

TRUCK NEWS

December 2011 Volume 31, Issue 12

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

One year later

A year after the attack, the 'Good Samaritan' truck driver speaks out

By Harry Rudolfs

LUMBY, B.C. – It's been a little more than a year since Alex Fraser's life changed forever. On Sept. 24, 2010, the 67-year-old owner/operator was heading home on a Friday night after unloading in Edmonton.

It was a warm autumn evening on the Yellowhead Highway and everything was going well, the truck was purring and Fraser was only about five hours away from his home outside of Vernon, B.C.

Then he noticed a car parked on the shoulder facing towards him, and what looked like somebody waving arms at the side of the road.

Fraser stopped in front of the car and got out to offer assistance. A few seconds later he was viciously attacked, beaten and left

Continued on page 11



PINK AND PROUD: The focus of this year's convoys expanded to include other forms of cancer. Photo by Dave Wilson

Cancer convoys raise more than \$83,000

By Adam Ledlow

WOODSTOCK, Ont. – A group of Canadian trucking convoys book-ended the Thanksgiving holiday this October by hitting the highway in support of various cancer charities. And the end results provided a lot to be thankful for, with a combined total of more than \$83,000 raised at the three events.

Convoy for a Cure was back for its fourth instalment on Oct. 1, and despite a lower than usual turnout, event founder Rachele Champagne says she was pleased with the nearly \$20,000 the 25 participating trucks were able to raise.

The convoy featured two new aspects designed to shake things up. For one, the convoy decided to

forgo its usual all-female troupe of truckers driving in support of breast cancer research, and included both male drivers and other cancer charities, including lung, colon and prostate.

The convoy also featured two starting points – one in Cardinal, Ont. and one in Dorion, Que. –

Continued on page 13

Driving Volvo's 750-hp FH16

The I-Shift shines in Sweden



See pgs. 56-57

Inside This Issue...

- **Raised standards:** There's no reason to fear new fuel economy standards for heavy vehicles, the EPA insists. It predicts a payback of one year when the standards take effect. Page 29
- **Pay attention:** Distracted driving has become an epidemic for all road users. We look at how one prominent fleet has attacked the problem through its entire organization. Page 32
- **Waste not:** Has a small Canadian firm become the first to apply waste heat recovery to the transport industry? Page 34
- **The Good Shepherd:** A special passenger leaves a lasting impression on Mark Dalton. Page 60

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Are provincial nominee programs really the answer?

In mid-October, B.C. carriers lauded a decision by the province to permanently include long-haul truck driving among the professions qualifying for inclusion in its provincial nominee program (PNP).

That essentially means B.C.-based long-haul trucking firms will be able to recruit qualified drivers from overseas and the province will expedite their immigration process, fast-tracking their transition to permanent resident status. Reaction has been mixed. Many fleets insist they can't find qualified Canadian drivers willing to accept the pay and lifestyle afforded by a career as a long-distance truck driver. Bringing experienced drivers from countries in Europe and the Middle East fills a vital need for the industry and will benefit the economy, proponents contend.

On the flip side, others are left wondering how conditions for professional drivers will ever improve if we're simply willing to look further abroad for workers who will accept the way things currently are? Have we no appetite to improve conditions for our existing workforce to make professional driving an occupation in which one can earn a decent living, achieve some



semblance of work/life balance and take pride in their profession?

In a recent e-mail exchange, Larry Hall, an owner/operator and former fleet owner and head of the North American Truckers Guild, told me he feels the PNP is "the single biggest thing to happen in this industry since deregulation." He went on to say it "has the potential to undermine our entire labour force," and he insisted the nation's professional drivers are "willfully ignorant" of the program's implications.

I certainly wouldn't go that far. In my opinion, the PNP is a stopgap measure that will not have far-reaching implications on the industry, simply because it's an ineffective and short-sighted solution to the driver shortage. It's costly (some estimates peg the cost of recruiting a foreign driver through the program at \$10,000), many drivers either return home or jump ship to another carrier when their initial con-

tract expires and in many cases, drivers who arrive here realize they were sold a bill of goods and the realities of long-haul trucking in Canada are not as glamorous as they imagined or were led to believe.

I feel the PNP programs will have limited long-term success and eventually will fade into oblivion as progressive carriers seek more effective, permanent solutions to attracting workers (and some are already doing this). While I'm skeptical of the PNP, I do believe immigration will play an important role in keeping the industry rolling.

We have an abundance of foreign-born and second generation employees working as truck drivers in this country; progressive fleets could be tapping into this pool more effectively and offering training and compensation that would elevate the quality of our overall driver force. They're right here, folks, you don't need to cross any oceans to find them.

As far as the PNP is concerned, I think when we look back on it five years from now, we'll find it had no significant impact on the trucking industry, good or bad.

Larry's not so sure. He sees the PNP as an elaborate plot by big carriers to drive down wages. The answer may be somewhere in the middle. What do you think? Should Canadian carriers be permitted to recruit from abroad? Check out my blog on the subject at Trucknews.com and have your say. □

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Not all drivers are cut from the same cloth

What do drivers want? The simple answer is usually more money, better benefits. That's what just about every survey I've read on this topic says.

While no one would turn down a nice increase, I think motor carrier executives need to look deeper than that to understand what it takes to put the right people at the controls of their increasingly expensive moving assets and keep them there. Assuming it's just an issue of more money may simply leave us with higher paid drivers who still hop from job to job during the good times and continue to exit the industry in utter frustration during the bad times.

At the recent American Trucking Associations annual conference, I attended a session led by Ricardo Ramon and Susan Magrino from Caliper Research and what they had to say is worth repeating. Caliper conducts personality assessments for job place-



ments and has done more than 3.5 million of them. It has also studied why drivers are leaving the industry. Ramon and Magrino believe job success and satisfaction has a lot to do with finding the person with the right personality for the job in the first place and that's a connection the industry is not considering closely enough.

They say the most common hiring mistake is to find someone with the right skills but the wrong personal drivers and hire them on the assumption that you can change them with the right coaching, the right incentives, the right rewards, etc. They believe people are actually hard to change; their

personalities are already hard set before they walk through your door. You can provide incentives but after a while they no longer serve as a motivator. In their own words: Job techniques can be taught; drive and motivation can't be. The right drive and motivation are essential for success.

Caliper has researched the personalities of local, regional and long-haul drivers and found some significant differences. For example, local drivers tend to have higher sociability traits and enjoy dealing with clients. They can be more accommodating, pragmatic and do paperwork without resenting it. But they also want to know exactly what they're supposed to do, want to feel comfortable on the job and don't like to take risks.

Long-haul drivers on the other hand typically show more independence and are less accepting of company structure. They don't feel as great a need to

socialize as that's not something that satisfies their ego. They are more like the lone wolf that can take the ball and run with it without a great amount of direction.

Hire someone with typical long-haul traits and stick him in a P&D city-type operation and you may find you have someone who is going to turn off your clients. Take someone with a personality more suited to local hauls and set him up for long stretches of highway work and you may find you turn off your employee.

If you are requiring them to do something that is not natural to them, they may not tell you about it but inside they will be feeling the pain. And two years is about the time for fatigue and stress to show up to a high enough degree that they decide to leave. □

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

Did you know?

The increasing age of the continental truck fleet?

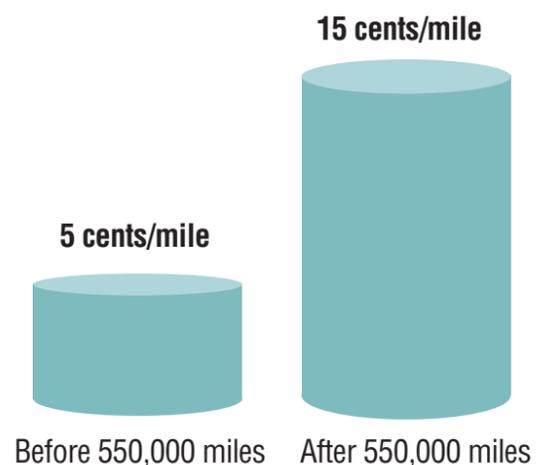
Years of deferred purchases are having an impact on the age of the truck fleet and likely maintenance costs. The average age of the US Class 8 truck fleet is approaching seven years. In Canada, only 20% of Class 8 trucks have been on the road less than five years. Yet research shows there is a financial penalty associated with hanging on to older trucks. While maintenance costs average out to about five cents per mile for trucks with under 550,000 miles on them, maintenance costs rise to about 15 cents per mile once that 550,000 mile threshold is reached. Industry analysts believe the moderate-

Estimated number of Canadian HD trucks by model year

| | HD Trucks |
|-------------------|-----------|
| Total, all ages | 317,219 |
| Later than 2006 | 65,462 |
| 2004 to 2006 | 71,857 |
| 2003 to 2003 | 53,386 |
| 1996 to 1999 | 46,997 |
| Earlier than 1996 | 79,715 |

ly strong year in Class 8 sales we are experiencing despite the economic turmoil can be attributed to pent-up demand to renew aging fleets and expect that demand to continue for some time. For example, in what is typically the

HD truck maintenance costs per mile



weakest new order period of the year, commercial vehicle order activity strengthened in September.

Class 8 net orders rose to 23,600 units in North America, according to ACT Research, a gain of 55% year-over-year and 12% month-over-

month. Cost will be challenge, however. The average sticker price for a Class 8 truck in 2006 was \$95,000.

Today it is around \$125,000 — a \$30,000 increase that somehow has to be absorbed during a weak economy. □

CLASS 8 TRUCK SALES TRENDS

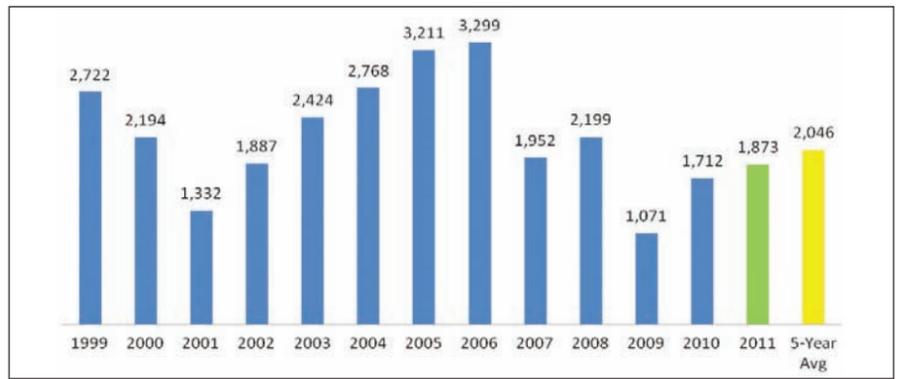
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Monthly Class 8 Sales – Sept 11

| OEM | This Month | Last Year |
|---------------|-------------|-------------|
| Freightliner | 528 | 362 |
| International | 438 | 358 |
| Kenworth | 485 | 361 |
| Mack | 174 | 114 |
| Peterbilt | 288 | 181 |
| Sterling | 0 | 1 |
| Volvo | 325 | 245 |
| Western Star | 163 | 90 |
| TOTALS | 1873 | 1712 |

Following one of the best Augusts the Canadian Class 8 market has experienced over the past decade, September is a bit of a downgrade. The 2,425 Class 8 trucks sold in August far surpassed the monthly totals from last year as well as 2007 to 2009 and from 2000 to 2003. In comparison, the 1,873 trucks sold in September was only better than 2009, 2010 and 2001 and fell below the five-year average for the first time in three months.

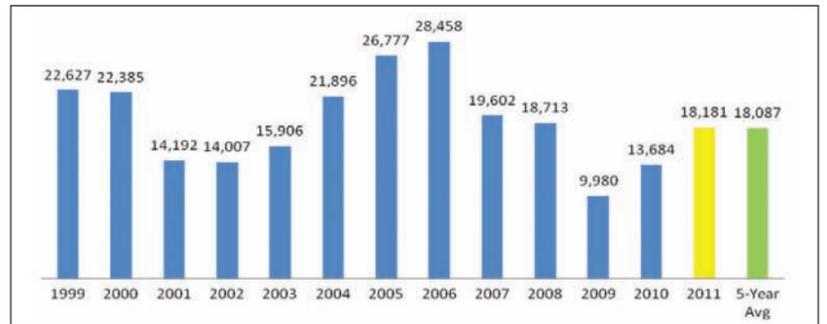
Historical Comparison – Sept 11 Sales



Class 8 Sales (YTD Sept 11) by Province and OEM

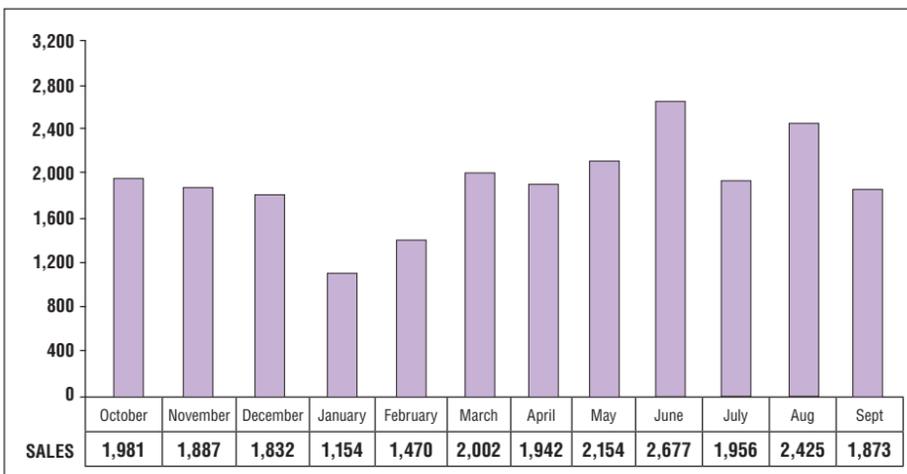
| OEM | BC | ALTA | SASK | MAN | ONT | QUE | NB | NS | PEI | NF | CDA |
|---------------|--------------|--------------|------------|--------------|--------------|--------------|------------|------------|-----------|------------|---------------|
| Freightliner | 258 | 441 | 121 | 259 | 2,477 | 738 | 213 | 85 | 17 | 24 | 4,633 |
| Kenworth | 353 | 1,374 | 255 | 143 | 653 | 807 | 98 | 0 | 0 | 0 | 3,683 |
| Mack | 55 | 171 | 94 | 58 | 586 | 178 | 32 | 24 | 0 | 23 | 1,221 |
| International | 246 | 575 | 69 | 223 | 1,266 | 824 | 207 | 107 | 9 | 59 | 3,585 |
| Peterbilt | 232 | 601 | 165 | 177 | 412 | 279 | 100 | 23 | 0 | 0 | 1,989 |
| Volvo | 142 | 121 | 49 | 203 | 807 | 358 | 100 | 42 | 0 | 5 | 1,827 |
| Western Star | 240 | 395 | 57 | 26 | 192 | 205 | 50 | 65 | 2 | 11 | 1,243 |
| TOTALS | 1,526 | 3,678 | 810 | 1,089 | 6,393 | 3,389 | 800 | 346 | 28 | 122 | 18,181 |

Historical Comparison – YTD Sept 11



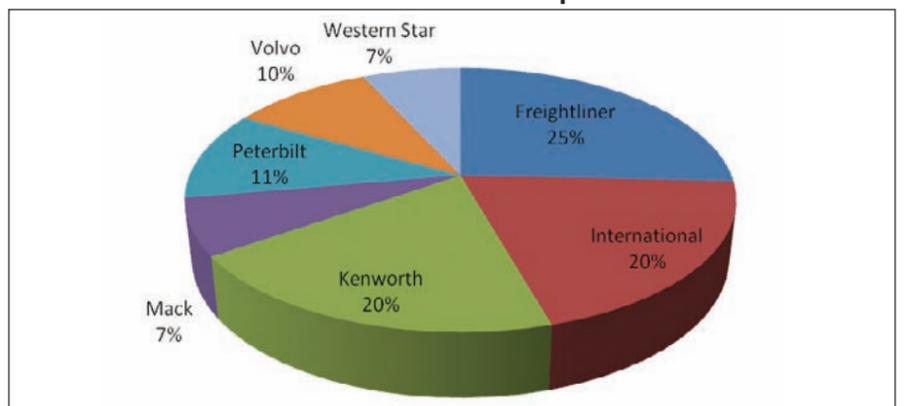
Despite the economic uncertainty, Class 8 truck sales continue to rebound in 2011 buoyed by years of deferred purchases – only one fifth of Canada’s Class 8 truck fleet is less than 5 years old. So far the YTD sales totals are significantly better than the sales figures posted in both 2009 and 2010 and also better than the YTD results after the first half of 2001, 2002 and 2003. The YTD totals are also now running above the five-year average for the first time. Our forecast for 2011 was for Class 8 sales to come in between a low of 23,100 and a high of 24,300 and it appears that will prove accurate.

12 – Month Sales Trend



The 1,873 trucks sold in September made for another month with sales close to 2,000, closing out a strong third quarter. So far sales have climbed above the 2,000 mark for four of the first nine months of 2011 and came within less than 200 of achieving that mark on two more months.

Market Share Class 8 – Sept 11 YTD



Freightliner jumped out to an early lead at the start of the year with 28% market share and continues to hang on to that lead, although its share has declined. International, a former market leader who has adopted different engine emissions technology than the rest of the OEMs, is battling it out with Kenworth for second place with Kenworth having sold about 100 more trucks YTD. Peterbilt and Volvo are the only other two manufacturers enjoying a 10% or greater share of the Canadian Class 8 market.

Source: Canadian Motor Vehicle Manufacturers Association

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CONTENTS

TRUCK NEWS

Question of the month

Should carriers be recruiting drivers from overseas?
page 62

Mark Dalton in...

The Good Shepherd Part 4



page 60

departments



OEM/DEALER NEWS: Titan Trailers opens a new shop – and welding school. Pages 50-54

| | |
|----------------------------|-------|
| Opinions | 3 |
| Truck Sales | 4 |
| In Brief | 6 |
| Border | 7-10 |
| Canada | 11-15 |
| East | 16-18 |
| Quebec | 20 |
| Ontario | 22-24 |
| West | 26 |
| People | 28 |
| Fuel Economy | 29-30 |
| Distracted Driving | 32-33 |
| Technology | 34-36 |
| AI Goodhall, Over the Road | 38 |
| Fleet News | 42-43 |
| Scott Taylor, Tax Talk | 44-45 |
| Bruce Richards, Industry | 46 |
| David Bradley, Industry | 47 |
| Mail | 48-49 |
| Advertiser's Index | 55 |
| Special Report | 56-57 |
| Rob Wilkins | 58 |
| Profitability Dashboard | 59 |

IN BRIEF

B.C. suggests drivers practice chaining up now

VICTORIA, B.C. – The province of B.C. is reminding truck drivers to chain up when conditions dictate and recommending they practice chaining up before having to do so on the side of the road.

Chaining is often required along the Coquihalla Highway at the Box Canyon chain-up zone. "This area receives some of the most unpredictable weather in the province and is close to a number of avalanche zones," the province reported in a truckers' bulletin. "This chain-up zone becomes congested quickly and ensuring the safety of all highway users by keeping the avalanche zones clear of stopped traffic is a top priority."

The province says drivers who do not immediately begin chaining up when stopped there will be either turned around or towed away. "There is to be no parking in the chain-up zones, aside from the time taken to actively install chains," the bulletin warned.

The province also warns that learning on the job can be hazardous, especially during heavy snowfall. It advises drivers to practice chaining up in favourable conditions. □

KRTS collects over a tonne for food bank

CALEDONIA, Ont. – Kim Richardson Transportation Specialists (KRTS) collected more than 2,500 lbs of non-perishable food items during its seventh annual Honk for Hunger Food Drive Oct. 16.

McKinnon Park Secondary School students, community volunteers and KRTS staff collected 2,571 lbs of food for the Caledonia and District Food Bank, according to the company.

Company officials say food donations are still being accepted and may be dropped at KRTS's office. □



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Company phone numbers, fax numbers and e-mail addresses will remain unchanged. □



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Don't let current uncertainty divert your attention from future opportunity, ATA's Graves advises

Lou Smyrlis

GRAPEVINE, Texas – Motor carrier executives grappling with the current economic uncertainty need to be careful not to miss out on the opportunities that lie ahead, warned American Trucking Associations president and CEO Bill Graves in his annual state of the industry address.

Graves acknowledged there is much going on right now to divert an executive's focus from the road ahead.

He recalled that at last year's annual conference he forecasted bigger and better things by the time they met again this year in Texas.

"Little did I know that 'bigger' was going to be the size of the federal debt; 'bigger' was going to be the unemployment rate; and 'bigger' would characterize the number of government regulations our industry would be facing. And 'better', well 'better' is apparently caught up in some sort of political traffic jam and just hasn't been able to get here yet."

Yet despite the frustration with Washington's inability to come together on seemingly simple issues such as the need to fix roads and bridges and pass a highway bill, Graves said he was still optimistic about the economy and the industry's future.

He referred to a personal "aha" moment he had while out on a run recently where he found himself slowing his pace while focusing on cracks and crevices in the road. When he finally looked up he got past all the imperfections and saw the road that was truly stretching

out ahead of him.

"It's a metaphor that so appropriately explains our industry. We are dealing every day with a myriad of policy and regulatory cracks and crevices that threaten to overwhelm us. And we have no choice but to devote tremendous time, energy and money in an effort to fix them so we achieve positive near term results for our industry. But at the same time we need to be careful not to become so obsessed with the challenges of the moment that we give up on the opportunity of the future," Graves said.

He went on to outline the reason to be optimistic about the future.

America's population is expected to grow from 300 million in 2006 to 400 million by 2050, something on the order of adding a city the size of Houston or Chicago each and every year. "Four hundred million people need a lot of good stuff and most of the time we'll be bringing it," he said.

The ATA's most recent freight transportation forecast calls for trucking's share of total freight tonnage to rise from 67.2% in 2010 to 70% by 2022.

And that's from a tonnage pie that grows from just less than nine billion tonnes of freight to over 11.5 billion tonnes. During that same period of time, the corresponding trucking revenue pie is forecasted to grow from \$563 billion to \$937 billion.

"I'm sure you can split up \$374 billion in revenue growth among you and be happy," Graves quipped. □

The economy, HoS and finding drivers top concerns for US carriers

GRAPEVINE, Texas – They're likely sick of having to worry about it, but for the third year in a row trucking executives in the US can't seem to get the state of the economy out of their minds.

As was the case in 2009 and 2010, the state of the nation's economy was the top concern for trucking executives responding to the American Trucking Association's *Critical Issues in the Trucking Industry* survey. This year about 31% of respondents ranked the issue first.

While still holding the top spot, the share of respondents ranking this as their number one issue has dropped each year since reaching 51% in 2009.

"While this ostensibly speaks to a gradual improvement in the economy, there continues to be a high degree of uncertainty in how certain issues will unfold, including the European debt crisis and a stagnant job market," the ATA states in its report on the survey's findings. Meanwhile, freight volume trends have been mixed so far this year with LTL and tank experiencing increasing volumes and truckload and dry van volumes declining slightly mid-year.

Concern over the federal rules governing commercial driver hours-of-service (HoS) is now ranked as the second highest, climbing two positions from its fourth spot in 2010. The HoS rules are again in play as the industry awaits a final rule from the Federal Motor Carrier Safety Administration following proposed changes issued in December of last year. The proposed changes – potentially decreasing driving and on-duty times and extending the restart provision – are deemed significant and problematic by the industry, which explains the increased level of concern in this year's survey, the ATA says. Nearly half of the respondents ranked this as the first, second or third most important issue.

The driver shortage issue increased from the number five ranking in 2010 to number three in 2011.

"In contrast to worries about the health of the economy, this is an indicator that the economic recovery is progressing. However, the source of the driver shortage may not stem entirely from the growing economy," the ATA argues. "New hiring challenges resulting from both baby boomer retirements and CSA implementation may also be contributing to a lack of qualified drivers." □

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BORDER

Growth signals for trucking are present, but so are risk factors

By Lou Smyrlis

GRAPEVINE, Texas – The economic outlook for trucking may be as muddled right now as that for the North American economy but fears of a double-dip recession are overstated, the *All Eyes on the Economy* panel concluded at the American Trucking Associations annual conference. Trucking is facing softening demand and rising costs but capacity should continue to remain tight making continued improvement to revenue-per-mile possible, according to Bob Costello, chief economist and vice-president, American Trucking Associations.

“Right now freight demand is moving sideways, rather than falling off a cliff like it did in 2008. That indicates to me that we might just skirt by another recession,” Costello said.

Costello was part of a panel that also included John Felmy, chief

economist, American Petroleum Institute and Martin Regalia, PhD, senior vice-president and chief economist, United States Chamber of Commerce. The popular *All Eyes on the Economy* session was moderated once again by Fox News’ Stuart Varney.

Regalia echoed Costello’s contention that North America would escape a double-dip recession, explaining that the weak economic data that had everyone spooked was the result of a combination of unforeseen events such as the earthquake in Japan, heavy flooding in the US and rebellions across Africa and the Middle East. Regalia expects growth in the order of 2.25% to 2.5% over the next 12 months.

He cautioned, however, that economic growth of this magnitude is not enough to drive down unemployment, one of the major reasons behind the economic mal-

aise in the US.

“We are not headed into double-dip recession,” Regalia assured. “But we have to do more. We have to do better...the dirty little secret about economic growth is that the US economy is supposed to grow at least 2.75% per year. If you don’t have that kind of growth, you don’t have jobs. It’s that simple.”

What it seems we are headed into for 2012 is more volatility. About 70% of the US economy is dependent on consumer spending and that is only expected to grow about 2% in 2012. Our major trading partner is also getting little out of the trade sector and virtually nothing out of government spending now that stimulus packages are wrapping up and there is pressure to concentrate on austerity measures to reduce federal and state deficits.

A slow growing economy also makes for uneven and choppy prog-

ress and that is evident in the fortunes of for-hire carriers. In general, Costello said large fleets are seeing stronger volumes than smaller ones, likely because of their relationships with larger shippers.

“No one is doing great but it feels like larger companies and shippers are outperforming small business right now,” Costello said.

Volumes for large truckload carriers, for example, are up 11.2% from January 2009 while small truckload carriers are still struggling with volumes 5.4% below January 2009. It’s a similar story when examining revenues. While revenue-per-mile for large truckload fleets has grown 9.1% since January 2009, small truckload fleets are only experiencing a 3.2% gain.

Costello pointed out, however, that any growth in the current environment is a welcomed development.

“This is remarkable. We have never seen anything like this. Freight is growing slowly but we are still seeing revenue-per-mile growing,” he said. “There has been some growth in capacity but supply and demand remain close to equilibrium. Fleets did a good job of ‘right sizing’ during the recession...this industry is significantly smaller than it was a few years ago.”

While growth signals are present, the risk factors are equally clear. Cost pressures in particular pose a risk for motor carriers over the next year with the inflation rate for items such as fuel, equipment and driver wages exceeding the inflation rate for the broader economy, Costello said.

Take driver wages for example. It’s a sad commentary on the plight of the US motor carrier industry that drivers make no more today in real terms (taking inflation into account) than they did in 1990. Driver turnover is running at 79% on average among US carriers and was at 138% at its height prior to the recession.

“Even with unemployment over 9% many fleets are having a hard time finding drivers. For a group that is so sought after, these numbers (driver pay) will go up,” Costello said.

Motor carriers face a similar situation with spending on new trucks. The average age of the US Class 8 truck fleet is approaching seven years. Yet research shows there is a financial penalty associated with hanging on to older trucks. While maintenance costs average out to about five cents per mile for trucks with under 550,000 miles on them, maintenance costs rise to about 15 cents per mile once that 550,000-mile threshold is reached. Costello anticipates solid truck sales due to the significant pent-up demand for new trucks to renew aging fleets.

“We are going to have to be on a replacement cycle for quite some time,” Costello said.

Cost will be a challenge, however. The average sticker price for a Class 8 truck in 2006 was \$95,000. Today it is around \$125,000 – a \$30,000 increase that somehow has to be absorbed during a weak economy.

“In this cycle, you can’t forget about the cost side of the equation,” he emphasized. □

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BORDER

CTA meets with CBP commissioner

TORONTO, Ont. – The Canadian Trucking Alliance (CTA) says it's "encouraged," following a meeting with Alan Bersin, commissioner of US Customs and Border Protection. The meeting was held to discuss border-related issues that continue to affect Canadian carriers and impact cross-border trade, the CTA announced. Topics discussed included: a solution to the issue of repositioning empty foreign trailers; the requirement for liquid cargo residues in empty tanker trailers to be manifested before entry into the US; allowing in-transit domestic shipments which travel through parts of the US between two Canadian points; and mutual recognition and harmonization of 'trusted trader' programs between Canada and the US.

The CTA said Bersin hinted the 'Beyond the Border' security initiative soon to be announced by US President Barack Obama and Prime Minister Stephen Harper will hold answers to some of the issues, specifically the streamlining of some aspects of the C-TPAT program with Canada's Partners in Protection and the FAST program.

"We continue to be impressed by Mr. Bersin and his candour," said CTA president and CEO David Bradley. "He seemed to share our opinion that the best way to approach security is to isolate the bad guys and let certified trusted carriers move across the border more quickly. He also talked about significantly increasing participation in the trusted trader programs, which is encouraging."

The CTA also left the meeting hopeful the other issues discussed will be resolved.

"Mr. Bersin indicated he does want to find a 'balanced way' of dealing with these issues," said Bradley. "These are all good signs, but as always, the proof will be in the pudding." □

TCA, ATA collective call for increased weights

GRAPEVINE, Texas – The American Trucking Associations and the Truckload Carriers Association came together at the conclusion of ATA's Management Conference and Exhibition to call on policy makers to allow for increased truck productivity.

"The trucking industry, like any family, sometimes takes a while to reach a consensus, but we're happy that we have been able to bring our respective policies on truck productivity in line," ATA president and CEO Bill Graves said. "It is critical that we petition our elected leaders with one voice and this brings us closer to our industry unity."

"Considering all of the challenges we face as an industry, it should always be our priority to find common ground on as many issues as possible," said TCA president Chris Burruss. "I applaud the leadership of TCA and ATA for finding common ground on this difficult issue."

The ATA Board of Directors voted to add 88,000-lb, five-axle combina-

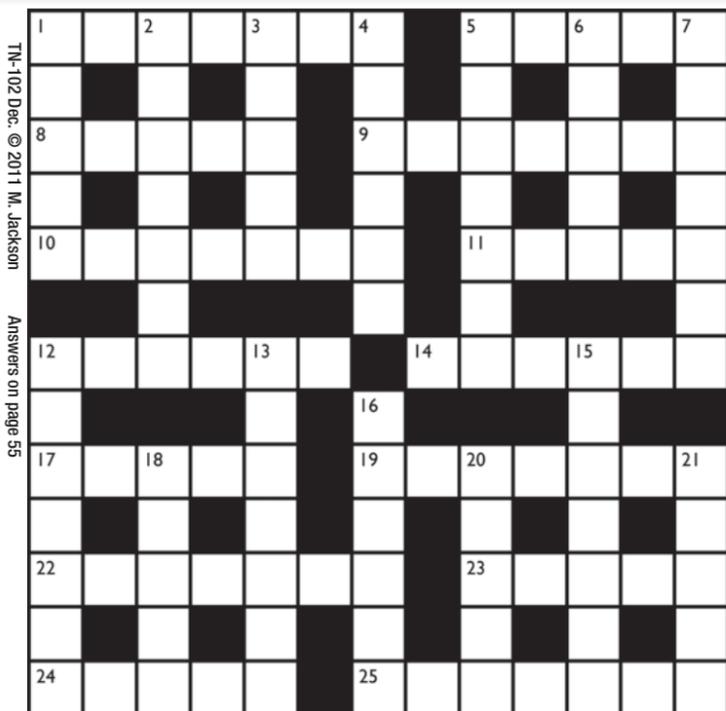
tions with enhanced braking capability, to its list of preferred productivity improvements.

This new component joins 97,000-lb, six-axle combinations and harmonization of longer-combination vehicles on the menu of productivity improvements ATA will advocate for in Washington and state capitals across the country. ATA endorsed increasing truck weight limits to 97,000 lbs in 2006.

Also, TCA voted to approve a two-tiered productivity policy of supporting combinations of 88,000 lbs on five axles as well as 97,000 lbs on six axles.

"Given the advances in brake technology, an 88,000-lb, five-axle truck using enhanced brakes will meet federal rules limiting commercial vehicle stopping distance," said TCA chairman Gary Salisbury, president and CEO of Fikes Truck Line. "By amending our policies and compromising, TCA and ATA have set the trucking industry on the road to success." □

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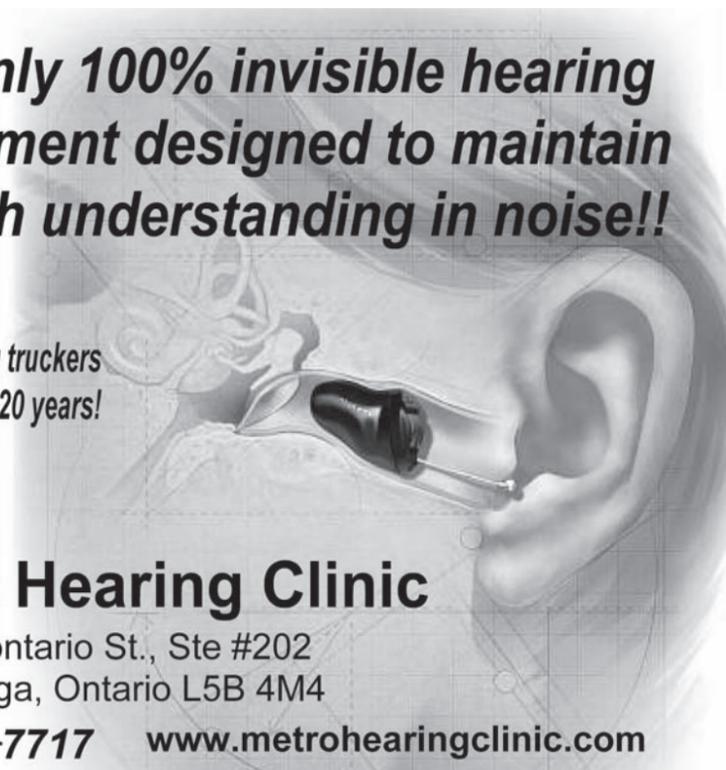
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CANADA

Police lack evidence to charge suspects in beating

Continued from page 1
unconscious.

"I really don't know what happened," Fraser tells me on the phone from his home in Lumby, B.C. He thinks there may have been three men around the vehicle and one of them cold-cocked him from behind. "I should have been suspicious when the guy under the hood didn't even look up as I approached. I asked him, 'Got a problem?' and I think I heard someone say 'No, but you do!'"

It was raining when Fraser regained consciousness in the ditch about six hours later. Somehow, with his face half-caved in, bloodied and fighting blackouts, he managed to pull himself into his still-running 2005 Freightliner and drive 35 kilometres to the Blue River Husky where he pretty well fell out of the tractor.

"The wife of the manager of the Husky is a paramedic, and it's a good thing she was there," says Fraser. Later in the hospital in Kamloops, it was discovered that his skull had been fractured in three places, and he underwent extensive reconstructive surgery to repair smashed orbital and cheek bones.

The story was picked up by the media and Fraser became widely known as the 'Good Samaritan Trucker.' The senselessness of the act itself is puzzling, since there doesn't appear to be any motive: he wasn't robbed and his tractor remained intact and apparently untouched. Was it some kind of hate crime against truckers and Fraser was the randomly chosen victim because he stopped to help what he thought was a stranded motorist?

The B.C. Trucking Association and North American Truckers Guild stepped up and offered rewards that eventually totalled about \$30,000. A bank account was set up by the BCTA that raised about \$8,000 on Fraser's behalf. Fraser tells me he was touched by the response.

"I even had donations from truck drivers in Ontario." He received get-well cards from his employer Monarch Transport of Calgary, as well as Barry and Smith Trucking of Penticton, with whom he's worked alongside over the years. "Do you know every one of the drivers signed the card and put in some money?" says Fraser. "It was truly awesome."

He also adds that he's been treated fairly by worker's compensation, and gets a weekly call from someone at Monarch Transport to chat and enquire about his condition. Fraser goes to physiotherapy three times a week and likes to putter around in his garage doing decorative woodwork with a scroll saw.

But the attack has left a piece of steel plate in his head and some cognitive difficulties. He gets fatigued easily, and often has trouble finding the right words. "Yesterday I was out picking apples off the ground but I didn't last long," he says.

Whatever happened to the assailants is unknown.

A faint hope was raised that the attackers would be brought to justice in March 2011, when the RCMP announced that they had suspects in the incident but not enough evidence to charge them. Since that time, the trail has gone cold.

Which brings up the reward money collected by the North American Truckers Guild.

Since over a year has passed since the attack, the Guild has offered to give the money, about \$10,000, to Fraser and his wife Carole instead of issuing it as a reward for information leading to an arrest.

Fraser is touched by this generosity, but would still like to see the perpetrators caught. Still, he admits, the money will go a long way to helping with expenses. "I went from making big money to no money at all."

Last year Fraser sold his Freightliner and the family RV is up for sale. But he acknowledges the worst thing is that he will never drive commercially again. "I loved do-

ing it and I wasn't ready to retire," he says. "Now I'm not a driver anymore; my wife drives me to all my appointments."

Somehow we slip out of the interview mode and get talking about trucks.

I mention that I run Toronto-Montreal for a courier company and he tells me he had a steady run with UPS running Calgary to Kamloops.

"Good job, steady hours," he says. "But my favourite times were running the ice roads up north. I used

to live in the Yukon, and you don't leave someone broken down by the side of the road up there, not during the winter time."

Fraser admits to being bitter at one time, but says he's gotten over it.

"You've got to move on," he says philosophically. When I asked if he would do it again he replies: "I probably would, but I'd do it differently. I'd pull up and roll down my window and ask what's wrong. That way I'd have the chance to drive off if I sensed there was any danger." □

'I used to live in the Yukon, and you don't leave someone broken down by the side of the road up there,'

Alex Fraser

B.C. trucker injured by pumpkin

KAMLOOPS, B.C. – A B.C. trucker was sporting cuts and bruises on his face well after Halloween night – but not because he forgot to wash off his costume make-up. Kamloops trucker Gary Henville, 55, a driver with Arrow Transportation, was driving east on the Trans-Canada Highway around 9:30 p.m. on Oct. 31, when a pumpkin tossed over an overpass in Dallas came smashing through his windshield, according to the *Kamloops Daily News*.

The report says the pumpkin, estimated to be about a half-metre in diameter, shot through the truck's windshield and clean through the cabin's back window, causing broken glass to strike Henville in the right side of his face.

Arrow Transportation's division manager Steve Gayfer said Henville's driving skills helped prevent a multi-vehicle accident that night, as traffic had been travelling in both directions at the time of the incident.

According to the report, Henville's truck had been struck while travelling under the same pedestrian overpass involved in a previous incident.

Arrow Transportation's director of safety, Rick Viventi, says the company is considering making recommendations to city council, such as having a cage installed on the overpass. □

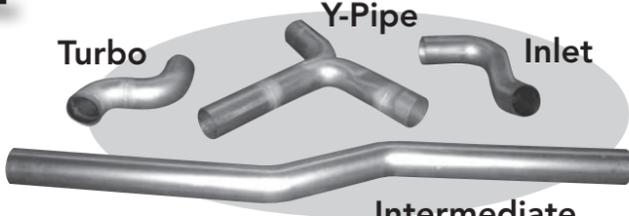
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CANADA



BEER RUN: Bruce Petrie of Molson Coors won an award for the best pinked-out truck at the Ontario West Convoy for a Cure.

Photo by Dave Wilson

A colourful convoy for a cause

Continued from page 1

with both convoys finishing up in Cornwall, Ont.

“We had anticipated way more trucks with the two start points but we only got 25 trucks participate in total, (so) the amount we raised is amazing considering the few trucks we had,” Champagne told *Truck News*. But she added the weather conspired against them to decrease numbers. “It was freezing and raining so our idea to have it in Cornwall to attract the local people to see the free Shania Twain (tribute) show didn’t work, because I myself would probably not want to leave my home in that weather to go stand outside in the rain.”

The Alberta version of Convoy for a Cure also hit the road on Oct. 1, raising \$15,833 for its efforts. The event attracted 17 participating trucks – which drove from Sherwood Park, near Edmonton, to Nisku – as well as more than 100 other supporters.

As with the Ontario-Quebec

version of the convoy, the event was opened up to men.

“People in general were very happy that we were opening the convoy up to men,” said event organizer Mylene Rusk. “Opening the event up to men also meant that we could increase our number of participants as well, and every person helps raise more money and awareness. It was important to acknowledge the men in their efforts to make us realize that they too, are affected by breast cancer.”

Male participants were asked to dress up their rigs in pink in support of breast cancer, and a best “drag” outfit prize was offered for drivers who decided to get in touch with their feminine side. Five drivers took the bait: four from Canadian Freightways and the fifth was Chris Scheetz a radio personality from CISM Country FM, who drove a Rosenau truck and pulled a CISM trailer. “As we travelled...Chris did live radio play-by-play of our ride,”

Rusk said.

“We really wanted to let everyone know who supported us, participated and those that just came by to see the convoy, how much we appreciated all they did for us. It was great to see the day come together, after all the hard work of organizing it.”

The second instalment of the Ontario West version of Convoy for a Cure (not affiliated with the above convoys) was back once again Oct. 15 and was able to eclipse last year’s total by more than \$11,000. The 38 participants raised a whopping \$47,501, with Donna Hoogendoorn and Stephanie Schroeder leading the charge, bringing in the highest pledges with about \$3,000 and \$1,900, respectively.

Winning the top prizes for the best “pinked out” trucks were Monique Menard of Highland Transport and Bruce Petrie of Molson Coors.

This year’s convoy got its start at the Fifth Wheel Truck Stop in Dorchester before finishing at the TA Travel Center in Wood-

stock. The Fifth Wheel hosted a free breakfast for all participants in the convoy, while the TA featured live music, a kid’s play zone, a BBQ, and a silent auction after the last rig pulled in.

The 2011 event also featured the song ‘Convoy For The Cure’ written by Anne Finley and Bill Petrie. The song was released for download on June 28 with proceeds going to the Canadian Breast Cancer Foundation.

“For only being our second year, I think the event went very well. The drivers and supporters all seemed to be enjoying themselves even with the cold rainy weather,” said event coordinator Joanne Mackenzie.

“It’s such a sight to see everyone ‘pinking out’ their big rigs for their ride along Hwy. 401. The compassion, dedication and friendship you see in the drivers and supporters all having their own personal reason or some with heartfelt stories of some kind of cancer affecting their lives. Everyone there that day was wanting to help give the ‘Gift of Hope’ in finding a cure. This is why they are all called the driving force battling breast cancer one truck at a time.” □



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CANADA

Brampton High School to launch trucking class

BRAMPTON, Ont. – Bramalea Secondary School in Brampton, Ont. is launching a truck and coach program for Grade 9 students interested in careers in transportation.

The *Brampton Guardian* reports the program will be the first of its

kind in the area.

The school will host a public information night Dec. 8 at 7 p.m. to inform students and parents about the program and the many careers available in the transportation industry.

A new facility is being built spe-

cifically for the transportation program. It will feature drive-through bays, an open lab and two computer-equipped classrooms.

“Having owned and operated a trucking company before returning to a career in education, I know first-hand the opportunities that exist in the industry – in fact,

our area of Ontario is the highest-density transportation corridor in the province,” vice-principal Peter Gibson told the *Guardian*. “Our program will appeal to students who are active learners, like hands-on assignments and enjoy courses that take them outside a traditional classroom.” □



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CTHRC to forge ahead despite funding loss

OTTAWA, Ont. – Federal grants and contribution programs that support the work of the Canadian Trucking Human Resources Council (CTHRC) are in the midst of a comprehensive change, but according to CTHRC officials, several existing initiatives will continue as planned while the new funding model is established.

“Human Resources and Skills Development Canada (HRSDC) recently unveiled plans to refocus the Sector Council Program, phasing out core funding and some elements of project funding by March 31, 2013,” says CTHRC executive director Angela Splinter. “This funding will be replaced by a refocused grants and contribution program to support many vital human resources priorities.”

The new approach will use calls for proposals to focus on labour market intelligence, National Occupational Standards, and certification/accreditation regimes.

Sector councils including the CTHRC will also be able to submit funding proposals through HRSDC initiatives such as the Foreign Credential Recognition Program and the Office of Literacy and Essential Skills.

“The CTHRC is already actively involved in each of these areas of interest,” Splinter says. “And we will be exploring every emerging funding avenue or partnership opportunity to support the Council’s future work.”

Meanwhile, the task of developing HR tools for the trucking industry will continue.

Ongoing projects for 2011-12 include tools for hiring new Canadians (The Foreign Credential Recognition Project), updated labour market information (via surveys and other data), the latest volume in CTHRC’s HR series (*Your Guide to Human Resources: Volume 3*), and research into the link between licensing standards and safety.

“Projects like these are more important to the trucking industry than ever before,” says Gord Peddle, chair of the CTHRC’s board of directors. “We know the shortage of skilled workers will continue to intensify, particularly as a growing number of employees approach their retirement years. Tools like those offered by CTHRC will help us to identify emerging trends, welcome new Canadians who are vital to our industry’s future, and enhance skills development for key occupations in need.”

For more information on the programs available from the CTHRC, visit their Web site at www.cthrc.com. □

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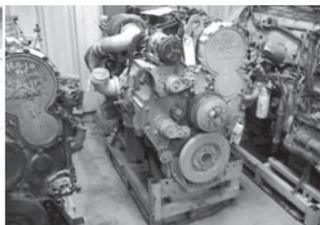
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Truck parking at Confederation Bridge is adequate, industry says

APTA refutes CBC report that truck parking area is a boondoggle

By Jim Bray

BORDEN-CARLETON, P.E.I. – Is Confederation Bridge parking for trucks a major problem or a tempest on a turnpike?

If you imbibe the CBC, you might think it's the former. How big the problem really is, however, depends on who you talk to in the trucking industry.

According to an Oct. 6 CBC news story, truckers are avoiding a government-funded parking area on the P.E.I. side reserved for their use when the bridge is closed to them. The public broadcaster sent a reporter to the lot during a 36-hour storm closure and found only a couple of trucks using it. Not only that, but: "Truckers told CBC News it was too far away from restaurants and washrooms. They also can't see when the bridge reopens," reports read.

The report also noted that: "20 long-haul trucks were scattered in streets and parking lots around Borden-Carleton."

Sounds like a lot of roadside angst and potential traffic havoc.

The story revolves around weather-related closures of the bridge to big trucks when high winds make it unsafe to cross the 13-km artery, a trip that takes

about 15 minutes normally.

According to Jean Marc Picard, executive director of the Atlantic Provinces Trucking Association, though, there isn't much of a problem. "I talked to a few of my members, and a lot of them say it's a non-issue," he says. "Most of them say when the bridge is closed they just turn around and go home anyway."

Besides, Picard says, it isn't as if most of the closures catch the industry by surprise. "The company that manages the bridge sends out weather advisories, and all the companies have either e-mails or instant messages – and we put it on our Web site and send messages to our members, or they can call," he says.

Not only that, local firms have gotten used to incorporating the closures into their operating plans, Picard says.

"It's like going to Newfoundland," he says. "It's quite a ferry ride, but it's just a fact of life."

Picard admits that trucks arriving at the bridge from longer distances may be more affected by the closures, since they may not have access to up-to-date information, but considering the communications technology available these days, "Unless a sudden

storm blows in, it's very rare that a driver gets to the bridge and finds it shut down."

As for the parking area in question, it appears it isn't that far from civilization anyway, depending on how you define the word. "They can use facilities next door," Picard says, "and if they need a coffee or something they can go across the street to the Tim Horton's. It's just a five-minute walk."

Picard admits the bridge isn't visible from the parking area, but says the reason was logistical and that steps are being taken to help there, too.

"Obviously they needed to find some land that's workable for everyone," he says, noting there's signage coming to notify drivers of when the bridge is open, "so it's not necessarily that bad."

On the plus side, Picard says, the parking area is a secure and safe place to put a truck.

"At the end of the day it addresses the concerns of having to leave your truck at the side of the road. I think it's a good thing. They (government) could have just put their heads in the sand and pretended there was no problem when the bridge is closed," Picard points out.

To its credit, the CBC followed up the next day with a report quoting P.E.I. Transportation Minister Ron MacKinley as saying improvements (such as the sig-

nage Picard mentioned) are coming, and perhaps other services as well.

Meanwhile, Picard says if there's a real issue over bridge parking, it's on the New Brunswick side, where that province hasn't seen fit to build such a parking area. Even there, however, he says it isn't a particularly dire "strait."

"Maybe we should be lobbying harder," he admits, adding "we addressed it at one public consultation, but there are other issues that have been more pressing over the past year. It's been on the back burner."

Drivers on the mainland side do have a few areas into which they can squeeze, Picard says, if they know far enough in advance that the bridge is closed. "There are a few gas stations a couple of minutes from the bridge," he says. "But it would be more convenient to have one right at the bridge with some facilities."

However the parking situation is perceived and reported on, it appears the closures are a minor inconvenience at worst. Picard says they only happen a few times a year and don't usually last long enough to cause a considerable kerfuffle.

"Obviously, if the bridge is closed four days in a row I can see that being an issue at some point," he says. "But usually it's 12 hours or so and it reopens again and everyone's good to go." □

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EAST

Feds commit \$1 million to Moncton transport museum

MONCTON, N.B. – The federal government has committed \$1 million to the new Transportation Discovery Centre in Moncton.

The contribution will allow the City of Moncton to complete construction of the museum, which will

pay tribute to Canada's transportation industry.

The discovery centre is an extension of the Moncton Museum, and celebrates the past, present and future of maritime, rail, road and air transportation in Eastern Canada.

"Our government received a strong mandate from Canadians to invest in important cultural projects that will boost tourism in our communities," said Canadian Heritage Minister, James Moore. "By supporting these projects, our government is delivering on its commitment to strengthen our econo-

my and support our arts, culture, and heritage."

The latest promise of \$1 million adds to the feds previous contribution of \$500,000, bringing the total investment to \$1.5 million.

The feds said the money was allotted via the Canada Cultural Spaces Fund. □



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QUEBEC

Fueling for the future

Robert's natural gas trucks now have a place to fuel up

By Carroll McCormick
BOUCHERVILLE, Que. – By about Dec. 1, Robert Transport trucks fueled by liquefied natural gas (LNG) will be hauling freight from Montreal to Toronto, topping up their cryogenic tanks at an LNG fueling station at the carrier's Mississauga terminal and heading back to home base to fuel up, hook up and head out again.

This will be the realization of a project by the Quebec carrier to at least partially switch over its fleet to LNG, which it regards as the fuel of the future. Robert estimates that savings over diesel

will be at least 30% and that the LNG engines will emit 25% fewer greenhouse gasses. However, each truck can cost as much as \$80,000 over the price of a similarly equipped diesel truck.

"All of the trucking to Toronto will probably switch over to LNG," says Yves Maurais, the engineer at Robert in charge of the LNG project.

As for putting LNG trucks on other lanes in Canada and the US, the limiting factor today is the lack of fueling stops. In Canada, anyway, Quebec natural gas giant Gaz Metro has begun investing in fueling stations, which it

owns, and the mutually supportive supply/demand relationship it has with Robert speaks well for the gradual development of a national fueling infrastructure.

Gaz Metro started building the country's first LNG fueling station this July in Robert's yard in Boucherville, just across the St. Lawrence River from Montreal. The first LNG truck took on fuel there on Sept. 19. Gaz Metro also built the Mississauga station this summer and was just waiting for word from Robert that it was ready to begin regular runs to Toronto before doing the one-week commissioning this fall.

Gaz Metro will build a third fueling station in Quebec City in 2012, although the location is still a matter of internal deliberations between Gaz Metro and Robert Transport.

While waiting to begin Montreal-Toronto operations, Robert has been running a B-train between Montreal and Lac-Mégantic, south of Quebec City and 53-foot, two-, three- and four-axle trailers in the Montreal area – easily within the 1,000-kilometre range of each truck's pair of seven-foot long, 119-gallon (US) cryogenic tanks.

By the end of October, Robert had acquired two new Peterbilt 386 LNG tractors with 228-inch chassis and wide-base tires, and eight used LNG tractors, including six Kenworth T800s and a modified 2005 Volvo, purchased from around North America. More of the 180 LNG tractors it has ordered from Peterbilt will have arrived by now, and the rest of the order will be delivered over the next three years.

Robert settled on two Peterbilt models: the 367 and 386, equipped with Westport's 2010 GX 15l engine, with two engine displacements: 400-hp/1,450 lb.-ft. torque and 450-hp/1,650 lb.-ft.

The Boucherville fueling station has two positions for trucks: One is a self-standing unit, rather like a pump in a regular gas station; the other position is built

into a robust cement wall that protects a labyrinth of stainless steel cryogenic piping, steel-encased wiring, air-actuated valves and a 10x40-foot high glossy white tank – a two-walled thermos bottle actually – that holds 15,000 US gallons of LNG at a frosty -162 degrees Centigrade.

By the end of October, 10 trucks a day were filling up at the Boucherville station. A second tank will be installed on a concrete pad alongside the first tank once the LNG fleet outgrows the single tank. Gaz Metro purchased three 12,000-gallon road tankers to feed the three stations.

The Ecole de technologie gazière of Gaz Metro is providing the bulk of the training for the Robert technicians and is providing assistance at the pumps. Robert is giving its drivers two hours of classroom time and one hour of hands-on training.

Fueling is straightforward. Drivers carry gloves and a face shield in their trucks, which they must wear to protect themselves from any errant spray of LNG that might result from a defective nozzle seal.

A driver uncouples the fueling hose from the fueling unit by pulling back on two handles on the hose, plugs it into one of the side-by-side curbside or roadside tank connectors and pushes the handles forward to secure the connection.

The driver pushes a big green button and voila, the LNG flows until the tank pressure reaches a pre-set fill level, between 90-95 gallons, and then automatically stops flowing.

The remaining 20% of the space is for vapour. The driver then disconnects, returns the hose to the fueling unit and bon voyage, he's ready to go.

Robert has been busy this fall modifying a special maintenance bay for the trucks, and 12 technicians had already completed their training. More technicians are expected to receive training in 2012. □

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OPEN FOR BUSINESS: Martin Blanchet, Gaz Metro business development manager, at Canada's first LNG fueling station. Photo by Carroll McCormick

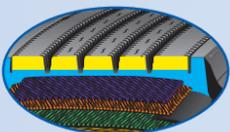
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ONTARIO

Low-speed truck chase brings attention to industry's cargo theft conundrum

TORONTO, Ont. – The Canadian Trucking Alliance (CTA) says a much-publicized truck chase in Ontario on Oct. 31 is an indication that cargo crime is a growing problem.

The organization says while media reports focused on the ‘trucker’ who led the police chase along the QEW in a tractor pulling an empty flatbed trailer, in reality the trailer carried a load of wafer board when originally pilfered from a Niagara area truck stop.

The CTA also takes issue with the driver being referred to as a ‘trucker’ when it appears he was a professional thief – not driver. The driver was out on bail after being charged in December 2010 for possessing a load of stolen Sony Playstations valued at \$1 million, the CTA indicated.

“(This) incident highlights the need to take cargo crime more seriously and it demonstrates how truck drivers work together to protect themselves and to fight cargo crime,” CTA CEO David Bradley said in a statement following the incident.

The CTA has also discovered an observant truck driver played a role in capturing the thief. The driver was a colleague of the owner/operator who owned the stolen truck and became suspicious when he saw it travelling along the 401 without a load. He called his friend's cell phone and found out his truck had been stolen. He then called police to report the location of the rig.

CTA's Bradley said it's alarming the truck was stolen from a well-lit, secure yard, where the owner had been safely parking his trucks for 20 years. Further, the trailer was equipped with an immobilizing device.

“And, yet, the thief was still able to take the unit,” said Bradley. “Thankfully, the event ended peacefully. The police should be commended for keeping the travelling public safe and bringing the stolen truck to a safe stop. But it could have been much worse. What happened shows us that the industry, government and the enforcement agencies must do a better job of working together to develop countermeasures to combat this serious area of criminality.”

Bradley said truckers are at risk of personal harm during truck and cargo thefts while the cost to the industry is enormous.

“Often, there is little to no risk but potentially huge profits to be made (by thieves). If perpetrators keep getting out on bail or serve only very short sentences, what's stopping them from doing this again? Much tougher sentencing is needed,” Bradley said. The CTA, meanwhile, has developed a Cargo Crime Incident Report in partnership with the Insurance Bureau of Canada. Truck fleets are encouraged to report cargo theft incidences so the industry can better understand the true costs and strengthen its lobbying efforts for harsher sentences. □



GRAND OPENING: Pictured at the ribbon-cutting ceremony (from L-R): Jordan McCarter; Brenda Johnston, City Counsellor for area; George McCarter, president, Pearson Dunn Insurance; Bernie McCarter; Fred Losani, president, Losani Homes.

Pearson Dunn Insurance relocates head office

STONEY CREEK, Ont. – Pearson Dunn Insurance has announced the opening of its new head office at 435 McNeilly Rd., in Stoney Creek, Ont.

The company says the new location was chosen because it's easy to access from Hamilton and the surrounding area.

“Our move reiterates our commitment to calling Hamilton home, while serving clients throughout Southern Ontario,” the company announced.

The company also announced the opening of a new Hamilton Mountain branch, located at 2247 Rymal

Road East. The branch will serve customers based in the Hamilton Mountain, Binbrook, Glanbrook and Stoney Creek communities, Pearson Dunn announced.

Meanwhile, the Ancaster office was relocated to 259 Wilson Street.

Pearson Dunn Insurance is a full-service insurance brokerage, operating a business division that specializes in several industries including transportation. In 2008, the company was purchased by George McCarter, president and CEO, who committed to continuing the company under its existing name. □

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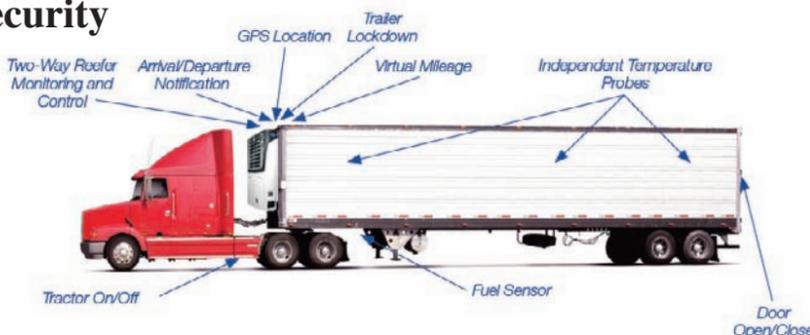


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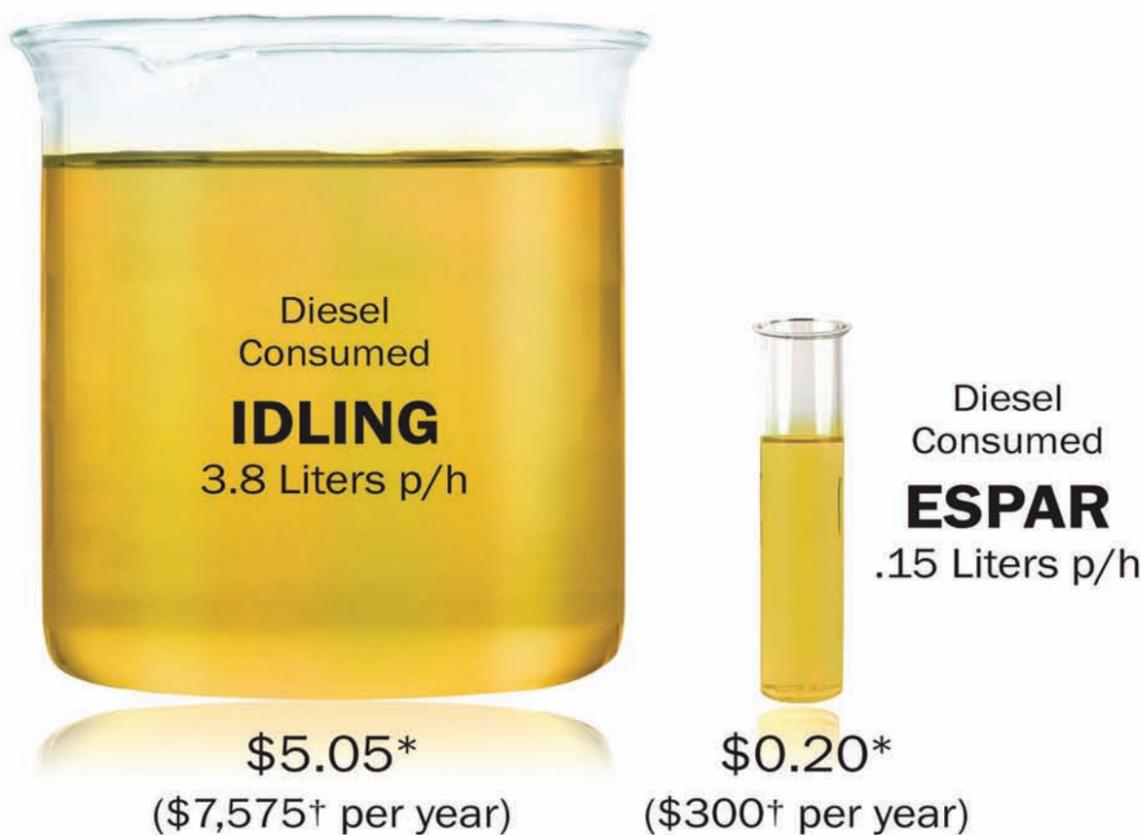


GUEST OF HONOUR: National Truck League kicked off its tenure in Mississauga with a visit from the mayor herself: Hazel McCallion. Pictured from left to right are Jas Sahota, McCallion, Rod Stiller and Charlie Singh. *Photo by Adam Ledlow*

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† Based on DOE/Argonne National Laboratory estimates: 1,500 hours overnight idling.

National Truck League opens new location

By Adam Ledlow
MISSISSAUGA, Ont. – National Truck League has expanded its operations with the addition of a new office location in Mississauga, Ont. The insurance provider invited staff, customers and even Mississauga Mayor Hazel McCallion to its grand opening event Oct. 22.

Company president Rod Stiller says the new office will operate as an extension of its London head office with a full line of products and services, including WSIB alternative, health, commercial, home and automobile insurance.

“(Our clients) called us and they have been asking, ‘Can you provide home and automobile insurance?’” Stiller told *Truck News* at the event. “Now we have the companies to do that and new expertise to do that.”

Part of that expertise comes in the form of Jas Sahota and Charlie Singh, a husband and wife team that have been selling home and auto insurance for about 12 years.

“Many of our clients have indicated they want to be protected by one brokerage,” said Sahota, who serves as office manager at the new location. “We are providing our clients with that opportunity. We want to look after all their protection needs.”

Stiller says the location was strategically selected to meet the needs of National Truck League’s South Asian customer base.

“With this Mississauga office we are reaching out to our Toronto and GTA clients and to the South Asian community which is a big part of our customer base,” Stiller told the crowd during the ribbon-cutting.

The new office is located at 2980 Drew Road in the Malton area.

For more information, visit www.nationaltruckleague.com. □

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WEST

Master Promotions buys Truxpo

ABBOTSFORD, B.C. – New Brunswick-based Master Promotions has expanded its portfolio of B.C. trade shows with the purchase of Truxpo. The biennial event, which features exhibitors and manufacturers of Classes 5-8 trucks from across North America, was acquired by Master Promotions in a deal with the British Columbia Trucking Association (BCTA).

“We are very excited about our continued growth in B.C. and are pleased to be on-board with this successful event for the 2012 edition,” said Keith Peacock, vice-president of operations and sales with Master Promotions.

In addition to owning and managing a group of other non-trucking-related shows in B.C., Master Promotions also operates the National Heavy Equipment Show in Toronto and the Atlantic Truck Show in Moncton, N.B.

“This event meshes perfectly with

our current portfolio of heavy equipment, construction, forestry, commercial fisheries and trucking shows that we currently own or manage across the country,” said Peacock.

“We are looking forward to meeting exhibitors and working with the well-established B.C. Trucking Association and will continue on with their guidance and that of their steering committee to make this show one of the best trucking and logistics shows in North America.”

Louise Yako, president and CEO of BCTA, says she is confident in handing over the reins to Master Promotions.

“With the expertise and resources that Master Promotions will bring to Truxpo, BCTA looks forward to significant innovation and promotion that should delight exhibitors and show visitors alike.” □

Trucking program gets GrEEEn light to continue

WINNIPEG, Man. – A Manitoba-based trucking incentive program has been given the “GrEEEn” light to continue. Manitoba Infrastructure and Transportation (MIT), together with the University of Manitoba Transport Institute and the Manitoba Trucking Association (MTA) have reintroduced the GrEEEn (Economically and Environmentally Efficient) program this fall.

The program offers incentives to companies and owner/operators to install various technological improvements that work to reduce vehicle emissions and fuel consumption. Companies are eligible for rebates of up to 25% on proven fuel-saving devices, to a maximum of \$2,500 per tractor or trailer. Eligible upgrades include aerodynamics for tractor and trailer units such as side skirts and front fairings, low-rolling resistance tires, automatic tire-inflation devices and anti-idling technologies. For more information on the program, visit www.greentrucking.ca. □

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PEOPLE

Cavalier Transportation Group has appointed **Rick Brooks** to vice-president of business development. Operating out of Buffalo, N.Y., officials said Brooks will be working closely with the company's US marketing partners, managing select corporate accounts and developing new opportunities for Cavalier, including the continued growth of its domestic US logistics business.

Brooks recently held the position of senior vice-president of sales for a leading expedited carrier. Over his career, he has held senior management roles with USFreightways, CP Express and Intercity Truck Lines. Brooks will be reporting directly to Brian Ledson, executive vice-president of sales and marketing for the Cavalier Transportation Group.

Douglas Harrison has been named president of Day and Ross General Freight. Harrison was previously president of Calyx Transportation Group. Prior to that he was president of Acklands-Grainger, an industrial supply company, and vice-president and managing director at Ryder Integrated Logistics, where he held responsibility for Ryder's Canadian and European logistics organizations.

He has served on a number of corporate boards and is currently a member of the board of directors of Horizon Utilities, the Conference Board of Canada and Mohawk College of Applied Arts and Technology.

Jim Pines, executive vice-president of sales and operations at Great Dane Trailers, will step down from his role at the end of 2011 in order to devote his full attention to personal and family business concerns, the company announced.

Pines' responsibilities will be taken on by other members of the Great Dane executive team. **Dean Engelage**, executive vice-president of strategic planning, will assume responsibility for the sales organization, and **Rick Mullinix**, executive vice-president of engineering, will oversee the warranty and quality departments. In addition, Sam Gupta has been promoted to executive vice-president of manufacturing.

Michelin North America has a new chairman and president in the form of 29-year Michelin veteran **Pete Selleck**. He succeeds Richard "Dick" Wilkerson, who is retiring to become chairman emeritus.

Selleck assumes responsibility for coordinating all Michelin activities in Canada, Mexico and the US. He returns to Greenville, S.C., from the Michelin Group's global headquarters in Clermont-Ferrand, France, where he has served as president of Michelin's global Truck Tires division since January 2006.

Mark Pillow has been named director of business solutions for Goodyear's commercial tire systems division. In his new role, Pillow will oversee Goodyear's business solutions portfolio, including the company's fleetHQ program, on-highway operations, and retreaded tire business. A 25-year Goodyear veteran, Pillow most recently served as director of commercial systems and off-highway tires for Goodyear Canada, a role he assumed in 2007. □

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FUEL ECONOMY

One-year payback predicted when fuel economy standards take effect

By James Menzies

GRAPEVINE, Texas – When phase one of the NHTSA/EPA fuel economy standards for medium and heavy trucks goes into effect with model year 2014 vehicles, most progressive fleets will not have to spec trucks any differently than they do today.

If you're currently spec'ing fuel-efficient trucks, the early requirements are already likely being met. Which begs the question: 'Why bother, then?'

Faced with that very question at the American Trucking Association's Management Conference and Exhibition, Cheryl Bynum, manager of the EPA's SmartWay Transport Partnership, noted 80% of US trucks belong to fleets with 20 or fewer vehicles, and they're not necessarily spec'ing the most fuel-efficient trucks.

"Leading fleets are already doing a lot of this," Bynum admitted, when listing some of the technologies that will be employed by OEMs to meet the 2014 standard. "But there are a lot of trucks on the road that are not operated by leading fleets."

Some of the technologies that may be used to meet the 2014 fuel standard include: chassis fairings; low rolling resistance tires; lightweight components; speed governing; anti-idling devices; and auto-shutdown features. Bynum said the NHTSA and EPA had a hard time figuring out why said technologies weren't already being used by all trucking companies?

"This was one of the primary discussions we had," she said. "If these technologies pay back in three years or less, why isn't everyone using them if the trucking industry has thin profit margins and fuel is the second highest cost after the driver?"

The government's answer was to mandate their use. The new fuel economy standards will focus both on the truck and the engine. The trailer escapes the NHTSA/EPA's scrutiny, for now.

"When EPA/NHTSA began looking at this, we realized trailers are very complicated," she said. "We felt that for right now, it was better to defer action on trailers. We did state the intention at some point in the future to regulate trailers but we're not doing it as part of this rulemaking."

The new requirements will see truck fuel efficiency improve from 10-23% between 2014 and 2018, depending on vehicle type. Phase one will focus on currently available technologies while the more aggressive 2018 standard will require advanced technologies such as waste heat recovery.

"There is going to be a tremendous amount of fuel savings from this rule," Bynum said. "It's going to be the most beneficial rule we've done for vehicles since the EPA began regulating vehicles."

The onus will be on the truck and engine manufacturers to increase the uptake on their fuel-saving options. There will, however, be changes to how fleets spec' trucks as a result of the rules.

Take for example speed limiters. OEMs will receive credits for selling

a speed-limited truck, but only if the speed setting is hardwired and tamper-proof. If a fleet wishes to spec' a speed-limited truck with a setting that expires at a certain mileage (prior to resale, perhaps), or one that provides drivers with an extra boost of power for passing to reward fuel-efficient driving, the OEM will be docked credits accordingly. Therefore, you can expect manufacturers to encourage fleets to order trucks that will be permanently governed.

One fleet manager in attendance wondered aloud if trucking companies will enjoy extra pricing leverage with OEMs when spec'ing options that allow the truck and engine manufacturer to maximize the credits they earn on the sale.

Continued on page 30

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WHAT'S THE DIFFERENCE?: Trucks that comply with the 2014 fuel standard may not look much different than today's SmartWay models.

EPA official says rules will push manufacturers to improve products

Continued from page 29

The biggest change, Bynum noted, is that truck dealers and manufacturers will now have a greater incentive to encourage the uptake of fuel-saving technologies.

"Manufacturers didn't have an incentive to offer a lot of aluminum on the truck unless the fleet asked for it, now they have an incentive," she said. "There wasn't an incentive to talk to fleets about vehicle speed limiters, now they have an incentive."

She also suggested fleets will ben-

efit because the latter stages of the program will require OEs to spend the money to develop more efficient engines.

"You as a fleet may not have the clout to convince the engine manufacturers to spend millions of dollars to design new engines. This is going to help the engine manufacturers improve the efficiency of their engines," she said.

When asked how the NHTSA and EPA will ensure fuel-saving options aren't tampered with (chassis fairings removed, for example), Bynum didn't have an answer.

She said an upcoming compliance workshop will look to provide some answers on how to ensure a fuel-efficient truck stays that way throughout its useful life.

Some fleet managers in attendance, nervous that they'll be forced to use devices that are not practical in their application, were assured they will continue to have access to trucks that don't meet the standard. Manufacturers will be measured across all their sales, so while not every vehicle they sell will have to meet the standards, the average must fall within the accepted range. OEMs also will have the opportunity to collect credits in advance of the 2014 standard if they comply with the fuel standard early – and it seems likely they will.

Freightliner officials indicated at a press event preceding the ATA convention that they hope to meet the 2014 standard by next year.

EPA's Bynum repeatedly emphasized the benefits for trucking companies. She indicated a Class 8 truck in 2018 may cost \$6,220 more than today, but over its lifetime it will reduce fuel consumption by 26,150 gallons providing a lifetime fuel savings of US\$79,100 based on \$3/gallon fuel.

That translates to a one-year payback. A medium-duty vocational truck, meanwhile, will see its purchase price increase only \$380, saving 2,000 gallons of fuel over its lifetime, delivering US\$5,900 in fuel savings and also providing a one-year payback.

"Fleets said they wanted an 18- to 24-month payback," she said. "That's what we aimed for and I think we did a good job of doing that." □



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DISTRACTED DRIVING

Behaviour-based safety management is 'old school': Schneider exec

Distracted driving beliefs must be instilled in the subconscious

By James Menzies
GRAPEVINE, Texas – Fleet safety programs that focus on driver behaviour are ineffective, as it's an individual's beliefs that drive their behaviour and in some cases those beliefs must be reshaped before any meaningful outcome is achieved.

That was the thought-provoking message from Don Osterberg, vice-president, safety and driver training with Schneider National when he addressed an audience on distracted driving at the American Trucking Associations Management Conference and Exhibition.

"I believe behaviour-based safety management is old school," he said. "If you want to attack it at the root cause, it's at the belief level that we store what is really

relevant. Your beliefs shape your attitudes, which shape your habits, which shape your behaviour. If you're focused on behaviour, you're already too late. You have to address the beliefs."

Osterberg said people behave

we will behave that way," he explained. "And those beliefs are stored at the subconscious level. The challenge then is to reprogram people, to reprogram their beliefs. That's not easy but it's not impossible to do."

'The existence of a policy alone will have a deterrent effect on the behaviour of many of your associates,'

Don Osterberg, Schneider National

in accordance to the people they believe themselves to be. "If we know we're undisciplined, if we know we cut corners, if we know we're prone to adverse behaviours,

Specifically addressing the issue of distracted driving, Osterberg said it's not enough to simply create policies. Safety leaders must make the message personal and instill in drivers the belief that things like using cell phones while driving is wrong. At Schneider, drivers are required to sign a business card-sized pledge that reads: 'Because I am a disciplined, safety-conscious professional, I lead by example and maintain constant situational awareness while driving.'

"They sign it, tape it to the steering wheel of their truck and it's something they see every time they get in," Osterberg said. "If you have people sign their name to something, they tend to read it and tend to feel they have made a commitment."

Still, when you run a fleet the size of Schneider National's, not everyone is going to buy into any policy. Osterberg is under no illusions that the carrier's strict distracted driving rules aren't regularly broken, yet he says that's no reason not to have a policy.

"I will tell you candidly that our no cell phone policy is violated in my company every day. I know that it is," he admitted. "If you strive for perfection and won't create a policy that you can't per-

fectly enforce, I would argue you are missing an opportunity to at least influence the behaviour of a significant number of your associates. The existence of a policy alone will have a deterrent effect on the behaviour of many of your associates."

Osterberg cited a study that found the presence alone of a policy against cell phone use was enough to influence the behaviour of at least some drivers.

In Schneider's case, the carrier's distracted driving policies have a history that can be traced right back to the company's formation 75 years ago. At that time, founder Al Schneider preached: "Nothing we do is worth hurting ourselves or others."

The company was focusing on distracted driving even before it became a mainstream issue. It banned the use of all cell phones while driving back in 1998.

"I think that was a very forward-looking policy to have in place back then, because I don't think we even understood the effects of distracted driving in 1998," Osterberg said of the policy that predated his employment at the company.

In 2005, Schneider National used axle sensors on its tractors to blank out the screens of its in-cab mobile communications systems when the trucks were in motion. In 2009, the company increased the severity of violating its distracted driving policies, making using a cell phone while driving a fireable offence.

Meanwhile, the company has developed policies for non-driving staff aimed at making it easier for drivers to stay focused on the job at hand. Drivers' cell phone numbers are not given to customer service staff, so drivers don't have to worry about receiving calls from anxious office staff looking for information on the status of a delivery.

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are advised to instruct them to park some place safe and call back.

"We spend a lot of money to make that phone ring and there are a lot of organizations that say 'I really need to have this conversation,' but think about the message we send to that driver, who isn't even one of our drivers yet," Osterberg said. "A lot of them probably don't (call back) but in my view, that's okay. That's walking the talk."

The company is taking a look at some emerging technologies that disable cell phones while the vehicle is in motion, however Osterberg doesn't think they're "ready for prime time" just yet.

But invasive technologies like cell phone signal jammers may not be required if a carrier is able to instill in its drivers a belief that distracted driving is just plain wrong. Osterberg said he himself has taken "the pledge" to not use a phone while driving, and he hopes everyone else in the organization is equally vigilant.

"You can't say 'I'm going to cut back on distracted driving; I'm going to talk on my cell phone less,'" he pointed out. "What I have come to learn is, this is an all-or-nothing proposition. You have to make the commitment to say 'I will not do it' and then hold yourself accountable to that standard. It's the only thing in my experience that works."

Finally, Osterberg said he would like to see the US as a country develop a national safety culture. And he left attendees with this poignant message: "In 2009, 3,380 people were killed in truck-involved crashes. We do a lot of celebrating in these venues – and I'm not being critical of our friends at ATA – saying, we've never been safer as an industry. And while that may be true, I frankly find that may be interesting but irrelevant. Because I know 3,380 is levels of magnitude too many. We have to do better than that. We have to hold ourselves collectively to a higher standard. We have to, as a society, say it's unacceptable that we kill nearly 100 people every day in traffic crashes." □

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TECHNOLOGY

Waste not

A Canadian company has designed an APU powered by recovered waste energy

By James Menzies
BOLTON, Ont. – As engine manufacturers look to improve the efficiency of their products to comply with impending fuel economy standards, one of the obvious advancements to explore is waste heat recovery; harnessing wast-

ed energy produced by the inherently inefficient internal combustion engine.

It's estimated that as much as 30% of the energy produced by a diesel engine is lost through the tailpipe in the form of heat.

Several engine manufacturers

have hinted they are working on waste heat recovery systems that will capture that wasted energy and then use it to power certain aspects of the truck, however such systems are still in the early stages of development.

A small Canadian firm, meanwhile, has quietly designed a fully functioning auxiliary power unit (APU) powered solely by waste heat recovery, capable of providing heating, cooling and hotel load power for up to 10 hours without any fuel consumption.

It's also able to provide heating and cooling while the truck is in motion, providing fuel savings and eliminating the need for an AC compressor.

Truck News was the first trucking news outlet to see the Hyper (Hybrid Power and Energy Recovery) storage system at work, at developer EnerMotion's modest lab in Bolton, Ont.

The project has been kept under wraps while all the necessary patents were filed by global legal giant Norton Rose.

Now with the muscle of one of the world's largest patent protection law firms behind it, EnerMotion president and CEO Jack MacDonnell is able to openly discuss the project.

His excitement is palpable as he describes the system.

"Several of the OEMs are looking at waste heat recovery technology and have been for a year or so, but we've been developing this system for a number of years

now, so we believe we are ahead of the curve," MacDonnell told *Truck News*.

MacDonnell assembled the team that would be responsible for the design of the system in 2007 and incorporated the company in 2008, just as oil prices were hitting record highs.

Last summer, EnerMotion received a \$1 million grant from Sustainable Development Technologies Canada and the Toronto Atmospheric Fund has since come to the table with some additional financing.

Meanwhile, some of the first Canadian fleets to see the system at work have also come on-board; and they include some of the more sustainability-minded and technically-savvy companies in the business; not the types to be enamored by an unproven or implausible technology.

MacDonnell said JD Smith and Sons was so impressed, it has purchased a stake in the company, donated a truck for test trials and is eager to take delivery of the first field trial unit in the coming weeks.

Challenger Motor Freight, Kriska Transportation and Loblaw have also committed to field-testing the system, MacDonnell added.

The premise behind the Hyper system is simple, even if the technology itself is not. MacDonnell describes it this way: "If you think of a bar fridge at the cottage; you

Continued on page 36

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TECHNOLOGY

Hyper APU requires no fuel, eliminates need for A/C compressor

Continued from page 34

plug it in and it runs a refrigeration cycle. That's what we're doing; we're driving a refrigeration cycle without plugging into the wall. We're using high temperatures to pressurize the system. There's high-grade heat in those big diesel motors, anywhere from 300-800 degrees C. We just pull that heat out and drive this refrigeration cycle and we drive the heat cycle too. We massage those thermal conditions and store them – either hot or cold – and we can store 5 kWh of energy within an hour of running this system.”

Importantly, that's enough to provide long-haul drivers with a full 10-hour rest cycle of heating, cooling and hotel load power without having to burn any fuel, MacDonnell noted.

The driver uses the existing

HVAC controls, as the unit is integrated with the truck's existing dials and ducting. Regional fleets such as Loblaw and JD Smith and Sons are interested, he added, because their drivers can keep the cab comfortable without idling while waiting to load or unload.

Based on metrics collected by EnerMotion and then supported by Canadian fleets, the company is expecting to reduce fuel consumption by 9% with its system, providing a payback in less than a year – as long as it works, that is. And proving its reliability in the field is the next step for the developer.

“We're entering the demonstration phase, which is to validate the metrics we have on paper with real road trials and also to put it into different drive cycle environments,” MacDonnell said. “We've



HYPER APU: Could this Canadian-designed APU be the first real breakthrough using waste heat recovery technology? Photo by James Menzies

been simulating this thing but it's one thing in the lab and a different thing out on the road.”

EnerMotion has been running its own trials on a 2003 International with a C12 Cat engine with 435 hp. So far, so good, the company claims.

“From an engineering perspective, it's now all about scaling components down,” MacDonnell explained. “Some of the components are over-engineered right now; they're heavy and some are bulky. I don't want to blow smoke out in the industry and say this is ready for prime time right now, but by the same token we can't wait any longer.”

MacDonnell realizes that with engine manufacturers developing waste heat recovery systems of their own, they'll soon be competing for the same lost energy. But he's comfortable with the patent protection his company has secured and wants to license the technology to the OEs in addition to offering the system in the aftermarket.

“We want to partner with these guys and license the technology to them,” he said. “We have resisted the urge to knock on their doors until we have some units out there. The time is now to tell them what we're doing, we have to get out there and expose ourselves because we've been flying under the radar for too long.”

The prototype system is similar to a trailer refrigeration unit in size and shape, and is mounted to the back of the cab.

It weighs about the same as a diesel-powered APU and contains no moving parts.

The thermal storage unit boasts a higher energy density than lithium-ion batteries, MacDonnell noted.

“The system ties into the stock exhaust,” Dave Gibbs, director of technological development, explained during a demonstration. “We capture some of that thermal energy and use it to drive our system, providing heating and cooling to the occupants both while the truck is in motion and while at rest. You no longer need to turn a mechanical air-conditioning compressor, because the system will do the cooling while you drive. It makes no noise and the driver doesn't have to do anything. It's a very simple and very elegant system.”

The Hyper system also provides engine pre-heating and even cooling if temperatures reach dangerous levels.

With 20 units set to be deployed with some big name fleets across various duty cycles, MacDonnell figures it'll be 12-18 months before the Hyper system is launched commercially. Meanwhile, the company is also studying other applications, such as using the same technology to refrigerate trailers. MacDonnell is understandably excited to get the message out.

“Nobody's doing this anywhere in the world,” he told *Truck News*. “There are some industrial applications but nobody is doing it at this scale and nobody is doing hot and cold and storing it so it runs itself in an autonomous mode as ours does.” □

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OVER THE ROAD

Identifying burnout

Over the Road



AL GOODHALL

The first couple of weeks in October brought perfect driving and weather conditions to enjoy the fall colours in northern Ontario.

The show was north of Sault Ste. Marie for the first week and south of the Soo for the second. Bright red, orange, and yellow hues under brilliant blue skies. Awesome!

The vivid autumn colour was just what I needed to refocus my mind on the simple enjoyment of driving. I shut off all my various electronic gizmos and paid little attention to the goings on of the outside world for that couple of weeks, becoming little more than a tourist in a big truck.

But on reflection, I had to wonder whether I was truly enjoying the change of seasons or using it as a means of escape from the daily stress of life on the road? Was I reacting to a feeling of burnout I had been experiencing over the previous few months? Had I just gotten used to the stress and imbalance inherent in the life of a trucker, and dropping out for a couple of weeks was a pressure relief valve for the psyche?

I've never thought of driving as a difficult job but lately I've come to appreciate the psychological challenges that this lifestyle poses, especially the stresses it brings to bear on other aspects of our personal lives. Many of us within the industry maintain a macho attitude towards coping with daily stress brought on by work; ignore it and it will go away. But it doesn't go away, does it? It just continues to build until it reaches a breaking point.

So I thought I would share some information about what burnout is and how we can cope with it. This information comes from a workshop I attended in June. The presentation was titled *Stress and Work: Implications for the Canadian transportation Industry*, and was presented by Vishwanath Baba, PhD.

Dr. Baba characterized burnout on the job in three distinct phases.

First you experience 'emotional exhaustion.' You may feel drained by your work. You may feel fatigued in the morning. You may feel burnt out. You may feel listless (lack of energy). You may be easily frustrated. You feel you don't want to work with other people.

The emotional exhaustion leads to 'depersonalization.' (You are nothing more than a cog in a large machine). Have you become calloused by the job? Do you feel others blame you for their problems?

Finally you end up with a feel-

Continued on page 40

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OVER THE ROAD

Seeking a balanced lifestyle

Continued from page 38

ing of 'low personal accomplishment.' You are not dealing with problems effectively. You are not having a positive influence on others. You don't empathize with others. You no longer feel exhilarated by your job. You are not living up to your own expectations.

Does anything on that list sound familiar to you? It sure struck a chord with me. I don't think there is a truck driver out there who has not had to deal with elements in any of those three areas at some point in his or her career, whether or not they want to admit it. I believe it is an ongoing daily battle for many of us.

So Dr. Baba moves on to ask the question: What will make us resilient? Or what will help us bounce back from the effects of burnout? There is *physiological* resiliency characterized by good cardiovascular conditioning and proper diet (exercise and eat healthy).

There is *psychological* resiliency characterized by a balanced lifestyle, a hardy personality, and a small wins strategy.

Finally there is a *social* resiliency characterized by supportive social relations, mentors, and teamwork.

What really stands out for me in this resiliency list is 'balanced lifestyle.'

A balanced lifestyle is one that sees an equal amount of time spent in physical, spiritual, family, social, intellectual, work, and cultural activities.

All I know is that out of the 168 hours that are available to me every week, I spend between 110 and 130 hours of that time in the truck. So the question to be asked is how on earth does any driver living the trucking lifestyle maintain a balanced lifestyle?

I don't have an answer and obviously our line of work will never allow a driver to spend an equal amount of time in the various life balance activities outlined above. I do believe the trucking industry needs to develop a more supportive approach to mentoring, teamwork, and developing social support networks for its drivers to help cope with stress and burnout.

It's not getting any easier out here, that's for sure. Sometimes the world around us seems to be coming apart at the seams.

Dealing with it as I did at the start of October by simply turning off the world around me certainly isn't an effective way of dealing with stress and burnout in the long-term. □

- 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/Al_Goodhall.

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TransForce to purchase Quik X

MISSISSAUGA, Ont. – TransForce has announced it has entered into an agreement to acquire all the shares of Quik X Transportation, including its US operations.

Quik X has a network of 17 centres across Canada and the US, with more than 600 employees and agreements with 325 independent contractors. Founded in 1990, Quik X specializes in time-sensitive freight and is known for developing its own sophisticated proprietary software. It's an asset-light carrier with annual revenues of about \$200 million.

The deal should close near the end of the year, TransForce announced. "Quik X is well known for providing high-quality service through leading-edge technology," said TransForce president, CEO and chairman Alain Bedard. "It also meets our corporate objective of an asset-light business model, while further enhancing our density in the niche expedited LTL market. More importantly, the transaction will be immediately accretive to TransForce earnings and should provide a solid return on our investment for shareholders, as we remain committed to our disciplined industry consolidation strategy." □

Schneider National, CN partner on new intermodal service

GREEN BAY, Wis. – Schneider National has launched Canada Direct, a service that pre-clears customers' loads to help increase the speed of cross-border rail moves.

"We put down intermodal roots in Canada more than 20 years ago," says Steve Van Kirk, senior vice-president of intermodal commercial management for Schneider National. "In that time, we've pioneered the expertise to pre-clear customers' loads to move quickly across the border, saving cost and reducing delays. In addition to developing this expertise, our relationship with the Canadian National (Railway) ensures that our customers' shipments arrive on time by receiving priority placement on the train. All the benefits of Canada Direct service are achieved with a single point of contact so customers have continual visibility of their freight."

Canada Direct already has heavy usage by Canadian shippers moving their products cross-border in and out of the US, officials say.

"Canada Direct was intended to be a premium door-to-door service offering that would make doing business across the US-Canada border – the largest international trade lane – much more seamless for shippers, and that is exactly what we are delivering," Van Kirk said. □



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CN greens fleet

TORONTO, Ont. – CN Rail has purchased an additional 200 EcoTherm containers, bringing its fleet to nearly 500 units – the largest in North America. The containers are designed to protect products such as food, beverages, paints and pharmaceuticals against low temperatures.

The super-insulated 40-ft EcoTherm container is designed to be an alternative to the 53-ft heated container, with the ability to hold the same volume of product without the need for the blocking and bracing required in a larger container.

CN also announced the purchase of 25 EcoRide chassis. They weigh 15% less than conventional chassis and are equipped with aerodynamic features such as side skirts and low-rolling resistance tires, providing an 8-11% fuel savings, CN claims. □



TRUCK-PULL CHAMPS: The winning Dr. Hook team in action.

Trucking companies, suppliers pull together to raise funds for United Way

WINNIPEG, Man. – Six Manitoba-based trucking companies and suppliers have raised \$3,000 for the United Way after taking part in a friendly truck-pull competition Oct. 13. The six companies each assembled teams of 10 that competed to pull a truck 150 ft in the shortest amount of time.

Taking first place was Dr. Hook, with Bison Transport coming in second “by milliseconds,” according to event organizers. Rounding out the list in order were Sysco Foods, Beaver Truck Centre, Payne Transportation and Maxim Truck and Trailer.

“I would sincerely like to thank you and your teams for your participation and the donation of the

trucks in the Local Industry Truck Pull competition,” said Laura La Palme of Bison Transport. “Your involvement in the truck pull, answered our challenge to help show support for our community and raise money for the United Way.”

This is the second year that Manitoba trucking companies have held a truck-pull competition to raise money for the charity.

“There are over 400 for-hire trucking companies headquartered right here in Manitoba so it is important for our industry to show continued community support and leadership which is why the MTA is a proud supporter of this event,” said Terry Shaw, manager of the Manitoba Trucking Association. □



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TAX TALK

To CPP or not CPP?

Planning is required to get the most out of changes to CPP

Tax Talk



SCOTT TAYLOR

Back in my February column, I discussed the various changes the federal government is making to Canada Pension Plan retirement benefits.

These revisions take effect gradually from 2011 to 2016, but one of the biggest starts on Jan. 1, 2012.

It's called the Post-Retirement Benefit (PRB), and depending on your age and whether you collect a CPP retirement pension, it may affect the size of your pay-cheque.

Under the current rules, if you want to take your CPP retirement benefits before age 65 you have to either stop working or significantly reduce your earnings for at least two months.

Then you can go back to your job and receive your pension at the same time – without having to pay CPP on your employment or self-employment income.

That's changing.

Effective Jan. 1, 2012, if you're between 60 and 65, you can receive your CPP retirement pension without having to stop work or reduce your income.

However, you and your employer must continue to pay into CPP through the new PRB program.

If you're an employee, your employer will automatically deduct your contribution from your pay-cheque.

If you're self-employed, CPP will be calculated and payable when you file your 2012 federal income tax return a year or so from now.

If you are between 65 and 70 and work while receiving your CPP pension, you'll be able to choose whether you want to make CPP contributions or opt out.

If you decide to make the contributions, your employer will have to as well.

It's an all-or-nothing decision – you can't pay on only part of your income.

What to do?

There's a game to be played here because the PRB is in addition to your regular CPP retirement benefit.

Even if you are receiving the maximum retirement benefit under CPP, any contributions to the PRB will be paid back to you.

So if you're an employee it may be the best choice to choose to pay it.

Why, you ask?

Because just like any other CPP deduction, every dollar you contribute must be matched by your employer.

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Your boss is therefore paying half of any additional benefit.

Let's look at an example at the maximum rate.

In 2012, if you make \$50,100 (yes, I realize you'd be working a lot) the CPP deduction to you as an employee is \$2,306.70 and your employer must contribute the same amount.

So now you have \$4,613.40 in your PRB account to receive in the years to come.

You may not want to pay the deduction, but having your employer making such a sizable contribution toward your pension is certainly tempting.

Now let's cut to the chase and address owner/operators who are receiving their CPP retirement benefit while working.

If you are a sole proprietor and between 60 and 65 when you file your 2012 tax return, you will have to pay into the PRB.

If you are between 65 and 70 when you file your 2012 tax return, you can indicate your choice to pay or not.

If you are an incorporated owner/operator between 60 and 65, then you must start deducting CPP from your wages and pay it toward the PRB.

If you are between 65 and 70, then you can elect not to contribute to CPP.

If you are an employee (of your own company or someone else's) and between 65 and 70, and you wish to not contribute to CPP starting in 2012, you must complete and file Form CPT30 with Canada Revenue Agency and with your employer.

I have of course written this column presuming you're an owner/operator or employee driver.

If you're an employer (owner/operator or carrier), this topic is just as relevant to you.

If you have employees in this 60-70 age bracket, you will potentially have to start deducting and remitting CPP for them. This may affect your pay as well.

More information

Not everyone who wants to retire can afford it, and not everyone who can afford it is ready to retire.

Either way, you deserve every penny you've paid into your pension, and PRB gives you a little more flexibility with your retirement savings and income.

If you have a choice about CPP and PRB, make the right one. You can learn more about at: cra-arc.gc.ca/tx/ndvdl/tpcs/cpp-rpc/cpp-menu-eng.html.

Better yet, talk to your accountant about how changes to CPP will affect you and your specific retirement plan.

Finally, as we wrap up the year in *Truck News*, I want to thank you for reading and for all of your ideas and feedback.

Here's to a safe, happy holiday season, and to a prosperous 2012. See you then. □

— Scott Taylor is vice-president of TFS Group, providing accounting, bookkeeping, tax return preparation, and other business services for owner/operators. Learn more at www.tfsgroup.com or call 800-461-5970.

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INDUSTRY

We're not getting any younger

Of the myriad issues facing truck transportation in North America, none may be as potentially impactful for its future as the seemingly innate inability to attract young people to the workforce. And in many respects the industry is the author of its own misfortune.

A good deal has been written about trucking's aging workforce. Often those articles focus on the driving corps, but the issue is much broader. Mechanics, technicians, office staff and other so-called white collar workers (although you seldom see a white collar in the office these days) are equally in demand.

The usual manner of addressing the issue in the short-term is for one company to poach from another, maintaining the cycle but not doing anything that will have a longer-term impact on improving the situation. The quick fix approach is understandable, but a lon-

Private Links

BRUCE RICHARDS



ger-term view is needed if the industry is to have a prosperous future.

Research by the Canadian Trucking Human Resources Council (CTHRC) a few years ago identified that the largest proportion of Canadian drivers was over 40 years of age and that 27% were over 50. Absent an influx of younger people to the industry, this situation can't improve.

The need to attract young people is not unique to trucking of course – every conceivable industry wants to do exactly that. But because young people do not rate trucking very high on their list of chosen fields of employment, and due to age restrictions on

entry, competing for that talent is a difficult chore.

We know many of the reasons why trucking is not seen as a desirable vocation: low pay, long hours, potentially lengthy time away from home, poor training, limited opportunity for career advancement – little wonder that truck driving, and the industry generally is not seen by the broader populace as any more than a default job.

And then as if to pile on, we have government departments that look for the least expensive – rather than the best – training that can be offered for those seeking to become a driver.

This approach can point potential drivers to substandard training that will not lead to a good job. It's not a very encouraging start to a career in trucking.

Another example of obstructionism is British Columbia's recent decision to change its funding model that

pretty much makes it unaffordable for young people to get the level of driver training that the industry wants in a new hire.

The irony is that despite the image issue, there are many trucking companies and private fleets that operate in a professional manner, that treat their employees well, that offer training and advancement opportunities – in short, that do all the things companies in other industries do in order to attract and keep good employees. And yet, the image of the industry remains an overriding obstacle to attracting new talent.

So, the long-term question becomes, can the industry do something to promote its more attractive side and thereby become of interest to young people?

One step is for trucking companies with hiring and retention issues to take a hard look at their human resources policies. For many, that might mean beginning at the start and actually developing those policies, and then training their management group on using them effectively.

Once again there is help at hand. For those truly interested in improving their hiring and retention practices, the CTHRC's *Guide to Human Resources for the Trucking Industry* provides the answer.

PMTC recently hosted a small group of fleet operators in a walk-through of the guide and the reviews were overwhelmingly positive. The guide's three volumes cover a lot of ground, but its templates and instructions make it relatively easy for any carrier to develop HR policies and practices that can help make their operations more effective, and help attract people for all positions.

Another interesting initiative is Quebec's attempt to attract and train young people in the 17-18 years of age bracket to become drivers. This was the subject of a *Truck News* article by Carroll McCormick in the September issue and was a topic of conversation during a recent meeting of the PMTC Board of Directors.

Some expressed concerns with having people of that age group in charge of a transport truck, but the components of the program may allay some of those fears. The requirements, which include pre-screening of applicants, high-level training, a probationary period, an experienced company mentor, and ongoing evaluations of the probationary driver, seem designed to make this program successful.

So, what conclusions can be drawn on the subject of how the trucking industry can compete in the entry-level employee market and sustain its future workforce?

Well, there are a lot of negatives, as itemized above, but solutions to the problem are being offered that, if acted on, could help make our industry one of choice for our target market.

The opportunity to improve HR practices (CTHRC's guide) will lead to better hiring and retention practices and by default a better industry image, and Quebec's initiative aimed at attracting young people could lead to similar programs in other jurisdictions.

There's hope yet if we start thinking about the future. □

– 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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Economic outlook

More of the same, but significant regulatory changes will make 2012 a pivotal year for Canadian trucking

The biggest question on most carriers' minds as we head into 2012 is much like it has been in the last couple of years: What is the economy going to look like?

The answer also appears to be "more of the same." The economists are telling us to expect slow, choppy growth combined with a lot of uncertainty. While Canada's economy has up until now fared better than most of the rest of the G20 economies, we are not immune from the effects of the ongoing problems in the US economy and the European debt crisis. The risk seems to be more to the downside than the upside, but that too is something we have become used to.

Not surprisingly then, in terms of what carriers can expect for their businesses in 2012, from an economic perspective at least, I expect more of the same. In other words, not bad, but not great either. The ratio between freight volumes and trucking capacity appears to be more or less in balance and as long as things don't go south in a hurry and carriers continue to take a more disciplined approach to capacity, the industry should be fine and well-positioned for improved growth which the forecasters are now putting off until 2013. (Economists are always eventually right).

While the economic outlook might be more of the same in 2012, not so for the regulatory environment that governs the industry. The list of major regulatory changes we are likely to see over the coming year is a long one.

First, what I call the Big Three.

Number One: The US DoT will publish its final changes to the US hours-of-service rules and no one is expecting them to become more flexible. The question for us is what will Canada do? At this point there appears to be little appetite at either the federal or provincial level to re-open this can of worms – there certainly appears to be no safety rationale for following the US – but one never knows.

Number Two: The US DoT will also publish its long-awaited final rule on EOBRs. A universal mandate is expected. Again, what will Canada (the federal government and the provinces) do?

Number Three: Both the US and Canada will finalize their new fuel economy/GHG reduction rules for heavy-duty tractors and engines. What will this really mean for product availability? How will differences in Canadian weights and dimensions standards be accounted for in the regulations? Will the Canadian government grant the industry's wish for a program of complementary measures to accelerate investment in the new 'GHG-compliant' equipment and voluntary retrofits of the existing fleet?

Industry Issues

DAVID BRADLEY



But, that's not all.

The reports from the two committees established by the US president and the Canadian prime minister in 2011 – the Beyond Borders Working Group and the Regulatory Cooperation Council – will reveal

whether in fact there is an appetite, particularly in the United States, for a better balance between security and border/trade efficiency. Will Canada adopt a new dangerous goods security regime similar to the US program of mandatory security plans, training and management systems? Will the US introduce new food safety security regulations? How will Canada respond? The report of the Red Tape Reduction Committee will indicate whether the federal government is prepared to tackle the problems associated with the current lack of regulatory harmonization, at least in those areas where it has constitutional authority.

There are a host of other issues at the provincial level that the industry will be interested in. Will the rest of the provinces follow the lead of Quebec and Ontario by equalizing the allowable axle weights for wide-base single tires and conventional duals? Will a national accord be reached on extending B-train com-

binations lengths to accommodate the maximum tractor wheelbase? Will the provinces and the federal government introduce regulatory/legislative amendments to nullify indemnification clauses in freight contracts that transfer the liability for shipper/3PL negligence to carriers? How will Ontario expand its LCV program?

Last but not least, carriers will continue to debate how to deal with the looming driver shortage (which many in some jurisdictions say has already arrived).

In combination, these issues pose potential challenges and opportunities for the industry and for the associations that represent the industry. Some have the potential to change the face of the industry itself. Make no mistake, 2012 promises to be a pivotal year for trucking in Canada. □

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

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MAIL

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Dear Editor:

Re: Recruiting from abroad, October Truck News

It amazes me that trucking companies would spend \$10,000 to recruit from foreign countries rather than spend their time looking for ways to get current Canadian talent behind a wheel.

Although unemployment is under control in our country there are still many looking for work. You are aware of our Power to Drive program where we take an individual with absolutely no trucking experience and in 11 weeks we make them O/Os; in fact some of these candidates have never even seen the inside of a truck.

The success rate is the same as a portfolio of seasoned O/Os, which speaks volumes to the effectiveness of the program. Ford just announced the closure of its St. Thomas plant so off we go to do a seminar in St. Thomas to recruit for our Power to Drive partner TST Truckload. While the program is unique, it is not rocket science and can work with any carrier, so why spend \$10,000 per? Kudos to TST for thinking outside the box and not trying to fix new problems with old methods.

It seems there has been no real innovative changes to trucking management over the last 20 years. Outside of technology, manage-

ment still does the same old things, ratchet down expenses usually at the expense of the O/O who for the most part is a buffer for the carrier anyway.

Carriers bring on O/Os when needed then cut them first when times get slow in order to keep their own trucks running, and we wonder why it's difficult to get our young people to enter the industry? Add to that the 70-hour workweeks and time away from home and one can quickly see why entry-level personnel are difficult to find.

Which brings me to the apprenticeship program in Ontario. A farce that it is voluntary. Hell, you need to apprentice if you want to swing a hammer but our industry allows drivers to take \$200,000 worth of equipment through traffic in far away cities with a mere licence that in today's environment can be had easily with little or no training. Add to that the fact that the truck driver training sector is also unregulated and one can quickly see why this industry gets dumped on every time there's an accident with a truck involved.

What we need is to erase the stigma that driving is a job of last resorts, which is still today a millstone around the industry's neck. □

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Yes, there are pigs among us

Dear Editor:

Re: Are truckers pigs? Or will they return your respect? November Truck News

It is true, many truckers are pigs. The ones that aren't are the ones who take a certain pride in their ride. I work for a company who pays their drivers hourly and pays well but the equipment is disgusting. Time and time again I struggled to keep them clean and shiny on the inside but I've all but given up on our tractors, except for one. The company won't buy newer ones because no one cares for them, so we drive what we have.

I am anal about the cleanliness of my truck. We all wanted to drive the newest tractor (we all slip-seat in three tractors) and after being unable to keep it clean from drivers wearing boots past the driver's seat and even in the bunk, I chose our old 2003 Freightliner which looked like crap and no one liked driving.

I've put a lot of work into it and now the company is putting money into it to bring it up to par for me and we're even talking paint. Now everyone wants it, but it's pretty much mine unless it's getting work done.

I don't understand why drivers have to be pigs. We should all have a sense of pride because we're truckers! We need to take care of our equipment because regardless of how old or new our trucks are, it takes care of us and we should respect that. That old Freightliner gets me home every time I go out, so I take good care of her too. If it were our own, we'd want our drivers to take good care of the trucks we were providing them as well. I'd rather see a rusty truck show up at my dock with a shiny interior than one that is clearly driven by a slob who doesn't give a crap. □

Joshua Smith
Via e-mail

Find a proper washroom, please

Dear Editor:

As a truck stop employee, I have one thing I think needs to be addressed: Why is it truckers can't find a washroom? I am sick of going to change a garbage and getting covered in urine! Show some respect and pull over and use public services, please. Water bot-

tles of urine are starting to become an eyesore on the side of off-ramps, parking lots and garbages. It's disgusting and to the ones that do this, give your head a shake. It's unfair to us employees of truck stops. □

Steve Dupuis
Via e-mail

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Dear Editor:

I've recently had the opportunity to read several letters to the editor in recent issues regarding the driver shortage. I agree with the responses. Being in this industry for 18 years has allowed me to meet great people who share similar stories regarding our youth entering the volatile trucking industry. Personally, working as an employee, becoming a supervisor, and then onward to a business owner has enabled me to vouch for our youth.

Being away from home has always been a critical factor for me. Precious time with my children always takes precedence. Supply chain carriers need to coordinate with each other to streamline shipments that enable drivers to work nine- to 10-hour days. Linking routes or single shipments through supply chain management permits drivers to return home every night. This too can

justify a normal hourly pay.

Trucking compensation remains a convoluted, unjustified, and disgraceful issue. Name another industry that fails to compensate workers in Ontario for "time served"? An exorbitant amount of time is now expected of truck drivers at loading docks, truck stops waiting for dispatch, and repair time without adequate compensation.

Working for my company is simple. When a driver arrives at work he or she starts the clock, when the driver leaves work you're off the clock. Overnight drivers (mileage-based) are compensated hourly for any time under my control and command outside of driving. It's that simple.

If more companies would follow suit, maybe the driver shortage could be a term of the past. □

Jason Stroud
Parabrush Carrier Service
Cottam, Ont.

Speed limiters have wrought disaster

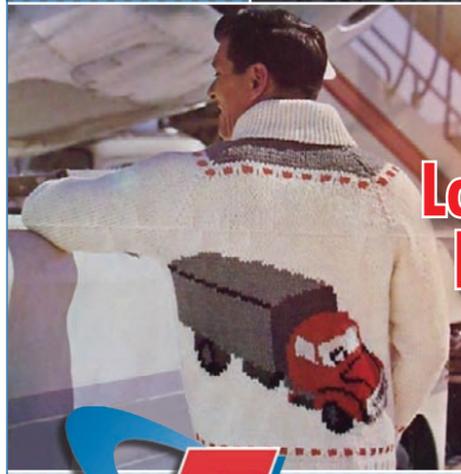
Dear Editor:

Re: Five reasons to turf the Liberals, October Truck News

Finished reading your commentary on turfing the Liberals and except for the speed limiters, you're bang on. I have gone from 7.8 to 7.2 mpg. Wonder why? Well, guess what, not all of us haul light dry van loads on flat ground all day. Some of us actually haul heavy on roads that have hills and for those of you who can't figure out why my fuel mileage dropped, you don't understand trucking at all. □

Greg Kauk, President
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(2) 2012 VNL 730
D13-500, I-Shift, 13.2/40's, Air 52.



(1) 2011 (17) 2012 VNL 670's
D13-500 & ISX 485, I-Shift/13 spd., 77" bunk, 13.2/40's, Air 52.



(2) 2012 VNL630's
D13-475, 13 & I-Shift, 12.5/40's, Air 52.



(19) 2012 VNL 780's
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OEM/DEALER NEWS

International shows off upgraded trucks

GRAPEVINE, Texas – Navistar showcased an International ProStar+ and TranStar at the American Trucking Associations' convention, highlighting a variety of new driver-friendly options.

"Rebounding freight volume, along with the effects of CSA 2010, have resulted in a growing driver shortage among Class 8 fleets," said Jim Hebe, Navistar senior vice-president, North American sales operations. "Customers today are asking us more and more to provide products that will help fleets attract and retain qualified drivers. We believe these product features deliver on that need."

The ProStar+ on display had a new Diamond interior trim package, with diamond-stitched trim on the seats, door panels and throughout the sleeper cab. The new interior will be available for order in mid-2012 and in addition to being stylish, is also durable and easy to clean, Navistar officials said.

Already available for order on the ProStar+ are: an in-dash GPS system featuring prognostics, fault code and tire pressure monitoring and a premium stereo; the MaxxPower battery-powered HVAC system that provides no-idle heating and cooling while guarding against battery depletion by automatically starting the engine to recharge the batteries when necessary; Bendix's Wingman Advanced collision mitigation system, which combines adaptive cruise control with braking features; Bendix disc brakes; the Bendix AutoVue lane departure warning system; LED interior lighting designed to last 100 times longer and use 75% less energy than incandescent bulbs; and a Fontaine 12-inch Ultra NT fifth wheel that saves up to 50 lbs.

The regional haul TranStar was displayed with a new Eagle interior trim package with air ride seats, a wood-grained dash, chrome accents and bezels and a 'wing panel' over the center console.

Navistar officials said the new package offers a more premium and comfortable driving experience for regional haul truck drivers. □

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IF YES, do you employ mechanics? YES NO

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b) Lease/Rental
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g) Construction / Mining / Sand & Gravel
h) Petroleum / Dry Bulk / Chemicals / Tank
i) Manufacturing / Processing
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m) Bus Transportation
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7) Are you involved in the purchase of equipment or replacement parts? YES NO

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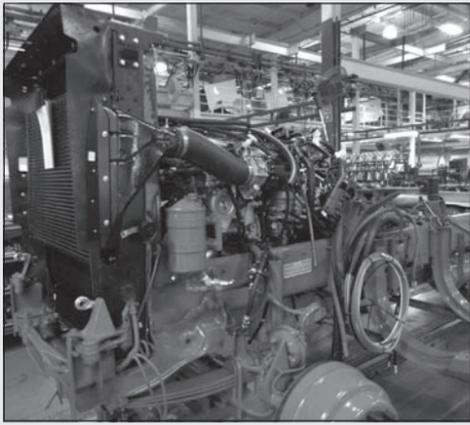
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Western Star adds second shift

PORTLAND, Ore. – Daimler Trucks North America (DTNA) is looking to ramp up production at its truck manufacturing plant in Portland, Ore. with the addition of a second shift and the creation of about 350 new jobs at the facility by the end of 2012.



The additional workers represent a nearly 50% increase in personnel at the plant and will include about 330 shop employees, and an additional 20 engineering and support positions to facilitate increased production.

BRISK BUSINESS: Western Star's Portland truck plant is adding a second shift and taking on 350 new employees.

The Swan Island facility exclusively produces heavy-duty Western Star brand Class 8 trucks for use in mining, logging, oil field and construction, as well as on-highway trucks and other specialized vehicles.

Officials say the increase in production capacity and hiring comes in response to a strong and steady rise in Western Star orders throughout 2011 and company expectations for continued growth in 2012. The Portland plant currently employs approximately 700 shop workers and 50 engineers, managers and support staff.

“Western Star is known as a serious work truck, and for good reason,” said Martin Daum, president and CEO of DTNA. “They’re built here in Portland with a heritage of the toughest vocational uses: logging, mining, specialized heavy hauling and military use. Despite global economic challenges, Western Star has been able to leverage its well-earned reputation and access to Daimler resources and technology to capture market share, leading to our announcement today.”

The current hiring activity is the first time since 2006 that DTNA has had open-market hiring for shop positions at this plant. Hiring of new employees will begin in November and the new production shift is slated to be at full capacity by February. A second wave of hiring is planned for next summer to support the projected increase in demand. □

Wakefield opens Canada's first DEF solutionizing facility for H2Blu

TORONTO, Ont. – Wakefield Canada has opened its H2Blu diesel exhaust fluid (DEF) solutionizing facility in Toronto. The recent ribbon cutting ceremony took place well ahead of the original business timetable, officials said.

of its kind in the country. Wakefield sources prill through CDI (Cervantes-Delgado Inc), a partner of PotashCorp.

The company says the strength of sales of H2Blu in the first six months justified increased Canadian production and the construction of the facility.

Wakefield says by manufacturing and packaging H2Blu in its own facility, the company is able to control the product's purity.

The new facility will take prilled urea, the raw ingredient in DEF, and process it into ready-to-use H2Blu DEF. The solutionizing facility is housed within Wakefield's existing lubricant blending plant in Toronto's Long Branch area.

“Purity is critical to the operation of today's SCR (Selective Catalytic Reduction) clean diesel vehicles,” the company said in a release. “Impurities can cause engines to operate improperly, slow down (derate) or even stop.”

Officials say the facility is the first

In addition to the manufacturing equipment, Wakefield has also increased its distribution fleet adding the specialized trucks required for distribution of sensitive DEF. □



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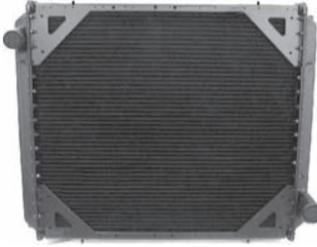
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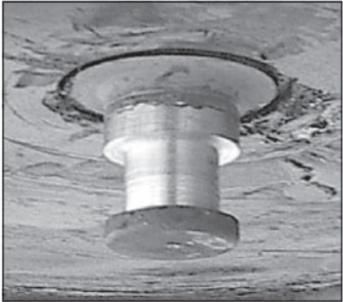
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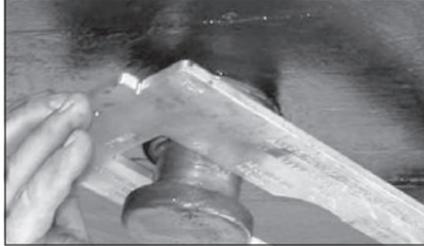
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OEM/DEALER NEWS

Daimler optimistic about future growth

By Lou Smyrlis
GRAPEVINE, Texas – It may be that being a market share leader in North American Classes 6-8 truck sales makes for a more optimistic outlook, but Andreas Renschler, head of Daimler Trucks is not buying into all the economic doom and gloom.

In his address to the media prior to the start of the American Trucking Associations convention, Renschler acknowledged that economic indicators today are making it feel a bit like the fall of 2008 but was optimistic we would not see a return to global crisis.

“The clouds are a little bit darker but I’m still optimistic we will not see a global crisis... while it’s true that the risk of a double-dip recession has become more pronounced over the course of this year, it’s still a less likely scenario,” Renschler said.

He added that the more real threat is a crisis of confidence.

“As President Franklin Roosevelt famously said: The only thing we have to fear is fear itself,” he said.

Renschler said Daimler is not seeing any significant negative effects on its business, adding he is confident 2011 will prove to be a good year.

As of August, three of Daimler’s four core markets were showing significant growth compared to the previous year: Europe by

41% in the medium- and heavy-duty segments; the NAFTA region by 38%; and Brazil by 16%.

Year-to-date, global sales of Daimler trucks have climbed by 18% through August.

Daimler Trucks North America in August achieved its best sales results since March 2007. Sales climbed by 52% and Canada did even better with 53%. Incoming orders are running a full 114% higher than the same time last year.

“Our production capacity is full until the first quarter of 2012,” Renschler said.

He cautioned that when looking at these extreme growth rates, one needs to keep in mind that they are based on low levels from the previous year, so “it’s absolutely okay if we’ll see lower numbers in the time to come.”

But both Renschler and Martin Daum, president and CEO of DTNA, expected more growth for 2012 in Class 8 truck sales. Daum said that growth could be in the 30-40% range should the economy prove stronger than currently forecast or 15-20% under a more tepid economy.

Renschler also liked what he saw when he looked further into the future. He sees global automotive markets growing by over 40 million units in sales by 2020. And there is great demand for truck replacements in the North American market.

“The average age of truck fleets here has now reached the highest level in about 30 years,” he said. “In spite of any short-term fluctuations, in the medium- and long-term, our business is a growth business. As a global truck manufacturer, we’ll profit from this growth – no matter where it occurs.”

The company is preparing to meet this increased demand by expanding its capacity in Santiago, Mexico with a US\$45 million investment. □

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DTNA rebrands powertrain portfolio; Detroit Diesel becomes Detroit

GRAPEVINE, Texas – Daimler Trucks North America (DTNA) is dropping the Diesel from Detroit Diesel, as part of a new branding initiative designed to better reflect the diversity of its powertrain portfolio.

The new Detroit brand was showcased for the first time at a press conference at the American Trucking Associations Management Conference and Exhibition. Company executives said the Detroit brand was created to encompass all powertrain-related components and is evidence of the OE's intentions to respond more quickly and efficiently in "developing an optimized line of vertically integrated components."

Andreas Renschler, management member of the Daimler board, said "DTNA and Detroit Diesel have embraced Daimler Trucks' strategy through implementation of uniform production standards and processes, and a modular strategy for engine development, engineering and manufacturing processes that draws upon Daimler's global resources."

The new Detroit brand will be supported by more than 800 dealers and distributors across North America, the company noted.

"The Detroit brand of powertrain components continues our commitment to innovation, which is the essence of DTNA," said Martin Daum, president and CEO, DTNA. "Based on the existing Detroit Diesel brand long synonymous with quality, reliability, fuel efficiency, power and performance, the new Detroit brand will be the platform for all current and future DTNA optimized vertically integrated powertrain components."

Daimler officials said the new brand will officially be rolled out next March, likely at the Mid-America Trucking Show. □

New England ferry company wins Cat CT660

PEAKS ISLAND, Me. – A family-run ferry company in Maine has been awarded a Cat CT660 vocational truck as part of Caterpillar's 'Win a Cat Truck' contest.

LPA Marine, a fourth generation family business, submitted the video that received the most votes from visitors to the contest Web site. The contest garnered more than 300 entries that received over 47,500 votes, Caterpillar announced.

"We have always struggled to find a truck that can match Caterpillar's balance of good design, reliability and durability. We think Caterpillar can do for our trucks what it has consistently done for our marine and excavating equipment," said LPA Marine's Coley Mulkern in his entry.

He noted the company has used Cat equipment and engines to serve communities and islands along coastal Maine.

"We received many great submissions, but when you watch LPA Marine's video, it's easy to understand why this entry garnered more than 3,000 votes from the general public," said George

Taylor, director of Caterpillar's On-Highway Truck Group. "Mulkern and the LPA team did an outstanding job explaining their business, their loyalty to Caterpillar and their need for a new CT660."

LPA Marine was founded in 1967 as a barging company. Today, it operates two large Cat-powered landing crafts that deliver cargo between the New England coast and island properties.

"We buy Cat earthmoving equipment and depend exclusively on Cat marine engines to power our ferries," Mulkern said.

The Win a Cat Truck contest was opened Aug. 1 to US and Canadian companies. Entrants were asked to describe the vocational application in which they'd work the Cat CT660 and how the truck would aid their operations.

Online voting occurred between Oct. 1 and 15. Cat says LPA Marine will begin spec'ing its new CT660 in the coming weeks and will take delivery in the first quarter of 2012.

The winning video can be viewed at DriveCat.com. □

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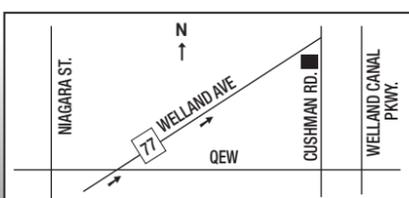
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OEM/DEALER NEWS

Titan Trailers to open new plant, welding school

TILLSONBURG, Ont. – Aluminum trailer manufacturer Titan Trailers has announced plans to build a new sub-assembly plant in Tillsonburg, Ont. The company, best known for its lightweight, extruded aluminum smooth-side trailer bodies, is headquartered in Delhi, Ont. where it operates a 32,000 sq.-ft. facility housing its trailer finishing and engineering operations.

Company officials say the new facility in nearby Tillsonburg offers 60,000 sq.-ft. of multi-purpose manufacturing space that's well suited to the trailer manufacturer's requirements.

"This property gives us a ready-made solution to Titan's needs for

added capacity and efficiency," says Mike Kloefer, founder and president of Titan Trailers. "It has everything we need for secure, enclosed storage and custom assembly work, plus space for us to develop other opportunities we've been exploring."

The new facility will be used primarily to receive running gear components such as axles, tires and suspension parts, which will be assembled to order on-site. The running gear sub-assemblies will then be shipped to the Delhi location for installation on trailer bodies, the company indicated.

The new plant will also be used to

install the moving floors on Titan's self-unloading trailers.

"This Tillsonburg site will help to streamline our entire production process," Kloefer explains. "Our existing facilities will be better focused on their key functions, while our storage and sub-assembly activities will finally have a dedicated space of their own. We'll have a better process for building better trailers."

The new site is located at the junction of Hwy. 4 and Jackson Side Road, just six kilometres from the company's head office. Titan also plans to open a new welding school on its new property.

"Finding and recruiting enough qualified welders has always been a challenge for us," Kloefer says. "So we decided we should start training our own."

He notes that working almost exclusively on aluminum rather than steel is a new challenge for many welders, so the new program will provide welders with the skills needed



DUAL PURPOSE: Titan's new plant will also house a welding school so it can train its future hires.

by the manufacturer. The school will focus on fabricating with aluminum, with extra attention paid to reading and interpreting blueprints, the company says. Courses will be offered to students as a competitive trade school and successful graduates will have the chance to earn back their tuitions through employment at Titan.

Finally, the new Tillsonburg location will include a retail walk-in counter, so local customers can purchase off-the-shelf trailer parts. □

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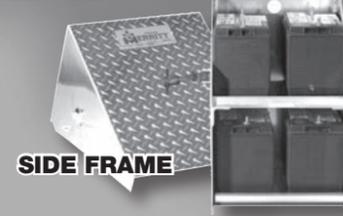
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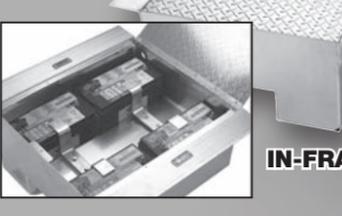


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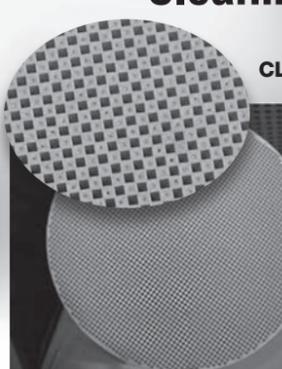
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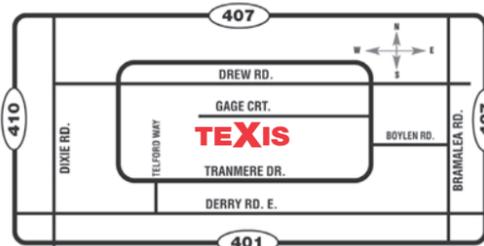
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Dana wins award for lightweight driveshaft

GRAPEVINE, Texas – Dana has received a Frost & Sullivan technical innovation award for its Spicer Diamond Series driveshaft, which uses a unique welding process to join an aluminum tube to steel u-joints, reducing weight by up to 100 lbs, the company announced.

In an interview with *Truck News* at the American Trucking Associations Management Conference and Exhibition, Santiago Salazar, senior director, global product planning, said the new aluminum driveshaft will also be more resistant to corrosion than its steel counterparts.

The lightweight driveshaft, initially announced at this year's Mid-America Trucking Show, is set to roll out commercially in the first quarter of 2012, Salazar indicated.

Dana developed a new welding process called 'magnetic pulse welding,' which allows it to attach dissimilar metals, something that has traditionally proved difficult.

In addition to using lighter weight aluminum for the tube, Dana was also able to eliminate the centre bearing for further weight savings. Salazar said the Spicer Diamond Series Driveshaft is the industry's first one-piece aluminum driveshaft.

The new lightweight driveshaft is one of several developments Dana has been trumpeting to help fleets lower their operating costs.

"Understanding how best to minimize our customers' cost per tonne mile driven is critical to maximizing value," Salazar said.

Other technologies Dana has developed specifically to minimize cost per tonne mile include: Spicer Life Series (SPL) Service-Free U-Joints, which are permanently lubricated for reduced maintenance costs; and the Spicer Pro-40 Tandem Drive Axle, a 40,000-lb tandem axle that reduces weight by 100 lbs and reduces parasitic losses. The Pro-40 will be of limited use in Canada where 46,000-lb-rated tandem axles are the norm, but Salazar said the new driveshaft will be popular north of the border. □

Eaton hybrid systems reach milestone

KALAMAZOO, Mich. – Eaton Corp. says that trucks with its hybrid-electric systems have now accumulated more than 200 million miles of service, eliminating the consumption of about eight million gallons of fuel and reducing emissions by 80,000 tonnes.

More than 5,500 vehicles with Eaton's hybrid system are in use today, the company announced.

Eaton also announced a new program that lowers the service replacement costs for its hybrid power systems electronic carriers (PECs). Customers can now slash their PEC replacement costs in half, thanks to the new program, Eaton claims.

"We are now entering the period when the early adopters of hybrid technology are beginning to require service of the hybrid power batteries outside the factory warranty period," said Gerard Devito, director of engineering, Eaton Hybrid Power Systems.

"We are committed to helping fleets receive real value in running cleaner, greener fleets by continuing to lower the overall costs of ownership for hybrid systems and prove a positive return on investment. This service replacement program is focused on doing just that."

Replacement PECs will come with a standard warranty of one year, with a two-year extended protection plan available. The replacement program will be launched this month through participating dealers.

Eaton has also announced it will offer two auxiliary power generator (APG) options in 2012, which will allow fleets to run equipment from the vehicle without requiring the engine to idle for power generation.

"The APG options will quietly meet the power needs for customers using 115-volt singlephase tools and 208-volt three-phase loads," Devito said. □



ADVERTISERS' PRODUCT/SERVICE INDEX

AIR CONDITIONING

Aarden Industries 18
 Manwin Enterprises 18
 Niagara Service & Supply 18
 Reefer Sales & Service 23
 Wilson Instruments 18
 XTCC Climate Control 52

AUXILIARY POWER UNIT

Reefer Sales & Service 23
 XTCC Climate Control 52

BORDER CROSSING SERVICES

Avaal Technologies 6

BUSINESS CONSULTANTS

Avaal Technologies 6
 C.U.T.C. 55
 Stateside Transportation Consultants 58
 TRIP Transportation Risk & Insurance Protection 29
 Transport Financial Services 30

CAREER OPPORTUNITIES

Truck News/Careers 32,33,34,35,
 36,37,38,39,40,41,42,
 43,44,45,46,47,48,49
 Truck News/Driver Link 58

CHILD FIND/MISSING KIDS

..... 57

CLASSIFIED

..... 52

CLIMATE CONTROL

Reefer Sales & Service 23
 XTCC Climate Control 52

CROSSWORD

Dec 11 Crossword Puzzle 10
 Dec 11 Crossword Solution 55

DIESEL EXHAUST FLUID

H2Blue/Wakefield Canada 31

DISPATCH

TransCore 26

DRIVER EDUCATION/TRAINING

Avaal Technologies 6
 Stateside Transportation Consultants 58

EXHAUST

Taxis Truck Exhaust 54
 The Truck Exhaust Place 11

FINANCING

Summit Credit 10

FUEL

Irving Oil 22
 Shell Canada 17,61

HEATERS

Aarden Industries 18
 De-on Supply 57
 Espar 24
 Manwin Enterprises 18
 Niagara Service & Supply 18
 Reefer Sales & Service 23
 Wilson Instruments 18
 XTCC Climate Control 52

INSURANCE

Burrowes Insurance Brokers 30
 Hargraft Schofield LP 51
 Innovative Insurance 55
 NAL Insurance 16
 National Truck League 24
 Stateside Transportation Consultants 58
 TRIP Transportation Risk & Insurance Protection 29

LUBRICANTS

Centerline Truck Lube 28
 Chevron Global Lubricants 4
 Husky Oil Marketing 27
 Imperial Oil 25
 Shell Canada Products Ltd. 17,61

MEDICAL SERVICES

Ontario Drivers Medical 50
 Metro Hearing Clinic 10

RADIATORS

Atlantis Radiator Truck Auto Service 51
 Canadian Industrial & Truck Radiators 10,55
 Greater Niagara Radiators 53
 King Radiator 30
 XL Radiators 57

SAFETY AND COMPLIANCE

Stateside Transportation Consultants 58

SUBSCRIPTION TO TRUCK NEWS

..... 50

TANKER SALES (NEW & USED)

Dependable Tank 14
 Hutchinson Industries 62
 Tankmart International 26

TIRES & TIRE SERVICE

Goodyear Insert
 Michelin 21
 Yokohama 8

TRAILER FLOORING

Prolam Flooring 63

TRAILER LEASING & RENTAL

Action Trailer Sales 9
 Glasvan Great Dane 5,53
 West Van Rental 59

TRAILER PARTS & SERVICE

Action Trailer Sales 9
 Glasvan Great Dane 5,53
 Kingpin Specialists 51
 Reefer Sales & Service 23
 West Van Rental 59

TRAILER SALES (NEW)

Action Trailer Sales 9
 ABS Trailers 12
 Glasvan Great Dane 5,53
 West Van Inc. 59

TRAILER SALES (USED)

Action Trailer Sales 9
 Glasvan Great Dane 5,53
 West Van Rental 59

TRUCK LEASING

Sheehan's Truck Centre 7

TRUCK PARTS & ACCESSORIES

Aarden Industries 18
 Beaver Truck Centre 19
 Canadian Industrial & Truck Radiators 10,55
 Dawson Truck Parts 33
 Manwin Enterprises 18
 Morgan's Diesel Truck Parts 15
 Niagara Service & Supply 18
 Sheehan's Truck Centre 7
 Truckpro 20
 Wilson Instruments 18
 XL Radiators 57

TRUCK SALES (NEW)

Arrow Truck Sales 52
 Beaver Truck Centre 19
 Expressway Trucks 50
 International 2
 Mack Canada 64
 Sheehan's Truck Centre 7

TRUCK SALES (SHUNTS, YARD TRACTORS)

Glasvan Great Dane 5,53
 West Van Inc. 59

TRUCK SALES (USED)

Arrow Truck Sales 52
 Beaver Truck Centre 19
 Expressway Trucks 50
 Morgan's Diesel Truck Parts 15
 Penske 6
 Sheehan's Truck Centre 7

TRUCK SERVICE & REPAIR

Beaver Truck Centre 19
 Canadian Industrial & Truck Radiators 10
 Centerline Truck Lube 28
 Sheehan's Truck Centre 7
 Truckpro 20
 XL Radiators 57

TRUCK SHOWS

Truck World 2012 29

TRUCK STOPS

Flying M 13

ALPHABETICAL LIST OF ADVERTISERS

| | |
|---|---|
| A-Z Technical 52 | Laidlaw Carriers (Vans) 40 |
| Aarden Industries 18 | Liquid Capital Midwest 52 |
| ABS Trailers 12 | Locomote Systems 48 |
| Action Trailer Sales 9 | Mack Canada 64 |
| Alberta Pacific Forest 34 | Manwin Enterprises 18 |
| All Points Freight 33 | Metro Hearing Clinic 10 |
| Arnold Bros. Transport 32 | Michelin 21 |
| Arrow Truck Sales 52 | Morgan's Diesel Truck Parts 15 |
| Atlantis Radiator Truck Auto Service 51 | NAL Insurance 16 |
| Avaal Technologies 6 | National Truck League 24 |
| Beaver Truck Centre 19 | Niagara Service & Supply 18 |
| Bison Transport 33 | Nine North Logistics 48 |
| Burrowes Insurance Brokers 30 | Nolan Transport 36 |
| Canadian Industrial & Truck Radiators 10,55 | Ontario Drivers Medical 50 |
| Caravan Logistics 49 | Penske 6 |
| Career Opportunities 32,33, 34,35,36,37,38,39,40,41, 42,43,44,45,46,47,48,49 | Prolam Flooring 63 |
| Celadon 37 | Reefer Sales & Service 23 |
| Centerline Truck Lube 28 | Rideway Transport 43 |
| Challenger Motor Freight 35 | Ryder Logistics & Transportation ... 45 |
| Chevron Global Lubricants 4 | Schneider National 41 |
| Child Find/Missing Kids 57 | Scotlynn Commodities 39 |
| Classified 52 | Sheehan's Truck Centres 7 |
| Covenant Transport 43 | Shell Canada Products 17,61 |
| Crossword Puzzle & Solution 10,55 | Snowbirds Auto Connection 48 |
| C.U.T.C. 55 | Stateside Transportation Consultants 58 |
| Dawson Truck Parts 33 | Summit Credit 10 |
| De-On Supply 57 | T.E. Smith Transport 43 |
| Dependable Tank 14 | Tankmart International 26 |
| Drive Star 36 | Taxis Truck Exhaust 54 |
| Espar Heater Systems 24 | The Rosedale Group 38 |
| Expressway Trucks 50 | The Truck Exhaust Place 11 |
| Flying M Truck Stop 13 | Total Transportation 40 |
| FTI 49 | Trailwood Transport 46 |
| Glasvan Great Dane 5,53 | TransCore 26 |
| Greater Niagara Radiators 53 | Transport Financial Services 30 |
| GTI Roll Transportation 42 | Trans-Send Freight 43 |
| H2Blue/Wakefield Canada 31 | Trans X Group of Companies 44 |
| Hargraft Schofield LP 51 | Trimac 34 |
| Husky Oil Marketing 27 | TRIP Insurance Brokers 29 |
| Hutchinson Industries 62 | Truck News/DriverLink 58 |
| Imperial Oil 25 | Truck News - Subscription 50 |
| Innovative Insurance 55 | TruckPro 20 |
| International Truckload Services 32 | Truck World 29 |
| International 2 | West Van Trailers 59 |
| Irving Oil 22 | White Oak Transport 34 |
| Jeff Bryan Transport 43 | Wilson Instruments 18 |
| Keypoint Carriers 44 | Wilson's Truck Lines 38 |
| King Radiator 30 | Woodcock Brothers 45 |
| Kingpin Specialists 51 | XL Radiators 57 |
| Kriska Transportation 49 | XTCC Climate Control 52 |
| Laidlaw Carriers (Bulk/Dumps) 47 | Yokohama 8 |
| | Young Transportation - American Division 42 |
| | Young Transportation System 48 |

| | | | | | | | | | | | | | | | | | | |
|----|---|---|----|---|---|----|----|----|---|----|---|---|---|---|----|---|---|---|
| 1 | P | I | 2 | G | T | 3 | A | I | 4 | L | 5 | A | T | 6 | T | I | 7 | C |
| | I | A | | P | | | | | | | | E | C | | O | | H | |
| 8 | P | Y | L | O | N | 9 | A | N | T | E | N | N | A | | | | | |
| | E | L | | E | V | | | | | | | E | K | | S | | | |
| 10 | S | T | O | R | A | G | E | 11 | R | O | A | D | S | | | | | |
| | | | | N | | | | | | | S | R | | | I | | | |
| 12 | R | E | S | U | M | E | 13 | | | | | | | | | | | |
| | A | | | | | | | | | | | | | | | | | |
| 17 | I | D | 18 | L | E | D | 19 | I | N | 20 | M | A | T | E | 21 | S | | |
| | L | O | | R | | | | | | | | | | | | | | |
| 22 | C | O | U | R | I | E | R | 23 | O | Z | O | N | E | | | | | |
| | A | | | | | | | | | | | | | | | | | |
| 24 | R | E | E | S | E | 25 | G | R | E | A | S | E | D | | | | | |

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SPECIAL REPORT



The I-Shift shines in Sweden

Think your application is too severe for Volvo's automated mechanical transmission? Think again.

By James Menzies

GOTHENBURG, Sweden – It may pain us to admit it, but the Europeans are far ahead of us when it comes to adopting certain truck technologies that have the potential to transform the industry for the better. Take, for example, automated mechanical transmissions (AMTs). Volvo Group, manufacturer of the highly touted I-Shift AMT is finally enjoying some well-deserved market acceptance in North America, where close to 45% of trucks sold with Volvo power are now being spec'd with the transmission. (About 80% of the trucks Volvo sells here are now powered by Volvo engines).

Still, it's a far cry from Volvo's homeland Sweden and other parts of Europe where practically every new truck is spec'd with an automated gearbox. Certain sectors of the North American trucking industry, as well, are slower to embrace automated transmissions.

There's a widely held perception that automated transmissions are intended exclusively for on-highway trucking, and that there's no place in the bush, the pit, or any other off-road destination for anything other than a stick shift.

That's not so, according to Volvo, which recently invited a group of North American trade journalists to Sweden to see that over there, the I-Shift is being put through its paces in the toughest duty cycles one can imagine. And so began a little Swedish adventure...

A historical perspective

The roots of Volvo's I-Shift can be traced as far back as the 1980s, when a group of engineering graduates sat down to contemplate ways of automating the shifting of a manual transmission, Sven-Erik Tibb informed us during a briefing at Volvo headquarters in Gothenburg.

The I-Shift project was formally launched in 1997 with the first generation unveiled in 2001, making this the 10-year anniversary for the product. The benefits of an AMT are obvious: it requires less skill to operate than a manual transmission; allows drivers to keep two hands on the wheel and focus on their surroundings; and sophisticated programming enables it to shift at the optimum rpm every time, often improving fuel mileage.

The first generation I-Shift was constructed completely from scratch and

features a proprietary Volvo 'powertrain can' that transmits data between the engine and gearbox. Because both the engine and transmission software was written by Volvo, "We have all the information we need to make the right decisions," said Anders Eriksson, software design engineer. The two most powerful microcontrollers on the entire truck were located in the transmission, which allowed Volvo to essentially give the transmission supreme control over the engine in contrast to the historical order of things.

"The transmission is master of the system," Eriksson said. "It controls the engine."

The driver interface is remarkably simple. Two types of shifters are available; a basic and premium version. Drivers simply put the truck into the desired gear and go, much like in a passenger car. However, key to gaining the trust of experienced truckers, Volvo has incorporated a 'Manual' mode that allows the driver to override the I-Shift – as long as it won't incur any harm as a result.

A versatile transmission

While the I-Shift is making inroads in the linehaul sector of the North American trucking industry, you won't find many in vocational trucks where manual gearboxes are still the norm and torque converter-style automatics compete with AMTs for the remaining space.

Surprisingly though, the I-Shift can be ordered with a number of features designed specifically for vocational operators. A 'Rock-Free' function, for instance, provides the ability to rock a stuck vehicle back and forth, simply by pumping the accelerator rather than manually switching between forward and reverse gears. It works well in situations where a truck is stuck in the mud and its wheels are spinning, Eriksson explained. When the Rock-Free feature isn't enough to free the vehicle of mud or clay, a 'Power Starting' feature allows a driver to rev the engine as high as 1,300 rpm in the lowest gear and then by pressing the minus (-) button, dump the clutch and use the momentum to pull free.

"It's not that hard on the truck, but it's wonderful to have as an emergency feature when stuck in deep clay," chimed in Ed Saxman, Volvo Trucks' powertrain product manager.

Also available is 'Greatest Possible

Downshift,' ideal when approaching a long grade. Drivers can increase engine speed in advance of reaching the hill, press the minus button, put the shifter into Manual mode and then the transmission will complete one large downshift (instead of multiple downshifts), allowing the driver to run the entire hill in one gear without any further shifting.

Finally, there's the 'Prevent Upshift' function, which is also useful on hills and in poor traction situations. Drivers can push the minus button to prevent upshifting and can delay a downshift by pushing the plus (+) button while the engine rpm is low.

In addition to these vocational-minded options, one of the smartest capabilities of the transmission may be EcoRoll, which decouples the engine from the transmission on gradual downhill grades, allowing the truck to coast along without consuming fuel. About 50% of European customers are now spec'ing EcoRoll, which is equally useful among Canada's rolling hills. The engine returns to normal operation as soon as the brake or throttle is applied.

Another neat feature is 'Idle Driving Mode,' which allows drivers to creep along using the idle governor, adjusting speed by using the plus or minus buttons on the shifter and alternating between the lower six gears without applying the gas.

Collectively, these options amount to what is a very sophisticated piece of equipment. The full capabilities of the I-Shift require a high level of integration between engine and transmission, which is why the I-Shift is available only on trucks spec'd with Volvo engines. Still, despite all the technological wizardry that went into the design of the transmission, it is having trouble finding a home in the more rigorous of applications. Not in Sweden, however.

Handling huge torque

During my visit to Sweden, an assortment of Volvo cabover trucks in a variety of configurations were made available for test drives, first on the track at the Volvo Trucks Demonstration Centre and later along a 120-kilometre route between Gothenburg and, well, the middle of nowhere.

From there, we were to meet up with some real-life Swedish loggers, who have been spec'ing Volvo D13 engines with the I-Shift for operation in a pretty harsh off-road environment. When choosing from the available trucks, I naturally gravitated towards the longest, heaviest, highest-horsepower of them all: a FH16 750 – and yes, the 750 represents horsepower.

Believe it or not, in Europe there's an insatiable appetite – and apparently a practical need – for a 750-hp engine, according to Carl Axel Hedstrom, who's in charge of customer activities in Gothenburg.

He told me the 750, which is currently in pre-production with the commercial rollout slated for February, is ideal for applications with gross combination weights of 40 tonnes (88,000 lbs) or more, especially in the hillier regions of Scandinavia.

However, you'd be naïve to think Volvo's rivalry with Scania wasn't a consideration when launching the 750. The bitter Swedish rivals have taken turns upstaging one another in an ongoing battle of horsepower. Volvo's FH16 750 is the decided winner – for now – offering greater horsepower

than has ever been offered in a European commercial truck.

But is it possible to get good fuel mileage when managing 750 horses and a staggering 2,600 lb.-ft. of torque? Hedstrom says so: "Because of the hill climbing capacity, it doesn't gear down, it just keeps in the higher gear, which is fuel-efficient," he told me.

Before you get too excited, it's unlikely the 750 will ever make its way to North American shores. For starters, it's not EPA2010-compliant. While the FH16 750 uses selective catalytic reduction (SCR), it doesn't add exhaust gas recirculation to the mix, falling short of North American emissions requirements.

Aside from that, introducing a 750-horse monster would buck the North America-wide trend towards smaller displacement, 13-litre engines; Volvo's bread and butter.

Still, I wasn't about to pass on the opportunity to drive the beast.

The timber truck I drove grossed 60 tonnes (132,000 lbs). The truck itself was loaded with three stacks of three-metre logs; one on the truck and two on the drawbar trailer that rounded out the combination.

Interestingly, while popular opinion is that AMTs are limited to lower gross combination weights and mainstream applications, the 750 cannot be ordered with anything but the I-Shift. Frankly, Volvo doesn't trust the average driver to be able to handle such high power and torque on their own.

"If you are not careful, when you go off the clutch, you put all the torque from the engine straight down into the wheels and you will spin the wheels and use the fuel in an inefficient way," Hedstrom explained. "It is easier for us to handle the strong engine torque through the I-Shift than through a manual transmission."

And that's to say nothing of the number of clutches an average driver would burn through if using a manual transmission. The fact the I-Shift is a must-have on a 750-hp/2,600 lb.-ft. engine says a lot about the capabilities of the transmission.

On my drive, which included a mix of city and rural driving along some hilly terrain, the I-Shift never missed a step when pulling 60 tonnes. I even tested its Hill Start capability at that weight, on a steepish grade at the demonstration centre. That invaluable feature lets you come to a complete stop, and then take up to a second and a half to move your foot from the brake to the accelerator without rolling back (or forward) as much as an inch, even when opposing 60 tonnes and serious forces of gravity.

Built for the bush

After a leisurely, scenic drive from Gothenburg to Kalleryd in southern Sweden, we stopped for coffee and met up with some loggers from six-truck timber fleet Sundbergs Akeri AB. Sundbergs is owned by Johans Sundberg and the fleet is comprised of Volvo FH trucks with D13 engines ranging from 520-540 hp, all with the I-Shift. Sundbergs' drivers checked out my 750 with envy and needled their boss to put in an order for one, but he smiled and countered the D13s do just fine in southern Sweden.

Sundberg has earned a reputation for carefully specifying the most efficient timber trucks possible. His efforts seem to be paying off; the company recently opened a beautiful new



THAT'S EFFICIENT: A Sundbergs driver unloads at a sawmill. It took less than 10 minutes for him to offload about 42 tonnes of logs. *Photo by James Menzies*

shop that would be the envy of any fleet owner. The pristine shop was an extraordinary sight, surrounded by tall evergreens in the Swedish countryside.

Sundbergs runs 23-metre (75-ft.) combinations grossing 60 tonnes, not unlike my own ride from earlier that morning. I joined driver Magnus Andersson on a run deep into the Swedish bush to pick up a load of logs for delivery to a nearby paper mill.

Asked if he liked the I-Shift, Andersson admitted it took some getting used to, but said he wouldn't have it any other way.

He still works the shifter constantly, overriding the transmission's decisions at times, depending on the terrain. The I-Shift's predictive capabilities are remarkable, but the one thing it does lack is a set of eyes.

When I tell him the I-Shift isn't very common in North American forestry applications, he shoots me a quizzical glance and asks "Why?"

"It's very convenient, I don't have to think about gearing on roads like this," Andersson explained as we wound along a paved logging road, which would later give way to a dirt road and then little more than a trail through the woods leading to the loading point, which was marked by a red triangle on the in-cab GPS.

During our drive, Andersson provided a glimpse into the life of a Swedish logger. The truck he drives is operated around the clock; in Andersson's care from 4 a.m. till 4 p.m., though European laws only permit nine hours of driving per day.

The Volvos are meticulously maintained and clean inside and out, which is impressive given their surroundings. Another Sundbergs driver who hosted us even asked visiting editors to remove their shoes before climbing into his truck.

Trucks with trailers are limited to 80 km/h in most of Europe, though many of Sundbergs hauls are over logging roads where they'd rarely reach highway speeds. Sundberg favours fuel-efficient D13s, but Hedstrom told me 16-litre engines are still the norm in most logging operations.

All driving activity is tracked by computer; drivers must insert their operator's licence into a slot in the cab when they begin their shift and the information can be downloaded by enforcement officers at any time. It's not unusual for Swedish trucks to be equipped by an Alcolock device, which requires drivers to blow a sample before starting the engine to ensure they're sober.

About a third of Volvo trucks sold in Sweden are equipped with the op-



TRAFFIC JAM: Log haulers must coordinate their schedules to ensure they don't encounter oncoming traffic on the tight forestry roads

tion, which costs about \$1,500, according to Carl Johan Almqvist, traffic and product safety director with Volvo. Increasingly, he noted, shippers are requiring their trucking providers to spec' the device.

Depending on the customer, Sundbergs is paid either by the volume or weight of the load. Either way, overloading beyond 60 tonnes is strictly forbidden.

"When he delivers to the pulp mills, they pay for the first 60 tonnes," explained Volvo's Hedstrom. "If you transfer anything else, it's on your account. You don't get paid for it. (Company owner) Johans has been very careful about how to reduce the total weight of the truck itself. He has over 42 tonnes of payload, which is a very good figure for timber trucks. He doesn't allow the drivers to be above 60 tonnes (gross), as he has optimized the design of the truck and trailer to carry 60 tonnes and not more."

For all the subtle differences, a logging operation in Sweden is not entirely unlike those here in Canada.

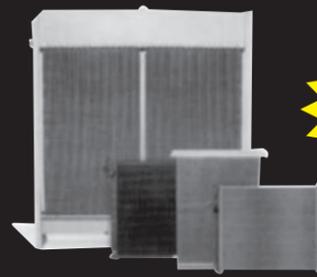
The terrain is similar and the Sundbergs drivers are highly skilled; able to unload 42 tonnes of logs in less than 10 minutes, turn a truck around in a space so tight it defies logic, and demonstrating constant situational awareness and a vigilant attitude towards safety. They'd fit right in over here, but they may not want to trade you trucks.

The I-Shift has become a welcomed part of their daily lives and I don't think they'd be willing to return to the old ways of jamming gears all day long. Will the same eventually be true on this side of the pond? After all, the I-Shift sold here is the same as the one used in Europe, aside from some small programming modifications.

Yet, here in Canada, we cling so desperately to our traditional way of doing things. But you can only keep progress at bay for so long. □

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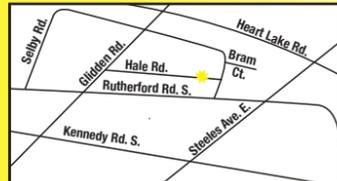
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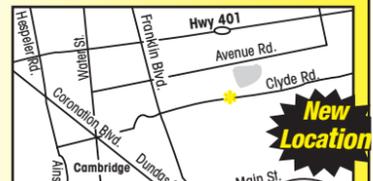
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OPINION

Fighting for your beliefs

Michael Schmidt. Remember that name. He's taken up a fight that many believe he can't win, a fight that ultimately may cost him his life.

Mr. Schmidt has, according to the Ontario Court of Justice, broken the law. He's been convicted of 15 provincial offences all related to what many consider to be Mother Nature's most wholesome food: milk.

You see, Mr. Schmidt is a dairy farmer who has been giving his fellow co-op members (who technically own part of his herd) unpasteurized milk and that is what has gotten him into a heap of trouble. The law states that anyone selling milk is required to have it pasteurized for safety reasons.

Mr. Schmidt doesn't think he's broken any law. He's asked Dalton McGuinty to listen to his side of the story but the Premier refuses. After numerous futile attempts to set up a meeting, the Durham farmer decided his only recourse was to begin a hunger strike. That strike began in early October and was still on when I wrote this column on Nov. 1.

He's bound and determined to get the powers that be to listen...even if it means losing his life in the process.

If our beloved Premier doesn't allow him the time to be seen, and this gentleman does end up making the ultimate sacrifice because of his convictions, it would be a shameful example of what's wrong with our country.

Accessibility to an elected government official shouldn't be something

Publisher's Comment



ROB WILKINS

that requires countless hours of negotiating and stick handling.

Mr. Schmidt believes that people should have the right to make their own choices in the foods they eat. That sounds like it should be a given in a country like Canada, land of the free. Unfortunately, it doesn't appear to be the case.

This fundamental fight over pro-choice has been rearing its head a tad too often lately. We've seen the advent of speed limiters and more than likely EOBR legislation is just around the corner. South of the border, CSA is now the law.

The argument can be made that these were all mandated for safety reasons. Maybe so, but none of you had a choice. Either you comply or get out of the business.

Mr. Schmidt is fighting for pro-choice and deserves to be heard. I hope our Premier takes the time out of his busy schedule to save this man's life. All it will take is a few minutes; about the same time it takes him to get his hair cut. □

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

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PROFITABILITY DASHBOARD

| TransCore Canadian Spot Market Freight Index 2007-2011 | | | | | | | |
|--|------|------|------|------|------|----------------|----------------|
| | 2007 | 2008 | 2009 | 2010 | 2011 | % Change Y-O-Y | % Change M-O-M |
| Jan | 173 | 214 | 140 | 171 | 222 | 30% | -2% |
| Feb | 174 | 217 | 117 | 182 | 248 | 36% | 12% |
| Mar | 228 | 264 | 131 | 249 | 337 | 35% | 36% |
| Apr | 212 | 296 | 142 | 261 | 300 | 15% | -11% |
| May | 280 | 316 | 164 | 283 | 307 | 8% | 2% |
| Jun | 288 | 307 | 185 | 294 | 315 | 7% | 3% |
| Jul | 219 | 264 | 156 | 238 | 245 | 3% | -22% |
| Aug | 235 | 219 | 160 | 240 | 270 | 12% | 10% |
| Sep | 206 | 203 | 180 | 234 | 263 | 12% | -3% |
| Oct | 238 | 186 | 168 | 211 | | | |
| Nov | 227 | 143 | 157 | 215 | | | |
| Dec | 214 | 139 | 168 | 225 | | | |

TransCore Canadian Spot Market Freight Index 2007-2011

TransCore's Canadian Freight Index steady in September, best third quarter in 10 years

TORONTO, Ont. – TransCore's Canadian Freight Index saw load volumes in the spot market remain strong in September with a 12% increase year-over-year and down slightly from August levels.

September recorded the sixth highest load volume this year, the highest September volume for the last five years, and remains at pre-recessionary levels.

Third-quarter volume was the highest since TransCore began recording data in 2001 when TransCore acquired Link Logistics.

The quarter was also up 9% from Q3 2010.

The third quarter reflects the annual summer slow-down in freight movement and saw an 18% decrease from second quarter 2011.

Equipment postings in September were down 6% from this year's record setting month in August. Capacity was 6% below recorded levels for September 2010, while the equipment-to-loads ratio dropped slightly for the first time since June 2011.

TransCore's 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 is 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 five columns include monthly index values for years 2007 through 2011. The fourth column indicates the percentage change from 2010 to 2011.

The last column indicates the percentage change from the previous month to the current month. For the purpose of establishing a baseline for the index, January 2002 (index value of 100) has been used. □

US truck tonnage rises 1.6% in September

ARLINGTON, Va. – US truck tonnage rose 1.6% in September after falling a revised 0.5% in August, according to the most recent figures from the American Trucking Associations. August's decrease was more than the 0.2% drop the ATA previously reported.

Compared with September 2010, seasonally-adjusted tonnage was up a "solid" 5.9% in September and 4.9% year-over-year in August.

"I continue to believe the economy will skirt another recession because truck tonnage isn't showing signs that we are in a recession," ATA chief economist Bob Costello said. "Tonnage is suggesting that we are in a weak growth period for the economy, but not a recession."

Costello also noted that the third quarter average exhibited signs of small gains for the broader economy, not contraction. "In the third quarter, tonnage was up 0.4% from the second quarter. Prior to the two previous recessions truck tonnage was plummeting, but not this time." □

Canadian Manufacturing Purchasing Managers' Index holds ground in October amid uncertainty

TORONTO, Ont. – Both output and new orders continued to increase solidly in October, albeit at slower rates, according to the RBC Canadian Manufacturing Purchasing Managers' Index, which offers a comprehensive and early indicator of trends in the Canadian manufacturing sector.

The RBC PMI found that Canadian manufacturing business conditions improved further in October, with firms generally attributing higher output and new orders to greater demand and new client wins. Nevertheless, the respective rates of growth eased since September, as global economic conditions weakened. Notably, new export orders fell modestly during the latest survey period.

The headline RBC PMI – a composite indicator designed to provide a single-figure snapshot of the health of the manufacturing sector – posted 53.7

in October, which is down from 55 in September and marks a three-month low. Index readings above 50 signal expansion from the previous month, readings below 50 indicate contraction.

"The Canadian manufacturing sector has been weathering external macro events and market conditions reasonably well, and we expect to see modest economic growth for the remainder of the year," said Craig Wright, senior vice-president and chief economist, RBC. "It is encouraging to see the RBC PMI holding its ground, particularly in light of softening manufacturing conditions in other corners of the globe."

Regional PMI data signalled improvement in manufacturing business conditions across all four broad Canadian regions in October. Alberta and British Columbia continued to lead the latest expansion. □

Class 8 orders stronger than expected in October

COLUMBUS, Ind. – North American Class 8 commercial vehicle preliminary net orders for October surprised on the upside, improving both month-over-month and year-over-year, according to ACT Research. The final numbers, which will be released mid-November, will approach 27,700 units for heavy-duty Class 8 trucks and 13,300 for medium Classes 5-7 vehicles.

"At this level of order activity, there is probably some incremental fleet growth taking place," said Steve Tam, vice-president, commercial vehicle sector, ACT. "The underlying fundamentals in the heavy truck market are all healthy. Fleet equipment is old, trucker profitability is good, used truck values are strong, and financing is generally available. The strength in orders supports ACT's forecast for next year." □



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Mark Dalton: Owner/Operator

The Good Shepherd

By Edo van Belkom

The story so far...

Mark is at a truck stop near Winnipeg and sees a woman talking to drivers, asking them for a ride. She's attractive, and when Mark learns she's heading to Vancouver, he offers her a ride hoping they might get intimate along the way. She stops that train of thought cold.

Cindy seems like a nice girl with a good head on her shoulders. Mark can't figure out why someone would leave her stranded. But as they talk, Mark discovers she's a hardcore Christian woman and her constant talk of God can get annoying. Mark decides to let Cindy drive. After first saying a prayer, she drives as if she's on glass. Mark is strangely at ease and immediately falls asleep. Later, she stops at a Habitat for Humanity build, convincing Mark to donate a bit of his time, giving his life balance...

Mark spent the bulk of his day cutting, sanding and painting gingerbread molding that would be going on the outside eaves of the house. It was tedious work, but the time went by quickly for him, talking to people from walks of life he'd never encounter on the road. There were housewives, students, tradesmen and even another truck driver who had a day off and was dragged out to the job by his wife.

At one point in the day, the landscapers needed to remove a tree stump from the front yard and Mother Load was called in to get hooked up to a chain and pull it from the ground. After that, Mark was a hero and it was even easier to go back to sanding and painting wood. At day's end a coffee truck stopped by and donated what was left on the truck to everyone working on the house. Mark had a salami sandwich, a sugar donut and a hot coffee. All things considered, it was a pretty satisfying meal.

"Well, how did you like it?" Cindy asked as they made their way to Mother Load after the job site was all cleaned up for the day.

"Not as bad as I thought it would be."

Cindy smiled. "That's a sense of fulfillment for having helped someone less fortunate than yourself."

Mark knew she was right on some level, but he wasn't about to give her the satisfaction of knowing it. "No, I thought I'd be a lot more sore."

"And you're not?"

"No, I'm exhausted."

A day later they were halfway through the Rockies when a thunderstorm broke

through the valley and was pounding the highway with raindrops as big as black flies. Mark slowed Mother Load to a crawl and set the wipers to their fastest setting. Still, the rain kept coming down harder, looking at times as if someone was standing on top of the cab emptying buckets of water onto the windshield.

"Never seen it this bad," Mark said.

"It is coming down pretty hard," Cindy agreed.

"I imagine this is what Noah saw in the days before the ark set sail." He looked over at Cindy thinking the joke would ease some of the tension, but she had her eyes closed and seemed off in another world. Mark pressed on, but the driving conditions weren't getting any better. He could feel his rig hydroplaning over the water and the steering wheel often went light in his hands as the wheels became separated from the pavement by a thin layer of water.

"We might have to stop," he said at last. "It's getting dangerous and I don't want to wreck my truck...or get both of us killed."

But Cindy was silent, eyes shut and lips moving every so slightly.

"I said, it's getting dangerous..."

And just then, there was a break in the clouds. Light poured into the cab and the drumming of the rain on the roof eased up until it was just a slight tapping sound. And then, moments later, even that was gone and sunshine beamed down into the cab.

"Wow," Mark said, taking a peek at the suddenly blue sky, "that was weird. I thought for sure we were going to have to stop, or be stopped."

At last Cindy turned to face him. "It was God," she said.

"Huh?"

"He answered my prayers for safe passage through troubled times."

Mark had to admit that the weather cleared up all of a sudden, but then again the forecast had been for clearer skies. "It had to be a coincidence," he said. "God can't be concerned with the plight of every person on the planet."

"He's not," she said with conviction. "Only with those who believe in him and serve him with their lives." Mark nodded, knowing better than to disagree. However it happened, the roads were dry now and the driving was easy.

Mark dropped Cindy off at a truck yard on the outskirts of Vancouver. He stuck around long enough to make sure she did indeed have a rig and a load waiting for her and used the time to figure out her pay for the trip west. Then he

counted out a bunch of twenties equal to what she was owed.

"Thank you," she said as she took her pay.

"No need to thank me," Mark said. "You earned it."

"I'll keep you in my prayers."

Mark sighed and shook his head a little. It was nice to be in someone's prayers, but he doubted it would make any difference in his life. "Maybe I'll see you on the road sometime," he said pragmatically.

"God willing," she said, closing the door to the cab and waving goodbye. "Yeah, sure" he muttered. "God willing."

It wasn't until a day later and he was well on his way into Northern British Columbia to pick up his next load that he noticed a drop off in power. Mother Load had been chugging up a steep incline and her speed kept slowing until she was moving along at a crawl...and the engine finally gave out. He pulled to the side of the road with what little momentum he had and came to a stop. He tried restarting the engine. It would turn over, but wouldn't catch. Mark had a feeling the problem wasn't serious – a bad switch, or a clogged fuel line – but he knew he wouldn't be going anywhere without the help of a mechanic. He pulled out his cell phone to call Bud and ask him to send someone, but when he flipped open his phone the graphic on the screen told him it was "Searching for a network connection."

"Dammit!" he said.

He looked up and down the highway and there was no one in sight. And when he thought about it, he realized that while he'd been driving, he hadn't seen anyone going north or south for a very long time. On top of that, he was thirsty and hungry, and there was nothing in the truck to eat or drink. All of a sudden, the situation looked dire. If he didn't pick up his load soon – cedar shakes for a distributor in Ontario – that sweetheart load would go to someone else and he'd have to bobtail back across the country. What to do? He could start walking, but there were thick woods on either side of the road and who knew what kind of animals lurked within? Or he could set up some reflectors, get some rest and hope a fellow trucker stopped to see if he needed any help. But neither option held a lot of promise.

"How the hell am I going to get myself out of this mess?" he said aloud.

He thought about it a moment, then looked skyward.

"Why not?" he said. Then, "God, I know I'm not a religious man, but I've always tried to do the right thing and that's got to count for something...I know Cindy's praying for me, so I was won-



Illustration by Glenn McEvoy

dering if you could take my good deeds and add them to Cindy's prayers and maybe help me get out of this."

Mark took a deep breath, and waited. Nothing but silence all around.

"Well, it was worth a try."

But then there was a sound of an approaching car coming from the south. At first he saw the glow of headlights off the trees, then the headlights themselves. Mark stepped out onto the road and waved his arms. The car stopped, pulled over. Inside was a pretty blonde-haired woman wearing a white top and pants.

"Problem?"

"Broke down," Mark said. "And my cell phone doesn't work out here."

She smiled. "You have to have the right provider. Here, use mine." She handed him her cell phone.

Mark took it and called Bud. A mechanic would be on the way.

"Do you need anything?"

"Water, maybe...if you have some."

"You're in luck. I've just been shopping." She handed him a two-litre bottle of water, a couple of granola bars and some apples. "Best I can do," she said.

"No, that's fantastic," Mark said. "Just what I needed."

"Do you need a cigarette?"

"Thanks, but I don't smoke."

"Okay, then. I'll be on my way."

And just as quickly as she'd arrived, she was gone. Mark stood dumbfounded staring down the road thinking it had been like a miracle. He'd needed help and there she was, giving him all the help he'd needed. He paused a moment as the realization hit him like some flying alligator. Then he looked up into the night sky and thought about God. □

Did you know that there are two full-length novels featuring Mark Dalton?: Mark Dalton "SmartDriver" and Mark Dalton "Troubleload." For your free copy register with ecoENERGY for Fleets (Fleet Smart) at fleetsmart.gc.ca. Both are also available in audio book format.



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TSQ

MILTON, Ont. – British Columbia’s recent changes to its provincial nominee program (which provides accelerated permanent resident status to qualified workers from other parts of the world) to include long-haul truck drivers as a permanent part of the program has brought a touchy subject to light for the industry: should Canadian carriers be recruiting drivers from overseas?

While some argue that such programs are a necessity to fill empty seats with qualified drivers, others are calling the practice a raw deal and one that takes jobs away from Canada’s workforce. We dropped by the Fifth Wheel Truck Stop in Milton, Ont. to ask drivers if Canadian trucking companies should be searching for drivers in other parts of the world.

Mike Lynch of LCL Bulk Transport in Green Bay, Wis., says he’s in not favour of such far-reaching



Truck Stop Question

Should trucking companies be recruiting from overseas?

ADAM LEDLOW



Mike Lynch

recruitment practices – especially when both Canada and the US have so many unemployed looking for work.

“The US has a 9% unemployment rate and I think that they could retrain these people that

are unemployed and properly train them to be safe drivers,” he told *Truck News*.

“They could put people in their own country back in employment and work trucking into the peoples’ lifestyles.”

Neil Vlatz, an owner/operator with Black Pearl Express in Stratfordville, Ont., echoes Lynch’s sentiments, saying we should be looking for skilled workers in our own backyard.

“I think that there is enough job loss here and that there would be enough people here,” he said. “If you want to qualify anyone then get people from over here. I don’t



Neil Vlatz

think there’s any need to bring anyone else from anywhere else.”



Tom Beggs

Tom Beggs, a driver with Ulch Transport in St. Mary’s, Ont., disagrees, saying the mass exodus of older drivers from the industry is going to require seeking out talent wherever carriers can find it.

“I don’t think that there are enough people around the rest of Canada that can fill the jobs for Canadian truck driving,” he says.

“There are so many people, especially in the truck driving business, that are coming up for retirement, and there are not enough people to fill those jobs. If they have to bring them out of another country to fill them, fine by me.”



Martin Domingues

Martin Domingues, a driver with Mesilla Valley Transportation out of El Paso, Texas, says for those who are hard workers, they shouldn’t feel threatened by workers from overseas getting trucking jobs.

“I think that for the people that are lazy here and don’t want to work, it’s going to be harder for them to get a job, and that is why they are taking people from other places to get the jobs because obviously they don’t want to work and just (want to) collect government benefits. If you are a hard worker then you have nothing to worry about,” he says.

“Trucking isn’t a job for everyone; it’s a hard life, but it’s good pay.” □

– Do you have a topic idea for the *Truck Stop Question*? Contact Adam Ledlow on Twitter at [Twitter.com/adamledlow](https://twitter.com/adamledlow) or by e-mail at adam@transportationmedia.ca and we may feature your question in an upcoming issue of *Truck News*.

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