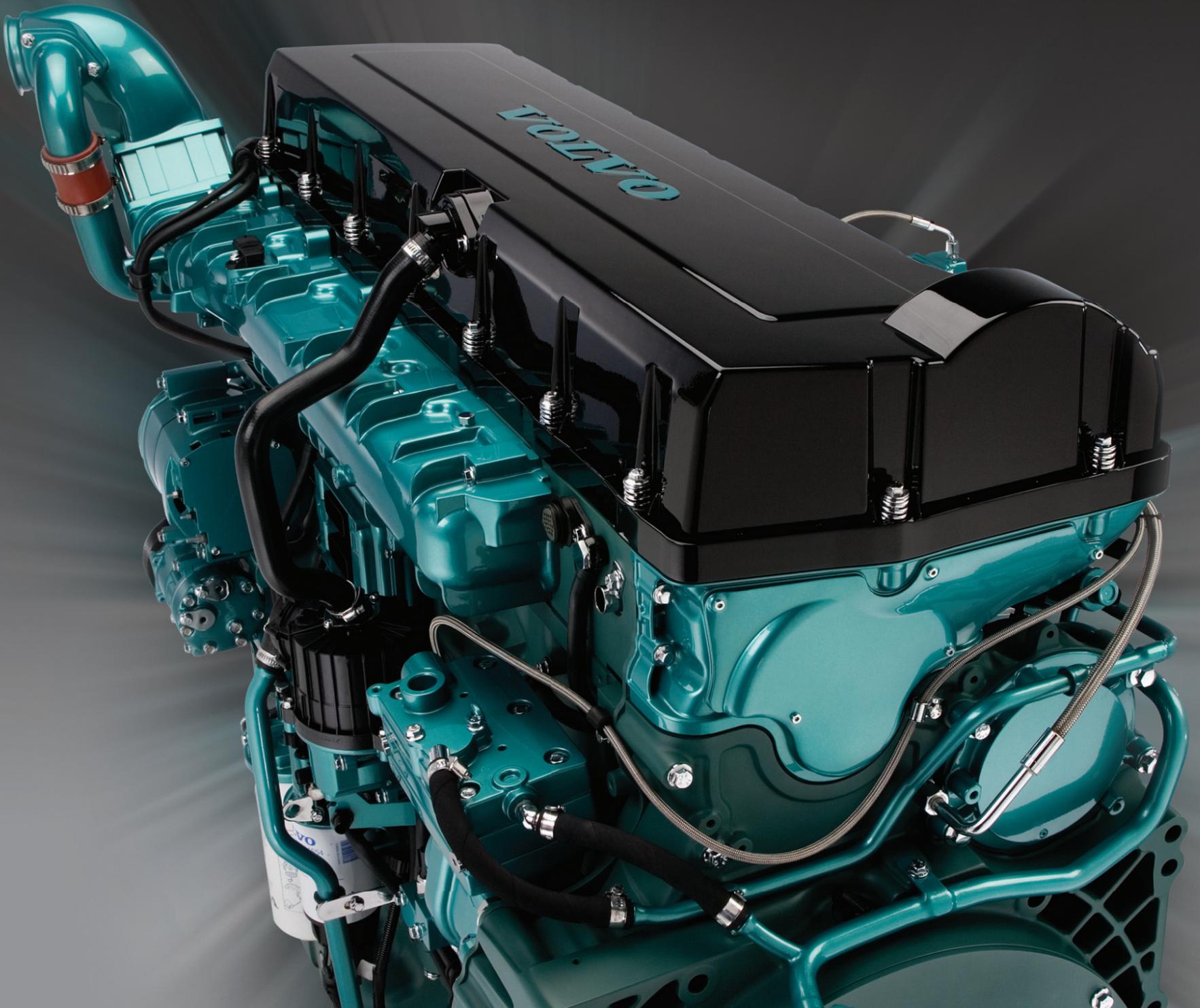
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WEST

# Alberta to ban recreational use of CB radios

## Canada's 'most comprehensive' distracted driving legislation goes far beyond cell phones

EDMONTON, Alta. – Alberta will ban the recreational use of the CB radio as part of what it calls the “most comprehensive distracted driving legislation in Canada.”

Bill 16, the *Traffic Safety (Distracted Driving) Amendment Act, 2010*, restricts the use of handheld cell phones as well as the use of other potentially distracting devices, including the CB radio.

Under the rules, drivers will only be able to use CB radios if: they are operating pilot vehicles and must maintain contact with another vehicle; they are using the radio to contact their employer

where the employee is required to maintain radio contact; to participate in a search, rescue or emergency situation; or when the CB is operable in hands-free mode. How exactly police will enforce the rule remains to be seen.

“This is a great day for traffic safety in our province,” said Minister of Transportation Luke Ouellette, who has been typically seen as a trucker-friendly politician. “This legislation is a bold approach and goes beyond restricting cell phones and deals with the broader issue of distracted driving. Our message is clear:

Keep your hands on the wheel and your eyes on the road.”

To confirm the rules will affect commercial truck drivers and their time-honoured tradition of conversing via the CB radio, *Truck News* sought clarification from Tara Peters, a spokesperson with Alberta Transportation’s Office of Traffic Safety.

“Drivers, including commercial truck drivers, who are required by their employer to maintain two-way radio communication, for example via a CB radio, may use a hand-held two-way radio communication device for the purposes of contacting their employer while acting within the scope of that individual’s employment,” she said. “Recreational use of a hand-held two-way radio communication device is not permitted under Bill 16.”

Maybe we were in denial when

we asked again if a truck driver will be in violation of the law when using the CB radio for conversational purposes?

But alas, she confirmed: “Yes, the bill specifies that hand-held two-way radios can only be used by drivers who are required by their employer to maintain two-way radio communication for the purposes of contacting their employer while acting within the scope of that individual’s employment.”

Violating the new rules, which could take effect by mid-2011 will net drivers a fine of \$172 with no demerit points.

The province says it will be launching a public education and awareness campaign to familiarize drivers with the rules.

For more information, visit [www.transportation.alberta.ca](http://www.transportation.alberta.ca). □

## Truck-friendly Sask. gets more truck-friendly

REGINA, Sask. – Saskatchewan continues to remove barriers for trucking companies, most recently amending its Vehicle Weight and Dimensions Regulations to allow B-trains to operate at 63,500 kgs on more roadways.

The new weight limit matches that in Alberta and B.C. and adds about 1,000 kg of payload, the province announced. This will improve productivity by 2.5%.

“This is just one of many changes we’ve introduced to harmonize rules for commercial carriers across Western Canada, keeping the goals of the New West Partnership very clearly in mind,” Highways and Infrastructure Minister Jim Reiter said.

“These and other amendments are aimed not only at harmonization but at increasing the profitability of shippers and making Saskatchewan an even more competitive place to do business.”

Highways that can now accommodate 63,500 kg B-train loads include: Hwy. 6 from Regina to Melfort; Hwy. 9 from Hwy. 1 to Yorkton; Hwy. 13 from Manitoba to its junction with Hwy. 39; Hwy. 18 from Manitoba to its junction with Hwy. 39; Hwy. 39 from Hwy. 6 to Hwy. 1; and Hwy. 40 from its junction with Hwy. 4 to its junction with Hwy. 29.

Saskatchewan also has approved the use of tridem-drive trucks and truck tractors, allowing them to be used without special single-trip or term permits.

And it also amended the regulations to allow the wider use of aerodynamic devices, wide-base tires, lift axles that automatically deploy and other features that lower emissions and reduce operating costs.

For a complete list, visit [www.highways.gov.sk.ca](http://www.highways.gov.sk.ca). □

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CANADA

# ATDynamics asks Canadian regulators to ease trailer tail restrictions

By James Menzies

**TORONTO, Ont.** – Canadian trucking companies and US carriers that operate here could save \$2.2 billion in fuel over a 10-year period if Canadian regulators would ease restrictions on trailer tails. That was the message Andrew Smith, CEO of ATDynamics brought to the Council of Ministers Responsible for Transportation and Highway Safety's Task Force on Vehicle Weights and Dimensions Policy during a national meeting here recently.

In an interview with *Truck News* following the meeting, Smith said current Canadian regulations are ineffective, since they allow aerodynamic devices to extend just two feet off the rear of the trailer. Canadian officials have expressed concern about the devices, and particularly the carnage they could impose on a passenger vehicle in the event of a rear-end collision.

Those concerns prompted ATDynamics to go back to the drawing board and redesign the original aluminum honeycomb trailer tail it introduced in 2008. Just weeks ago, the company came out with its 'next generation' TrailerTail 2011 which is a "non-rigid" design that collapses on impact without damaging so much as a car windshield at highway speeds.

Smith said the new design actually improves highway safety, since it causes motorists to stay further behind the steel rear frame of the trailer while travelling down the highway and as a bonus it reduces road spray, improving visibility.

"It's a safety-enhancing piece of equipment," Smith said. "We believe that over the next year, there's the right momentum to get the regulations modified to allow non-rigid trailer tails in Canada."

Some Canadian fleets aren't willing to wait, he told *Truck News*. Without dropping names, Smith said about six Canadian fleets have committed to deploying the new trailer tails by the first quarter of 2011 – they'll simply have to close the tails while travelling in Canada. Collapsing the fairings is a one-man job that takes just four seconds, Smith noted. So why the sudden interest in trailer tails?

Smith said independent SAE Type II tests have shown they can save fuel by 6.6% at 65 mph all on their own. When combined with trailer side fairings, a savings of 9-12% can be achieved.

"Any high-mileage fleet that wants to be highly-profitable should have both tails and skirts," Smith said.

While the trailer side skirt market is cluttered with providers, ATDynamics is the furthest ahead (and the first to get DoT-approved, Smith noted) in developing and implementing trailer tails. It has partnered with Canadian side skirt provider Transtex Composites to offer a complete trailer fairing solution. The trailer tails on their own cost about \$2,000 and installation is about a two-hour job for two experienced installers, however a new record was recently set with installation taking two guys just 32 minutes, Smith said.

In the US, where trailer tails are allowed without restriction, there are still less than 1,000 systems on the road but that's about to change rapidly, after US mega-fleet Mesilla Valley Transportation inked a deal to retro-

fit all 3,500 of its trailers with ATDynamics' new TrailerTail 2011 system. Currently, Mesilla Valley is retrofitting 10-14 trailers a day, Smith said.

"They're trying to get them out there as fast as possible," he said.

The hardware is constructed of stainless steel and able to hold up to

harsh Canadian weather, Smith said. The panels are constructed of thermoplastic composite and the entire system weighs about 175 lbs. They're compatible with all makes of van and reefer trailers (including drop decks) but they're not yet available from the factory, something Smith said will soon change.

Having adequately addressed the safety concerns of Canadian rule-makers, Smith is optimistic the stage is set for the more widespread use of the fuel-saving device here in Canada.

"Over the next year, I think a handful of provinces will take the lead to provide exemptions for the technology, eventually resulting in a national upgrading of the regulatory framework," Smith predicted, although he admitted overcoming government roadblocks in Canada is a challenge. "It took us eight months in the US (to get approved) and now we're on to three years here, so I'm hoping we can turn the corner here." □

## CTHRC's expertise sought in Europe

**OTTAWA, Ont.** – European professional drivers will be receiving some improved training, thanks in part to work done on this side of the pond by the Canadian Trucking Human Resources Council (CTHRC).

The CTHRC is sharing its expertise with training providers, research institutes and trade associations from Germany, Great Britain, Italy, the Netherlands, Austria, Spain and Hungary as the only North American group involved with the European Union's ProfDRV initiative.

"The European partners looked around the world to identify best practices, and were impressed with what we have accomplished in Canada," said CTHRC executive director Linda Gauthier.

ProfDRV is aiming to define the knowledge, skills and competencies required of professional drivers and to improve the image of the career. The CTHRC has already developed National Occupational Standards that outline the skill sets required by professional drivers and has created training programs to meet those standards. The ProfDRV program is funded entirely by the European stakeholders, the CTHRC notes. □

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## SOCIAL MEDIA

# Twitter, Facebook allow drivers to stay connected

Continued from page 1

and curmudgeons.” Appearing on the list, nestled comfortably between Software Analyst and Zookeeper, was none other than Trucker. “Spend your days – and even your nights – alone in your truck,” the article quips.

While a few of the occupations mentioned, and indeed the article itself, were obviously intended for laughs, (ie. Undertaker, because “dead people don’t give boring PowerPoint presentations or talk loudly on their cell phones all day”), truckers seemed oddly out of place.

For a group that – *allegedly* – hates people, truckers can be a remarkably social bunch. Despite their longstanding fondness for the CB, truckers of late have been immersing themselves in what is, perhaps, a more unlikely social network: social media.

For the novice, the term “social media” refers to the use of Web-based technologies for social interaction. Some of the more familiar (and popular) examples include Facebook, Twitter, MySpace, and YouTube – though the list continues to grow and diversify by the day.

On the surface, the use of social media may seem like an activity more suited for techno-geeks and 14-year-olds, and truckers, for their part, may not seem likely followers of technological trends. But a quick search on Twitter provides ample evidence to the contrary. Trucking companies, manufacturers and truckers alike have all found their niche on the social net-

working site, which encourages its users to answer the question “What are you doing?” in 140 characters or less.

One such trucker is Allen Smith, a Dunnellon, Fla.-based driver and an avid proponent of Twitter and other social media sites.

“Social media is a tremendous tool for people who want to either maintain contact with friends and family, build friendships, network, create contacts or get a message or announcement out to a mass group about issues and topics which you’re passionate about,” Smith told *Truck News*. “One of the most important aspects of social media to me is the fact that it brings likeminded people together, allowing them to share their thoughts and ideas, while informing each other of things that are going on that they may not have been aware of otherwise. It also creates transparency and accountability in a public atmosphere. When you want your voice to be heard, there is no better way than using social media to get the word out virally, to thousands, possibly millions.”

Smith’s current exposure via social media is considerable, with two Twitter accounts (@AskTheTrucker and @TruckerApp), four Facebook accounts (including [www.facebook.com/askthetrucker](http://www.facebook.com/askthetrucker), Truth About Trucking fan page, Truckers with iPhones, and the AskTheTrucker Blog), a YouTube page ([www.youtube.com/truthabouttrucking](http://www.youtube.com/truthabouttrucking)), a MySpace page, and even a LinkedIn account to his credit.

Such a far-reaching scope has af-

forded Smith thousands of fans and followers, and has provided opportunities for him to give a voice to the industry. One such example saw Smith contacted by TV news program *Dan Rather Reports* to provide details on commercial driver’s licence training issues in the US. The show’s producers found Smith via his AskTheTrucker blog, and one phone call eventually led to a four-part series on the trucking industry.

Smith was also contacted via Facebook by a representative from the Federal Motor Carrier Safety Administration who requested Smith take part in a phone meeting with government officials concerning the CSA 2010 safety rating system.

“The communication lasted over a period of months, where we were able to express the needs and concerns for the drivers of this country,” Smith said. “I believe these conversations had a major impact in addressing many of the areas of CSA 2010 which would have unfairly and negatively affected drivers (and) FMCSA listened. It is these types of happenings, which many times go unnoticed, that mean the most: knowing you’ve made a difference and have possibly made life better for others. Again, exposure is a vital element and it’s led to so many people contacting me, both in the business world and on a personal level. It has allowed us to get our messages out and be a voice for so many within trucking. This is the most important part for me, representing those who

are not heard and giving them a voice and value in the world.”

Another trucker giving a voice to the voiceless in the industry is Desiree Wood, known in the Twittersphere as @TruckerDesiree. Wood came to Twitter to raise awareness of violence against women entering the trucking industry and also to address poor driver training. Her efforts, much like Smith’s, have earned Wood a loyal following (at point of interview she had more than 6,600 followers on Twitter), and, also like Smith, she sees the value of using social media as a tool to further her cause.

“I use Twitter as a tool; not to socialize, but being interactive is very important to develop relationships and reputation,” she says. “It’s more effective if you have a purpose than just setting up an account to use it as a CB like some do, but if you have something you are promoting and you can show that and interact also, this is effective. I discuss events I suppose that most people would not expect from the stereotypical trucker. I talk about things that concern me as a human living on this planet trying to get along with one another without labelling it with political affiliations or religious affiliations, because I think those things are often misused to conceal bad behaviour.”

Wood has also been featured on *Dan Rather Reports* and has been the subject of documentaries and articles related to social media. But despite her own success, Wood says the trucking industry itself, specifically recruiters, carriers, and even politicians, have not found a way to use social media effectively – or honestly – just yet.

“I think Facebook and Twitter are very good social media platforms for trucking, but the problem with trucking is that they are not used to being questioned, so they go silent. That is ‘unsocial media’ and this is why it has not been applied effectively in the trucking industry yet,” Wood told *Truck News*.

“Recruiters and carriers are not having an easy time because they are not changing their strategy and have not embraced transparency. Putting out misleading information and not responding to criticism...shows they do not care, they do not value the intelligence of others and they are rigid to change. This is hurdle that the trucking industry needs to decide how they will proceed.”

Trucking industry OEMs, suppliers and service providers are also getting in on the social media game, like Brampton, Ont.-based Blower Tech Solutions, which has Amy Harrison frenetically working her thumbs behind the scenes of the company’s Twitter account (@Blower\_Tech).

“I am seeing more and more transportation industry-involved companies making use of social media – via Twitter and Facebook primarily – and I am very impressed by it,” Harrison told *Truck News*. “I guess the rule of thumb is, if your competition is doing it, you better be too. With social media, the costs are minimal so there really isn’t a huge excuse to not get involved.”

Harrison says that the variety and scope of social media sites can be a bit daunting for new users, and admits to personally using Twitter, LinkedIn, and Facebook accounts, as well as having a blog. She encourages clients to

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## SOCIAL MEDIA

### Truckers' use of social media on the rise

Continued from page 22

think of social media and the Internet this way: "Your Web site is your home/head office, Facebook is your permanent trade show booth, and Twitter is your spokesperson who is literally everywhere in the company and can update you instantly," she says. "Does it get a bit confusing? Yes, sometimes, but this is what works for me."

As for the value it brings to her business, Harrison says social media's role as the great equalizer has been beneficial for Blower Tech.

"Anyone can do it and you are all equals. Volvo, Hino, Cummins, they are all on equal footing with me (@Blower\_Tech), or anyone else. The value of getting involved is that you can use social media to build relationships with your client base and post-recession this has become key in determining who gets your valued dollars. It is instantaneous, which again adds to the

value. In a lot of cases, the big companies don't need to write a press release or time a press conference: they can put out a message on Twitter immediately and address issues directly."

Some truckers have seen the entertainment potential of social media – and a least one driver has used it to great success. Canadian trucker Sean Sutherland, (aka @EskimoSean on Twitter), boasts one of the most popular trucking-related YouTube channels around, with more than 6.7 million views to date, offering a combination of comedy and information for his many fans.

The channel's popularity soared once Sutherland's homemade training videos went viral, and he has since used his status as a YouTube partner to promote his intentionally stereotypical – and funny – trucker alter-ego, Eskimo Sean, in a series of skits.

"I use the combination (of Twitter, YouTube and Facebook) to stay in touch with family and friends, both at home and on the road. My YouTube (channel) has been a structure for not only that reason, but to inform the general public of the truth about trucking, (to) try to show them we are not the stereotype they all picture truckers to be, as well as answer questions entry-level drivers may have about how to drive, and what to expect once starting a career in trucking," he says.

"Sites like Twitter are bringing back some of the brotherhood that has disappeared. I'm 'following' trucker friends all over the country, meeting up with them, and building friendships and a brotherhood with them I may not have had any other way. These sites are starting to give truckers a feeling of togetherness, and I'm finding we are starting to find a voice again. We can use these tools on the Web to further ourselves and the industry."

Though his status as a YouTube partner has helped him earn money every time one of his videos is viewed, Sutherland says the feedback he's received from fellow drivers has brought him the most value from using social media.

"What I hold close is the countless e-mails I receive from entry-level drivers. Knowing that I've helped them understand the industry, or how to drive better, and knowing that I've helped make them a professional driver, and not a steering wheel holder, is worth the time and effort put forth."

That said, Sutherland warns users that while there is much good that can come from social media, reckless tweeting or blogging can often spell trouble – both personally and professionally.

"Be careful of what you say and do. Giving too much information on what you do, where you're going, and anything else company-related can get you fired or worse. I've had my battles with companies over this issue and have seen their side. But companies don't fully understand the good that can come of social media. Just remember, we all have bad days, and need to vent – just watch what you say."

Another driver running the gamut of the social media scene is Al Goodhall (@Al\_Goodhall), a long-haul trucker since 1998 and a recent addition to *Truck News'* team of columnists. And how did the aptly named Goodhall come to *Truck News'* atten-

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**SOCIAL MEDIA**

# Staying connected

Continued from page 24

tion? Through Twitter, of course.

“Before (writing for *Truck News*), my writing appeared regularly (and still does) in our company newsletter,” Goodhall said in an interview. “This is very cool for me as it has opened many discussions with my fellow drivers at my place of work about industry issues and attitudes. Social media helps me tap into what’s going on within the industry as well as my family and social circles when I am away for extended periods. It’s just nice to know what is going on outside of my cab. It’s a way of feeling connected that we have not had available to us in the past.”

But Goodhall admits that the use of social media is a supplementary source of information and has its limits.

“You can never replace social interaction that takes place in person; whether it be one-on-one or in a group situation. My preference is to have a conversation over coffee or a couple

of beers. Face-to-face contact is, by far, the best way to communicate and share ideas. I don’t believe that social media will ever replace that.”

But the immediacy of social media, especially when one is on the road for days on end, coupled with the information to be shared and contacts to be made at the click of a button is an undeniably valuable tool, Goodhall says.

“(Social media) needs to be recognized by truck drivers as a very powerful tool for initiating change and ideas within our industry. You can communicate with everyone from family to politicians to industry lobby groups to enforcement personnel to fellow drivers and your own company executive. You can do all of that in real-time,” Goodhall said. “In this day and age, we can’t use the excuse that nobody listens to us. We now have the ability to provide feedback via the various social networks. I can’t think of anything that is more valuable than that.” □

# Social media defined

**Facebook (feis-buk), noun:**

1. A popular social networking site that allows the exchange of pictures, status updates, messages and links among “friends.”
2. The Web site where “friend” became a verb, ie. “I got a Facebook invite from Gus. Should I ‘friend’ him?”
3. A place to poke someone without fear of lawsuits.

**follower (fol-oh-er), noun:**

1. A person or thing that follows.
2. A user that subscribes to another user’s tweets on Twitter.
3. How Twitter users measure their life’s worth.

**like (lahyk), verb:**

1. To regard with favour; have a kindly or friendly feeling for.
2. To agree with a user’s comment on Facebook.
3. To become a fan of a Facebook group, ie. *Truck News* has more than 250 likes on Facebook.

**MySpace (mahy-speys), noun:**

1. A social networking site where users create profiles comprised of photos, videos and personal information. Unseated as the top social networking site in the US by Facebook in 2008.
2. Not your space. Mine.

**social media (soh-shuhl mee-dee-uh), noun:**

1. Web-based technologies that allow the user to interact socially. Popular examples include Facebook, Twitter, MySpace and YouTube.
2. God’s gift to procrastinators.

**tweeps (tweeps), slang:**

1. A conjunction of the words Twitter and peeps (people). Used by Twitter users to refer to their group of followers, ie. “To all my tweeps in the Twittersphere, I just ate an awesome bologna sandwich. You guys jealous?”
2. A term a man should never use.

**tweet (tweet), noun:**

1. The sound a bird makes.
2. A user’s message on Twitter.

**Twitter (twit-er), noun:**

1. A state of tremulous excitement.
2. A Web site that offers a social media service where users answer the question, “What are you doing?” in 140 characters or less.
3. A Web site that allows people to alert a group of friends and strangers to their breakfast cereal preferences and bowel movement frequency, ie. “Hey tweeps. I just ate a huge bowl of raisin bran. About to blow the roof off the joint. TTYS!”

**YouTube (yoo-toob), noun:**

1. A video-sharing site where users upload, share and view videos.
2. A popular vehicle used to become famous regardless of actual talent. See Justin Bieber. □

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## TAX TALK

# Lessons from a tax cheat

Throughout the year, the Canada Revenue Agency posts summaries of tax fraud cases on its Web site. The success of our tax system depends on honest reporting, and these stories show in a highly publicized way that it doesn't pay to cheat. And that if you cheat, you're gonna pay.

When individuals or corporations are convicted of tax evasion, they have to pay the full amount of tax owing, plus interest, and any penalties CRA assesses.

In cases of gross negligence, the *Income Tax Act* and *Excise Tax Act* allow CRA to assess a penalty of up to 50% of the unpaid tax or the improperly claimed benefit. In addition, the court may fine them 50% to 200% of the tax evaded and sentence them to a jail term of up to two years.

As you can read in these recent case summaries, each of these people deliberately tried to cheat you, me, and every other honest taxpayer in Canada, and it's darned near impossible to find anything redeeming about their behaviour. But there are a few practical lessons to remember as you prepare your own return this year:

### Someone is documenting your income

Richard John Rafter of Kitchener, Ont., pleaded guilty to two counts of tax evasion and was fined \$15,865 for failure to report taxable income of \$109,332 earned in 2006 and 2007.

Auditors found that the business income Rafter reported on his T1 income tax returns for 2006 and 2007 was significantly smaller than the amounts reported on subcontractor annual income information slips (similar to employee T4 slips) that general contractors are required to submit to CRA.

### International income counts

Laurier Chabot of Saskatoon pleaded guilty to tax evasion for the 2003 year and was fined \$68,000.

Chabot owned a business that bought and resold used fur coats on eBay, and earned an estimated 90% of his income from international sources. The CRA investigation revealed that he deliberately failed to report international income received from the United States, Europe, and Asia in the amount of \$250,041.

### Keep accurate records and legitimate receipts

Bea MacDonald of Halifax was fined \$25,126 after pleading guilty to three charges of tax evasion after an investigation revealed that she falsified business expenses totaling approximately \$68,000 on tax returns for 2004 and 2005.

The Crown Attorney carefully described the great lengths that MacDonald took to cover up her tracks after she was first approached by CRA auditors in 2006. She requested to have



## Tax Talk

SCOTT TAYLOR

original invoices re-issued from a vendor, in her name only, even though she shared the expense amounts equally with her real estate partner. She also cut off the top of over 100 receipts to conceal the locations and claimed personal expenses as business expenses.

### Make sure your expenses are deductible

Arnold MacLean of Sydney, N.S., pleaded guilty to one count of tax evasion and one count of obtaining GST refunds to which he was not entitled and was fined \$123,045. MacLean claimed

fraudulent and non-deductible employment expenses totaling \$263,669 on his 2000 to 2004 personal income tax returns.

At the time the offences were committed, he was employed as a salesman at a ventilation equipment company.

A CRA investigation revealed that, in support of his employment expense claims, MacLean prepared false *Declaration of Conditions of Employment* forms, which included the forged signature of his employer's controller.

It also revealed that MacLean was reimbursed by his employer for all employment expenses incurred in each of the tax years noted, and that he knew he was not entitled to claim employment expense deductions on his tax returns.

That kind of scheme takes work, and I wonder how many hours MacLean spent trying to pull it off. Imagine what he could have accomplished by putting that effort into making an honest living – and pre-

paring an honest tax return.

January is a time to make sure your invoices, income slips, bank statements, and receipts are in hand so you can report all of your income and take advantage of any credits, deductions, and exemptions to which you're entitled.

It's also a good time to talk to your accountant about how to minimize your tax obligation. After all, you want to pay the right tax bill, not the wrong one. There's a difference between being aggressive and being creative. "Aggressive" may get you re-assessed while "creative" will get your name published by CRA. □

– 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](http://www.tfsgroup.com) or call 800-461-5970.

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INDUSTRY

# My first 25 years in trucking

I recently celebrated my 25th anniversary of joining the trucking industry. Over that time, I have had the opportunity to learn from some of the greatest entrepreneurs and business leaders this country has ever produced.

I will be forever grateful to those industry leaders – some of whom like Doug Smith, George Hendrie and John Kennedy are no longer with us – who took a chance on a very young guy at the time to lead the association they had built.

That is not to say that the job doesn't come with its frustrations. Dealing with government and sometimes with the conflicts within our large and fragmented industry can be trying. Far and away though, it continues to be a terrific experience and I cannot imagine doing anything else.

The success of any organization



is a reflection of its people. As the 'boss,' I tend to be the most well-known of the association staff and end up the recipient of a lot of the recognition that has come our way. However, one person does not an organization make.

Over the years, I have been blessed by an amazingly dedicated, hard-working and talented team of individuals who deserve a lot of credit. They have in equal measure supported me, put up with my idiosyncrasies, inspired me, made me laugh, brought me up short when I needed it, and done a great job.

Most of them have been with me,

and therefore have been working on behalf of the industry, for years. My wingman is senior v.p., Stephen Lasowski. Steve is the number two in charge at both CTA and OTA. But, he is more than that. Steve has proven himself over the past 16 years as a tireless fighter for the industry and a great leader in his own right. He is one of those rare finds and we are lucky to have him.

The rest of the management team is also made up of exceptional individuals. After me, our longest serving employees are v.p. of finance and membership, Joanne Benac (24 years) and my executive assistant, Jackie Dobrowolski (23 years).

Joanne was my first hire. Her job was to operate our first PC, believe it or not. Today, Joanne is doing the job that at least three people used to do – managing the accounting for both CTA and OTA, overseeing our commercial products and services, managing our membership administration and running our convention.

Jackie, more than anyone in the office, puts up with my personal foibles, is always watching my back, making sure I am where I am supposed to be, and competently and professionally dealing with everyone she comes into contact with.

There is no-one better at the game of politics than Doug Switzer, v.p. public affairs (12 years). Doug has an uncanny ability to be able to work with all sides on an issue, regardless of political stripe and to communicate our concerns directly to politicians in a language they understand. That is no easy feat.

Ron Lennox, vice-president who came over from Transport Canada a decade ago, and now holds down the fort at CTA's office in Ottawa, is the quintessential "steady Eddie." He's methodical, unflappable and entirely dependable. He is CTA's point man on security, tax and labour issues.

A couple of relative newbies round out our policy team. Geoffrey Wood, v.p. operations and safety (seven years), is a "truck wonk." Whether its weights and dimensions issues or safety regulations like hours-of-service or EOBRs, Geoff is our man.

Jennifer Fox, v.p. Customs, (four years) is as her title suggests our resident Customs expert. In this day and age, that is such an important area of interest for the industry, we are fortunate to have someone of Jennifer's ability and background representing us on those issues.

Our maintenance and technical advisor, Rolf Vanderzwaag (14 years) brings a vast technical knowledge to the mix. But, Rolf is also one of the most entrepreneurial people you will ever meet, which has enabled us to bring many new products and services to the industry.

Of course, keeping things running on a daily basis requires a dedicated group of unsung heroes. Rodney Fowler, v.p. information systems (12 years) maintains our computer and communications systems, which often means working off hours and dealing with multiple demands from us non-technical types.

We have the best group of administrative assistants you will find anywhere. Melanie Kowdrysh (16 years), Yvonne McCauley (15 years) and Karen McDowell (12 years) backstop the entire workflow. Christa Joseph (16 years) does an extraordinary job collecting our accounts receivables – one of the most important jobs in any business. Esperanza Tome (16 years) handles our commercial products sales, which has become an essential part of our financial underpinning. Last but not least, our newest hire, Deanna Pagnan, is quickly blossoming as a communications professional and brings a youthful presence to the staff, which includes developing, for example, our social networking strategy (something those of us of a certain age simply can't understand).

I am greatly indebted to each of these fine people. Without them, I would not have survived and thrived for 25 years and the industry would I think be the worse for it. Thanks guys. □

– David Bradley is president of the Ontario Trucking Association and chief executive officer of the Canadian Trucking Alliance.

## Meet the latest fuel saving technology: the SmartDriver

With fuel costs consuming a large part of a fleet's budget, it makes sense to do whatever you can to save. That's why more and more companies are training their drivers to be **SmartDrivers**. **SmartDriver for Highway Trucking** is a professional drivers' course designed to help you save money on fuel and improve your bottom line. Your drivers will learn techniques that will help them get the most from their vehicle, their driving skills and themselves. And, a company can reduce its fuel consumption by 5-10% after participating in a driver training program.

**SmartDriver training** is a one-day course and sessions are available across Canada throughout the year.

Current sessions are

Partner	Session Dates	Location	To register
Trucking Human Resources Sector Council Atlantic	January 14 '11 January 21 '11	Halifax Woodstock	Visit <a href="http://www.thrsc.com">www.thrsc.com</a> , email <a href="mailto:admin@thrsc.com">admin@thrsc.com</a> or call 902-893-8410
Partners in Project Green	February 8 '11	Toronto (Airport)	Visit <a href="http://www.partnersinprojectgreen.com">www.partnersinprojectgreen.com</a>
British Columbia Trucking Association	January 19 '11 March 23 '11	Kamloops Langley	Email <a href="mailto:BCTA@BCTrucking.com">BCTA@BCTrucking.com</a>
Nero Global Tracking	January 13 '11	Port Moody	Call 604-472-1472 or e-mail <a href="mailto:nina@neroglobal.com">nina@neroglobal.com</a>

**SmartDriver** trainers are also available to provide in-house training for groups of ten or more professional drivers.

Now's a great time to put **SmartDrivers** on your team and get your fuel costs down. And it's good for the environment too. Please visit [www.fleetsmart.gc.ca](http://www.fleetsmart.gc.ca) for more information and an up to date training schedule. Email us at [SmartDriver@Bronson.ca](mailto:SmartDriver@Bronson.ca) or call 613-253-1086 for questions or to reserve your in-house session.

**SmartDriver for Highway Trucking** is a recognized training program offered by Natural Resources Canada's Office of Energy Efficiency.



# The rapid pace of change

Remember the old adage “May you live in interesting times?” It’s frequently alleged to be Chinese in origin, but there are those who dispute that source. The point is that at first blush it seems to be a form of well-wishing, but in fact it is more often considered to be a curse.

Consider the last couple of years in the trucking industry: if you like rapid change, you have surely been enjoying yourself, but if you are among those who prefer a more leisurely pace that allows the time to adjust, the last few years may have been a nightmare for you. Interesting times indeed.

Recently, the pace of change was the topic of a discussion among a small group of industry people. We took turns contributing to the list of things in this industry that had changed dramatically over a short period of time, and as the list grew it became apparent that we had all become almost oblivious to the speed of change, and had simply learned to adapt.

The list that developed out of the conversation, although not all-encompassing, served as reminder of just how trucking has been impacted over the past couple of years. At the risk of dredging up bad memories, let me point to just a few of the points that were raised.

The most significant impetus for change we agreed was the recession. As freight dried up, carriers were



forced to park trucks, lay off drivers, and begin to seriously consider ways of reducing costs, or controlling those that couldn’t be eliminated altogether. In many fleets this drove a complete re-think of all aspects of the business. Private or for-hire, carriers began to examine ways to curtail costs and make difficult decisions concerning what freight they wanted to haul and what they should step aside from.

The tentacles from the recession reached out and touched every aspect of the trucking industry from OEMs, to carriers, to shippers, to employees. The title of a biography of Jim Morrison of the late ’60s rock band The Doors springs to mind – *No One Here Gets Out Alive*. A bit overstated perhaps, but there was, and to some extent still is that feeling.

Coupled with the economic woes, in the last few years we also dealt with the introduction of emissions-friendly engine modifications – the first round in 2007 followed in 2010 by the next. While OEMs tried hard to explain the impact to the industry (and many presented their case at PMTC conferences), there remained

an air of mystery and rumour concerning escalating engine costs and declining fuel efficiency. Fleet managers and buyers had decisions to make and not a lot of information or history to consider.

Continuing through the list, Ontario has been busy introducing change. The long overdue pilot program for LCVs was one of the more welcome initiatives, while the re-testing of commercial drivers aged 65+ caused turmoil and anger in the trucking community. Opinions on speed limiters wound up somewhere in between the two extremes, while a modernized facility audit has met with some acceptance.

The LCV pilot was almost universally applauded by the trucking community, not so much by the railroad groupies. A good deal of planning and thought went in to the development of the pilot, and that effort should ensure its success.

We are still dealing with the fallout from the 65+ re-testing policy. Some very good drivers voluntarily downgrade their licence or retired from the industry rather than submit to the re-test. We’re still not convinced this was necessary and continue to work with the Ministry to modify the requirements.

The topic of speed limiters has been battered around enough that it doesn’t need further explanation. Prior to the legislation, many fleets already controlled speed as part of a safety program, others adapted afterward. No statistics have been published that would indicate whether the legislation has actually improved

safety. For the purpose of this column, let’s just say that it was a change that caused a lot of turmoil.

The hands-free communications bandwagon has been jumped on by almost every jurisdiction, despite studies that opine that it is not the holding on to a communications device that causes the distraction, but the conversation itself. But, once again it was a change to which we needed to adapt.

Looking forward a little, CSA 2010 and its impact on safety records is hovering over carriers that operate in the US. This new enforcement and compliance model should allow for early intervention by FMCSA and its state partners in order to address safety deficiencies before crashes occur.

There is lots of detail available on CSA 2010, and for carriers that emphasize safety in their operations there may not be a great deal to be concerned about – but if yours is one of the other types of carriers, it may be a different story. Either way, it’s new and if you operate in the US you need to know about it.

And of course I haven’t begun to detail all of the changes, implemented or under consideration, that have affected the trucking community (ie. mandatory EOBRs), but I’m almost out of space. It was just an innocent conversation among a group of friends, but it was pretty revealing. □

– *The Private Motor Truck Council is the only national association dedicated to the private trucking community. Direct comments and questions to trucks@pmtc.ca.*

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## OVER THE ROAD

# A new year provides opportunities for a fresh start

## Living a healthy lifestyle as a truck driver isn't easy, but it is possible

Less than a year after I started driving for a living, I recognized that my health was on a downward spiral and picking up speed.

I was sucking back two packs of smokes a day, there was always a munchie of some sort next to my seat and the meal of choice always seemed to be the all-you-can-eat buffet at the truck stop.

Heavy smoker, obesity, little or no exercise, elevated blood pressure, and a family history of cardiac problems; I was a walking time bomb before I had reached my 40th birthday.

There was a good possibility that if I stuck to this track I may not reach my 50th birthday, let alone retirement. I found the motivation to make some changes in my life. I quit the tobacco on my 40th birthday and by my 50th birthday, I'd dropped 75 pounds.

I've thought about writing about this a number of times but have always shied away from it.

It's not for me to say how anyone should eat, exercise, or whether or not they should smoke. Our personal choices are just that – personal.

I'm a truck driver, not a nutritionist, dietician, doctor, personal trainer or life coach.

As a truck driver I know that the cards are stacked against us when it comes to coping with these issues. It's not impossible but it's not easy.

For me, success did not come in the first week, the first month or the first year.

There were numerous times in the first couple of years when I would slip back into old habits for a few months.

I started by quitting smoking and decided for the first year I was not going to worry about eating or diet or exercise.

Coping with not smoking was enough. One thing at a time. I ended up putting on some weight that first year but didn't let it get to me.

The second year when I started to focus on weight loss it was much easier to do because the whole smoking thing was behind me. I also had the confidence that if I could give up a 20-plus year two-pack-a-day smoking habit then I could get a handle on my diet and lose some weight.

There is no doubt about the fact that to drive a truck and lose weight is difficult. I chewed a lot of gum those first couple of years. The best motivator I came across was calorie counting. Sounds boring, anal maybe, I know.

I don't remember how long I did it for but it was at least four months and no more than six.

I kept track of the caloric value of everything I ate and became an expert at reading food value labels. I was amazed at how many calories are in some of the crap that we eat.

I also learned I was eating por-



### Over the Road

AL GOODHALL

tion sizes that were far too large. I learned that all the stuff that is good for us has far fewer calories in it and you can eat a lot more of it. Think fruits and vegetables – this became my new snack food.

We know that we put on weight when we eat more calories in a day than we burn off.

To lose weight we need to burn off more than we eat. So we can

eat less, exercise more, or eat the same amount and exercise more. Weight loss isn't any more complicated than that.

The problem is that it is easy to understand but not so easy to put into practice. It didn't take me long to realize that I needed to add a daily walk to my regimen to burn off a few extra calories in addition to cutting down on my caloric intake.

This is when I really noticed the weight coming off. I was now three or four years in to this program and had lost about 30 pounds.

I settled into walking every second day for 40-60 minutes as a minimum and I was energized like I had not been for many years.

I still had times, especially in the winter, when I had difficulty

sticking to my program. Often in the dead of winter I would end up putting on five or 10 pounds.

This is where the trucking lifestyle really can drag you down. It's tough to find the motivation to go out for a walk when it's -30 C in Winnipeg and the wind is blowing and it's dark to boot. Such is the life we lead.

So if your New Year's resolution is to get healthy this year it's well worth the effort. Keep your intention in mind and you'll always move forward. □

– 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](https://twitter.com/AlGoodhall).

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Continental Tire says its new HDR1 Eco Plus is one of the few **open shoulder drive tires** to become EPA SmartWay-certified. The HDR1 is a heavy regional drive tire suited for local pick-up and delivery fleets that require an open shoulder design for optimal traction while also maximizing fuel economy, the company says. Also new to the tire is a lug angle that resists irregular wear over the lifetime of the tire, the company says. For more info, visit a Continental Tire dealer.

**Components**

Allison Transmission has introduced some new features on its **automatic transmissions** for 2011. All Allison automatics are now available with Economy Shift Schedules, which the company says improves fuel economy. The company is also offering 2nd Reverse on its Series 4700 which is aimed at oilfield applications. 2nd Reverse offers a second "deep reverse" in addition to the standard reverse to provide greater maneuverability when operating in confined spaces, the company says. Allison is also offering Variable Modulated Main on its 3000/4000 models, which modulates the pressure required in the internal lube system to increase transmission efficiency and improve fuel economy. And finally, the 3000/4000 models are now available with Low Speed Grade Assist to improve performance and generate less heat when climbing grades.

A newcomer to the commercial vehicle brake industry, Elite Brake has announced it has introduced optimum **anti-corrosive protection** to its line of remanufactured brake shoes. Dubbed DiamondCote, the new protection comes in the form of a cathodic electrostatic coating process that provides 400% better rust protection, protecting against rust-jacking, in which rust builds up underneath the brake lining on brake shoes, causing the brake lining to crack. For more info, go to [www.elitebrake.com](http://www.elitebrake.com).

**Accessories**

Western Star has published its first ever **body builder book**, which is available for download online. The online resource provides equipment manufacturers with comprehensive component information for all West-

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ern Star truck models, the company announced. It will prove helpful for anyone looking to build and integrate specialty bodies on Western Star chassis. The guide includes detailed spec' information on nine sections, including: air and electrical; exhaust; frame components; powertrain; suspension systems and others. You can download it free of charge at [www.westernstar.com/bodybuilder](http://www.westernstar.com/bodybuilder).

The Ontario Trucking Association has launched a new **apparel program**, including items such as coveralls, safety attire, parkas, t-shirts and vests. It also includes non-clothing items such as key chains, USB memory sticks and magnets. OTA members will benefit from group buying power, the association says, and the products come from brand name lines such as Nike, Callaway, Adidas and Reebok. For more, go to [www.ontruck.org](http://www.ontruck.org) and click the Apparel Program button.

Marsh Canada Limited and VerX Direct Corporation have teamed up to create a **national driver's licence and class verification system**. Through VerX, Marsh Canada clients can obtain direct, real-time access to most provincial and territorial driver's licence databases (except Newfoundland and Labrador), and determine, within a few seconds, whether a licence is valid, suspended, requires a driver interlock device, or is fraudulent. For the commercial trucking industry, the system can also verify the class of licence. For more information, speak with your Marsh rep or visit [www.verxdirect.com](http://www.verxdirect.com).

If you find yourself squeamish about sleeping in a truck used for a slipseat (or slipbunk) operation, you may be interested in the Bunk in a Bag, created by Ruth Minderlein and Jackie Stuart after years spent in the trucking industry. The Bunk in a Bag is a **custom-fitted mattress cover** that's washable and portable, so drivers can go on the road in a company truck without worrying about who slept in it last. The Bunk in a Bag is custom-made, so the inventors require measurements with your order. Prices range from \$69.95 to \$89.95, depending on size and choice of fabric. Matching pillows and bolsters are also available. For more, call 519-324-3123 or e-mail [bunkinabag@yahoo.ca](mailto:bunkinabag@yahoo.ca).

Valvoline has expanded its **Fuel Proof Guarantee program** to make it available to fleets using any form of telematics system. Previously, the program was only available to fleets using inthinc's tiwi driver mentoring system. The program initially promised a 4% fuel savings to fleets that combined Valvoline lubricants with inthinc's real-time driver mentoring system. Now, fleets are guaranteed at least a 1.6% fuel gain when using Valvoline's heavy-duty motor oil and gear lubricant alone and the promise of a 4% savings when combined with inthinc's tiwiPro remains. If customers don't achieve the promised fuel savings, Valvoline refunds the incremental costs of the oil changes. For more information, visit [www.valvolinehd.com](http://www.valvolinehd.com) or call 800-825-8654.

Western Star enthusiasts may be interested in ordering a limited edition **2011 Western Star calendar**, which includes 1930s-style illustrations by artist Jeff Foster. The calendars are 20"x31" and are available at select Western Star dealers. To find a dealer, visit [www.westernstar.com](http://www.westernstar.com).

Truck drivers and passengers who suffer from back pain can purchase the **Body Essentials Portable Shiatsu Massager**, which converts any seat into a powerful massaging therapy seat, its manufacturer claims. It retails for US\$199.99. For info, visit [www.bodyessentialsforyou.com](http://www.bodyessentialsforyou.com).



Data mining company Vigillo is now offering **CSA driver scorecards** to truck drivers. The Roadside Resume service is free of charge and allows

professional drivers to view their own rating under CSA, the new safety measurement system being deployed in the US. Vigillo says Roadside Resume is

the only service in the trucking industry that makes CSA scores available directly to individual drivers. For more info, visit [www.vigillo.com/drivers](http://www.vigillo.com/drivers). □

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HEALTH

# Wake up and smell the coffee, it's breakfast time

Your alarm has just gone off and it's time to decide – hit the snooze button for a few more minutes of shut-eye, or throw back the covers? Hitting the snooze means you'll have to skip breakfast, but what difference does that make? A big difference.

Simply speaking, 'breakfast' breaks your fast. Over the night while you haven't been eating, your body has been slowing down your metabolism. So in the morning, your body begins your day set to burn fewer calories and conserve energy.

By eating breakfast, you jump start your metabolism and put your engine into gear, ready to burn the calories you eat instead of storing them.

Your mother was right when she told you that breakfast is the most important meal of the day. It gives you energy and offers health benefits, including: weight control, lower cholesterol, better concentration, higher physical endurance, increased strength, as well as better mental focus, memory, mood, problem-solving skills and eye-hand co-ordination.

However when I'm talking about breakfast, I'm talking about having a real breakfast, not eating a bowl of sugar cereal or grabbing a donut on your way through the drive-thru. Including the following foods as part of your healthy breakfast should satisfy your taste buds while keeping your stomach feeling full until



## Preventive Maintenance

KAREN BOWEN

lunch: lean protein, whole grains, fiber and fruit.

Lean protein, including eggs, Canadian back bacon (not fried, high-fat sliced bacon), and low-fat ham are all good choices. I realize that many people shy away from eggs because of cholesterol. However, according to the American Heart Association, healthy people can eat one egg a day without ill effects. Recent studies have shown that eggs eaten within a low fat diet do not significantly increase blood cholesterol or triglyceride levels.

Yet, if you've been advised to avoid eggs, you could use an egg-substitute or egg whites only instead of a whole egg.

When considering whole grains, certainly oatmeal comes to mind. Oatmeal is something you grow up with, but never get too old for. Now you can prepare it in a microwave in only one minute. You can also buy single-serving pouches that are excellent to pack for the road. (Be sure to read the label to see if sugar has been added. Choose a non-sweetened variety and add your own natural sweetener, like honey or maple syrup).

Even though we've talked about this before, just as a reminder – oatmeal is especially known to lower bad cholesterol.

Along with oatmeal, various whole grains can be found in dry and cooked cereals. Just read the packaging labels to ensure you are getting the entire grain with no sugar added for the best health benefit.

Some cereals with minimal sugar are: regular Cheerios (not honey nut or other sweetened kinds); corn flakes (not frosted flakes); shredded wheat minis (not frosted); and Kashi (unsweetened). Add sugar to your own taste, which will usually be just a fraction of what the cereal manufacturer adds. Their sugar servings are sometimes equivalent to eight or nine teaspoons for each one-cup serving. Or, why not splurge on a whole grain pancake or French toast? Whole grains contain a wide variety of vitamins, folic acid, minerals, antioxidants and fiber.

Another good source of breakfast fiber (and vitamins, minerals and enzymes) is fruit. Remember – a whole fruit is better for you than just the fruit juice. Most juice bought at the grocery store is pasteurized (heated to a high temperature to kill any bacteria and increase the shelf life), but, many enzymes are destroyed. As well, many have added preservatives and sweeteners. Better to choose an orange, grapefruit, apple or banana; or, less tradi-

tionally: strawberries, cherries, kiwi, melon, or grapes, or any other that you like.

If you have time to make a smoothie, they are a popular way to 'drink in' some fruit in the morning. To make one, you just need fruit and a blender. So, the combinations are endless. This concoction is particularly refreshing: six fresh strawberries, a third of a cantaloupe, half a cup of fresh pineapple; one kiwi (peeled) and one cup of orange juice. Just blend until smooth. You may want to add ice for a cooler drink. (As well, adding a tablespoon of ground flaxseed will make your smoothie thicker and healthier).

Add low- or non-fat dairy products to your smoothie for additional protein. Low-fat yogurt, milk, or cottage cheese all work well. Try them out to see which one you like best. Pouring low-fat milk over your cereal is another way to add dairy protein to your breakfast.

Some mornings, you'll have time to make a smoothie. Some mornings you'll just have time to grab something quickly and race through the door. If you stock up with eggs, whole grains and fresh fruit for your breakfast buffet, you'll be ready whether it's 'for here' or 'to go.' □

– Karen Bowen is a professional health and nutrition consultant, and she can be reached at karen\_bowen@yahoo.com.

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# Winter driving conditions can increase risks of panic attacks

## Panic attack symptoms can be mistaken for more serious conditions

I recently had a driver come into my clinic complaining of shortness of breath, rapid heart rate and chest pain.

He reported that it started about an hour before, when he was driving in heavy traffic during a snowstorm. Naturally, I referred him to the emergency room to be checked out for a possible heart attack. As it turns out, his heart was fine and he had just experienced his first panic attack.

A panic attack is simply a sudden feeling of intense fear that develops for no apparent reason. Often, panic attacks trigger severe physical reactions.

In the past, panic attacks were attributed to stress or overactive nerves, however they are now recognized as a legitimate medical condition. Fortunately, modern treatments are often very effective.

The symptoms of a panic attack can vary greatly from person to person. They can include: chest pain; rapid heart rate; shortness of breath; sweating; nausea; dizziness; chills; headache; and hyperventilation.

As you can see, many of the symptoms can resemble life-threatening conditions. Thus, it is vital to seek medical attention as soon as possible.

In most cases, panic attacks begin suddenly without any real warning. They can occur at anytime even when you are sleeping. However, many people experience panic attacks during stressful situations. The symptoms of a panic attack are usually short-lived, most only lasting between 30-60 minutes.

The exact cause of panic attacks is still unknown. However, researchers think that genetics and stress are the two main contributing factors. Traumatic events such as the death or serious illness of a loved one or major life changes are common initiating factors.

Diagnosing panic attacks is not always an easy task. Your physician will first have to rule out other serious medical conditions. A physical examination is usually where your physician will start. From there, laboratory investigations such as blood tests and electrocardiograms will help pinpoint a diagnosis. A physician or a mental health worker may also perform a psychological evaluation.

The good news about panic attacks is that treatments are very effective. In most cases, the goal of treatment is to reduce or eliminate all of your panic attack symptoms. The two main treatment options for panic attacks are medications and psychotherapy. Many physicians recommend a combination of both treatments.

Medications such as antidepressants are often the first to be prescribed. Popular drugs such as Prozac, Paxil and Zoloft are widely prescribed for panic attacks. Other medications such as



mild sedatives may also be recommended by your physician. If one particular medication is not effective in treating your symptoms, your physician may recommend switching to another.

In addition to medications, psychotherapy has proven to be effective in treating panic attacks. The main type of psychotherapy used to treat this condition is

called cognitive behavioural therapy. This type of therapy can help you identify patterns and triggers of your panic attacks.

During these sessions, you will learn how to cope with the feelings of anxiety and physical symptoms associated with panic attacks.

In recent years, researchers have explored several natural treatments for anxiety disorders. However, two alternative treatments have shown significant potential. Relaxation techniques such as yoga, deep breathing and meditation may be an effective treatment for some people with panic disorders.

Also, nutritional supplements that aid in the action of serotonin may reduce the frequency and severity of panic attacks. It is im-

portant to note that these products may cause side effects and may interact with your other medications. Talk to your physician before taking any natural supplement.

Panic attacks are not a life-threatening condition. However, they can cause major disruptions in a person's life.

Although there is no known way of preventing panic attacks, seeking treatment as soon as possible will stop them from worsening. So next time you are sitting in a traffic jam, remember to take a few deep breaths! Until next month, drive safely. □

- Dr. Christopher H. Singh runs Trans Canada Chiropractic at the 230 Truck Stop in Woodstock, Ont. He can be reached at 519-421-2024.

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# Six issues that will dominate 2011

The holiday season always presents a great opportunity to relax, and I certainly hope everyone has the chance to recharge their batteries. After all, the trucking industry will need plenty of energy to face the issues of the coming year. To be specific, the Markel Safety and Training Services team believes that six issues will dominate the business of trucking during 2011.

**Cargo crime**

Canada's trucking industry has seen a recent explosion in cargo crime, and a growing number of these crimes are occurring right under the noses of fleet employees. Thieves are pulling into loading docks with fraudulent documents such as a bills of lading or certificates of insurance, hooking up to the trailer and then hauling everything into the sunset. Rather than targeting valuable consumer goods such as electronics, these thieves are also

**Ask the Expert**

RICK GELLER



seeing the value in food products that are hard to identify, easily disposed and quickly resold.

But many of the threats could be addressed with a handful of updated procedures. Dock employees, for example, can begin to ask drivers for identification, contact a trucker's employer, and confirm the certificates of insurance. They can even check the validity of an address by typing information into Google Street View, and making sure that the picture of a fleet yard emerges.

**The economy and rates**

While freight volumes are beginning

to rise once again, many shippers are unlikely to entertain rate increases in the early days of an economic recovery. This requires fleets to find other ways to improve profitability.

Given that a fleet would need to raise \$170,000 in revenue to offset a \$5,000 insurance deductible, many operations have found the value in a renewed focus on reducing collision-related losses. One carrier recently discovered that almost 46% of its sideswipe and rear-end collisions happened within two miles of the terminal – all because drivers were racing to secure loads under a first-in-first-out dispatch system. The threat of these losses and the related costs were reduced with a change in the dispatching philosophy.

**CSA 2010**

Most US-bound fleets will likely need to address shortcomings in at

least one of the seven measured areas of the new safety measurement system known as CSA 2010. Regulators have changed their rules retroactively, and that means the first reports will be generated with inspection data that has been collected over the past two years.

The good news is that these detailed reports – measuring unsafe driving, fatigued driving, driver fitness, the use of controlled substances and alcohol, vehicle maintenance, cargo-related issues, and a crash indicator – are already available for review. This gives fleets unprecedented insight into safety-related challenges before the issues have a chance to turn into collisions and losses.

**The need for strong industry voices**

Everyone from government agencies to shippers, customers, insurers and financial institutions are placing carriers under added scrutiny. That will make membership in trusted industry associations more important than ever before.

The trucking industry's voice needs to be heard, particularly as topics such as hours-of-service are discussed in the year to come. Regulators need to know that spikes in crashes actually occur in a driver's first hour behind the wheel, rather than the hours which follow. And they need to understand the operational realities of trucking as the rules evolve into a new area of fatigue management and tests for medical conditions such as sleep apnea.

**Driver shortage**

Discussions about the shortage of qualified drivers always come to the forefront as freight volumes begin to increase, but the underlying issue is often related to a struggle with retention.

Even though drivers often leave their existing jobs in the search for more money, it is often the search for more respect and recognition that will lead them to look for another job in the first place. Proactive fleets are already enhancing the strategies to keep the drivers that will help them to take advantage of emerging business opportunities.

**Shipper contracts**

When business does begin to increase, fleets need to be aware that today's shippers are looking to protect their own businesses in new ways, and one tactic involves using contracts to offload potential liabilities. The fleet managers who review these documents can help to protect against related losses by consulting with brokers or insurers to make sure that insurance policies cover any possible gaps.

It is all about preparing for the opportunities that emerge, and being up to the challenges which exist.

What issues will dominate your business in 2011? Markel wants to know. Please provide your feedback on this – or any other trucking topic – to [letstalk@markel.ca](mailto:letstalk@markel.ca). □

– This month's expert is Rick Geller. Rick is the director of safety and signature services for Markel Insurance Company of Canada and has more than 25 years experience providing loss control and risk management services to the trucking industry. Send your questions, feedback and comments about this column to [info@markel.ca](mailto:info@markel.ca).

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OEM/DEALER NEWS

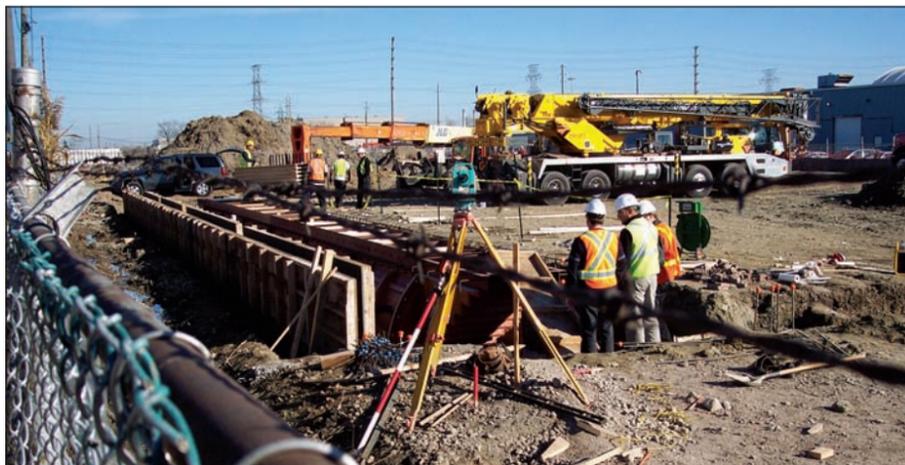
# New OK Tire location to combine tire, quick lube service

By Adam Ledlow

**ETOBICOKE, Ont.** – OK Tire is constructing an environmentally-friendly facility that promises to be an “evolution in commercial tire service,” according to company officials. The Etobicoke-based location will merge the company’s traditional tire service with rapid lube capabilities, in addition to a variety of other services.

“It has been a natural progression over time from our traditional tire roots,” said Darryl Croft, part-owner of the OK Tire location. “We gradually expanded our offerings to our clients; we first went into alignment, brakes and safeties. The only thing we didn’t have was a modern rapid lube capability. That was the next step, and that is where we contacted Jerry.”

Jerry Steele is president of California-based Integrated Lube Ser-



**COMING SOON:** A new, environmentally-friendly truck quick lube is going in at OK Tire’s Etobicoke location. *Photo by Adam Ledlow*

vices, the makers and distributors of the Envirolube: an all fibreglass, modular shield used with the tanks at the OK location.

“What (Envirolube) does, is it does not let any fluids of any type to permeate through the fibre-

glass. It is all modular, so it can be applied in any length of building and in numerous configurations,” Steele says. “It is environmentally sound, and we did the research to get LEED approval (Leadership in Energy and Envi-

ronmental Design). It is approved for that, so if you are building an all-green building, then you will get points for using Envirolube towards your LEED certification.”

As for the facility itself, he said “It is fully equipped on the interior; all of the grease and the oil dispensing are all built into the interior of the facility, so when it goes into the ground, as we have it here today, all of the lube equipment is in it. This one is equipped with rolling jacks and rolling drain carts, and all of those are included in our system. It is very bright and is all gel-coat white fibreglass on the interior. The lighting makes it very bright and easy for the technicians to work on.”

The Etobicoke facility will be the first OK Tire location in the country to use the Envirolube technology, though the OK group recently approved Envirolube as its national supplier with 270 locations across Canada.

Representing Envirolube in Canada is the Alemite Sales Group, who introduced Croft to the environmentally-friendly technology to begin with.

“We do full cradle-to-the-grave systems for truck shops and car shops including pumps – oil pumps, grease pumps, reel hoses, waste oil systems, and installation,” said Gene Lauber, district manager of Southern Ontario for Alemite. “This is how we attract ourselves to new opening shops – we let them know what we have available. Jerry we met in California at one of the big truck shows down there, and that is how we started our relationship with him. We brought it to Canada thinking that this is a very good way to develop new Envirolube pits and service bays in Ontario.”

Croft says one of the main draws for customers to the new facility will be the convenience of a one-stop shop for maintenance and repair services.

“At this site, traditionally, the services that we offered were offered in individual segments in the market – tires were done in one area, alignments were done at another shop, quick lube was done at another shop,” he said. “This project unites a spring shop, tires, alignment, and quick lube all under one roof, which is pretty unique. There are not that many facilities that do it all very well. It is going to be very convenient for a client to come in and get all of his work and maintenance and repair needs met in one stop.”

In the quick lube area, Croft estimates a 40-60 truck per day capacity, while a total of 14 bays will be available for truck repair. OK Tire has also been in discussions with oil suppliers such as Shell, Delo and Mobil for service at the new location.

“Our new facility was a long-term investment, and we wanted to do what was right for tomorrow as well as today. Even though there may be a more up-front cost, in the long-term we feel that it is cleaner, brighter, more efficient, and more attractive to consumers. It made sense for us,” Croft said.

The completion date for the site’s construction is set for March. □

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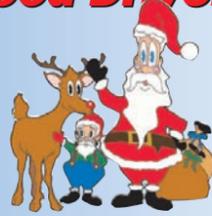


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## OEM/DEALER NEWS

# A bigger, bolder Hino for 2011

Hino's answer to costly emissions-related up-charge was to load the truck up with features

**By James Menzies**  
**WOODSTOCK, Ont.** – For medium-duty truck buyers, the cost of EPA2010 emissions compliance is steep and unavoidable. But Hino has taken much of the sting out of the up-charge by loading its 2011 models up with standard features that were previously optional or altogether unavailable.

Heated power mirrors, power locks, keyless entry, tilt steering, cruise control and air-conditioning are among the new standard features on Hino's flagship Model 358, a 35,000-lb GVW offering that's technically a 'baby' Class 8 but geared more towards Class 7

applications. It's also a more comfortable truck to operate, thanks to wider seat bases designed to accommodate North America's naturally larger drivers and a previously overlooked armrest, which customers had been asking for.

In addition to all that, 2011 model year Hinos come with a standard Clarion in-dash stereo featuring GPS, a DVD player and Bluetooth functionality that can be easily upgraded to include a back-up camera. Combined, the new offerings may be nearly enough to make a truck buyer forget about the emissions-driven purchase price increase – an in-

crease that gets easier to swallow when you consider the EPA2010-compliant models will ultimately get better fuel mileage thanks to their use of selective catalytic reduction (SCR) exhaust after-treatment.

Fuel mileage may not be top of mind for a lot of medium-duty truck buyers, but with an anticipated improvement of 3-5%, the difference should be evident on the bottom line. Hino designed its own SCR system that comes with a standard 19-litre diesel exhaust fluid (DEF) tank that can get about 4,000 kilometres between refills, Norbert Felso, Hino's



**SCR:** Hino designed its own SCR system, which is packaged neatly underneath the passenger side step.

technical field service manager said during a recent walk-around at the company's Canadian assembly plant in Woodstock, Ont. The entire SCR system has been neatly packaged underneath the passenger side steps in what is one of the cleanest SCR system installations we've seen. Body builders will be pleased to know it does not occupy a significant amount of frame rail space and a clean chassis is still available thanks to the clever relocation of several components.

The fuel tank, battery box and fuel filter have all found new homes and a new integrated Bendix air dryer that doesn't require a separate wet tank is now tucked between the frame rails to free up more frame space. All this means the operator will have no trouble finding a home for a chassis-mounted toolbox or other specialty equipment. Hino has also made its 2011 models more body builder-friendly by adding more connectors and control functions for increased versatility.

All things considered, the SCR system is about as unobtrusive as it could be. And it shouldn't pose much of a learning curve for drivers. A new gauge on the dash – and another on the DEF tank itself – provide plenty of warning when the fluid needs to be replenished. If the tank does run dry, the truck will suffer a power downgrade in accordance with EPA requirements.

DEF freezes at about -11 C but the EPA provides a 75-minute grace period before the system must be fully operational. Hino uses recirculated engine coolant to get the fluid flowing in just 25 minutes when starting the engine at temperatures as low as -30 C, Felso noted.

EPA2010 emissions rules do not require a further reduction in particulate matter (PM), so little has changed with the diesel particulate filter that made its debut on Hino trucks in 2007. However, Hino now has a burner unit at the front of the aftertreatment system that provides the heat required for DPF regeneration, taking the load off the engine.

The Hino 358 is powered by a 260-hp Hino motor with 660 lb.-ft. of torque and it rides on a beefier 14,000-lb front axle. It can be spec'd with either a six-speed Allison automatic or Eaton manual transmission. The Eaton manual comes with a new 'Economy Running' mode that Felso said limits its acceleration and requires the driver to shift at lower rpm to improve fuel mileage. The Hino engine has been optimized for im-

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proved fuel economy with higher injection pressures. The extra heat this creates required a bigger radiator and the hood was raised about four inches to accommodate that larger rad, giving the Model 358 a bigger, bolder appearance. The 358 comes with standard dual aluminum fuel tanks and a new cooler to control fuel temperatures.

The truck is backed by what Hino calls its 1-3-5 Customer Care Program, including one year/50,000 kms of recommended maintenance, three years of

roadside assistance and up to five years' protection for the engine and transmission. It's hard to find better coverage than that.

What is likely to impress customers the most about the new Hino offerings, however, are the driver-friendly amenities that have made this work truck more comfortable and enjoyable to operate.

The slick new interior provides a passenger car driver environment that will be especially appreciated in applications such as tow and recovery, where a lot of

time can be spent waiting around. It's tough to find fault with any aspect of the new Hino's design, but one might wish for a more commercial-grade interior door handle. The handle on the 358 would look more at home on a Toyota Yaris than on a work truck driven by someone who's likely to be wearing gloves much of the time as he climbs in and out of the truck.

It's a minor complaint, and with all the extras Hino has given customers in its 2011 models, one that's easy to live with. □



**HINO 358:** Hino's flagship Model 358 could pass as a Class 8 but is intended for rigorous Class 7 applications.

## Ready for recovery: Hino chugs along as medium-duty market languishes

**By James Menzies**

**WOODSTOCK, Ont.** – Just how soft is the Canadian medium-duty truck market? Consider that Hino controls about 20% of the Canadian market and built just north of 1,100 units last year and you get the idea.

Still, the company is forging ahead with a new model and plenty of upgrades on its existing trucks in 2011. Hino held an open house at its Woodstock, Ont. assembly plant to show off its 2011 models, including the all-new light-duty Model 198. The 198 is aimed at landscaping, light construction, courier and service vehicle applications and is powered by a six-cylinder, 220-hp Hino engine.

"That new model will fit in well for us at the top end of the Class 5 segment and give us the added power we were looking for," said Eric Smith, national sales manager with Hino Motors Canada.

In the Class 6 category, the Model 258LP (low profile) and Model 268 fit the bill for towing, beverage, landscaping and delivery applications. Class 7 needs are met with the Models 338 and 358, the latter of which is truly a Class 8 at 35,000 lbs GVW but more suitable for demanding Class 7 applications, Smith noted. This year's Model 338 was given a power boost (260 hp, 660 lb.-ft. torque) and comes with hydraulic disc brakes while the Model 358 boasts a 14,000-lb front axle and comes with air brakes, a stronger frame and an available air suspension.

All the trucks sold into the Canadian market are assembled at Hino's Woodstock plant and 53% of the parts are sourced from within North America. Hino officials said the goal is to grow that to 65% as soon as possible. The remaining components, including the cab and engine, are imported from Japan. Cab painting is done on-site at the Woodstock facility's modification centre.

While the medium-duty market remains sluggish, Hino has been busy improving processes at its plant. The company retrofit all the lights at its plant to fluorescent bulbs, saving about \$11,000 a year in energy costs. It now recycles 90% of the water it uses to 'shower test' its cabs, saving another \$3,000 per year and it has reduced its garbage output by 12 tonnes a year by recycling plastic materials that were previously trashed.

Currently, about 32 Hino work-

ers are building six trucks a day at the Canadian plant. It has the capacity to build 2,000 trucks per year using one shift. Hino Motors Canada president Shin Nakamura, said the goal is to increase Canadian market share to 30% this year.

But while medium-duty sales continue to be slow, don't expect Hino to go jumping into the Class 8 market anytime soon. Nakamura said while Hino offers Class 8 trucks in Japan and elsewhere, it's not suitable for North America because the engine is just 450 hp.

He also said the EPA2010 emissions rules are the most stringent in the world, so unless Hino sees demand for at least 30,000 Class 8 units in North America, it'll continue to focus solely on its core business serving the Classes 4-7 segments. □

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**FLEET NEWS**

## UPS Freight offers faster service to Calgary, Edmonton

**DENVER, Col.** – UPS Freight, the heavy freight arm of UPS, says it has improved transit times from several US cities to Calgary and Edmonton.

UPS's LTL division says it is focusing on improving service from the southwest and western US to Western Canada. It now offers two-day service from Denver and Las Vegas to the Calgary and Edmonton markets, the company announced.

UPS Freight is also offering three-day service to Calgary and Edmonton from the Dallas Metroplex and southern California.

"These lane enhancements further reinforce UPS Freight's strong commitment to improving the overall value proposition for cross-border LTL shipments," said UPS Freight president Jack Holmes. "These latest moves bring the total number of lane improvements across the Canadian/US border to more than 1,100 in just the last two years, all backed by our no-fee delivery guarantee for customers shipping on our current 525 tariff." □

## Day & Ross buys Ottawa, Cross Dock Express

**WOODSTOCK, Ont.** – Day & Ross has acquired Ottawa Motor Express and Cross Dock Express in an effort to expand its dedicated services. Terms of the deal were not disclosed.

Ottawa and Cross Dock provide logistics services to the automotive aftermarket and general freight industries. Ottawa provides dedicated truckload services from parts manufacturers in Canada and the US to automotive manufacturers' parts distribution centres and dealers while Cross Dock Express is a dedicated automotive parts delivery business and cross-docking service for new and returned auto parts.

"We are committed to strengthening and expanding the blend of customized and cost-efficient transportation and distribution services we offer to our customers," said John Doucet, president and CEO of Day & Ross. "In acquiring Ottawa and Cross-Dock we gain additional capacity in the movement of automotive parts and general freight and we gain cross-docking capability which positions Day & Ross to provide end to end services across all modes of transportation."

Doucet said the transition should be smooth, since Day & Ross is already familiar with the market.

"Ottawa and Cross Dock have earned an enviable reputation with their customers in the dedicated automotive parts segment," he said. "It's a market that we also know well so the combination of operational knowledge and expanded services will provide significant advantages to our collective customers. We look forward to welcoming the Ottawa and Cross Dock team to our family of businesses." □

## Vitran sells off US truckload firm

**TORONTO, Ont.** – Vitran has announced it has sold its US owner/operator-based fleet Frontier Transport to Online Transport out of Indianapolis, Ind.

"For the last few years, Vitran has been focusing on its two core segments, LTL and Supply Chain Operations," said Rick Gaetz, CEO of Vitran.

"Frontier, our small owner/operator truckload operation, took a back seat. Therefore, we are extremely pleased with this transaction as the majority of our associates will continue to serve our many valued truckload customers, and our sole focus will be on our two core operations."

As part of the deal, Online Transport purchased 794 trailers while Vitran will keep 174 of its newest trailers, which will be redeployed in its LTL operation, the company announced.

Steve Cook, president of Frontier, will stay on as the leader of Online.

"I am appreciative of my long-standing relationship with Vitran and am excited to be bringing Frontier into a pure truckload environment so that we may aggressively develop the company into the future," he said. □



## Rosenau adds Fort Nelson terminal

**FORT NELSON, B.C.** – In its continuing efforts to expand service into the north, Rosenau Transport has announced it has recently completed construction of a 10,000 sq.-ft. terminal here.

The new terminal is located on three acres of paved and fenced yard and will enhance the marshalling of freight destined for the many gas project sites in the area, the company announced.

"This shows our commitment to the community and to the Horn River project," said Rosenau Transport president Carol Rosenau, adding Fort Nelson is serviced overnight from the company's Calgary, Red Deer and Edmonton terminals. "This is another piece to the puzzle of our expansion into the north." □

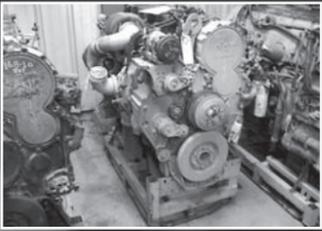
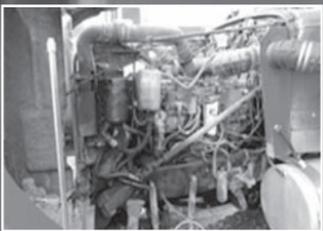
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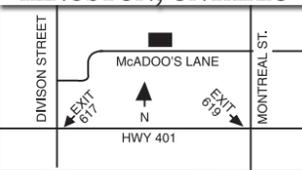
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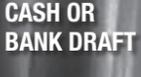
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**RIDING IN STYLE:** *Truck News* advertisers have been asking for updates on Bill Gallagher, long-time sales rep who retired last year. He's been working the Harley Davidson shown and shine circuit and has a lot of hardware to show for his efforts. He has won: Best Cruiser, Harley Owners Group Provincial Rally, Niagara-on-the-Lake; Best American Bike, Bikefest, Wellesley; Best Chrome, Blues & Jazz Festival, Orangeville; Best Stock Bike, Mt. Forest Summerfest, Mt. Forest; Best American Bike, Abate, The Last Frontier, Durham; Best Use of Chrome, Kinsman Cystic Fibrosis, Orangeville; and Best Cruiser, Iron Horse Festival, St. Thomas. Here's a picture of Bill and his Harley. □

Canada Cartage has announced **David Bacon** has joined the company as senior vice-president, finance and chief financial officer.

Bacon boasts a varied background of more than 20 years' business experience with public and private companies, focusing mostly on strategy, corporate finance, governance and financial management.

Most recently, he served as chief financial officer of SkyPower Corp., helping build the company from start-up to its place as one of Canada's largest renewable energy developers, Canada Cartage announced.

"David is a highly talented individual who brings a wealth of financial and strategic experience to Canada Cartage. We are extremely confident that he will reinforce Canada Cartage's position as Canada's largest and most experienced provider of fully-outsourced, specialized transportation and warehousing services," said Jeff Lindsay, president and CEO of Canada Cartage. "We look forward to David joining our company and adding his experience and network to strengthen our executive team."

**Kathy Kropf** has been named vice-president of supply chain for transportation recruitment firm Reimer Associates.

Reimer officials say Kropf has a

wealth of transportation and supply chain experience, having worked in senior roles in both sales and operations for Roadway Express, FedEx and most recently as the managing director of global air sales for Schenker Logistics.

"Kathy's expertise within the industry combined with her business development skills and exceptional people skills make her an excellent fit with Reimer Associates," said Ross Reimer, president of Reimer Associates. Kropf can be contacted at 905-337-3550 or by visiting [www.reimer.ca](http://www.reimer.ca).

Trimac Transportation Services has named **Edward Malysa** its new president and chief operating officer. Malysa has worked for Trimac in various capacities for more than 30 years, the company says, most recently serving as executive vice-president and chief operating officer. Prior to that, he was vice-president and chief financial officer.

Malysa replaces Maurice McCaig, who is stepping down as president but remaining on as director and a trustee of Trimac Income Fund.

"I would like to acknowledge the outstanding contributions of Maurice throughout his 56 years with Trimac and welcome his ongoing involvement as a continuing director and trustee," announced Jeff McCaig, Trimac chairman and CEO. □

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**Spot market freight volumes slowing, but still strong**

TransCore's Canadian Freight Index showed a 26% increase in year-over-year spot market load levels in October. This October also had the second highest freight volume compared to the same month over the last five years. However, the index also recorded a 23-point dip in spot freight availability compared to September, the third consecutive monthly decline. Load volume levels continue to stay above 200 index points as they have for eight straight months. In September, there was a 30% increase in spot market freight volume compared to September 2009. Like August, September 2010 enjoyed the highest volume of freight availability for the month in comparison to the same month over the last five years. As a result, third quarter loads were up 44% over the third quarter of 2009.

The Canadian-based Loadlink freight-matching database constitutes the largest

Canadian network of carriers, owner/operators, freight brokers and intermediaries and has been available to Canadian subscribers since its inception in 1990. More than 13 million full loads, LTL (less-than-truckload) shipments and trucks are posted to the Loadlink network annually. As a result of this high volume, TransCore believes its Canadian Freight Index to be representative of the ups and downs in spot market freight movement and provides a historical account of the domestic and cross-border spot market freight movement. The first four columns in the chart include monthly index values for years 2006 through 2009. The fifth indicates index values for current year 2010. The last column indicates the percentage change from 2009 to 2010. For the purpose of establishing a baseline for the index, January 2002 (index value of 100) has been used. □

TransCore Canadian Spot Market Freight Index 2006-2010

	2006	2007	2008	2009	2010	Percent Change Y-O-Y
Jan	204	173	214	140	171	22%
Feb	179	174	217	117	182	56%
Mar	211	228	264	131	249	90%
Apr	200	212	296	142	261	84%
May	275	280	316	164	283	73%
Jun	271	288	307	185	294	59%
Jul	197	219	264	156	238	53%
Aug	210	235	219	160	240	50%
Sep	190	206	203	180	234	30%
Oct	188	238	186	168	211	26%
Nov	182	227	143	157		
Dec	159	214	139	168		

TransCore Canadian Spot Market Freight Index 2006-2010

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## TIRES

By James Menzies

**TORONTO, Ont.** – If you've got a stack of scrap tires taking up space in your yard, you just may be sitting on a goldmine of information that can help you make better decisions on choosing and using new tires.

Every one of those tires has a story to tell; information that can be gleaned to make smarter tire choices. And with the prices of new tires escalating, there's good reason to take the time to determine what you can learn from your throwaways.

"A lot of fleets are now doing scrap tire analysis because it's something we as the tire industry have been stressing as the price of tires increases," says Doug Jones, customer engineer support manager with Michelin Americas Truck Tires.

An effective scrap tire analysis begins the moment a tire is removed from the vehicle.

"When a tire comes out of service, you need to indicate on the tire what vehicle it came off of, identify the mileage that is on that tire and the wheel position," Jones advises.

"It would certainly help if you know what vehicle a tire was taken from and the axle position," agrees Tim Miller, commercial tire marketing communications manager with Goodyear. "Knowing the side of the tire that was outside and inside would be valuable, too," he adds, noting very few fleets take the time to record this information at the time of removal.

Inspecting the tire immediately upon its removal provides a couple of advantages.

"If you inspect every tire that comes off the same day it comes off, you have two things," explains Greg McDonald, engineering manager with Bridgestone America's Tire Operations. "One, if it was a simple road hazard that caused the removal, you can repair it right away so it doesn't sit out in the weather and allow moisture to destroy the tire. And two, if there's a problem with the vehicle you can get the vehicle fixed before you put it back on the road. If all you do is replace the tires, you've guaranteed you're going to ruin another set of tires."

Good record keeping is imperative to any effective scrap tire analysis program, says McDonald.

"The main thing is to have records. To go do a scrap tire analysis may give you an idea of what was in that pile, but it may not be representative of what you see day in or day out, year-round. You have to keep records to be able to compare what goes on throughout the year and get a full picture of what is causing tires to come off. And if a fleet changes maintenance procedures due to what they've seen in a scrap tire analysis, they have to be able to refer back to see if it made any difference," he says.

Tire experts *Truck News* spoke to say a simple Excel spreadsheet is sufficient for record keeping and in some cases even a pad and pencil will suffice. In most cases, costly tire tracking software programs are unnecessary, they agree.

If you neglected to record tire information at the time of removal, tire failures caused by vehicle-re-

# If tires could talk

## What your *used* tires can tell you about how to better choose and use *new* tires



**TEAMWORK:** Ideally, scrap tire analysis is a two-person job. One person can read out observations while the other records the information.

lated issues may be harder to trace back to the source, Michelin's Jones points out.

"You can still glean a lot of information (from scrap tires), but not as much as if you do your pre-work up front," he says.

When looking at tires that have been sitting around collecting cobwebs, one of the first things to look for is a tire's retread history. This is indicated by the DOT-mandated branding of the tire's sidewall that indicates the retreader, retread date and other pertinent information. The number of retread stamps alone is a good indicator of tire casing longevity.

"Every retreader has to put a stamp on the tire that tells you who he is and when he retreaded that tire," Goodyear's Miller explains. "If a tire has four retread brands on the sidewall, you know it's been retreaded four times and that's a good indication the casing did a good job for you. If you see a lot of tires in your scrap pile that are not getting a retread or having one retread, there's something you need to look into there."

This is especially true if you've switched tire suppliers to save on up-front costs.

"If you save \$20 on the front end and never get to the retread state, you're losing more at the back end than you're saving at the front end," McDonald points out.



**IRREGULAR WEAR:** Extreme cases of irregular wear, such as this, are easy to identify. But do you know what the cause may be?

Every fleet has its own retread policy, but a decent casing should achieve at least three or four retreads.

Another thing to look for is any obvious cause of a tire failure. If you find many tires with punctured treads, Miller suggests performing a cursory inspection of your yard to see if that's the source of your problems.

If your own yard is free of debris, then it may be worth having drivers keep an eye out at customers' facilities to see if some simple sweeping can solve some puncture-related tire woes originating from their sites.

If punctures are originating along

the sidewall or if there is evidence of curbing, some driver training may be in order.

Another driver-related issue that can be discovered when analyzing scrap tires is a lack of routine maintenance. If tires are failing with no signs of punctures, Miller said it could be due to improper inflation pressures. Miller suggests looking for the telltale sign of a bluish hue along the inside of the tire, which usually indicates there's been excessive heat buildup.

Another indication of incorrect tire pressure is irregular wear. According to Michelin's Jones, overinflation will usually result in rapid wear at the center of the tread while underinflated tires will cause irregular wear along the shoulders.

"The most damaging thing as far as the tire is concerned is overinflation," Jones says.

But just because signs of irregular wear are present, don't go blaming the drivers without first investigating possible equipment-related causes. A misaligned vehicle is often a culprit when it comes to irregular wear, says McDonald. Different types of irregular wear are indicative of different alignment issues.

For instance, McDonald says "cupping" suggests the beads may be improperly seated or the tire improperly mounted. Other mechanical sources of irregular wear could include defective shocks and suspensions or maladjusted wheel bearings. To connect the dots between cause and effect, most tire experts speak highly of the TMC's *Radial Tire Conditions Analysis Guide*, which is available through the American Trucking Associations' online store: [www.atabusinessolutions.com](http://www.atabusinessolutions.com).

Colour photos allow you to easily identify your scrap tires' symptoms and determine the likely causes of the problems.

"Every fleet should have a copy of it," Jones emphasizes.

If you find that there are widespread issues among your scrap tires, it may be time to reevaluate whether you're using the right tire for the application, Jones points out.

"For a lot of fleets, their core application may change. Maybe they were primarily long-haul but they end up being regional or vice-versa," he points out, noting many fleets fail to change their tire selection accordingly.

The good news about all of this is that if you're using tires from a reputable supplier, there's expert help available.

Most tire dealers and suppliers have professionals that get genuinely excited about climbing around piles of scrap tires and looking for problems to solve. Before setting out on a scrap tire analysis program, however, Miller has one final piece of advice: "Don't find two tires and call it a trend," he warns.

"You need to find a lot of tires. If you're a small fleet, it's going to be hard to find something that's statistically valid in just one viewing. It might take a couple of visits to find something. For a large fleet that's got a lot of scrap tires, looking at a couple hundred tires will probably give you a good idea about some trends." □

## Need help with scrap tire analysis?

If you're looking for expert advice to help you set up a scrap tire analysis program, most reputable tire suppliers will be happy to provide it. You can also find a wealth of information online at the various manufacturers' Web sites:

**Bandag:** [www.Bandag.com](http://www.Bandag.com)

**Bridgestone:** [www.BridgestoneTruckTires.com](http://www.BridgestoneTruckTires.com)

**Firestone:** [www.FirestoneTruckTires.com](http://www.FirestoneTruckTires.com)

**Goodyear:** [www.Goodyear.com](http://www.Goodyear.com)

**Hankook:** [www.HankookTire.ca](http://www.HankookTire.ca)

**Michelin:** [www.MichelinTruck.com](http://www.MichelinTruck.com)

**Tire Retread Information Bureau:** [www.retread.org](http://www.retread.org)

**Yokohama:** [www.YokohamaTire.com](http://www.YokohamaTire.com) □

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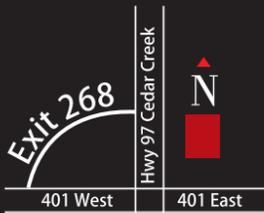
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**By James Menzies**

**AYR, Ont.** – Brian Taylor, founder and president of Liberty Linehaul, was elected chairman of the Ontario Trucking Association (OTA) in November – a lofty chair indeed, which has been traditionally occupied by an industry leader with far more licence plates under his watch. We caught up with Taylor recently to discuss what he hopes to bring to the position as well as some of the greatest challenges faced by his own company, which runs 48 trucks hauling LTL and truckload shipments across Canada and the US.

*TN:* Congratulations on being elected chair of the OTA. Looking ahead, what do you see being the biggest issues on the agenda?

*Taylor:* I think obviously EOBRs (electronic on-board recorders). The US is looking at using it as a deterrent for carriers that have excessive hours-of-service penalties and requiring them to go with EOBRs. But our understanding is that the Obama Administration would like to see that over a larger group of carriers and Canada is talking about the same thing.

From the OTA perspective, our concern is that, like photo radar, it's supposed to be a deterrent and we don't want it to become a revenue generator. We want to see implementation of that type of legislation brought in fairly and equitably across all sizes of fleets – private or for-hire.

*TN:* Do you use EOBRs at Liberty Linehaul?

*Taylor:* No. We monitor hours-of-service against satellite times, but we'll be putting them on a few trucks in the next year or so and running a pilot on it to get drivers more used to it.

We've talked about it with drivers already and I think there's a bit of reluctance on their part, but I understand from other carriers that some drivers really like them. It's a matter of getting it out to some of our drivers, getting them used to it and then using that positive experience to get it out to the rest of the fleet.

*TN:* As a small or mid-sized fleet, EOBRs add another cost at a time when additional costs are not easy to absorb. Do you see that as an issue?

*Taylor:* We want to make sure you can utilize any (existing) technology for EOBRs. We have Shaw Tracking and they have an add-on. The biggest issue I see is where there's inconsistencies in the timing of freight (availability) that would affect hours-of-service.

A lot of it goes back to operations and customers. Given the present economic environment, going to customers and talking to them about when freight needs to be ready is a really difficult thing to do.

A lot of customers, at this time, are driven by price. We've been advocating safety and hours-of-service and talking to customers about time frames for years, and when push comes to shove, if somebody's cheaper and they can load at 6 p.m. and have it to Chicago tomorrow, the customer's expectation rises to that. And if there's too much pushback from the carrier, they just use somebody else.

I think we're getting where there's more freight out there, capacity is used up, so there's a bit more of a balanced market now which is going to make it easier to start implementing some of those things. The last year and a half, we were not looking to add expense



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## Brian Taylor, Liberty Linehaul

On bringing a small fleet perspective to OTA, shipper-carrier relations and lessons learned from a run-in with a border guard

to anything, obviously. We were doing everything we could to cut expenses so from a practical point of view, it wasn't the time for us to go out and implement EOBRs.

**TN:** Speaking of legislation, in 2008 at the public hearings for speed limiters at Queen's Park, you were one of the presenters in favour of the legislation. How'd you find yourself at the forefront of that battle and do you think the law has been effective?

**Taylor:** I think it's better than it was. I think the misconception with speed limiters was that there should've been better enforcement by the police. But every time we talked to law enforcement, they said they don't have the resources to do that. So speed limiters were a way to effectively help them manage the speed of commercial vehicles. I think a lot more trucks are running slower than they were, but to be honest, most fleets would've adopted a limiter of some type anyways given the price of fuel.

**TN:** You run beautiful trucks, many of which are the long-and-tall, classic-styled variety. Is that a contradiction of sorts, as OTA chair, or will there always be a place for that type of truck?

**Taylor:** We're transitioning (to more aerodynamic models) and we have been for a few years. The older trucks are easier to work on, they're not as constrictive for space, but in our application with vans for sure, you're not going to see a whole lot of older style equipment.

Sometimes, depending on what the truck is pulling – double drops or some wide loads – I'm not sure the aerodynamics of the tractor really affects overall fuel economy that much, or even for our regional trucks running back and forth to Toronto with the amount of time they spend in traffic.

Nobody's expecting the price of fuel to go down, so I don't think anybody in our business can ignore that.

**TN:** You've been a driver and you still drive occasionally. How important is that as the company president?

**Taylor:** I think it's really important. It's great for me to keep in touch with what goes on at the border. I got in a lot of crap the last time at the border. I pulled into the lane a bit too quick, I guess. I idled into the laneway but the officer felt I compromised his safety zone. He never left the booth but had he wanted to check the doors of the trailer ahead of me, he felt I compromised his zone.

I wasn't any closer than 75 feet from the back of the trailer and I apologized no less than five times. He was irate. I said 'Sir, you're right, it won't happen again,' but he went on and on.

I thought, as I was apologizing, that it's no wonder we have trouble with driver retention and attracting people to this industry when they're so disrespected by the people they come into contact with. It can be customers, the general public, Customs. Those types of scenarios are great for me (to experience). I drove for eight years and I try to get out three or four times a year.

**TN:** You said in your first remarks as OTA chair, that you'd like to see



BRIAN TAYLOR

relations improve between carriers, shippers and 3PLs. How does a carrier begin to redefine its relationship with its customers?

**Taylor:** I'm not sure. Part of it comes down to, the trucking landscape has changed. There are a lot of 3PLs – the Ryders and Penskes of the world that were into rental trucks are now managing freight for large corporations and many large corporations have gone that route, and it adds another dimension to the industry.

A percentage of the gross number is taken off the table between the customer and the carrier. Sometimes – depending on who that third party is – there's value in that and sometimes there's not. What we've seen, given that's gotten more popular and where the economy is, is there are some pretty distorted contracts out there. The 3PL has been able to limit their customers' liability with a carrier and change the conditions of carriage and do a lot of things the carrier can't live with.

I think some carriers have signed things where the company is not even aware of the liability they've accepted. In some cases, they know very well what they accepted but they needed the volumes of freight and were backed into a corner. It was tough for guys to walk away from that business on those principles. I think we need some education for carriers on what a uniform contract should look like. A little bit of education would go a long way.

**TN:** At the OTA convention, everybody was saying the right things about the impending driver shortage and how it could help the industry get its pricing fixed and to increase driver pay. Do you think this industry has the discipline to practice what it preaches when push comes to shove?

**Taylor:** I'm still of the mind set that we need to attract young people to our industry. A lot of people have the idea that more freight will be pushed to rail but I don't believe that – for one, they don't have the capacity and I don't think they have the service levels.

I don't think the industry in general has the discipline to control the capacity we produce. Everybody is motivated to grow and it should be growing with good, profitable customers but that's not necessarily how it happens. So, I think the shortage of drivers in our industry is what's going to create the discipline.

We don't always look at our customer base close enough and at who's paying us quickly enough. We've really been trying to do that and really determine where our profitability comes from. I think with this whole driver shortage, companies are going to have to pay drivers more. I tell my own guys, I would love to pay them more, right now it's not available but going forward, I think we're going to have that opportunity.

Part of the scenario in attracting drivers to the industry is money, but it's not all about money. A lot of times money is fifth or sixth on the list. It's about equipment, safety, they want to be respected and valued in the chain.

There are places we go to, places our customers ship to, where drivers are not allowed to use the washroom. That's just despicable. For the most part, we don't take loads into there unless we're stuck, because I don't want my drivers subjected to that.

**TN:** Liberty Linehaul seems to have a core of loyal drivers without a lot of turnover. Is that true and if so, what's your secret to retaining drivers?

**Taylor:** To be honest with you James, this year we've had more turnover than in other years. I think a lot of carriers are seeing that. The economy is coming back slower than we'd like and they think it's gotta be better at another place.

Owners are more dissatisfied with running the company because it's not coming back quickly enough for them, drivers are feeling it, a lot of people

are feeling it in different walks of life.

I think from our guys, most of our people that are in management have driven and I try to get each of those guys in a truck at least once a year. The other day, there were three of us from the office out in trucks delivering freight. I'm involved in every aspect of the company. The size of the company makes it easier for me to do that, I realize that, but it's a people business and even in larger companies some guys are in tune and other guys are far more removed. I have a great passion for trucking and I'm not the brightest star in the sky obviously, because it's not where you migrate to if you want to make tonnes of money. I like the people and as tough as it is, I still love trucking.

I think it's dynamic, exciting, it changes every day and there are great people in this industry. I think that managers and owners of trucking companies that don't get that and don't embrace their people and understand why they're in it, I think that's where complications come in, in terms of driver turnover. □

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## Mark Dalton: Owner/Operator

**A Merry Dalton Christmas**

By Edo van Belkom

*The story so far...*

Feeling lonely at Christmas time and without a long-haul load available, Mark decides to put his skills to work for a good cause and volunteers to help deliver toys collected in a local toy drive. After a full day of collecting toys, he parks at a nearby hotel and treats himself to a nice dinner and a room for the night. When he wakes up the next morning, he realizes that someone has stolen the load of toys – and Mother Load as well...

Mark went back inside the hotel and called police. At first they treated it like just another report of a stolen vehicle, asking him to file a report at the nearest community station. But once they realized the trailer had contained the season's entire load of donated toys, they told him to stay where he was and they would come to him. Four cruisers showed up in minutes, including two detectives from the Criminal Investigation Bureau and a duty inspector in a white shirt who looked pretty displeased that the toys had been stolen on her watch.

Mark showed the investigating officers where he'd parked the truck, which room he'd spent the night in and provided pictures of Mother Load. Then, when they were done at the hotel, they brought him to a police station to ask him even more questions.

"How could a professional truck driver like yourself leave your truck unlocked overnight?" the detective asked. Mark figured this guy was playing the bad cop role in a good cop/bad cop scenario, since he was a little more angry than the other cop in the room, but not by much.

"I told you before...I was so worried about the trailer I must have forgotten to lock my truck."

"That," said the officer, "or you arranged for someone to take the truck."

"First of all," Mark said. "I've hauled loads worth hundreds of thousands of dollars, if not millions... and second, my truck – which is my livelihood, my home, and just about everything in the world to me – was stolen too."

"Yeah, along with all our toys."

And that's the way it went for two hours until they finally decided to let him go.

"Don't go anywhere," he was warned.

"No problem. My truck was stolen, remember?"

But the detectives ignored him, already busily talking amongst themselves.

"Why didn't you leave the truck in our lot here?" said a voice. Mark was about to snap back at whoever had said that since he'd already answered the question a dozen times. But before he could say anything he realized the voice belonged to Liz, who had been waiting for him to finish with the police.

"I didn't want you to know I lived out of my truck," he said softly, his head down.

"But I already knew that," she said. "Bud's niece told me."

"Oh," was all Mark could say as the Christmas spirit he'd been feeling had been replaced by embarrassment. He had a hard time looking Liz in the eye. "They think I had something to do with the theft."

"They always think that way," she said

with a wave of her hand. "Now that they're done with you they'll be looking elsewhere."

"What do we do now?"

"Nothing," Liz said. "CIB is investigating."

"CIB?"

"Criminal Investigation Bureau."

"But you're a cop too."

"I'd love to help investigate, but I'm not assigned to the case. I've got to see about replacing the stolen toys."

"And me?"

She shrugged. "I'll take you back to your hotel and you can wait until they find your truck."

"You seem so confident."

"It'll turn up. Somebody will find it...In the meantime, try to relax."

Back at the hotel, Mark realized why the police were so upset over the theft. News of the stolen toys was all over the news. Television, radio, newspapers, even the Internet was abuzz of the 'Real Life Grinches,' as the robbers were now being called. In his room, Mark called his insurance company to see about filing a claim for Mother Load. He got a recording at first, then after 15 minutes of waiting, a real-live person told him there would be no-one in the office to process his claim until Jan. 3.

"What do I do till then?" he asked.

"There's not a lot you can do, except wait."

"Right," Mark said hanging up the phone. This was without a doubt, the worst Christmas ever, but he'd be damned if he was going to sit back and do nothing about it. Mark headed out.

His first stop was the Tim Horton's at Hurontario and Derry. He could use a coffee and something to eat, but what he wanted even more was information, as in, where his truck was at and who stole it. He ordered a coffee and a breakfast sandwich and sat down next to a man reading the news. The paper was open to the story about the stolen toys and Mark used it to break the ice. "Isn't that terrible?" he said.

"Eh?"

"The truck that was stolen," he said, pointing to the paper.

"Crazy," the man said. "What's the world coming to?"

"I wonder where the police would start to look for something like that."

The man just grumbled.

"You have any ideas where they should look?"

Mark was greeted by an icy stare. "What are you, a cop?"

"No, just a truck driver."

"Well, if I were you I'd keep it down. People around here don't like cops much."

"Thanks," Mark said, finishing his food and leaving without another word. He was on the right track, just going about it the wrong way. He walked up Kennedy Road until he came across another Tim's and went inside. After a visit to the bathroom to mess up his hair and clothes a bit, he ordered a small coffee, paying with nickels and pennies. Then he sat down and tried to look... sad.

A woman came by first and innocently said, "Hi, how are you?"

She'd opened the door and Mark stepped right through. "Lousy," he said.

"My truck was stolen, I'm out of work and I don't know how I'm going to buy the kids presents this year."

"Sorry to hear that," she said, a look of concern on her face. "Can I get you something to eat? A muffin, maybe?"

Mark shook his head. "No thank-you. I need toys for my kids." And so it went all day long. Mark nursed his coffee for hours telling his tale of woe to anyone who would listen.

"Little Amy just wants a doll," he'd say. "Not much, just a doll and how can I tell her she can't have one?"

By mid-afternoon people were coming to him without prompting and patting him on the shoulder telling him, "Merry Christmas," and "Things will turn around." When an older couple gave him money for dinner he felt the spirit of Christmas warming inside him once more. And then it happened.

"You're the guy looking for toys, right?" said a young man barely of his teens.

"Yeah."

"Well, there's a guy in the lot around the corner selling toys out of the back of his truck for five bucks a piece. Anything you want, five bucks."

"Hey thanks, that sounds perfect."

Mark left the Tim's and nearly ran to the parking lot in an industrial area on the east side of Kennedy Road.

As he neared, he could see Mother Load hooked up to the short-bed trailer. The banner was gone and the truck looked a little ordinary sitting there in the empty lot. The man standing behind the rig wore a hooded sweatshirt and sported a full beard. It was late in the day, but he still wore sunglasses to hide what little of his face was exposed. "What do you want?" he said as Mark approached.

"A guy at the Tim's said I could get toys for my kids here."

"That's right," he said with a slight clap of his hands. "What do you want?"

"My daughter wants a Downtown Barbie and my son is hoping for a Robot Assassin."

The man stared at Mark, probably glaring at him from behind his shades. "This look like a toy store to you, pal?"

Mark shrugged. "That's what they want. I'll pay extra if you got 'em."

The man thought about it, then opened up the rear of the trailer. "I'll get you a doll and a robot, how 'bout that?"

"My kids have their hearts set."

With a sigh, he climbed up into the back of the trailer and began rummaging through the boxes of toys. Mark knew he'd be in there a while since he just made up the names of the toys. That's why Mark took his time when he grabbed hold of the trailer door and swung it closed...then locked it tight.

"Hey, what are you doing?" came the muffled voice from inside.

Mark laughed. "Finding out who's been naughty or nice!"

"Hey, let me outta here! Lemme out!"

Mark ignored the cries coming from the back of the trailer and walked up beside Mother Load. The spare key he kept hidden under the gas tank was still there and he was inside the cab in minutes. A quick look around told him most everything was still in its place. Despite the job they'd done on the ignition, the key still turned over the engine and seconds later Mother Load's big Cummins roared to life.

"Ho, ho, ho!" Mark laughed. "Merry freakin' Christmas!"

He put his rig in gear, then took out his cell phone to call the police. When he had



them on the line, he did his best to explain the situation, but his message just wasn't getting through.

"I have the truck with the stolen toys," he said. "It's my truck. I'm bringing it back."

The call-taker asked his location and he told her. Moments later he could hear the wail of police sirens in the distance, growing louder.

"A police escort," he said, grinning. "How cool is that?"

But it wasn't any police escort. There were police cars – marked and unmarked – in front and behind him, boxing him in and forcing him over to the side of the road. The street too was suddenly clear of traffic. Then a black van pulled up and two heavily armed officers exited with their guns drawn.

"Show us your hands," said a voice over a loudspeaker.

"Oh," Mark said under his breath. "They think I'm the thief..." He opened the door and climbed out.

"Get down on the ground!" everyone shouted at once.

Mark looked up and could see a half-dozen guns pointed at him. Then he looked down at his own body and saw three red dots shining on him, one squarely set right between his legs.

"Get. Down. On. The. Ground!" said the loudspeaker.

Mark got down on all fours, smiling. What a way to celebrate Christmas.

Mark entered the police station through the back door in handcuffs, but left through the front door a few hours later, a hero. Liz was there waiting for him.

"That was a crazy thing to do," she said.

"Maybe a little, but everyone was so worried about the toys," he said. "Someone had to get my truck back."

She smiled and shook her head a bit and Mark figured she'd just realized that everything Bud's niece had told her about him was true. "They'll probably need your truck for a day or two. You know, for evidence."

"No problem."

"So, where will you be staying?"

"My room's still booked at the hotel."

She hesitated, then said. "Why not stay at my place? I could use the company, and I've got a turkey in the freezer that's big enough for two."

Mark started laughing.

"What's so funny?"

"It's just that," he said, thinking – there'd been no work, his truck had been stolen, guns were pointed at his head, he'd been thrown in jail, and still – "This has been the best Christmas, ever!" □

The continuing adventures of *Mark Dalton: Owner/Operator*

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**MAIL**

**Customs needs to act on cabotage violations**

Dear Editor:

Re: Cabotage concerns, Truck News, December 2010

Great article, however I have for years complained to Canada Customs about illegal activities and actually had a US competitor's bill of lading showing pick-up in Halifax and delivery to my yard.

The driver was American, the tractor and trailer were both plated out of Michigan. I called my Canada Customs port superintendent at the Dixie Road Sufferance warehouse in Mississauga, Ont. He was nice enough to give me the name of the guys at the investigations unit.

I called them and told them when and where this truck was arriving so that they could come over and nail this guy and guess what?

At the last moment, the investigator

got cold feet and told me his supervisor would not let him follow up on this case because it was a "sensitive area."

Go figure. The guy unloaded and got away without incident, leaving me to believe that Canada Customs is too afraid to pinch the ass of the US elephant. It is my solemn belief that Canada Customs is not interested in upholding Canadian laws when it comes to US cabotage and that it simply pays lip service to the entire issue.

Get hired to do a job only to find out you are restricted by your superiors from actually carrying out your responsibilities so you continue to take a paycheque and do nothing in return. Typically Canadian, wouldn't you agree? □

**Wally Horodnyk,**  
TFX International Specialized Vehicle Transport

**Cabotage concerns disconcerting**

Dear Editor:

Re: Cabotage concerns, Truck News, December 2010

This article is upsetting. If we tried this in the US it would become a national incident. It appears that the rules of enforcement are not being monitored well by the very people that are asked to do so.

If carriers are having this issue, then it would be up to them to be part of the solution would it not? Being held hostage by shippers is ridiculous. Maybe they (shippers) need to be better educated but I believe the onus is on the CBSA to do its job.

Who is going to protect our jobs in Canada if we don't ourselves? □

**Brent Ellis - CLP**  
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TSQ

**MILTON, Ont.** – The holiday season is finally here and with it comes a group of uniquely Canadian traditions: sappy Tim Horton’s commercials to tug at your heartstrings, Christmas music at the mall on Halloween, moving weekend barbecues from the backyard to the garage, and, of course, the inevitable 10-car pile-up on the evening of the first snowfall.

There’s nothing quite like a little of the white stuff in the air to make drivers lose all sense of, well, good sense. With that in mind, we stopped by the Fifth Wheel Truck Stop in Milton, Ont. to ask drivers to give their top tips for safe winter driving.

**Vincent Vineuve**, a driver with LFO Transport in Valley Junction, Que., has only been driving for about a year-and-a-half, but has already learned something with his brief experience driving a truck in winter.

“When you drive on the snow, do not jerk the wheel. This is a risk to do a jackknife. Your wheels on the front



ADAM LEDLOW



Vincent Vineuve

will lose traction and you will do a jackknife on the road and crash your truck,” he told *Truck News*.

For car drivers, Vineuve says their poor driving habits around big trucks are not limited to just the winter sea-

son. “Sometimes they pass in front of me in my blind side on the right side of the truck and you can’t see them if they are too close. Just look and make sure you are seen by the driver. You have to see the driver, and the driver needs to see you.”

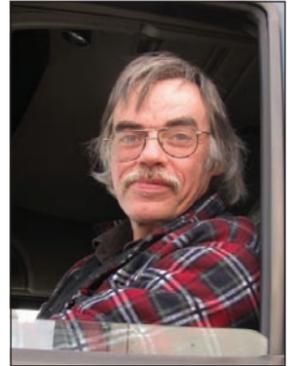
**Vasu Moray**, a 19-year veteran driving with Burnac Produce out of Vaughan, Ont., urges caution for truckers this winter.

“You have to have space because you cannot follow vehicles too closely, and other vehicles should also not follow too closely to a big truck,” he says. “Always put your truck in a low gear in winter when you’re loaded heavy. We



Vasu Moray

have to be very cautious, otherwise, when it is icy, you can turn the wheel and put on the brakes, but the truck will keep going. New drivers, mostly, have to be cautious in winter when driving during bad weather. Take lots of time to reach your destination.”



William Jukes

**William Jukes**, a driver with McConnell Transport, Woodstock, N.B., says speed is the main factor truckers should consider when driving in snowy conditions.

“Just slow down. Do not let your RPMs get up too high because then you’d start spinning. As long as you are not in too high or too low a gear you’ll be fine,” he said.

As for car drivers, Jukes would like to see them lay off the handheld devices during the holiday season. “I would like to see them not texting or using their cell phone while they’re driving. That is the biggest problem because they don’t pay attention to where they’re going or what they’re doing and they get into all kinds of trouble.”



Robert Barnes

**Robert Barnes**, a driver with Celdon Transport out of Detroit, Mich., warns that black ice can be deadly in the winter, so he has a trick he tries to use whenever possible.

“It’s better to drive during the day than the night because at least in the daytime they don’t have the salt trucks out there and you can see what’s going on. That is what I normally do,” Barnes said. “I look at the weather report. If I can beat the storm, that’s fine, but if you can’t beat the storm then you’ve got to slow down or you’ll wind up in the ditch.”

Barnes also reminds car drivers that 4WD doesn’t make you invincible in stormy weather.

“When it is snowing, with four-wheel-drive it still doesn’t make a difference: you have to slow down and you have to give each other enough space that you can stop. If not, then you’re going to run into people.” □

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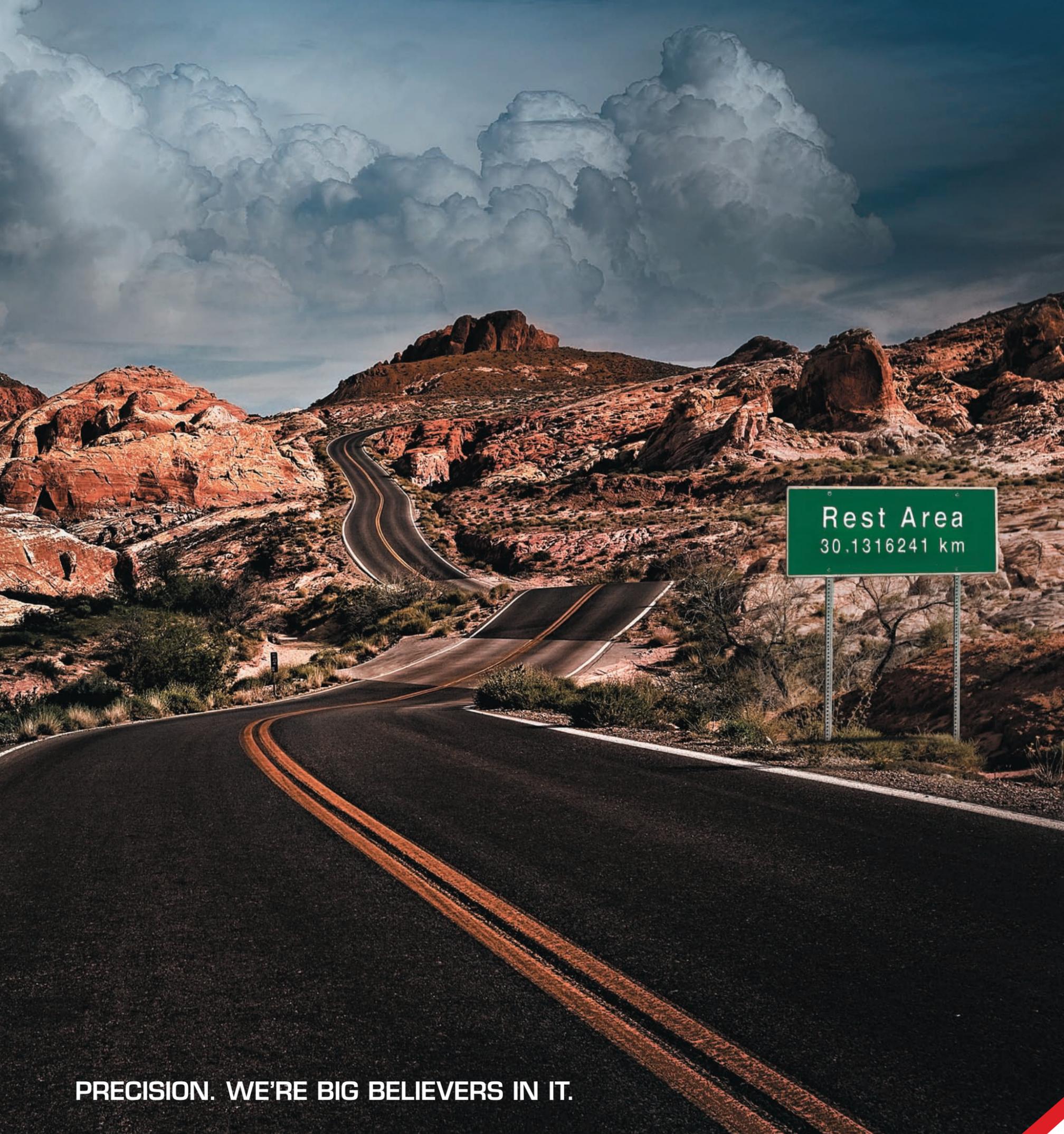
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