

TRUCK NEWS

July 2013 Volume 33, Issue 7

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

Cutting corners

Unregistered training schools churning out ill-prepared job candidates, training industry alleges.

By James Menzies

TORONTO, Ont. – Last year, Ontario's Ministry of Training, Colleges and Universities (MTCU), together with industry, adopted a 200-hour curriculum for aspiring professional truck drivers.

The objective was laudable; to ensure prospective truck drivers would receive the in-depth training necessary to be immediately employable and ready to contribute upon their arrival into the industry.

So why is it then, that poorly trained and ill-prepared A/Z licence holders continue to show up at carriers' doors for road tests? That's the million-dollar question that reputable training institutions, and the carriers looking for new drivers, want to know.

Guy Broderick is a professional driver and road-tester for a Brampton, Ont.-based fleet.

He regularly sees licensed drivers show up for a road test who have clearly had little or no proper training on their way to acquiring an A/Z licence.

"You can tell within the first five minutes," he said. "You can

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\$2.5-MILLION SHOP CLASS: Bramalea Secondary School has created a new truck and bus program with support of industry, which will provide students with the best tools and training. Photo by Andrew Craig

Ontario high school opens first-of-its-kind truck maintenance shop

By Adam Ledlow

BRAMPTON, Ont. – Students enrolled in Bramalea Secondary School's Truck and Bus program now have an impressive classroom to call home after the recent opening of a multi-million-dollar truck maintenance facility on school grounds. The ribbon-cutting celebration, held inside the new \$2.5-million building May 16, was strongly attended

by school staff and students, government officials, and partnering trucking companies, manufacturers, dealerships, associations, media and other dignitaries. Dr. Peter Gibson, vice-principal at the high school and one of the main proponents behind the creation of the program and construction of the new facility, called the landmark project a first for Canada – and possibly North America.

"This program will not only inform them thoroughly of the transportation industry, but the program itself will expand their knowledge of the pathways, all of the things that are available for them in the trucking industry, especially in Ontario," Gibson told *Truck News* at the event.

The new program, working in tandem with the school's existing Spe-

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A new alternative

Volvo to bring DME-powered truck to North American market.



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- **Being the best:** What's it take to be a Best Fleet to Drive For? We have the answers, shared during a recent cross-Canada speaking tour by the program's administrator. Page 17
- **For the health of it:** Many top carriers are offering formal health and wellness programs for drivers. What are the benefits of doing so and what will it cost? Page 30
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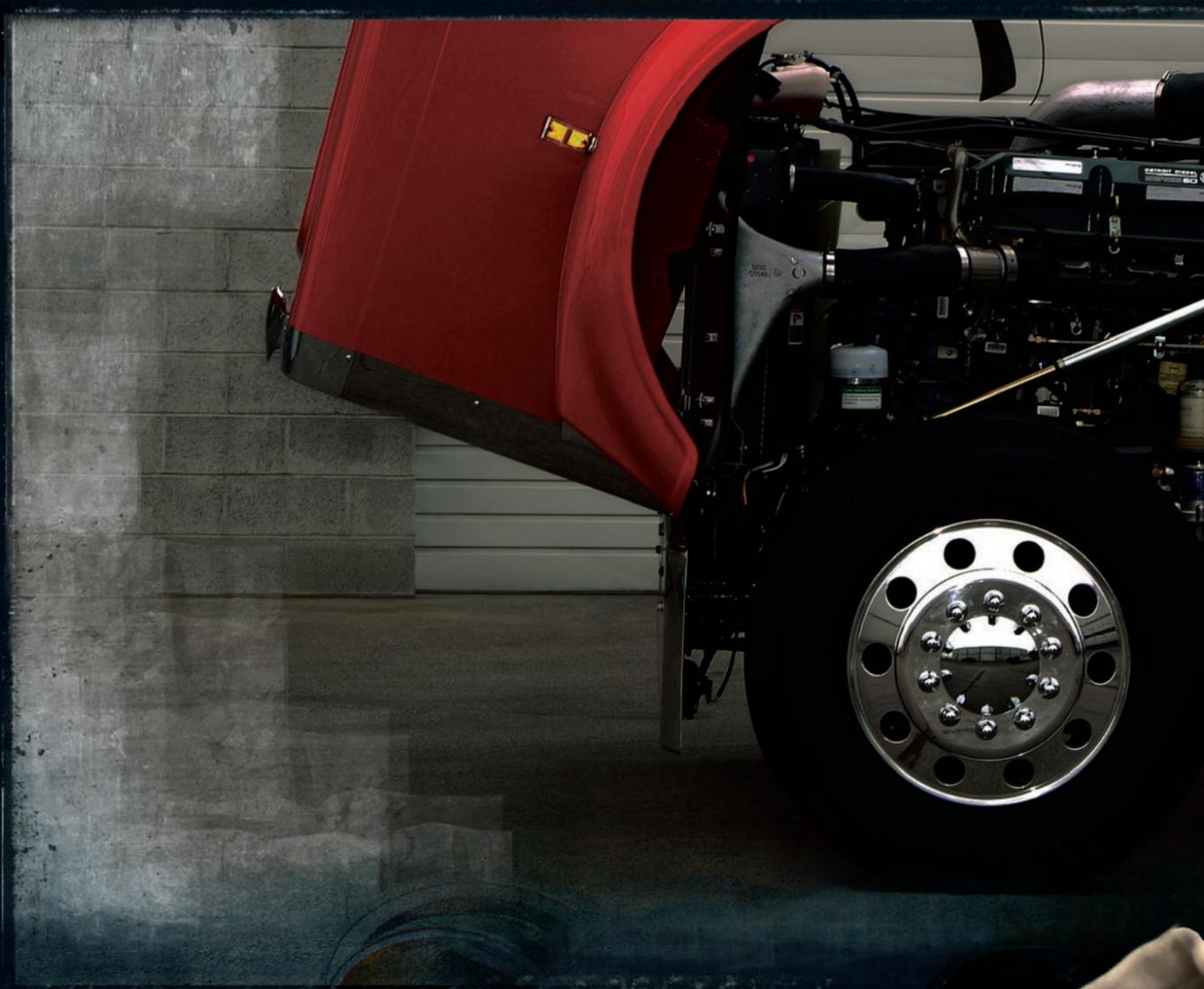
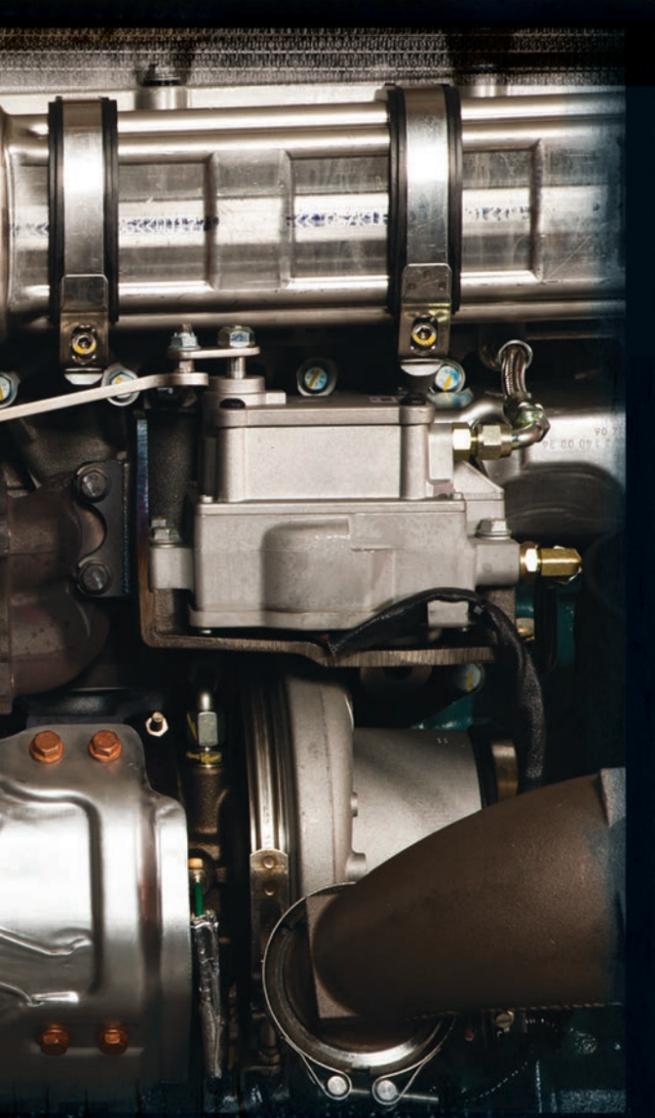
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CLASS 8 TRUCK SALES TRENDS

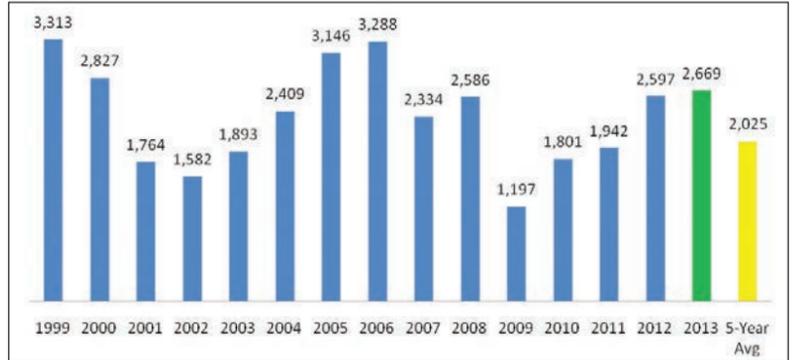
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After a disappointing first quarter in which each month's totals trailed behind the previous year's, sales picked up in April to outdistance the sales for the same period in 2012. It was actually the first time in six months that has occurred. Sales were also more than 600 units above the five-year average for the month. Market leader Freightliner made impressive sales gains from the previous year. Western Star and Volvo also beat their monthly totals from the previous year.

Monthly Class 8 Sales – Apr 13

OEM	This Month	Last Year
Freightliner	744	556
International	344	400
Kenworth	449	550
Mack	187	228
Peterbilt	371	425
Volvo	384	273
Western Star	190	165
TOTALS	2669	2597

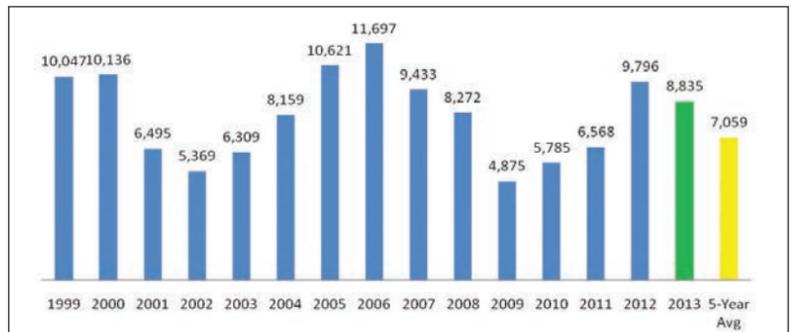
Historical Comparison – Apr 13 Sales



Class 8 Sales (YTD Apr 13) by Province and OEM

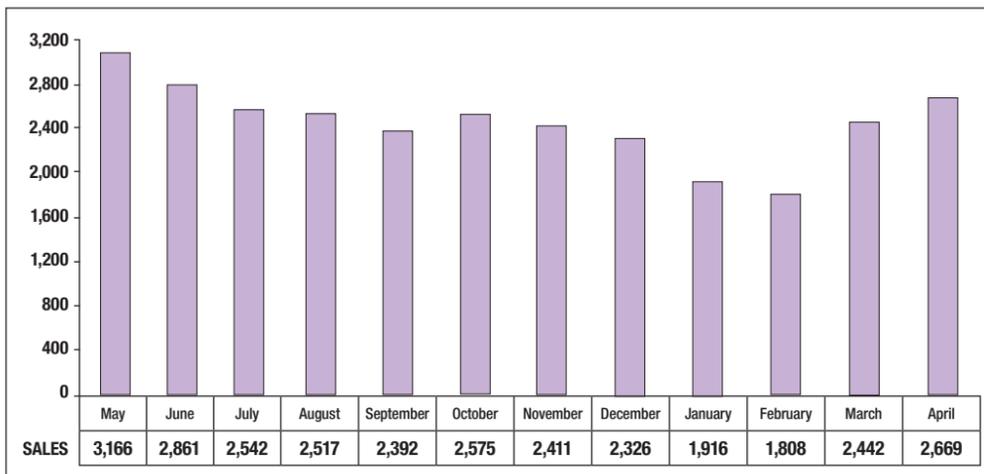
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	213	278	57	130	1,067	423	109	44	2	12	2,335
Kenworth	335	615	139	41	255	297	50	0	0	0	1,732
Mack	57	118	52	30	205	108	25	13	0	3	611
International	46	237	20	50	535	312	38	11	16	11	1,276
Peterbilt	167	413	91	81	164	233	52	22	0	0	1,223
Volvo	109	68	35	63	403	215	37	31	0	2	963
Western Star	127	229	23	16	120	115	14	37	1	13	695
TOTALS	1,054	1,958	417	411	2,749	1,703	325	158	19	41	8,835

Historical Comparison – YTD Apr 13



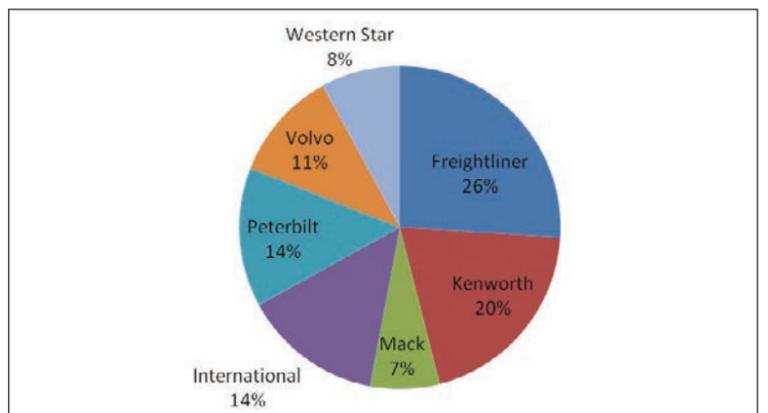
With sales YTD of 8,835 Class 8 trucks, 2013 is almost 1,000 units behind last year's pace but also about 1,800 units above the five-year average. Assuming an 8-year life cycle for Class 8 trucks (a truck could go through several owners during this period), there are more than 35,000 trucks due for renewal in 2013. But reaching such a sales milestone this year is only likely if we have a strong second half, as was the case in 2011. Over the past five years, YTD sales by April have averaged 31% of the annual total. So the most likely scenario is for Class 8 sales to come in around 28,500 vehicles in 2013.

12-Month Sales Trends



After 15 straight months of sales coming in above the 2,000 mark, reminiscent of the industry's capacity boom years of 2005 to 2007, they dropped slightly below 2,000 in January and yet again in February. They did rebound to over the 2,000 mark, however, in March but were still behind last year's totals for the month. In April they stayed above the 2,000 mark and also surpassed the previous year's totals.

Market Share Class 8 – Apr 13 YTD



A strong April has kept Freightliner, last year's Canadian market leader, in firm command of the market share lead. Kenworth finished 2012 in the number two spot for market share, its wide western network tapping into the stronger western economy. The company still sits in second place with 20% market share. Navistar International finished the year with 15% market share and is now in a close tie with Peterbilt with a 14% share of the Canadian Class 8 market.

Source: Canadian Motor Vehicle Manufacturers Association

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Creating a healthy workplace

The secret is out among the best run trucking companies, that a formal health and wellness plan for drivers and other staff can deliver significant benefits to a carrier's operations. It has often been said that a healthy driver is a safe driver, and there's growing evidence that drivers prefer to work for companies that help them achieve a healthier lifestyle.

This point was hammered home at two separate seminars I attended over the past few weeks. At the Best Fleets to Drive For seminar in Toronto, CarriersEdge president Mark Murrell said virtually all the top-performing fleets in the competition have some form of health and wellness program available to drivers. This is a significant change from when the program started just five years ago, when the topic didn't appear on a single driver survey.

Just one day earlier, I attended the most recent Driving for Profit seminar, which featured a session on health and wellness programs. The session featured Trevor Kurtz, general manager of Brian Kurtz Trucking, Dave Dietrick, vice-president of human resources with Erb Group and Siphwe Baleka, driver fitness coach with Prime Inc. Their success stories were a source of inspiration for anyone who has strug-



gled with attaining a healthy lifestyle and should also motivate fleet managers to take an active interest in the wellness of their drivers. Here are a few dos and don'ts that emerged from the information-packed session:

Don't assume there's no interest: Kurtz admitted he approached the subject of driver health with some trepidation, unsure how drivers would react to the idea of a company-driven health and wellness program. He broached the subject of joining the Truckload Carriers Association's Weight Loss Showdown during a driver's meeting, and 20 drivers out of 100 immediately volunteered. Kurtz said he was pleasantly surprised at the interest level among the company's driving force and other staff. Even more drivers began showing an interest once they noticed the results of their peers, he pointed out.

Don't think it can't be done: We've all heard the excuses – legitimate excuses, to be sure – from drivers. There's

no place healthy to eat along the route, no time to exercise, etc. Baleka has created an exercise program for drivers that takes just 15 minutes and can be done anywhere, any time. You don't need to run 10 miles a day to attain noticeable results, he said. And eating habits don't have to change drastically. For example, a footlong sub can be replaced with an equally fulfilling six-inch with double meat, effectively reducing your cab intake by half. Carbs are often to blame for weight gain. Carbs are energy, which if not burned off, are stored as fat.

Do provide the necessary tools: Some small investments by the fleet can go a long way towards helping drivers achieve their goals. Equipping truck cabs with fridges allows drivers more options for eating healthy on the road and helps them to avoid the truck stop buffets. Installing bike racks on the cab provides another option for exercising while on the road. Kurtz even pays lumper fees to drivers who choose to handbomb their own freight for those loads that require handbombing.

Do provide ongoing support: Once a formalized health and wellness program has been initiated and drivers have begun reaching their weight-loss goals, it's important to continue celebrating victo-

ries and keep the momentum going. Kurtz said that's one of the biggest lessons learned at Brian Kurtz Trucking. You don't want the success pictures on the bulletin board to get too dated and you don't want drivers reverting back to their old habits, so ensure the program is continuous to achieve lasting results. Kurtz recommends soliciting the help of an office cheerleader to provide ongoing support and motivation to drivers who take part. For many more tips, see pg. 30. □

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Is natural gas a natural fit?

Is natural gas a natural fit to replace diesel as the fuel of choice in trucking? Skip back three decades to the early 80s and Canada was a pioneer in supporting the development of natural gas vehicle technologies.

But the infrastructure issues never got resolved, there were concerns about natural gas reserves, diesel prices were low and people stopped talking about natural gas by the mid-90s.

There are more than 16 million natural gas vehicles worldwide today but, despite the recent efforts of pioneers such as Robert and Bison Transport, you won't find many in Canada.

We are near the bottom of the list with less than 15,000 natural gas vehicles.

Well, as they say, what goes round comes around and natural



gas is back in the spotlight as an alternative fuel.

The emergence of large shale gas reserves in both Canada and the US in recent years have been a game changer.

Now I've been accused of being a "tree hugger" more than once in my life and it's a badge I wear proudly. (If you don't believe clean air and water should be a priority, how can I take you seriously?)

Some of my fellow "tree huggers," however, are critical about natural gas exploration. But I am in favour of it. Why? Because in

addition to being an environmentalist, I'm also a pragmatist.

Transportation is the second largest sector in Canada in terms of energy consumption and it accounted for more than a third of the spike in greenhouse gas emissions between 1990 and 2008.

By 2020, it's estimated the demand for energy from the transportation sector will increase by as much as 30%. While I don't believe natural gas is the ultimate solution for transportation, I do believe it's a step in the right direction. By using natural gas to power medium- and heavy-duty trucks in Canada we can reduce GHG emissions by a quarter.

At the same time, natural gas is at least 30% less expensive right now than diesel with plenty of supply available to keep pricing steady, which answers the concern that what is environmentally friendly must also make economic sense.

There are legitimate concerns

about the environmental impact of hydraulic fracking (the method by which natural gas is extracted from shale) but as CNN's Fareed Zakaria, another tree hugger who is also a pragmatist, points out, the best studies show fracking can be done in a safe manner and most of the riskiest practices have been employed by a small number of lowest-cost producers. In other words, there is simply a need for sensible regulation.

And speaking of sensible, we must also hear more from engine manufacturers about their plans for LNG-powered vehicles, more from fuel producers about planned investments in a natural gas infrastructure and more from government about how and when they plan to tax natural gas. □

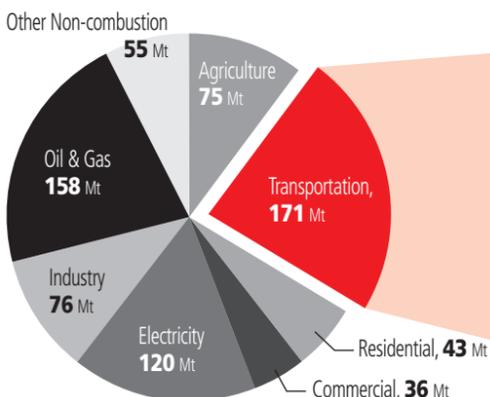
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Did you know? The amount of GHG emitted by road freight

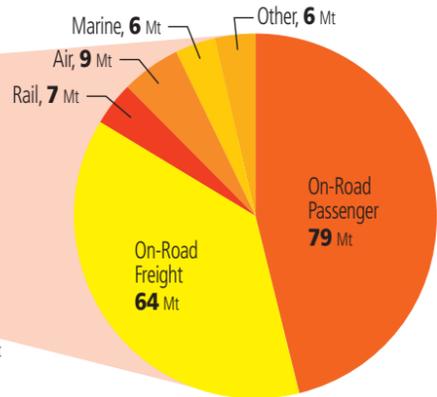
Canada's freight sector has grown considerably over the past two decades. Total freight moved, in tonne-kilometres, increased by 54% from 1990 to 2010. Total freight moved by truck has shown particularly strong growth, increasing by 166% over that period.

But there has been a price to pay for that success and that has come through a significant increase in greenhouse gas emissions. GHG emissions from the freight sector have increased 70% between 1990

GHG EMISSIONS (MT CO2E) BY ECONOMIC SECTOR, 2008



GHG EMISSIONS (MT CO2E) BY TRANSPORTATION MODE



and 2010.

Interestingly, trucking, which is the most often used mode, has actually improved its energy efficiency per tonne-kilometre by 25% over that time period but these effi-

ciency improvements have not been enough to offset the emissions produced from the rapid growth in demand for the movement of goods. The accompanying pie charts, provided by Transport Canada, show

a snapshot of energy use and GHG emissions by industry and by mode. They show that transportation is the largest contributor to GHG emissions in Canada and that on-road freight is the second largest emitter behind emissions from passenger cars.

Stricter fuel efficiency standards that come into play in Canada in 2014 and voluntary programs such as SmartWay – which help pair fuel efficiency minded shippers with fuel efficient carriers – will play a role in reducing emissions. So too will greater use of natural gas, which delivers about 30% less GHG than diesel. But the most effective approach will likely be realizing that concentrating on boosting fuel efficiency can drive significant cost reductions for carrier operations. □

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IN BRIEF

Who's giving money away?

OTTAWA, Ont. - Trucking HR Canada has released a new guide that outlines funding opportunities for employers in the trucking industry. The free guide, found on the organization's Web site, identifies available funds, program requirements, and links to related information. The first edition identifies funding sources, including:

- Apprenticeship Job Creation Tax Credit equal to 10% of eligible salaries and wages payable for apprentices including transport trailer technicians, and truck and transport mechanics.
• High Demand Youth Internship Program - offering funds in selected regions to help a young interns build skills, develop confidence, and benefit from the guidance and support of a mentor.
• Skills Link (Work Experience Component) - supporting opportunities for youth through on-the-

job experience.

- Opportunities Fund for People with Disabilities - offering wage subsidies to hire persons with disabilities.
• Canada Job Grant - potentially

providing \$15,000 or more to ensure access to training for jobs in high-demand fields.

Officials at Trucking HR Canada say the group will continue to update the living document as new programs are introduced and requirements change.

Let's continue the conversation...

Features editor Julia Kuzeljevich has just returned from a week in Leipsig, Germany attending the 2013 International Transport Summit, organized annually by the Organization for Economic Cooperation and Development in Leipzig, Germany.

The event attracted 1,000 delegates, including NGOs, CEOs and Transport Ministers from 60 states, including Canada's Denis Lebel, Minister of Transport, Infrastructure and Communities. The focus was on potential financial solutions for investing in infrastructure, borders and transportation technology.

Editorial director Lou Smyrlis, after participating in a cross-country information tour about the introduction of SmartWay into Canada in June, held focus groups for a major lighting manufacturer in the US. In late June, he will be addressing Bridgestone's annual sales conference on the latest trucking industry trends.

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BORDER

New study shows heavy trucks safer than medium-duty trucks

ARLINGTON, Va. – A new report from the American Transportation Research Institute (ATRI) suggests that combining medium- and heavy-duty truck crash statistics drags down the true safety record of the US heavy truck fleet.

The study separated and evaluated a decade's worth of crashes for medium-duty and heavy-duty trucks, identifying notable crash trends for each vehicle population.

The analysis revealed noticeable differences in safety trends between the two vehicle types, with medium-duty trucks generally performing worse than heavy-duty trucks, ATRI reported.

"In order to continue to make progress in truck crash rates, we must improve our ability to target safety strategies across all segments of the industry," said Keith Klein, COO of Transport America. "This research will enhance our industry's ability to customize safety solutions."

"This research also points out that blending medium-duty crash statistics with heavy-duty crash statistics may unfairly drag down the safety gains made by heavy-duty truck fleets," added American Trucking Associations president and CEO Bill Graves. "When it comes to truck safety, clearly one-size solutions do not fit all scenarios."

The full report can be found at www.atri-online.org. □

OOIDA doubles down against FMCSA over handling of driver safety records

GRAIN VALLEY, Mo. – The Owner-Operator Independent Drivers Association (OOIDA) has filed a second complaint against the Federal Motor Carrier Safety Administration (FMCSA) with regard to its safety records and the DataQ appeal process.

OOIDA filed with the US District Court of Appeals for the District of Columbia Circuit on behalf of a member who received a citation for failing to stop at a weigh station while traveling through Montana. According to OOIDA, the member had missed the stop at first, but immediately turned around and went back.

The member later had the ticket dismissed by Montana courts. The ticket was removed from his motor vehicle record, but it still remains on records kept by FMCSA, which are

made available to the public. OOIDA is seeking to prevent FMCSA from reporting that the truck driver violated the law and asking that the information be purged from his records.

"By refusing to accept the determination by a court, the FMCSA has in essence made state law enforcement agencies the final judge and jury on all citations," said Todd Spencer, OOIDA's executive vice-president.

The data stored in the FMCSA's safety records database is also utilized by the agency's Pre-Employment Screening Program and the Compliance Safety Accountability (CSA) enforcement program. However, when a DataQ challenge is submitted by a driver to FMCSA, it is routed back to the state where the inspection report with the alleged violations originated. OOIDA officials say they believe this is the federal agency's way of delegating the responsibility of keeping complete and correct data to the states.

"How can this system be considered to have any integrity if it is above the law of the land and purposely fails to be accurate?" Spencer asked. "It certainly can't possibly make roads safer."

The original suit, which is still pending, alleges the FMCSA fails to comply with the Fair Credit Reporting Act, with the Privacy Act, and with mandates governing agency action contained in the previous highway bill.

OOIDA alleges that FMCSA releases records of alleged safety violations to potential employers before drivers have had their day in court and that it refuses to delete references to such violations even after drivers have been exonerated in court. □

US truck tonnage dips slightly in April

ARLINGTON, Va. – US for-hire truck tonnage fell 0.2% in April, on the heels of a 0.9% gain in March, according to the latest data from the American Trucking Associations.

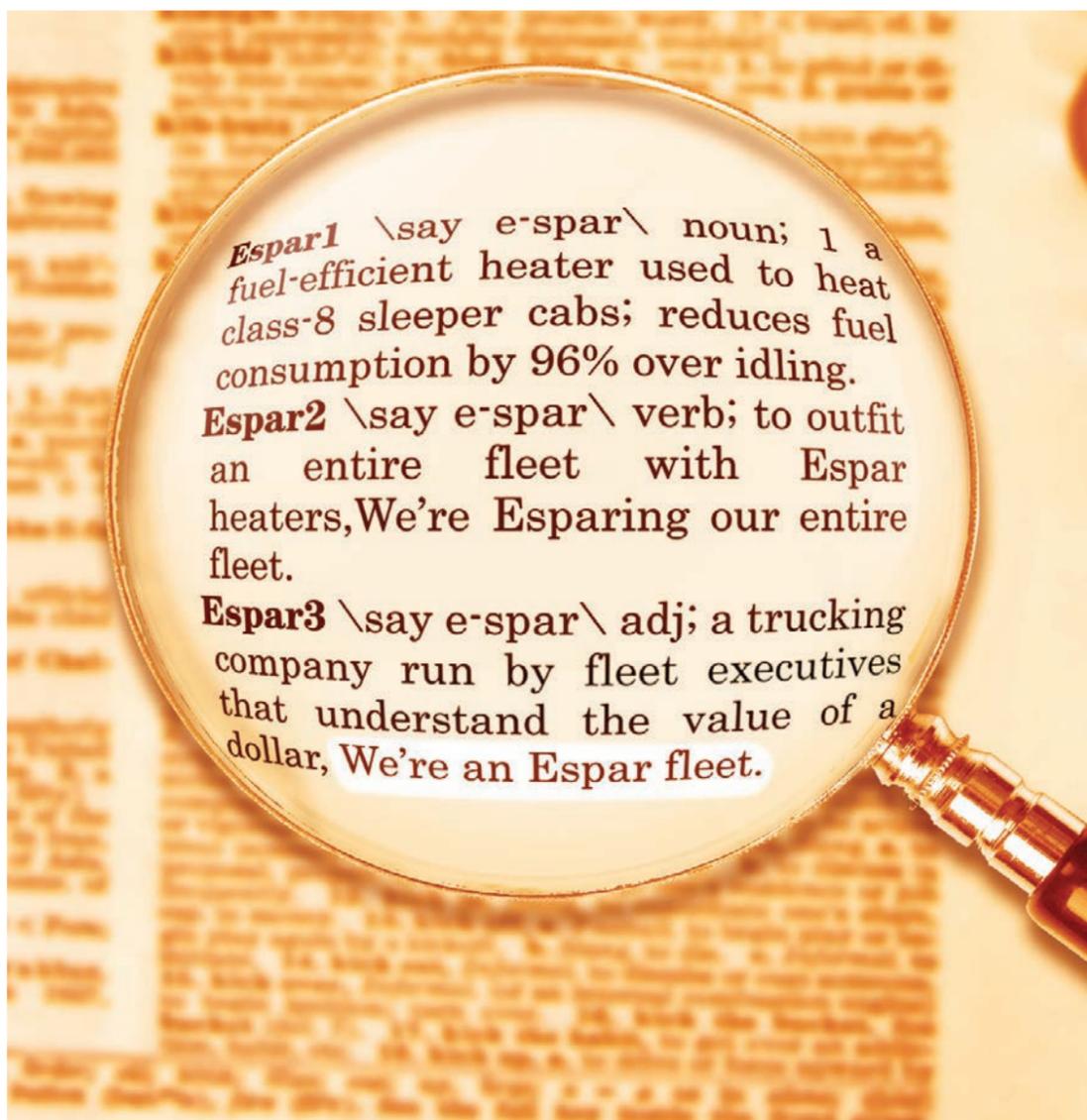
The seasonally-adjusted index totaled 123.2 in April, compared to 123.5 in March. The highest ever recording was 124.3 in December 2011. Compared to April 2012, the seasonally-adjusted index was up 4.3%, marking the largest y-o-y gain since January. Year-to-date, compared to the same period in 2012, tonnage is up 4%.

"The slight drop in tonnage during April fit with trends from other industries that drive a significant amount of truck freight, such as manufacturing and housing," ATA chief economist Bob Costello said, noting that in April, compared with the previous month, factory output slipped 0.4% while housing starts plunged 16.5%.

"After rising significantly late last year and in January of this year, truck tonnage has been bouncing around a narrow, but elevated band over the last three months. It is also worth noting that the year-over-year comparisons are much better than expected just a few months ago and I'm hearing good comments about freight so far in May." □

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QUEBEC

Stopped thieves!

Quebec police dismantle cargo theft ring that pilfered at least 23 loads

By Carroll McCormick
MONTREAL, Que. – Montreal lost a bargain-basement wholesaler this April when the Surete du Quebec (SQ) put the cuffs on six people connected with a network of cargo theft criminals. They were involved in the thefts of at least 23 trailer loads of goods, ranging from dog cookies to soup.

The total value of the goods stolen was estimated to be over \$2 million, according to SQ spokesperson Sgt. Joyce Kemp.

Police arrested four men and two women between the ages of 20 and 47 and carried out four search warrants: one in a warehouse on the Island of Montreal, and three in homes located in Saint-Sauveur, Drummondville and Saint-Denis-sur-Richelieu.

The ring is not linked to organized crime groups, such as the Montreal Mafia, Rock Machine or the Hells Angels, according to Sgt. Kemp.

The SQ did not provide any details on the methods that the thieves used to pull off the heists. It only revealed a very general modus operandi, that thieves would steal tractor-trailers, or just the trailers, and sell the contents to a wholesaler, who would then store them in a warehouse in Montreal.

Buyers would drop in and shop for what they wanted, much like how honest shoppers cruise the aisles in big box stores and load up on bulk purchases, according to Sgt. Kemp. To her knowledge, police have not arrested any of the warehouse shoppers.

The SQ, in collaboration with sister police forces in Montreal, Quebec City, Chaudiere-Appalaches and le Mauricie kicked off the seven-month investigation last October, after thieves made off with a load of cereal products in Saint-Liboire, roughly 65 kilometres east of Montreal.

Over the course of the investigation, the SQ tallied 21 thefts in several regions of Quebec and two from Ontario.

One tractor-trailer, for example, was stolen in Saint-Hyacinthe last Oct. 14. Police later found the trailer on the Island of Montreal, minus its load of soup.

That same day, also in Saint-Hyacinthe, thieves made off with a tractor-trailer and its load of dog cookies. Police later caught up with the empty trailer just a few kilometres outside of the town, which is about a half-hour drive east of Montreal.

Although the SQ declined to name the victims of any of the other thefts, the streets on which two of the thefts occurred have manufacturing and distribution facilities.

This suggests that at least some of the thefts were from shipper or

carrier yards.

Although the SQ did not explain exactly why it launched this particular investigation when it did – after all, cargo theft is an ongoing problem – its investigative division in Monteregie, a region encompassing an area south and east of Montreal, dedicated officers to uncovering the network's activities following two other thefts: One in May, 2012 and another the following month in Levi, just east of Quebec City, in which thieves drove off with a trailer load of energy drinks.

Although police have dismantled a cargo theft network, the SQ cited confidentiality when asked whether the investigation was ongoing.

Similarly, the SQ declined to explain how it knew that the 23 thefts were connected to this ring. It also did not provide details of just how the thieves carried out the heists, although it is a safe bet, judging from the streets named in the examples provided by the SQ, that thieves stole at least some from shippers' yards.

Sgt. Kemp did mention, however, that these thieves used a completely different style than that used by thieves in some heists in 2010 and 2011 in the Monteregie region.

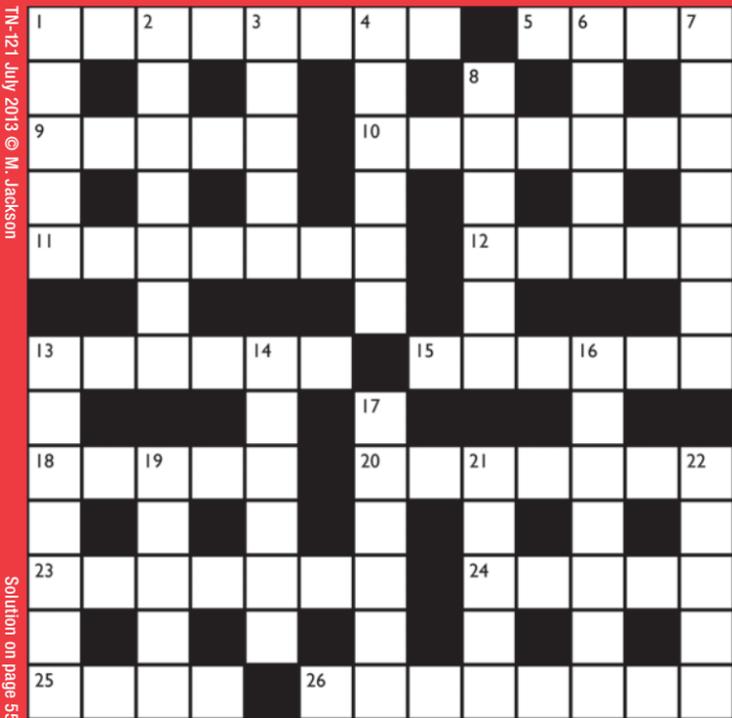
In these, enterprising thieves duped shippers and carriers into giving them shipments, including chicken, pork, chocolate, perfume and pop, which promptly dropped off the map.

“Often, an ad (had been) placed on a Web site that allows shippers and carriers to announce their transport or make facilities available to transport in specific geographic locations,” Sgt. Kemp explains. “With this information, the suspects were able to identify the types of goods that were available to be transported. They would fraudulently use the coordinates of an existing company and make an interesting submission to the (company that placed the ad) in order to obtain the transport of the merchandise. They would then take possession of the shipment. The merchandise was not delivered to the customer as agreed. It was taken by the suspects and often the trailer was found empty.”

Sgt. Kemp passes on these tips to avoid getting duped like this: Verify the company documents, such as licences and insurance, when a driver comes to pick up a load. Ask to see photo ID of the driver and take notes of the details on the ID. Take notes on features of the tractor-trailer and write down the licence plate numbers.

The SQ can be contacted about cargo theft information at 800-659-4264. □

CROSSWORD PUZZLE



Across

- 1 Snowstorm driving danger
- 5 Canadian diesel-fuel brand
- 9 International-trade pact, briefly
- 10 Income-tax file item, often
- 11 NHL cup name
- 12 Truck-stop rule breaker, perhaps
- 13 Trucking companies' rigs
- 15 Signatory of 9-Across pact
- 18 BC to AK highway, briefly
- 20 Mack's bulldog and Chevy's bowtie
- 23 Fort Erie's cross-border neighbour
- 24 UPS truck color
- 25 Air resistance against truck
- 26 Manitoba plates' word

Down

- 1 Truck fenders, in UK
- 2 Add air to tire
- 3 BlackBerry message from home
- 4 Thru-glass danger to drivers (1,1,4)
- 6 Unfortunate tanker-truck event
- 7 Car-plant province
- 8 With 22-Down, gent on Canadian Tire money
- 13 Truck or trailer type
- 14 CB radio, slangily (3,3)
- 16 Temporary Arctic highway (3,4)
- 17 Unexpected route revision
- 19 Can. Intl. Freight Forwarders Assoc., briefly
- 21 Motel-room find, frequently
- 22 See 8-Down clue

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ONTARIO

Diesel tax increase shouldn't be used to fund transit: OTA

TORONTO, Ont. – A plan laid out by Metrolinx on how to fund transportation projects in the Toronto and Hamilton areas places too much emphasis on transit, according to the Ontario Trucking Association (OTA).

The plan, called The Big Move, looked at how to generate some \$20 billion in funding over the next decade. Among the recommendations are: a five cent/litre diesel and gas tax; a 1% increase in the HST provincially or regionally; an increase in regional development charges; and a variable regional business parking levy. Metrolinx also suggested creating a dedicated transportation trust fund, into which all funds raised through the Metrolinx investment strategy would be placed.

The OTA said it plans to play a key role in upcoming consultations on the plan. However, the association is already worried about the lack of focus on goods movement and the heavy focus on transit.

“Goods movement received only a passing, over-simplified glance in The Big Move,” said OTA president David Bradley. “An efficient system of roads, highways and bridges in the region and throughout the province is needed and all the monies raised from the industry by fuel taxes and commercial vehicle registration fees – which are in the process of being raised by 70% incidentally – should be dedicated to that purpose through a specific highway trust fund on a provincial basis.”

Bradley said the Metrolinx plan could see funds raised from the trucking industry through a diesel tax increase, used to fund transit.

“There is a question whether it is fair that truckers are asked to pay for transit,” he said. “Unlike motorists, who have a choice in terms of whether to take transit or continue to drive, truckers have no such choice. I understand the argument that transit can help alleviate highway congestion, but it depends on whether people will actually get out of their cars and take transit. Regardless, the costs of a new fuel tax will have to be passed along to shippers through fuel surcharges.” □

Davy Truck Sales contributes to trucking charity

MISSISSAUGA, Ont. – Davy Truck Sales has announced its sponsorship of the Trucking for a Cure charity, presenting the organization with a cheque for \$2,300.

Davy Truck Sales owner Adam Davy says a certain amount from each truck sold will be donated to the cause.

The first such cheque was presented at the Road Today Truck Show in Brampton May 26. □

Bluewave rolls out new on-site fuelling service

By Adam Ledlow
RICHMOND HILL, Ont. – Bluewave Energy is looking to turn fleets' downtime into uptime with its new 'Ready to Roll' automated fuelling service. The new service, officially launched May 17 at a ribbon-cutting ceremony at Bluewave's Richmond Hill facility, delivers fuel on-site directly to fleet equipment.

Willie Rouse, vice-president of commercial fuels for Bluewave's Eastern division, says the service is intended to save fleets both time and money by avoiding the hassle and risk associated with on-site fuel storage, eliminating the need to travel to fuelling stations, and maximizing efficiency by fuelling up during fleet downtime – often overnight.

“This service is specifically designed so that when (customers) come in in the morning, they're literally ready to roll, hence the name,” Rouse told *Truck News* at the event. Rouse says that an added benefit of the service is its Web portal, which allows online access to real-time fuel reports and individual billing information for each piece of equipment.

“The Web portal connection for this service just allows customers to get a lot better data, cleaner data,” Rouse said.

Though the service was officially launched May 17, some customers have already been enjoying the



READY TO ROLL: Staff gathered outside Bluewave Energy's Richmond Hill, Ont. facility for the official launch of the company's Ready to Roll automated fleet fuelling service last month.
Photo by Adam Ledlow

benefits of Ready to Roll.

“With the speedy service that they're providing, the efficiency with which they're delivering fuel, and the way that they're able to track the fuel consumption of each unit, we'll be able to better cost our projects and ensure efficiency,” Eliseo Lancione, president of Lancorp Construction, told *Truck News* at the event.

At present, the service is rolling out in Toronto, but officials at Parkland Fuel Corporation, Bluewave's parent company, say expansion

across Canada is slated for the future.

“We need to innovate on that front and be market-leading. We thought this was a capability we didn't have and we could grow,” said Bob Espey, president and CEO of Parkland. “Our business is all about growth. We have grown about 20% annually for the last five years, so we're very keen to add new capabilities to us that enable us to keep growing.”

For more information on Ready to Roll, visit www.bluewaveenergy.ca. □

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ONTARIO

Road Today Truck Show scores with new venue; draws 7,000 visitors

By Adam Ledlow

BRAMPTON, Ont. – The fifth annual Road Today Truck Show took to a new Brampton venue over the sunny-skied May 25-26 weekend, with nearly 7,000 attendees visiting the Soccer Centre.

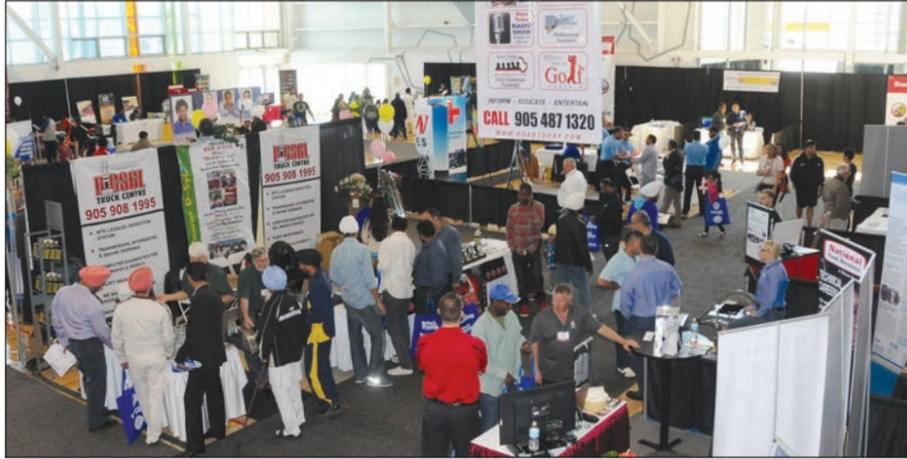
The show, hosted by the publishers of *Road Today* magazine, was called “very successful” by event organizers, who also described the mood of both visitor and exhibitors as “upbeat.”

About 100 exhibitors from a variety of sectors took part in the trade show, including companies focused on trucks (new and used), trailers, heavy-duty parts and accessories, servicing equipment and supplies, engines and powertrain components, fuels and fuel additives, media outlets and financial services.

Organizers called the Job Fair for drivers and owner/operators “a huge success.” Staff members from MTO commercial vehicle enforcement were also there to answer queries of truckers.

Road Today editor Manan Gupta told *Truck News* that the event was designed for whole families to enjoy, with show features including as a clown, face-painting, live entertainment, a rock-climbing wall, a bouncy castle, and prize giveaways.

The show was inaugurated by



GOOD CROWDS: About 7,000 visited the Road Today Truck Show, held this year at a new venue. *Photo by Hans Janzen*

Brampton Mayor Susan Fennell and Regional Councillor John Sanderson. Other prominent dignitaries visiting the show included Jim Karygiannis, Member Parliament for Scar-

borough Agincourt; Linda Jeffrey, Ontario Minister of Municipal Affairs and Housing; and Vicky Dillon, City Councillor.

Special greetings and congratula-

tory messages were sent in by Prime Minister Stephen Harper, Ontario Premier Kathleen Wynne, Minister of Transportation Glen Murray, and Canadian Trucking Alliance CEO David Bradley.

The show also featured the Road Today Trucking Excellence Awards. Award winners included Aman Thakral of ITS Transport (Owner/Operator of the Year), Dr. Peter Gibson of Bramalea Secondary School (Trucking Educationist of the Year) and Hans Janzen of Mississauga (Trucking Ambassador of the Year).

“The Road Today Truck Show management is thankful for the continued patronage received from the trucking industry and community. We now look forward to the sixth year celebrations in May 2014,” show organizers said in a release. □

Scholarships awarded to top tech students

TORONTO, Ont. – The top two academic achievers in the truck-trailer service unit of Conestoga College’s Motive Power Fundamentals program were awarded with Glasvan Great Dane Truck Trailer Service Technician scholarships May 29. Connor Irwin was recognized for being the top practical student, while Sean Dixon was honoured for being the most improved student.

“We see this as a win-win opportunity,” says Paul Cobham, president of Glasvan Trailers of Mississauga. “The students appreciate the additional funding to help them continue their apprenticeships and are given a little extra reward for their hard work and dedication.” Cobham also notes that the students’ “exposure to the trucking industry as a possible employer in the future is a step in the right direction.”

The 2013 Trailcon Leasing Trailer Service Technician Scholarship was awarded to Wade Munro of Hagersville, Ont. Munro is a student enrolled in Conestoga College’s Motive Power Fundamentals program who excelled in the Truck Trailer Service component of the program.

“My wife and daughter are my focus,” said Munro in his application. “They give me the drive to achieve and succeed.”

“Once again, we at Trailcon feel privileged to be able to offer this opportunity to a student who has clearly demonstrated a strong commitment to his education and training,” says Al Boughton, president of Trailcon Leasing. The scholarships were presented at the fourth Annual Trades and Apprenticeship Awards Ceremony hosted by Conestoga College. □




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ONTARIO

Is substandard training a problem in Ontario?

Continued from page 1

tell from the way they open the hood, if they're opening it from the side. There are only so many engine manufacturers out there. If they can't find the dipstick, you know there's a problem right off the bat."

Indeed, the current road test required to get an A/Z licence in Ontario doesn't even require the applicant to open the hood as part of the pre-trip inspection process.

Broderick also has seen the local training schools in action, sometimes with as many as four people crammed inside a day cab as they navigate the road test route in preparation for their tests.

The issue of poorly trained driving job applicants also came up at last year's Ontario Trucking Association (OTA) convention. Rob Penner, chief operating officer with Bison Transport said at the time the company was hiring just nine of 100 applicants.

"The quality of the applicant is scary," Penner said.

Speaking on the same panel, Jeff Bryan Transport president, and current OTA chair Jeff Bryan, said drivers coming out of some

schools lack even the most fundamental skills.

"We've noticed we've got a whack of drivers that don't know how to read a map properly, or how to plug in the correct information in the GPS," Bryan said.

Many of these ill-prepared drivers arrive at fleets' doors having received little training from unregistered schools, which charge as little as \$500 and teach drivers only what's required to pass the provincial road test.

It's a far cry from the 200-hour curriculum developed by the province and administered by MTCU-registered training schools.

By contrast, the vocational schools can cost as much as \$8,000 to \$12,000, but they train prospective drivers on all the skills required of a professional driver.

Yvette Lagrois, president of the Truck Training Schools Association of Ontario (TTSAO) and vice-president of Ontario Truck Training Academy blames in part, the loosening of road test requirements to allow automatic transmissions and to be conducted in less than an hour.

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‘Certainly, no reputable trucking company will hire them. But it’s wrong to say they can’t ever get jobs.’

Rick Geller

ic testing for new drivers from just the senior drivers, non-registered schools started on the upswing as the ease of testing at DriveTest was not the qualifier for the industry,” Lagrois said. “This now transfers the problem to the company level without a proper filter for quality control of entry-level drivers reaching a company.”

Unregistered schools, in some cases, will teach students how to adequately navigate the course used by DriveTest Centres for A/Z road tests and little else.

“The road test has come down to basically being a one-hour limit per person and we have this checklist mentality, where we have non-registered schools saying ‘We’ll match, word-for-word, the checklist,’ but not create a qualified candidate to be employed in the industry,” Lagrois said.

Rick Geller, a trucking insurance veteran and senior safety services rep with Old Republic, agreed.

“They’re teaching them to pass the road test as opposed to how to drive trucks,” he said.

Students are drawn to the unregistered training schools because of the low price of admittance and quick turnaround.

However, Lagrois said they’re clogging the DriveTest Centres and creating waiting periods averaging, at some centres, 40 days even for those who’ve invested the time and money in taking the 200-hour training program through a registered vocational school.

The TTSAO is now in talks with the Ministry of Transportation, in hopes graduates of a bona-fide truck training school will get preferential treatment and have access to a road test in a more timely manner than those who have attended an unregistered school.

Even those grads of an unregistered school who pass their road test and acquire an A/Z licence are often not employable, so the clogging of the system does the industry no good in the end, Lagrois added. Geller agreed.

“These unregistered schools undermine the good work that people are trying to accomplish, in producing a safe driver and one who has a better understanding and is ready to go into the industry,” Geller said.

“These ones that are being cranked out for \$500 are of no value to the industry. The only people they present value to are the unregistered schools that pocket the \$500. That’s the gap that’s been built into the system.”

Sadly, many people who’ve chosen a low-cost, unregistered school did so thinking they’d be guaranteed a job upon completion of the program, Lagrois said.

“They are being led down a garden pathway, thinking that at the

end of the A/Z licence that there’s going to be a job waiting for them, when they may not even be able to be insured,” Lagrois said.

But that’s not to say all of them end up back where they began. Some do get hired on, which in some respects is scarier, Geller pointed out.

“It would be wrong to say that nobody will hire them,” Geller said. “Certainly, no reputable trucking company will hire them. But it’s wrong to say they can’t ever get jobs. It’s just that they tend to be victimized again, because now they’re going to be working for what amounts to indentured servitude, because they have no other options. A reputable trucking company won’t touch them, so now they can be victimized again by that substandard carrier. I can’t believe every one of these guys that goes to an unregistered school is sitting somewhere in an unemployment lineup.”

Lagrois said unregistered schools take what could potentially be a productive employee, in a driver-starved industry, and waste the opportunity to mold them into a skilled professional who can make a contribution. With so few people entering the profession, Lagrois said the long-term damage being perpetuated by these schools is significant.

“For every downtrodden person, there’s someone who can make use of them, especially with a driver shortage. But what we’re looking at is, are they meeting their potential? We have to maximize the drivers we do produce. If anything, this is about making sure we damned well develop the potential coming through to qualified candidates,” Lagrois said. “Can’t we use our resources better?”

She also pointed out a 200-hour course acts as a “venting system” to identify and wean out those who aren’t a fit for a career in trucking.

Carriers looking for good drivers should consider partnering up with an MTCU-registered school, and asking applicants where they received their training, Lagrois and Geller advise.

“Ask for some specifics when they say they’ve received training,” Geller suggested. “Ask some specific questions; how many hours behind the wheel? How many hours in the classroom?”

“Know the school they’re accepting drivers from,” Lagrois added. “That’s an easy one.”

Belonging to an organization like TTSAO or the PTDI is usually an indicator that a training school adheres to an established curriculum, she added.

Also, the MTCU lists a directory of registered training schools on its Web site, making unregistered schools easy to identify by process of elimination. □

OTA revs engines for fall hot-rod event

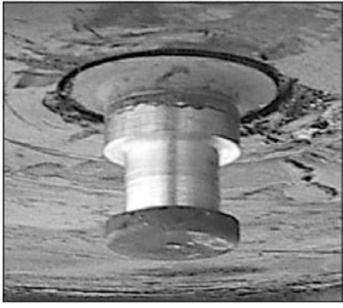
TORONTO, Ont. – The Ontario Trucking Association will be hosting its inaugural cross-Ontario, Big Wheels Bike and Car ride for motorcycle, hot-rod and classic car enthusiasts Sept. 12.

OTA officials are calling the Big Wheels rally “a one-of-a-kind, moderately-routed adventure ride” through the hills and valleys of Ontario. The event will kick off from various starting points across the province, with each leg of the cruise converging at Horseshoe Valley Resort in Barrie. Once there, the OTA is inviting guests to take part in the show’n’shine contest, BBQ and drinks, relaxation and networking.

“Stay overnight and enjoy the resort’s golf and other amenities the following day or – for those die-hard riders – saddle back up and make your way to Port Dover for the legendary Friday the 13th,” OTA said in a release. All OTA member and invited non-member carriers and suppliers who own a motorcycle, vintage cars or sports cars and trucks are welcome, according to the OTA, though officials note that riding or driving is not required to attend the Horseshoe Valley portion of the event.

“If there’s one thing truckers know, it’s the open road,” says OTA chair Jeff Bryan of Jeff Bryan Transport. “This unique OTA event is simply about fun and meeting new people in the industry. Whether you’re an enthusiast rider, driver or just someone who wants to meet up afterwards for a party and to look at some cool bikes, cars and trucks, we look forward to seeing you on Sept. 12.”

To register for the event or for more information, visit www.otarally.ca or contact Joanne.Benac@Ontruck.org. □



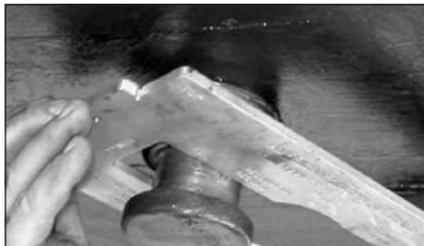
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Lessons from the best in the biz

Best Fleets to Drive For competition reveals some surprising, and not so surprising, insights into what it takes to be viewed by drivers as the best.

By James Menzies

MISSISSAUGA, Ont. – Just being nominated as a Best Fleet to Drive For and then going through the extensive evaluation process is an eye-opening process of self-awareness for fleets that have had the opportunity. Mark Murrell, president of Canadian online training firm CarriersEdge, which runs the popular program for the Truckload Carriers Association, said during his cross-country seminar series that the bar has been raised each of the five years the competition has existed. Carriers who've taken part find out how they stack up against other fleets that have been recognized by their drivers as the best in the business to work for.

This year's Best Fleet for Owner/Operators, Landstar System, solicited more than 900 owner/operator surveys as part of the evaluation process. Asking for input from drivers and owner/operators, according to Murrell, is one of the easiest and most effective ways to ensure happiness and harmony among the driving force.

Drivers who feel their opinions on issues are valued are generally the most satisfied, according to driver surveys collected by CarriersEdge during the evaluation process.

"The trick is to ask the right questions," Murrell said of driver surveys, noting it's more effective to ask for feedback before an event or decision than after the fact, when decisions have already been made without driver input.

Communication is among the most important things drivers and owner/operators are looking for from their carriers. Fleets that are regularly asking drivers and O/Os for their feedback tend to score better under the Best Fleets' scoring criteria, Murrell said.

Interestingly, the things drivers value from their carrier have changed, even in the five years the Best Fleets competition has existed. Five years ago, said Murrell, the word 'Facebook' didn't appear on a single driver survey. This year, it was a recurring theme, with drivers lauding their company's Facebook page or wishing they had one.

"Facebook is by far the most effective community-building tool we see fleets using right now," Murrell said. But its effectiveness depends on how well it's used. Some carrier use their Facebook page to do little more than post job openings while others use it as a bulletin board to post pictures and updates on a wide range of company activities, and encourage drivers to do so as well.

"The companies that view it like a community centre are the ones that have great success with it," Murrell said.

Another trend noticed for the first time this year involved drivers expressing an interest in dash-mounted cameras. What previously was viewed by most drivers as an invasion of privacy is now being welcomed, according to the driver surveys collected by the Best Fleets program.

"This year, out of the blue, a whole bunch of drivers want dashboard cameras," Murrell said. "I

think a lot of this has to do with YouTube. Drivers want to be able to capture the crazy stuff they see on the road. All of a sudden, drivers are recognizing this as valuable."

The surveys also have shown that drivers appreciate the increasing use of driver scorecards and performance-based pay. Drivers appreciate knowing how they are performing across a variety of categories and they like to be compensated for above-average performance.

Another tactic employed by the top-scoring carriers involved in the program is to assign driver advocates to new hires. It could be someone in the operations department or another, more senior, driver.

As the industry has evolved, so too has the competition itself. For the first time this year, Car-

riersEdge asked fleets to indicate how much they spend on training each year per driver. This question was added to the survey because, in the past, 26% of nominated fleets said they had a training budget, but couldn't say how much it was. Outside the trucking industry, Murrell said it's normal for companies to allocate \$1,200-\$1,500 per employee for training each year.

This year's surveys revealed the training budgets allocated by carriers are all over the map, ranging from practically zip right on up to \$5,000 per driver.

"It's all over the place," Murrell said, but when averaged out, it came to about \$1,160 per driver. "It turns out, as an industry, we are spending a lot more to train our drivers than

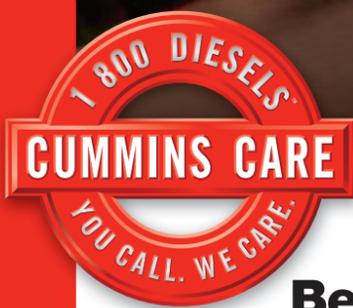
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Communication continues to be highly valued by drivers

Continued from page 17

we think we are, and we're pretty much on par with other industries."

While the Best Fleets to Drive For program reveals many best practices, it also has uncovered a few areas for improvement. One of those is driver retention, or maybe driver re-recruitment. Murrell said fleets have identified the two main reasons drivers leave their company are to go to another job outside the industry or for medical reasons – either their own or a family member's.

"But neither of those are what most retention programs focus on," Murrell pointed out. "Most focus on keeping drivers from going to the carrier down the street. That's not why (most) drivers are leaving, they're leaving because of these other reasons."

Many fleets have reported that drivers often return after a period of time, and some progressive companies actively work to bring former employees back. One company issues a "return ticket" to any driver who leaves on good terms, so they know they're welcome to come back in the future. Tennant Truck Lines sends a letter to former drivers six months to a year after they've left, letting them know the company would love to have them back.

Tips from the winners

Landstar System, winner of the owner/operator category, stood apart from other publicly-trad-

ed companies in its willingness to provide candid answers throughout the evaluation process, Murrell said. Landstar has more than 8,000 owner/operators, or in Landstar-lingo: Business Capacity Owners (BCOs). These operators are able to choose their own loads from Landstar's proprietary load board. A BCO Services department has been es-

tablished to help operators manage the system and effectively run their businesses.

New recruits are put through a three-day CABS (Continuous Awareness of Business and Safety) orientation program, which must be repeated every three years, bringing together a mix of new and experienced O/Os.

Landstar also runs what it calls Safety Thursday, during which operators – and even customers – can call in from wherever they may be for an update on industry issues and safety initiatives. About 600 people call in each week, according to the company.

"They're the first company we've

Continued on page 20

Best Fleets' drivers, O/Os earning more while driving less

MISSISSAUGA, Ont. – Change comes quickly in the trucking industry, and nowhere is that more evident than in the data collected through the Best Fleets to Drive For competition, conducted by the Truckload Carriers Association and CarriersEdge.

When the program was first started five years ago, CSA wasn't yet in effect and the word Facebook didn't appear on a single driver survey.

In 2013, the surveys collected from drivers and fleets show that CSA has changed how drivers are evaluated and, in some cases, compensated and carriers that don't have a decent Facebook page employ drivers who wish they did.

Mark Murrell, president of CarriersEdge, recently shared some data from the thousands of driver surveys and carrier interviews conducted under the program, which indicated working conditions are improving for both company drivers and owner/operators; at least those working for the best-placing fleets.

A case in point, company drivers working for the Top 20 Best Fleets have seen their income increase 10.42% since the first year of the program, while their miles have decreased 6.89%, meaning they're making more and driving less. As for owner/operators, they've seen

their income increase 12.28% compared to five years ago while their miles driven has decreased 7.97%.

Meanwhile, the top-placing fleets in the competition seem to be improving their driver retention. In 2009, fleets in the Top 20 had an average score (measured across a variety of metrics) of 6.5, which represents turnover of about 45%. In 2013, the top fleets averaged a score of 8.027, representing annual turnover of about 30%.

Murrell said program coordinators also examined the safety records of the Top 20 fleets and found fleets scored 0.415 in 2009 and 0.307 in 2013 (based on DoT reportable accidents), representing another notable improvement.

"Among the best fleets over the last five years, pay is up, miles are down, they're safer fleets and they're seeing the benefit of that in terms of lower turnover among drivers," Murrell said. "It speaks to a couple of things; Fleets are continuing to improve, the best of the best are continuing to get better and it also speaks to the fact the bar is raised every year in the Best Fleets to Drive For program."

For more information on the Best Fleets program, visit www.BestFleetsToDriveFor.com. □

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CANADA

Inviting customers to safety meetings? Best Fleets do it.

Continued from page 19
come across that regularly invites customers to attend their safety meetings,” Murrell said. “They want their customers to understand the same things their drivers understand, and they want everybody to be on the same page.”

For that reason, Landstar also sends customers its safety policies and even sends a representative to

of Grand Island, Neb. was named the 2013 Best Fleet to Drive For. Among its initiatives, the company compensates its drivers an extra 2.5 cents/mile if they agree to have a speed limiter activated on their truck, taking a carrot – rather than stick – approach to reducing speeds.

The company has a flexible dispatch system that gives drivers the ability to choose their own routes,

‘They want their customers to understand the same things their drivers understand, and they want everybody to be on the same page.’

Mark Murrell, CarriersEdge

their facilities to teach them about safety policies before a new customer is brought on. Landstar also won the approval of its operators because of its Landstar Contractors Advantage Purchasing Program (LCAPP), which offers them preferred rates on almost anything they need to buy. The LCAPP department is dedicated to negotiating new deals for its owner/operators, providing significant savings on everything from fuel, to tires and trailers.

For company drivers, Grand Island Express, a 160-truck fleet out

and assigns a “dedicated dispatcher” for each driver, whose goal is to help that driver maximize their earning potential.

Grand Island Express provides drivers with weekly scorecards, so they are continuously aware of how they’re performing against company-wide benchmarks. The other benefit for the company is that they can discuss incidents (near misses or hard braking, for example) while they’re still fresh in the driver’s mind.

A whopping 92% of drivers said they were satisfied with the scorecard system employed by Grand Island Express, Murrell noted, indicating a preference for timely feedback. The carrier also got top marks for its processes for when drivers leave the company. Grand Island can tell, right down to the decimal point, why its drivers opted to leave the company.

“It’s very precise information,” Murrell said. “No other fleet came close to this level of detail in answering this question.”

Like Landstar, Grand Island Express sends its safety policies to customers, so there aren’t any surprises that come up related to safety and compliance obligations.

How they’re graded

Of course, declaring any fleet “the best” is a dicey proposition, sure to court some controversy. Murrell provided some insight into what goes into the scoring process. Fleets are asked 90 questions across a range of categories, exploring everything from benefits and compensation, to how they promote work/life balance and professional development.

Some categories are numerically scored while others are not. Of those that are assigned a score, Murrell said evaluators take all responses and then create a sliding scale that ranges from the most basic program through to the best. An absolutely perfect score would be 102, and Murrell said fleets are beginning to come close to that seemingly impossible target. This year’s top scorer was awarded an impressive 95. The Best Fleets to Drive For program is open to any North American for-hire carrier with 10 trucks or more. Fleets must be nominated by one of their drivers or owner/operators. This year, 119 fleets were nominated. □

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Canada's youth not oblivious to opportunities in trucking: Report

OTTAWA, Ont. – Young people may not be as down on the trucking industry as many thought, according to new research conducted for Trucking HR Canada.

While today's youth are concerned about the prospect of long periods away from home, long work hours, poor working conditions and perceived safety risks in the trucking industry, the travel, independence, challenging work and steady employment opportunities do appeal to them. This according to the report *Today's Youth, Tomorrow's Drivers: Attracting Canada's Youth to Opportunities in Trucking*.

The report was based on extensive focus groups, site visits, on-line surveys and interviews with high school students and educators.

Educators who took part noted students are concerned about extended time away from home and safety risks, but said they are aware of the ongoing need for labour. The educators also expressed concern about low pay rates within the industry.

Other barriers as well were identified by the study. It found today's youth are less passionate about cars and driving than previous generations, are less likely to have a driver's licence and likely to be inexperienced drivers into their early 20s.

Still, Trucking HR Canada found the study also offered reason for optimism, as many youth do recognize the availability of jobs within the industry.

"The researchers behind *Today's Youth, Tomorrow's Drivers* found that Canada's youth have a relatively positive view of the trucking industry, and are attracted by many of the benefits offered by industry careers," says Tamara Miller, Trucking HR Canada's director, programs and services. "This data can be used to refine messages which target youth. A related analysis of school-to-work programs can also be used to guide initiatives that will build bridges between the school system and careers in trucking."

The report laid out several key recommendations, including: developing marketing materials and branding elements specifically targeting youth; identifying or creating entry-level career paths into driving occupations, so that youths aged 19-25 can find a role within the industry that may lead to driving careers; developing new industry-education partnerships; and using up-to-date National Occupational Standards, to review the opportunity for high schools and colleges to develop national driving-related curriculum. To download the full report free of charge, visit www.truckinghr.com. □

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OTA chair weighs in on e-logs, technology and respecting drivers

Future is bright for small fleets that focus on what they're good at, Jeff Bryan says

By James Menzies

MISSISSAUGA, Ont. – Don't let his age fool you. Barely in his 40s, Jeff Bryan, president and founder of Jeff Bryan Transport has been around the block. He leased his first truck at the age of 19, using it to haul pallets and topsoil across southwest-ern Ontario.

From there, he slowly built the fleet, negotiating finance deals with bankers on pay phones along his routes and hanging tarps on the sides of trailers over portable heaters to create makeshift shops where and when they were needed.

Bryan was featured in the popular *How They Did It* session at the most recent Driving for Profit seminar, moderated by *Truck News* editorial director Lou Smyrlis. The seminar series is hosted by NAL Insurance and sponsored by *Truck News*, Dalton Timmis Insurance and Daimler Truck Financial. Today, Jeff Bryan Transport operates about 50 power units and Bryan himself is chair of the Ontario Trucking Association (OTA).

Bryan told attendees at the Driving for Profit event that he has built his company as a cost-focused organization.

"I'm not a sales-focused business owner," he said. "I'm operations-focused. We manage our expenses and our operations and the sale will follow behind."

Among the changes Bryan has witnessed over the years is the evolution of the shipper-carrier relationship. It's still important to establish trust with the customer, but fancy dinners and late nights out are no longer required or expected, he noted.

"Relationships are different than they used to be," he said. "Spending time with (customers), even on the phone is necessary but you don't have to take them out for fancy dinners or to hockey games."

Bryan suggests doing your homework, determining what issues are troubling your clients and then bringing solutions to the table.

"Look for things in their business that are causing them grief; that's an opportunity for you to capitalize on," he suggested.

Playing the antagonist, Smyrlis pointed out that it's peculiar for a small fleet owner to head an organization that's perceived to primarily represent the interests of large carriers. Bryan said that perception is a myth, and that all 70 board members have an equal vote on industry issues, regardless of fleet size. He also pointed out the interests of carriers big and small are often aligned.

Take, for example, technology. Bryan said it's a myth that smaller carriers can't afford the latest safety systems and equipment and that not investing in them could prove more costly in the long run.

His fleet spec's automated transmissions, stability and collision mitigation systems and disc brakes. All those systems cost money, but Bryan

said the benefits are real.

"How do you put a dollar figure on accidents you haven't had?" he asked. "We notice the front ends of our trucks are not getting banged up and the corners of our trucks aren't getting smashed up. You save a ton of money when you're not fixing a truck."

Bryan is also a big proponent of electronic logs and supports an industry-wide mandate that would require their use by all carriers.

"We want to be safe," he said. "We don't want our drivers driving over their hours, because we need to stay compliant and we don't want to see anybody get hurt."

Jeff Bryan Transport is using e-logs, but Bryan admitted it's frustrating when not all carriers are playing by the same set of rules. As an example, he spoke of a recent incident in which a truck sat waiting to be loaded at a customer dock until it was no longer legally possible to make the delivery on schedule. Within five minutes, he said, the customer found another carrier willing to meet the original delivery time.

"We could have done it too, but it was illegal," he said. "Electronic logs will fix that problem. It will

make it okay for everyone to be compliant and it will make it okay to tell the customer the truth."

Drivers stand to benefit as well, Bryan added. He said he'd like to eventually pay his drivers an hourly wage with the help of electronic on-board recorders, but it's difficult to do so when some companies are still exceeding legal driving limits.

"I want to go to e-logs and pay drivers by the hour for their driving time. That way, when the guy's in Drive, he's getting paid by the hour whether he's in a traffic jam or not. But we have to make sure we can financially do that in the environment we're in," Bryan said.

He said he's confident a mandate is coming and wants to see Canada develop its own rather than waiting to adopt the US standard.

"We need to make sure we have the right plan for Canada," Bryan said.

He also would like to see more respect paid to professional drivers. Otherwise, Bryan said, there will continue to be a shortage of qualified drivers.

"It can be a thankless job," he admitted. "I understand that. A lot of times customers can be rigid and hard to deal with, the border can be difficult to deal with and they leave their family on Sunday and come home Fridays. It takes a special person to be a driver and that's why we

have a hard time finding guys."

Recognizing the profession as a skilled trade will result in better-trained drivers, will re-inject some pride into the workforce and ultimately will also drive increases in driver compensation, Bryan contended.

Asked about the future for small fleets, in an era of consolidation and high costs, Bryan said he remains bullish about the future.

"Not everybody is going to sell out to the large carriers and not every customer is going to want to hire large carriers," he responded. "Focus on what you're good at, be good at what you do and make sure you look after your customers and drivers. There is not one large carrier out there that wasn't a small carrier one day. People don't drop out of the sky with 5,000 trucks. There's lots of room in this marketplace for good carriers of all sizes."

Even if the economy ramps up and freight demand surges, Bryan said he'll be very cautious about adding capacity.

"It's really easy to borrow money when things are going good, and really difficult to pay it back when things are not so good," he said. "We're not going to grow without some good business backing behind it. We're not going to grow for the sake of growing. We're not counting the number of trucks and we're not counting top-line revenue." □

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Continued from page 1

cialist High Skills Major program in transportation, is designed to prepare students to make a smooth transition from secondary school to apprenticeship training, college, university and/or the workplace.

"We're all about student success, and that involves not only training the students and encouraging them to acquire new skills sets and to practice those in supervised environments and to grow into them, but also to help them gain access to knowledge to and with regard to potential life-long careers," Gibson said. "There are fabulous opportunities here, and there are a myriad of jobs available out there in the sector with a shortage of 700,000 skilled trades workers, probably 100,000 of those in the transportation industry."

At just under 7,000 sq.-ft., the new facility is roughly the same size as some college shops, Gibson says, and can accommodate two tractor-trailers. The Hossack Architects-designed building uses natural light to illuminate the main shop, and includes the latest conventions in heating and air-conditioning; drop-down exhaust and electrical ports; an epoxy floor for safety and cleanliness; an experiential work lab area; and WiFi throughout the classroom.

Various industry partners have contributed to the project, either by financial donations or equipment, including

Harper Truck Centres, Volvo, Mack, Peterbilt, Eaton, Cummins, the Ontario Trucking Association, the Toronto Trucking Association, and several local carriers.

"These industry partners who have come on board have just been phenomenal," Gibson added.

With the Ontario Trucking Association in talks with other provincial trucking associations about rolling out similar partnerships with schools across the country, Gibson stressed the importance of educators and the trucking industry continuing to work together for their mutual benefit.

"The trucking industry has so much to offer and yet it has not done a good job of selling itself at all in terms of marketing and promotion. For the most part, unless young people are from a trucking-oriented family, they know nothing of it and aren't interested. Along with that, we work to re-educate parents, most of whom want their kids to be neurosurgeons and lawyers," Gibson said.

"(The trucking industry) will have to endear itself to young people, this entire generation, and to do so it will need to reach them at the high school level...There's a total chasm, no connection at all between industry and high schools, that's going to have to change." Our WebTV show *Transportation Matters* recently featured the new program. Find the video at Trucknews.com/videos. □

BCTA partners with high school to deliver professional driver training

KAMLOOPS, B.C. – The B.C. Trucking Association (BCTA) has teamed up with the Kamloops/Thompson School District to help promote careers in the trucking industry to young people and to develop their skills for a career in trucking.

The partnership will result in the creation of a Professional Driver Training Program through NorKam Secondary School's new Trades Centre of Excellence. Grade 10 students will be able to enroll in the new program beginning in September 2014, the BCTA announced.

The program, dubbed the first of its kind in B.C., joins three other technical trades training programs at the NorKam Trades Centre of Excellence, which is currently in the design phase.

"Thanks to the vision of the Board of Education and senior administration, students with the interest and aptitude to pursue a career in trucking will have a head start in high school, mastering a curriculum endorsed by the industry, and they'll be job ready upon graduation," said Greg Howard, district principal, Trades N' Transitions.

Louise Yako, president and CEO of the BCTA, added: "Trucking companies across Canada are facing a shortage of from 25,000 to 30,000 professional drivers by 2020, largely due to retirements in the industry. BCTA has been aware of the shortage for some time, but the challenge was to find a way to engage youth and promote their interest and entry in the industry. We're extremely excited to be taking part in this program."

For its part, the BCTA will work with School District 73 to develop a training curriculum suitable for youth.

It will include introductory modules for Grades 10 and 11 students, followed by a full semester of driver training in Grade 12, including use of a simulator.

"Increased opportunities for all types of trades training are important for BC students," said Howard.

"By offering high-school level professional truck driver training at the Trades Centre of Excellence, we're making training more accessible and affordable for those who want a career in trucking. We're also meeting the needs of BC's industry at the same time. It's a terrific opportunity for both." □

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OVER THE ROAD

Drivers need to actively participate in the rulemaking process

We're now into our sixth year since the amended Canadian hours-of-service regulations came into effect on Jan. 1, 2007. Remember those heady days? I remember being impressed by the sleep research that had been done leading up to those changes.

I felt at the time they were much needed changes and they made a lot of sense. A driver would be able to operate based on their circadian rhythm and reduce fatigue by getting a better quality of sleep/rest. It was a good plan on paper.

But even though the intent was to benefit the driver, I can remember twisting myself in every direction that first year to accommodate the movement of freight.

It fell to drivers (and safety departments) to adapt the new rules to the existing business model. I can remember the general sentiment being, "Well, you can't expect shippers and receivers to change how they do business overnight. They're our customers after all."

As a consequence of how these rules were implemented, we drivers continue to love to hate them. The one-size-fits-all application doesn't work for all drivers. The rules often hinder the efficient use of a driver's time, which ends up adding to their level of fatigue. Is it fair to say we were victimized by a piece of legislation that was originally proposed to make life better and safer for the commercial driver and for the public we share the roads with?

I think it probably is. In fact, more and more drivers are endorsing the use of electronic on-board recorders to enforce these rules in order to bring the rest of the industry in line. Now this is only my opinion, based on my experience and feedback from other drivers – but I think it paints a fairly accurate picture.

So what happened? Why did we not benefit from all the years of research focused on the driver? Why do we continue to struggle with this legislation today? I think it is because of the lack of driver feedback at the planning stage.

For the last three years or so, I have been participating in a couple of transportation health and safety groups. I've been attending monthly meetings as much as I possibly can and offering a driver's perspective on the topics being discussed. One thing quickly became obvious to me: I am often the only driver in the room.

So, when it comes to raising driver concerns about pending legislation or rule changes that affect them, drivers are often represented by proxy only, in the form of a company's safety and compliance department.

Despite the best effort and intentions of all the other parties involved in putting forward and implementing rules that affect drivers, those rules usually come up short in the eyes of the commercial driver.

There are over 300,000 active commercial drivers in Canada. That's a big number. With so much



Over the Road

AL GOODHALL

at stake, am I the only one who finds it unusual that drivers are grossly underrepresented when it comes to how they are governed?

How would the hours-of-service rules look today if drivers were represented in the planning stage in the same proportion they are represented in the industry? I think things would be different in a very positive way. But we'll never know. What a shame.

By being involved in the planning and implementation process, people usually take ownership of the final product, which helps to ensure a positive outcome. By

standing apart from the process, people tend to feel the final product has been foisted upon them. So it's not surprising that rules originally intended to empower drivers have left them feeling victimized.

So what is going to happen as the collection of data is expanded to in-cab monitoring? Is this the direction telematics is headed in? Is this how high-risk drivers will be identified as technology rolls out?

How will it affect the morale of the existing driver pool and does it matter to the next generation of drivers, or will monitoring technology simply not be a big deal to a new generation of drivers brought up living openly online?

I think it's very important to the industry as a whole that we find a way to include a high level of driver feedback about data collection.

If drivers don't buy into this expanding technology that monitors their behaviour, it could present another roadblock in the recruiting and retention of professional drivers.

I don't have a ready-made solution to resolving this communication problem, but it is becoming more important than ever that drivers be involved in the planning process. If drivers truly want to feel like partners in the process rather than victims of circumstance, they need to step up and take a seat at the table. □

– 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](https://twitter.com/Al_Goodhall).

OPINION

Making better use of the drivers we have

First of all, I want to say hello to my first ever fan! I was in Regina waiting for a truck to pull off the dock so I could back in and get my load off. The driver of that truck, a flat-top Lowmax Western Star from B.C. came over and said he was almost finished. On noticing my accent, he asked if I was the guy that had the magazine column and when I confirmed that, he told me that he enjoyed my column and to keep up the good work. So, I know that at least two people read this column – the other one is my mother!

Now to business; I want to continue with my theme of common sense in regards to the recruitment and retention of drivers. This subject has far-reaching consequences if we don't address the problems we face.

As I've mentioned before, money is not the real issue. I do believe we are all underpaid, but I also believe that even a doubling of rates and wages wouldn't have a major impact on the profits of the companies that we haul freight for. I also have enough common sense to realize that, no matter what I think, it will never happen as long as we have an apologetic attitude to what we do.

So we have to make changes to the way we do things, while at the same time, still doing the things we do. For starters, do we actually have a driver shortage? Trucking companies say we do, but I disagree.



We have 70 hours a week for work. Pre-trips, fuel-ups and checking in at shippers and receivers takes up, let's say, five of those, so that's 65 hours of driving time per week. At an easy to achieve average speed of 50 mph, a driver can make 13,000 miles in a four-week cycle. However this is trucking and there's always something, so let's drop that to 12,000 miles. Easy enough, don't you think?

So how is it that I constantly hear drivers complain that they can't get 10,000 miles in a month? Why do I hear drivers complain that they spend days waiting for a load? If there aren't enough miles to get the drivers we have working to capacity, why do we need more drivers?

There are a number of reasons; the drivers themselves could be all talk and no action. We all know drivers who do more miles at the lunch counter than they do behind the wheel. It could be that dispatch is not forward planning. It could be that the customer is making demands that put trucks into the wrong places at the wrong times. Every one of these situations can be addressed without resorting to throwing more drivers at

the problem.

In the current climate of a 'driver shortage,' drivers can get away with a bit more; something that would get a driver fired in quiet times will often be overlooked in busy times. Now as much as I campaign for the better treatment of drivers, at the end of the day a driver is in essence nothing more than part of the machine. We should all want the best machine possible, so underperforming drivers are a part of the problem and should not be tolerated.

Dispatchers are also part of the machine; if they're not doing their jobs properly it can have a massive impact on fleet availability. They need to be proactive in finding the next load, so that trucks are not sitting. The standard reply to that situation is that they won't take cheap freight, but sometimes that cheap freight is nowhere near as cheap as sitting for a day or two.

In areas that are notorious for low freight volumes, the sales department needs to step up to the plate. These areas need more products than they produce, so charge the job from pick-up to delivery and then on to an area where there is freight available, or partner up with a company that does have freight in that area and work out a reciprocal arrangement with that carrier, or even factor in the deadhead back to an area that does have freight and

charge accordingly.

The world has changed; our industry needs to take a long, hard look at itself and start making some changes. Quite often we still do things the way we used to back in the day. Well, it doesn't work that way anymore and we need to face up to that and deal with the problems we face. In times like these, there is a huge opportunity to really make some serious money and the companies that realize this and work out a way of taking advantage will go from strength to strength, while others will fall behind blaming the driver shortage for their lack of success.

The company I drive for has a philosophy, which I describe as: 'Traditional values, modern methods.' They now use this as their motto. The traditional values part of it means they are a very good company to drive for and the modern method part of it means that I don't sit around waiting for loads and I'm more than happy with my miles. We also don't have a driver shortage and that is definitely not a coincidence. □

— A fourth generation trucker and trucking journalist, Mark Lee uses his 25 years of transcontinental trucking in Europe, Asia, North Africa and now North America to provide an alternative view of life on the road. You can read his blog at www.brandtruck.com/blog.



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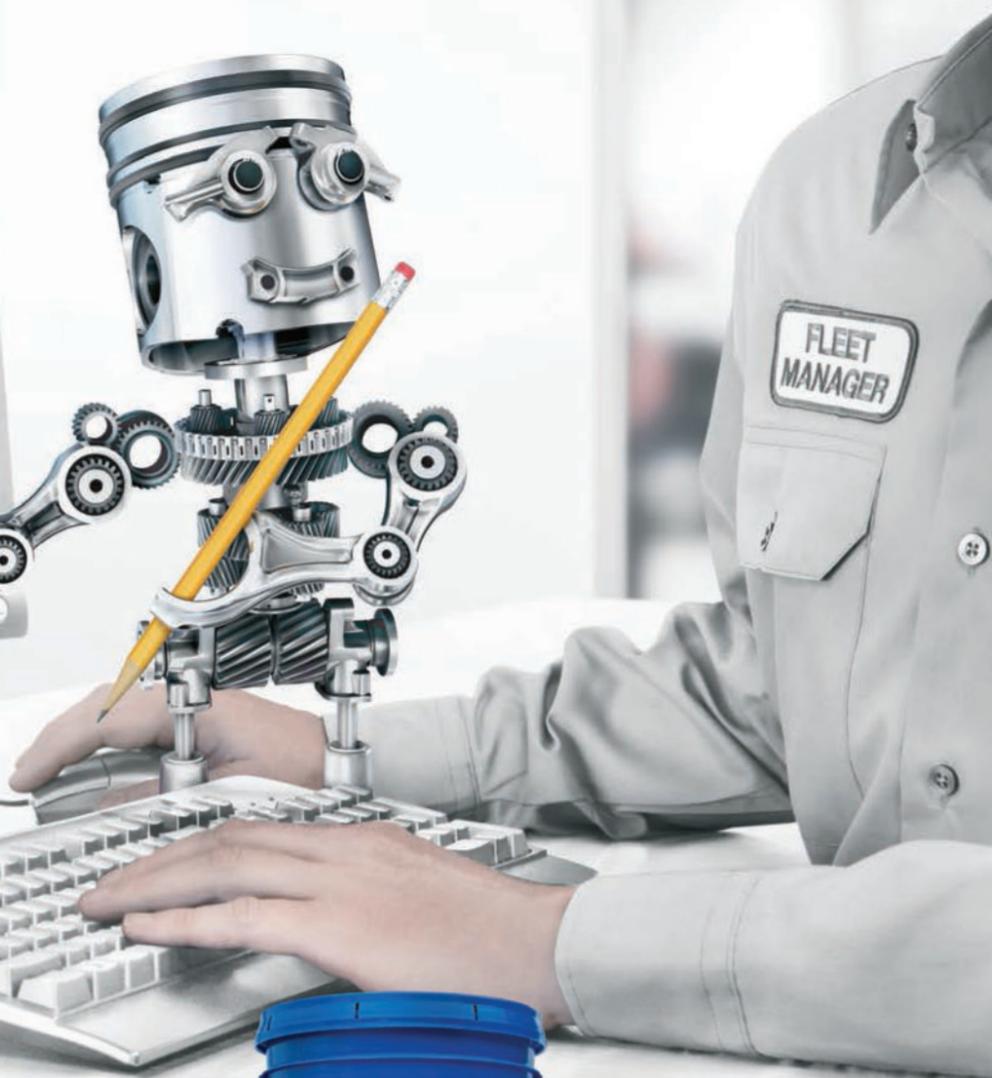
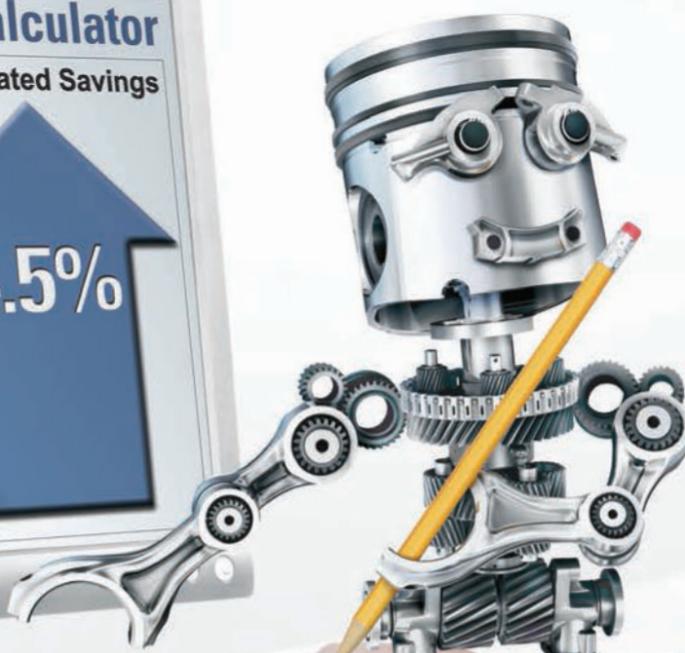
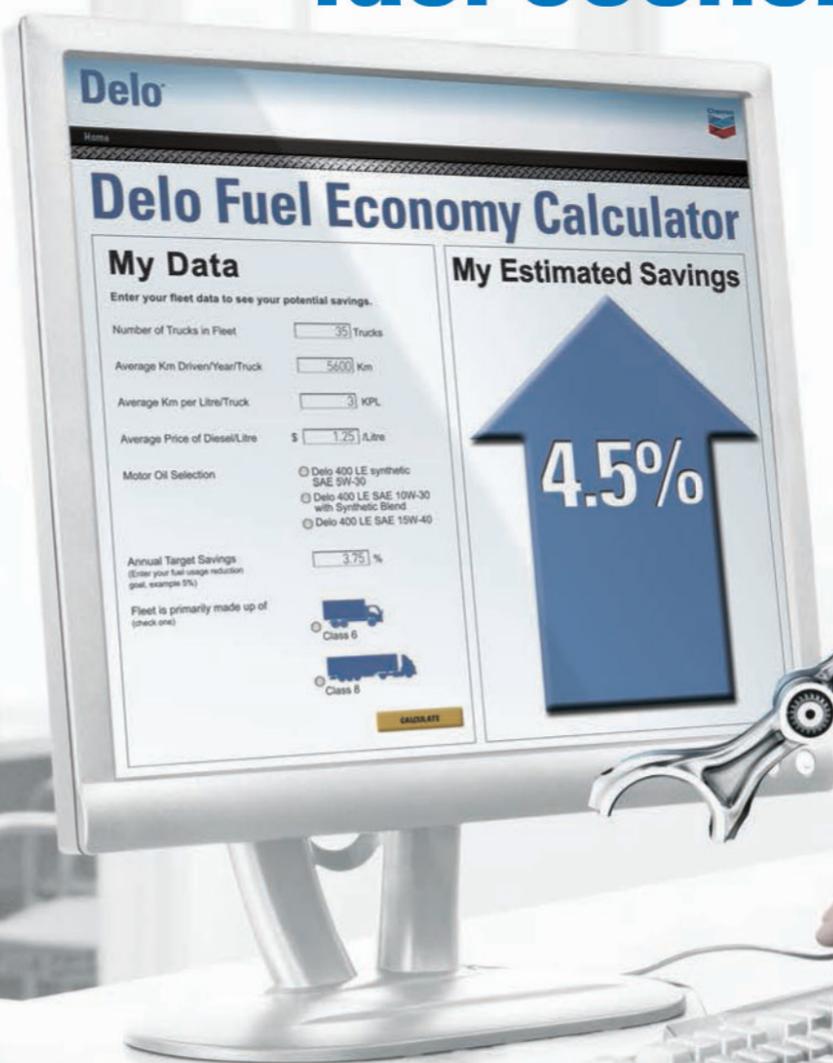
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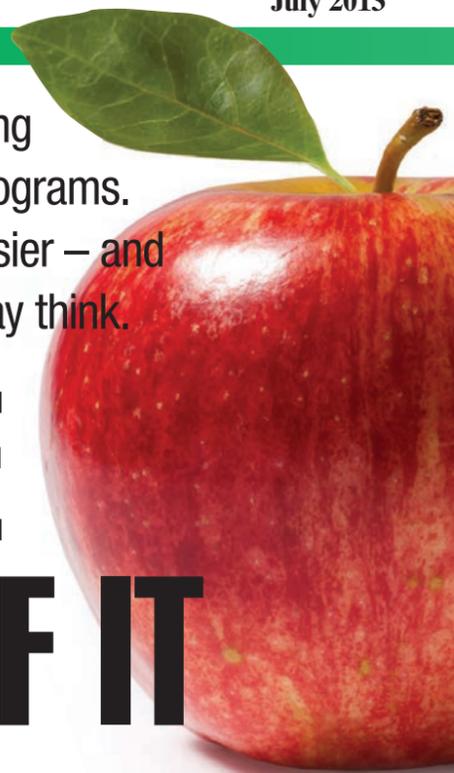
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By James Menzies

MISSISSAUGA, Ont. – Siphwe Baleka was a world-class athlete before deciding to embark on a career as a professional driver with Prime Inc.

“I’d never been overweight,” he recalled, when speaking at a recent Driving for Profit seminar on health and wellness. “I put on 15 pounds in the first two months. I got scared. I realized if I didn’t take responsibility for my health, I was going to end up like the statistics say: overweight.”

Baleka began developing a health and fitness plan specifically designed for professional drivers like himself, reflecting all the challenges drivers face, including an inconsistent schedule and nomadic lifestyle.

“I had to figure out what was the most effective, least time-consuming way to stay in shape on the road.

I spent three years developing a program that any truck driver could do. I’m not asking you to grill asparagus in your truck,” he said.

Baleka’s fitness regimen can be done in as little as 15 minutes per day. Prime drivers are given a DVD outlining the workout and are also offered the opportunity to participate in a 13-week health and wellness program that teaches them how to exercise and eat well while on the road. There’s a \$300 cost for the program, which drivers pay up-front and is reimbursed by the company upon completion.

The program, said Baleka, was built with the realization that drivers wouldn’t be prepared to radically adjust their eating habits. For example, drivers who like to eat a footlong sub are advised to order a six-inch with double the meat; it’s just as filling with half the carbs. Carbohydrates are a major culprit in weight gain for truckers, Baleka said. Carbs are energy, which if not burned off immediately is stored as fat, leading to “trucker gut.”

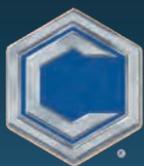
The best approach to healthy eating is to start with a breakfast and eat small portions of high-protein foods frequently throughout the day, Baleka said. Avoid carbs whenever possible unless you’ll be exercising soon after.

Truck drivers are predisposed to gain weight because of the nature of their jobs, Baleka noted. A sedentary lifestyle causes hormonal changes that disrupt the body’s ability to regulate hunger, meaning drivers often feel hungry all the time or never, with both scenarios leading to overeating and, ultimately, weight gain.

“The average person will say (truckers) eat too much and are lazy,” he said. “That’s not true. There are biochemical and hormonal changes as a result of the occupation they are not even aware of.”

In the US and Canada, more carriers are beginning to offer health and wellness programs for their drivers. As the driver population ages, progressive carriers realize they need to help their drivers stay healthy. Asked why companies should take an interest in the health of their workers, Dave Dietrick, vice-president of human resources with Erb Group said simply: “It’s the right thing to do. We have to be involved. We have to provide programs for them to become healthier.”

Erb has had an employee health and wellness plan for nearly five years, which started after company founder Vernon Erb suffered a heart attack and began discussing driver health with hospital staff during his stay at St.



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Mary's Hospital. Upon his release, Erb partnered with the hospital to develop an employee health program.

Brian Kurtz Trucking became proactive about driver health when the Truckload Carriers Association announced its first Weight Loss Showdown. The program involved support from the Lindora Clinic, which provided a weight loss blueprint and then gave personal advice and support to drivers and office staff who participated in the 10-week challenge.

General manager Trevor Kurtz admitted he was initially wary of broaching the subject with drivers, unsure of how they'd react.

"I wasn't sure how it would be received," he said. "I threw it out there during a driver meeting. There were 100 guys sitting there and more than 20 put their hands up right away; some guys I didn't expect. They knew we cared and there was an overwhelming response."

Interest in the TCA Weight Loss Showdown was so high, that Kurtz formed two teams of 10: an official team that took part in the competition and another that participated internally. Brian Kurtz Trucking ensured the drivers had the tools necessary to succeed, including fridges in all the trucks.

"Every truck has a fridge in it and our guys fill the fridge before they leave. We have to cross the border, so that became a hurdle we had to work on. They'd leave a little earlier so they could stop at a grocery store when they cross the border and fill their fridge," Kurtz said. The competition built camaraderie among drivers and before long, Kurtz said, they could be heard at the terminal comparing shopping spots along their routes.

It's also possible to eat healthy at truck stops and restaurants, Kurtz noted.

"It's picking healthy choices," he said. "There's always something on the menu that's going to be good for you. If you ask them not to deep-fry the chicken breast, they don't have to."

Erb is currently compiling a healthy cookbook of recipes that can be prepared before or during a trip. Those 150 recipes are now being evaluated by a team of University of Guelph nutritionists, who'll rate their nutritional value.

"It provides them with some options," Dietrick said. "Our goal is to have that out to all employees this year, so they can make those recipes to take out on the road."

Baleka said drivers are advised to eat breakfast, and small meals every three hours when driving, which may seem counter-intuitive. But Kurtz and Dietrick said they've both followed the advice themselves and found it worked, eliminating late-evening food cravings.

Eating well is important, but so too is exercising. In developing his workout regimen, Baleka said he realized it had to be fast and simple if truckers were to buy in.

"The further you have to go from your truck, the less likely you will be to work out," he acknowledged. "The longer it takes to clean up after-

parking lot to the front. We have guys who, by the time they've hooked up and done a circle check, you'd think they'd run a marathon. As long as they pick it up week by week – park a little further away, walk a little faster, walk around the truck a few more times," Kurtz said.

The company also encourages drivers to get in shape by paying lumper fees to the drivers themselves if they choose to handbomb their own freight.

Equally important is to have a "cheerleader" in the office to offer support and encouragement. Kurtz keeps a scale by the door. When drivers who are participating in a weight loss program return to the terminal, they hop on the scale and their results are entered into a spreadsheet.

Dietrick said getting drivers' families involved is also important. Erb offers the programs to drivers' families and Brian Kurtz Trucking sends home information packages for family members.

Fleets also can help out by ensuring the necessary tools are available.

when the program runs out, you need somebody to keep it going."

At Christmas time, Kurtz said drivers who kept the weight off that they lost through the formal TCA program were given monetary rewards.

If you don't know where to start in developing a wellness program, Dietrick suggested turning to local experts at nearby colleges, universities and hospitals. Often, student groups will be available to provide expertise and guidance at no cost.

All three panelists at the Driving for Profit seminar said they've seen many success stories. But what defines a successful health and wellness program varies. Kurtz said "We've seen 20% of our staff lose more than 5% of their body mass and keep it off for a year so far."

Five employees have reduced in half – or completely eliminated – the medications they were on, he added.

"Keeping it front and centre is the biggest hurdle right now," he said. "We couldn't be happier with the way our staff has responded."

'As a driver, you don't know when you'll have time, but you know you'll have time.'



wards, the less likely you'll be to work out. And it can't be the kind of thing where you have to do it every day at 7 o'clock. I learned you can get the benefit of a one-hour workout in 15 minutes. Fifteen minutes is long enough to be effective for weight loss, but short enough and portable so you can fit it in anywhere, anytime. As a driver, you don't know when you'll have time, but you know you'll have time."

The 15-minute workout is vigorous, Baleka admitted, and Kurtz pointed out the word "vigorous" has different meanings to different drivers.

"Vigorous for one guy may be walking from the back of the truck stop

Kurtz said his company has installed bike racks on some drivers' trucks. Prime offers foldable bikes that can be carried in the cab and encourages drivers to log their miles using a smartphone app. Some of the most avid cyclists in the fleet have biked close to 350 miles in a single month during their travels, Baleka said.

Once a health and wellness program has been initiated, Kurtz said it's important to keep the program going. Continue to celebrate achievements well after any formal program has concluded, he stressed.

"You've gotta stay on top of it," he said. "A big mistake we learned is

And it's not just drivers. Kurtz said 50% of the company's operations staff has collectively lost 10% of its body mass.

Erb's Dietrick admitted it's tough to measure a return on investment. However, he said 40% of Erb's employees have participated in the programs it offers.

At Prime, in 10 months, 130 drivers have enrolled in the program and 63% completed it and are in compliance, meaning they wear monitoring devices to prove they've stuck to the program and they log their food intake.

"Ninety per cent of those drivers lost

Continued on page 32

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HEALTH

WHAT DRIVERS CAN DO

- Reduce carbs, increase protein
- Like subs? Substitute footlong with six-inch to reduce carbs. Still hungry? Add double meat.
- Eat smaller meals more frequently throughout the day
- Park at far end of the parking lot and walk
- Do laps around the truck on breaks
- Exercise vigorously at least 15 minutes a day
- Keep truck fridge packed with healthy choices



WHAT FLEETS CAN DO

- Encourage participation
- Celebrate, recognize achievements
- Install bike racks on trucks upon request
- Equip trucks with fridges
- Provide incentives
- Solicit an office "cheerleader" to provide support
- Pay lump sum fees to drivers who handbomb own freight
- Work with local schools, hospitals to develop exercise/nutrition programs
- Extend program to office staff, drivers' families

Continued from page 31
 an average of 19.3 lbs in 13 weeks," Baleka said, noting that equates to 1.6 lbs/week, which is better than the fitness industry average of 1.3 lbs/week.

"This whole idea that you can't do it in the truck – we're smashing that, we're doing better than the average," he said.

In addition to those who've enrolled in the full program, another 500 drivers have used the workout DVD and they've lost 5,000 lbs – or 10 lbs per driver. Prime has set up an athletic

division that helps drivers get to fitness events they wish to participate in. Baleka said the target at Prime is for participants to shed 7% of their body weight in 13 weeks. Those who succeed are offered the opportunity to become mentors for others, and they're paid extra to do so. While there's no shortage of individual success stories, Baleka agreed it's difficult to define a return on investment. He said Prime is studying data to see if there's a correlation between body mass index and preventable accidents.

"We know there are soft returns, but it's going to take another two to three years to have Prime-specific data on results from our program," he said. He encouraged carriers to look at their fleet's BMI profile and see if it correlates with slips and falls and other lost-time injuries.

"If a disproportionate amount is coming from obese drivers, then obesity is costing your company," he said.

Kurtz said a wellness program can be implemented without a lot of cost. He estimated it to be about \$300 per

driver, using the Lindora Clinic/TCA formula. He also suggested finding a cheerleader within the office to administer the program and provide support.

While it may seem that living healthy on the road is impossible, drivers who've made the lifestyle changes report they now find it easier to live healthy on the road than at home. "They go home, and they say they can't wait to get back in the truck," said Baleka. "They're losing weight when in the truck because they have the opportunity to focus on themselves." □



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On the road to a berry good summer

Whether you like berries fresh from the field, sprinkled on your cereal, or blended into a smoothie, now is the season to enjoy the health benefits of these tasty fruits. Raspberries, currants, loganberries, strawberries and blueberries are all bursting with taste and nutrition, but particularly, raspberries.

If you've ever picked raspberries, you'll recognize that their thorny stems are similar to a rose's. Interestingly, raspberries are from the same family of plants, Rosaceae, or the rose family. One prickly raspberry bush can yield several hundred berries each year.

Unlike plums, cherries, peaches and apricots – also members of the rose family – the whole raspberry is not a typical fruit, but actually a collection of about 100 small drupelets, which grow around a hollow, central cavity. Each drupelet contains a seed embedded in its juicy pulp.

Although we are most familiar with red and black raspberries, there are actually 200 varieties, which come in these other colours: purple, orange, white and yellow. No matter what colour you prefer, choose fully ripe berries for the most nutrition.

Since raspberries are produced commercially in temperate climates around the world and transportation and storage is quite advanced, raspberries can now be found in grocery stores all year long. Yet, in-season, freshly-picked local berries contain the most vitamins, as some vitamins break down during storage.

Raspberries are high in fiber and antioxidants, while low in saturated fats and calories. Raspberries have their own sweetness booster; one cup of raspberries only has 60 calories. In fact, a low-calorie sugar substitute, xylitol, is extracted from raspberries. Xylitol is especially helpful for diabetics as a sugar substitute because it doesn't get absorbed in the intestine as quickly as sugar, contributing to a stable blood sugar level.

Raspberries have significantly high levels of antioxidants, which reduce the risk of cancer, premature aging, inflammation, and neuro-degenerative diseases. Some of these antioxidants include: phenolic flavonoid phytochemicals, anthocyanins, ellagic acid (tannin), quercetin, gallic acid, cyanidins, pelargonidins, catechins, and kaempferol. These flavonoid molecules are further broken down into anthocyanins, which control certain bacteria and fungi in the body. The salicylic acid in raspberries acts like aspirin for thinning the blood.

Fresh raspberries are an excellent source of Vitamin C – another powerful natural antioxidant. One hundred grams of berries provides about 47% of your daily requirement of Vitamin C. This Vitamin C helps your body repair blood vessels and connective tissue and to resist infection, reduce inflammation, and destroy free radicals.

As well, raspberries' Vitamins A and E, along with other flavonoid antioxidants (aslutin, zea-xanthin, and beta-carotene in small amounts) protect against oxygen-derived free radicals and reactive oxygen species (ROS), which are connected to aging and various disease processes, including heart disease and



Preventive Maintenance

KAREN BOWEN

Alzheimer's disease.

In addition to antioxidants, raspberries contain a good amount of minerals like potassium, manganese, copper, iron and magnesium. Potassium is important for controlling your heart rate and blood pressure. Manganese is used by the body to boost the antioxidant enzyme, superoxide dismutase, which builds your immune system. Copper is necessary for producing healthy red blood cells.

Raspberries are also rich in the B-complex group of vitamins (Vitamin B-6, niacin, riboflavin, and folic acid) and Vitamin K, which help your

body metabolize carbohydrates, protein and fats.

Even with all these health benefits, eating raspberries may not be for everyone. People with irritable bowel syndrome are often advised to avoid foods with small seeds, including raspberries, because the seeds may not easily pass through the digestive tract.

Even if you have the most stable digestive system, moderation is the key to avoiding camping and/or diarrhea. When picking up raspberries at a roadside stand or the supermarket, choose plump, brightly coloured berries without a hull. If the hull is still attached, the berry was picked too early and will be a bit sour. Look for clean, unblemished berries in an unstained container.

If you don't eat them all on the way home, they'll stay fresh in the fridge

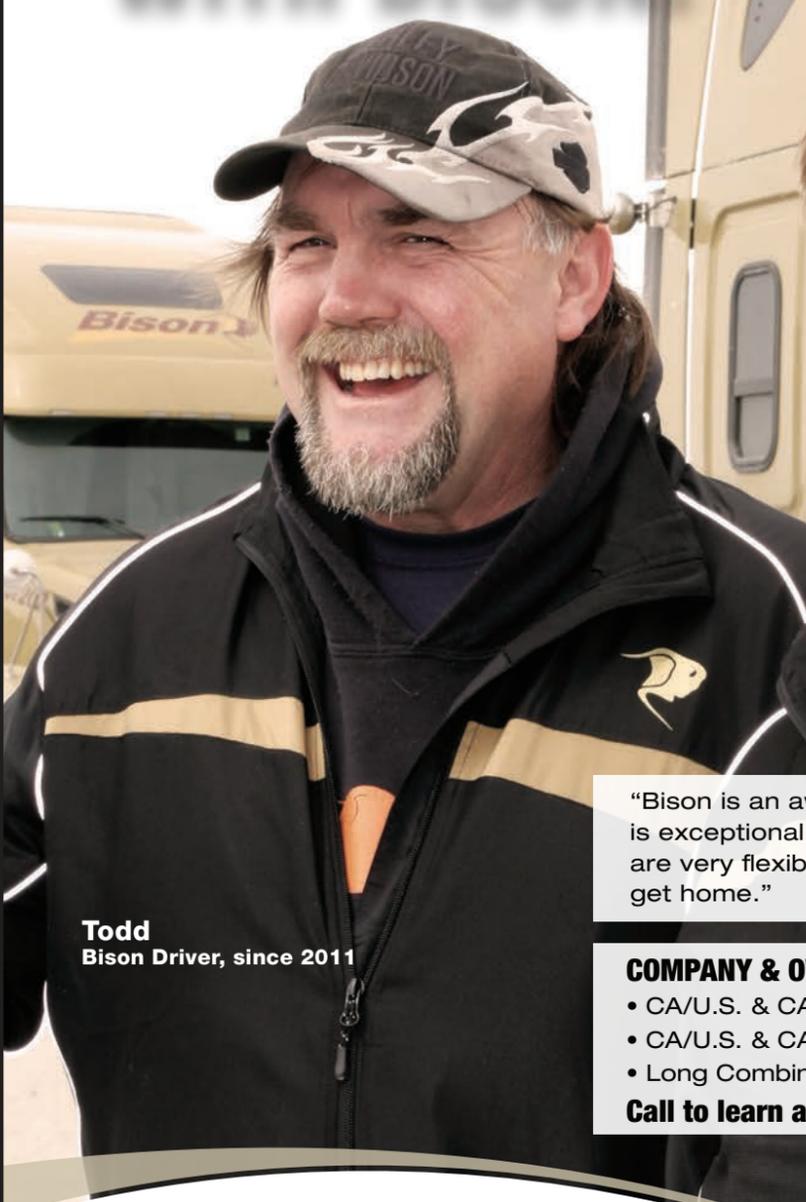
for only two to three days. To prevent bruising, be sure to store them only one layer deep. Because their shelf life is so short, you might want to freeze the raspberries you are not able to eat right away.

If freezing them, I recommend that you don't wash them first, as they will become mushy. Instead, spread out a single layer of completely dry berries on a cookie sheet and then freeze them until solid. Later, put them in freezer bags and back into the freezer. Frozen, they'll last up to one year and can be used for a variety of dishes, including muffins, pies, and crisps, etc., as well as smoothies and garnishes.

However, on the road, you'll be able to enjoy raspberries at their fullest flavour, at room temperature. Just pick up a container up at the grocery store as you head out of town. Sweet! □

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

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Talkin' 'bout the next generation

Can't we all – as in motor carriers and shippers – just get along? Well, who says we can't? In fact, despite popular folklore, many successful companies these days are pretty sophisticated in dealing with competing challenges of suppliers and customers across the supply chain.

Last month, I witnessed first-hand such progress in action and just how productive truckers and shippers can be in finding commonality when they actually have the opportunity to talk candidly and listen to each other. A group of leading shippers from the Canadian Industrial Transportation Association (CITA) and motor carriers from the Ontario Trucking Association (OTA) met at our Toronto offices in May with the goal of opening a mutually beneficial dialogue on working together to identify opportunities for greater efficiencies in the



goods distribution system.

The forum was an informal and honest discussion between the two key players in the supply chain about: the opportunities for getting waste out of the transportation system; the positives and negatives of the bid/tender process in attaining long-term efficiency improvements; how changes in the psychology of supply chain management are impacting the relationship; and the challenges posed by a shortage of truck drivers.

I'm not suggesting it was a two-hour Kumbaya sit-in – differing

viewpoints were expressed and resolutions on many of the issues and challenges we share continue to be a work-in-progress – but the dialogue, long overdue, was very open and respectful of each other's realities. The group was able to make some preliminary headway by sharing advice, which formed the blueprint for a joint best practices guide for managing the business relationship between carriers and shippers. The group will meet again later this year.

As we barrel towards the brave new world of transportation and logistics, the task of navigating over the operational and technological waves both shippers and carriers face will undoubtedly be even more demanding and will require a certain breed of leadership; people who truly understand their suppliers' businesses and whose long-term

vision transcends basic price. I was struck by this paragraph in a recent issue of *DC Velocity* magazine comparing the difference between managers and leaders:

"While leaders get the picture, bosses and managers fall into the trap of thinking that supply chain management's job is to slash inventories, squeeze suppliers on price, and reduce transport expenditures. In short, their supply chains are supposed to drive cost performance – nothing more, nothing less. What's important (to them) about customer service is the transient cost of a single transaction, not the down-the-road and sustainable consequence of loyalty and increased sales. The leader, rather, has a value mentality and sees dollars as investments with recurring payback, not as margin erosion. The leader wants suppliers and service providers to be profitable, to be able to invest in continuous improvement, and to share in win-win solutions that benefit all partners in the end-to-end supply chain."

That's good stuff. And, frankly, not just because it substantiates the appeals of carriers wanting to expand their razor-thin margins as their own costs escalate, but because I've seen how successful, innovative companies can work together to help each other to withstand immediate pressures without forsaking long-term performance improvement and growth.

Which brings us to the next question: Where will the leaders come from to guide us over that long-term? Borne out of recession and raised on austerity, will many younger, up-and-coming leaders have the patience, foresight and imagination to nurture these sorts of integrated partnerships and help them endure the next wave of unforeseen supply chain challenges? The next generation of leaders is out there and it's our job to find them and mold them before passing the baton for the next leg of the race.

The associations I am responsible for are introducing intensive development programs designed for emerging, next-generation leaders. We're committed to investing in the industry and its people throughout a company's life cycle.

Let's also not overlook or discount the fact that we have a long history and countless great teachers in the industry who have paved the way for our future executives. Over the next several years, we are hopeful the Next Generation program will help future leaders answer with a fresh impetus some of the important supply chain and business relationship questions mentioned previously; but also to imagine new ways of how transportation is bought, sold and managed.

I'm eager to hear about their ideas on such things as social media marketing or their perspective on how to solve the impending shortage of professional drivers.

The future, they say, ain't what it used to be and belongs to those who show up for it. Look out, then, 'cause the truckers are arriving. □

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

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OPINION

Get ready

Why I think Round 2 of the recession is coming...and soon.

Everybody remembers too well what trucking companies went through lately, specifically in 2008-2009. How many new enemies would I make by saying I feel strongly that the next wave of the economic slowdown is coming, and soon?

I have no scientific reasoning, just a strong gut feeling, prompted by the appearance of a lot of familiar trends. I've heard nothing but optimism from politicians. The housing market in the US is, apparently, ready to explode. Strange. Our company, and several others we deal with, haul mostly building materials, and none of us have noticed a residential housing-related upswing.

Any increases have been government-funded institutional or municipal buildings. Our company survived the recession by studying our own operation, carefully monitoring customer trends, and adjusting our own business accordingly. We didn't follow the pack mentality of some other companies, and made our own decisions, predictions, and evasive measures. What the market analysts were saying was often completely different than the reality we were witnessing.

At the beginning of the recession, I chose not to replace a departing owner/operator, and sold two trailers. I was initially branded a pessimist. A few months later, I didn't have as many critics. I really didn't care either way. I usually consider pessimism to be more realistic than any other attitude. Something told me that what was happening was not going to be over quickly. Appropriate caution won the day. At the time, a lot of carriers combatted the reduction of southbound freight by greatly reducing rates, then increasing rates for northbound freight, sometimes to extremes.

I warned anybody who would listen that this was doomed behaviour. Canadian manufacturers and distributors had not budgeted for huge freight increases. The effects of these behaviours are starting to come home. Since March, northbound freight has quickly slowed down and rates have slipped, because Canadian manufacturers have either slowed down production because of the increased freight costs, or sourced their raw materials domestically. Higher freight may be all it took to equalize costs.

This puts some carriers in the unenviable and unsustainable situation of travelling both directions too cheaply. How long can you survive in that situation, assuming you have even recovered from the initial shock of the recession? If you are still, as many are, just barely hanging on and waiting for the long-promised economic upturn, you're in deep trouble.

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**Small Fleet,
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BILL CAMERON



There is a lot of old, tired equipment still running, waiting for economic improvement to pay for its replacement. How much longer can you coax your tired iron if rather than improving, circumstances get worse?

Lets add another bug in the ointment. Soon after this magazine hits the stands, the new US hours-of-service rules will become law. It has little or no effect on us 500-mile carriers, but how many older, experienced, dare I say unreplaceable drivers will consider it to be the final legislative straw on the proverbial camel's back? What happens to your cost of operation if your safe, qualified staff is replaced by lesser-quality drivers, if you can even find anybody at all to hire? The only hope small carriers have to replace staff is if, like five years ago, a rapid decrease in freight volumes sinks a number of large carriers, leaving some unemployed drivers.

Remember the start of the recession, when it became obvious that many large carriers relied on volumes, because of micro-thin profit margins? Volumes disappeared, and so did the less secure large carriers. Unfortunately, with an aging workforce, more drivers seem to take the demise of their employer as an opportunity to change not just jobs, but the line of work they do, or they just retire.

Smaller shippers rarely have carriers under contract, because their requirements and destinations are not consistent. However, prior to the recession, they would use the same carriers all the time. The higher level of service and product familiarity was worth the added expense. At the beginning of the recession, some shippers utilized huge, multi-national load brokers in an effort to trim freight costs. These working relationships were rarely successful, so after the initial recessionary panic subsided, the brokers were often dumped, and the carriers had their jobs back. I've seen this trend toward the use of brokers emerge again lately. It is usually unsuccessful, and is therefore short-lived, but the fact that it is even being attempted again tells me that Canadian manufacturers are still not seeing the proper economic signs to encourage confidence.

So, am I crazy, or psychic? This is the one column I've written that would please me more than you can imagine, if a year from now I'm flooded with e-mails reminding me how wrong I was. Right now though, my gut is telling me it's gonna get ugly. If you think I may be onto something here, tread lightly. Caution is rarely a bad business strategy. But if you think I'm just paranoid and dead wrong, you better hope you are right. □

– Bill Cameron and his wife Nancy currently own and operate Parks Transportation, a four-truck flatdeck trucking company. The company was founded in 1999 with a 20-year-old truck, rented flatbed trailer and a big dream. Bill can be reached at williamcameron.bc@gmail.com.

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Understanding and managing your insurance costs

In an article in the May issue, *Truck News* brought to light a number of challenges that owner/operators are facing when it comes to securing insurance at reasonable rates. After reading that article, we felt that it was important to try to demystify how insurance rates are determined and provide some tips that can help you manage the costs of your insurance program.

Each insurer determines their rates a little differently, so we'll start you off by explaining the specific components that make up how Northbridge Insurance determines our rates. We primarily look at three factors: what you haul; where you haul it; and your driving record/experience.

Now let's take a closer look at these three factors and offer some tips to manage your costs.

Think about what you haul

We begin by looking at what you're hauling. Different types of cargo have different exposure rates depending on durability, replacement value and potential clean-up costs.

High-value or dangerous goods will typically have higher-than-average premiums, but high premiums are not exclusive to high-value or hazardous goods. Loads of hay, cotton and scrap metal, for example, are all highly combustible and may be more expensive to insure. Talk to your insurance broker and insurer about what you haul and make sure you understand how they look at what you haul.

No matter what you're hauling, having experience with that type of cargo and the right equipment will help limit your losses, which will keep premiums down over the long term.

So will knowing the risks of your cargo and taking steps to prevent losses. For example, refusing to load produce in the morning when it's covered in dew will lessen the chances of mold and mildew forming on it while it's being transported. Taking care where you park and adding pin locks to protect trailers can be effective in preventing thefts, which will also reduce the likelihood of a loss.

Simple actions like these can go a long way in reducing your likelihood of filing a claim.

...And where you haul

The next thing we consider is where you're hauling. Differences in provincial and state laws and regulations can have a big impact on the average cost of a claim. Claim costs can vary by hundreds of thousands, if not millions of dollars, depending on where they occur. This is largely because of the likelihood of lawsuits in certain regions.

We understand that you can't always turn down profitable business in high-risk regions. However, we believe that a good insurance partner should be able to help you weigh the revenue you'll earn on a particular route against the costs of the exposure that comes with it.

Talk to your insurance broker and your insurer about where you're hauling and find out what kind of impact it has on your rates.

You might be surprised. Also be sure to talk to them before taking on a new load or customer and find out the true cost of that trip.



Guest Column

NORA HILLYER

Your driving record

Finally, we consider your driving record and loss record. Most insurance companies slot drivers into one of three categories based on their training, experience, loss experience and citation and violations. What record you have determines if you get a reduction or an increase on the base rate of the two areas noted above.

Northbridge Insurance actually uses a six-level scale, allowing you greater opportunity to benefit from good driving practices. For example, we'll reward an owner/operator with driving record six with a premium reduction

and even forgive their first accident.

A simple way to manage your record is to keep a close eye on your CVOR/CDVR rating and focus on ways to get a better rating. The practices that lead to better scores typically result in fewer accidents as well. The Northbridge Risk Services team has developed a number of courses specifically targeting these opportunities, and other industry resources are also available. Taking the time to find out how to address common problems can make a big difference to your costs.

Keeping costs down

Report accidents immediately: Did you know that delaying the reporting of a claim by five weeks can result in costs increasing on average by 48%? Reporting immediately enables your insurance company to document evidence, interview witnesses and avoid the intervention of lawyers. Just us-

ing the Driver Accident Reporting kit Northbridge Insurance provides can help ensure you capture the right details at the scene and limit your exposure.

Talk to your broker and insurer regularly: Your insurance broker and your insurer can offer you advice specific to your business about how to take steps that will help keep your costs down. Be sure to talk to them often. The ideas outlined here are all things that your insurance broker and insurer can help you with.

Sometimes it can feel like your insurance costs are beyond your control, but you've actually got a lot of opportunity to manage those costs, if you know what to look for. You can read more about this topic in our *Let's Talk Trucking Insurance Pricing* eBook on our Web site at www.nbins.com. □

– Nora Hillyer is senior vice-president, customer excellence, transportation and logistics, Ontario & Atlantic, at Northbridge Insurance.



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HEALTH

Coping with ruptured eardrums

The tympanic membrane, more commonly known as the eardrum, is a thin layer of tissue that separates your outer ear from the middle ear. Although fairly uncommon, a ruptured or perforated eardrum can occur. The good news is that in most cases a ruptured eardrum will heal within a few weeks without any treatment.

The main functions of the eardrum are to aid in hearing and to act as a barrier for such things as water and other foreign substances from entering the middle ear.

A common cause of a ruptured or perforated eardrum is a middle ear infection. The infection results in an accumulation of fluid in the middle ear, which increases the pressure on the inside of the eardrum. If this pressure is substantial enough, it may cause the eardrum to rupture.

Another cause of a ruptured ear-

Back behind the wheel

DR. CHRIS SINGH



drum is barotrauma. Barotrauma is caused by unequal pressure on either side of the eardrum. A common example of barotrauma is associated with air travel. As a result, barotrauma is commonly referred to as airplane ear. Barotrauma can also occur when scuba diving or when direct trauma occurs to the ear. Injury to the eardrum caused by loud noises or blasts is referred to as acoustic trauma. Examples of this include explosions or gunshots. In these cases, the large sound wave essentially tears the eardrum. Lastly, foreign objects such as cotton swabs may also cause injury to the eardrum.

The signs and symptoms associated with an eardrum rupture will vary from person to person. However, a common symptom is severe, constant ear pain that stops suddenly. In the case of an ear infection, a clear or bloody discharge may leak from the ear. Often, varying degrees of hearing loss and/or ringing in the ear is noticed. In severe cases vertigo, nausea or vomiting may also be present.

It is important to seek medical attention if you experience any of the above symptoms. Your doctor can often diagnose a perforated eardrum by taking a detailed history and performing a physical examination. During this examination, your doctor will inspect your ear using an otoscope. If your doctor feels it is necessary, he or she may order other diagnostic testing to determine the root cause as well as the severity of the rupture.

As stated earlier, most perforated eardrums heal without medical intervention. However, if the eardrum does not heal on its own, medical treatment may be necessary. The overall goal of treatment is to close or seal the ruptured eardrum. Treatments may include an eardrum patch, which is essentially a paper patch placed over the hole, or in severe cases surgery may be required. A surgery called a tympanoplasty – in which a surgeon grafts a small patch of your own tissue over the ruptured eardrum – is usually performed on an outpatient basis.

If you have a ruptured eardrum, there are a few things you can do at home to help it heal. First of all, try to keep the eardrum dry by using waterproof earplugs or a cotton ball coated with petroleum jelly during showers. Avoid placing foreign objects such as cotton swabs in the ear until the eardrum has healed fully. Lastly, refrain from blowing your nose as the pressure caused by this action may cause re-injury. Preventing a ruptured eardrum is not always possible. However, taking precautions such as wearing protective earplugs during work or recreational activities that expose you to loud sounds is always a good idea. Avoiding airplane flights when you have a cold may also reduce the risk of a ruptured eardrum. Until next month, drive safely. □

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

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WASTE EXPO

Cummins showcases refuse truck engine line

NEW ORLEANS, La. – Cummins announced availability of a full line of diesel and natural gas engines for the refuse truck industry. The company says its diesel engines will offer up to 2% better fuel economy than previous versions.

As diesel engines go, Cummins will offer the ISX12 and ISL9 to refuse truck customers. All engines will share a common electronic control unit (ECU), which will manage both the engine and the aftertreatment system, for improved overall combustion efficiency, the company announced at Waste Expo. The engines meet the 2013 EPA emissions standards as well as 2014 greenhouse gas regulations.

On the natural gas side, Cummins Westport will offer the ISL G and ISX12 G engines, utilizing the same base engine and key components as their diesel counterparts.

The ISL G will be available with ratings from 250-320 hp while the ISX12 G will be available with 320-350 hp. Customers can choose either an automatic or manual transmission with the ISX12 G. Full production of the 12-litre gas engine begins in August. Like their diesel counterparts, the ISX12 G and ISL G are EPA13 and GHG14 compliant.

“Cummins is committed to providing refuse customers a complete line-up of clean diesel and natural gas engines that will deliver better fuel economy, reliability and durability, with lower operating costs,” said Jeff Jones, Cummins vice-president, North American engine business. “Cummins and Cummins Westport remain focused on continually improving our proven technology to provide products that best meet the unique needs of our customers.” □

Bridgestone adds two urban tires

NEW ORLEANS, La. – Bridgestone Commercial Solutions has introduced two new tires for heavy-duty urban use. The Greatec M845 wide-base radial and M860A high-scrub all-position radial have been added to Bridgestone’s line-up to meet the unique demands of urban environments, the company announced at the Waste Expo trade show.

The M860A is an improvement to the Bridgestone M860, featuring a new compound that improves wear performance leading to longer life, the company says. It also boasts a wider belt package to enhance casing durability, making it more re-treadable and extending casing life.

The Greatec M845 is available in a new size for Bridgestone, 455/55R22.5. The M860A will be available in June and the Greatec M845 will be available in July, Bridgestone announced. □

Mack debuts mRide suspension on TerraPro

NEW ORLEANS, La. – Mack Trucks has announced the availability of its new mRide spring suspension in its TerraPro refuse truck.

The mRide suspension is now available with proprietary Mack axles, delivering increased stability and a smoother ride, according to the company. The mRide is a six-rod spring suspension with ductile iron axle housings and Mack C150/151 axle carriers.

Mack says the suspension’s spring leaf design and V-shaped torque rods ensure stability by transmitting forces into the truck’s frame. Shock absorbers combine with rubber and steel shock towers to further improve ride. The mRide is also lighter than camelback spring suspensions, allowing for increased payload and more even weight distribution. It also offers improved articulation and constant ground contact for all wheels, to maximize traction and make navigating in and out of landfill sites easier. □

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Regular performance reviews enhance driver behaviours

Every driver's seat offers the promise of an open road, but it can still be an isolated workplace. Ask any long-haul trucker who leaves a fleet yard for weeks at a time, receiving little or no feedback other than e-mails, text messages and the words on a cab's satellite display. No news from the home office may even be seen as good news, especially when feedback is limited to reports about customer complaints.

But ongoing performance reviews and constructive feedback help to enhance the behaviours of every employee. While most companies have established annual performance reviews to discuss changes to compensation packages, those fleets that commit to quarterly reviews and other forms of regular feedback are in a better position to identify emerging problems before they become bad habits. It all helps reinforce the best behaviours that will prepare employees for success.

And it can be the difference between a corrected problem and a lost safety bonus.

The tone of the regular feedback is just as important as the topic itself. I once worked with a major carrier that committed to offering four types of positive reinforcement for every single constructive criticism. This is the cornerstone of a process that supports behaviour-based safety principles, which applies the science of changing employee behaviours to solve real-world problems such as higher collision rates or poor fuel economy.

Positive feedback certainly makes a lasting impression. By encouraging a driver who is seen maintaining three points of contact while entering a cab, for example, a manager promotes the specific activity so it is repeated time and again. The same comments help to promote the organization's broader commitment to a safety-focused culture.

Changing behaviours through more formal feedback can be based on information collected through several sources. Electronic Control Modules and telematic systems deliver data that can identify everything from average speeds to the number of hard-braking events, which can help identify drivers who tend to speed or tailgate. But the comments from shippers and receivers can be equally valuable as long as fleets adopt processes to capture positive behaviours along with any complaints. After all, something seen as a broad problem may be confined to a relationship with a single customer, or involve challenges with a specific traffic lane rather than reflecting an overall approach to business.

Regardless of the topic, feedback that also reflects clearly defined behaviour benchmarks and expectations will be the most effective of all. Any expectation or goal has to be seen and understood before it can be achieved.

Of course, there are times when corrective action will be required. Mistakes are made. Collisions happen. But the information can still be delivered in a constructive context, complete with solutions, as part of the journey to lasting behavioural change.



Ask the Expert

ALBERT ZIMBALATTI

Berating a driver for being late, for example, is not enough. A better approach explores why schedules are not being met in the first place.

Drivers who play a role in establishing related solutions such as enhanced trip planning or support from a mentor will be more likely to see the corrective actions as a positive experience rather than a penalty. Some system-wide solutions designed to minimize risks may even involve personnel from other company departments.

The choice of a setting in which to offer this feedback is as important as the message itself. The best ar-

reas offer a safe environment where a driver can speak openly, such as an office that has a closed door, rather than opting for an open cafeteria or cubicle farm. Documents relating to the review can then be signed and accepted by the driver, demonstrating that the information was received, and offer a chance for everyone to add related comments.

Once added to a driver's file, the documents begin to offer a clear picture of how mindsets evolve from one review to the next.

And the formal process is only part of the equation. Ongoing discussions with drivers can help to reinforce a positive safety culture as long as they involve more than a simple pat on the back or the generic comment of "good job." Specific examples which illustrate the positive or negative actions can be used to enhance performance and reach goals.

The ongoing reviews even play a role in driver recruiting and retention. Everyone wants to feel appreciated in the workplace, and happy drivers are always eager to spread positive messages about the corporate brand. It's just another example of the way ongoing feedback will support corporate goals. □

— This month's expert is Albert Zimbalatti. Albert is an executive risk services consultant for Northbridge Insurance, and has more than 35 years providing loss control and risk management services to the trucking industry. Northbridge Insurance is a leading Canadian commercial insurer built on the strength of four companies with a long-standing history in the marketplace and has been serving the trucking industry for more than 60 years. You can visit them at www.nbins.com.

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Incorporation: A tale of two circles

There's no one-size-fits-all answer when it comes to incorporating your business

Whenever I'm asked to explain what a corporation is, I start by drawing two circles on my notepad. In one circle, I write the person's name, in the other, I write "corp." It's a simple way to illustrate the point that the individual and corporation are separate legal entities.

Maybe it's better to think of these circles as electrically charged wires that should never touch, or pools of chemicals that shouldn't mix. Because maintaining the distinction between the corporation and the individual is one of the biggest challenges

Tax Talk

SCOTT TAYLOR



an incorporated owner/operator will face.

Why incorporate?

Incorporation encapsulates all the financial and legal aspects of a business, walling them off from you, personally, and limiting your liability should the company go

sour. For example, a corporation can claim bankruptcy without requiring the owner to do the same himself. Of course, the opposite is also true: the owner can claim personal bankruptcy without it affecting the corporation.

As a separate entity, the corporation conducts the business transactions. It signs the contract with the carrier, load broker, or customers. It makes money, showing income from trucking and other services, and spends it, paying expenses incurred while running that business.

Money made by the company belongs to the company, not to you (remember the two circles). Likewise, the company can reimburse you for business expenses

you pay on its behalf. But when you draw out money for personal use – let's call this "management wages" – it moves into your circle and becomes your income.

Tax planning

Incorporation brings the potential for tax savings. Again, think of those two circles.

The corporation pays tax on the money inside of its circle (bank account), and you pay tax on whatever money moves into your circle from the corporation. The company can expense your management wages just like it does fuel, maintenance, and insurance, deducting it from earned income.

After expenses, what's left inside the corporate circle is taxed at a corporate rate, which is a much smaller tax rate than we real people have to pay.

Think back to the client I wrote about last month, the single guy who nets \$80,000 after all of his expenses, but only spends \$30,000 personally. He lives in Ontario, where the tax rate for Ontario corporations is 15.5%. Individuals pay 25% tax on income over \$10,000 and our tax rates climb to 35% and higher as we earn more.

His tax calculation works like this: the company has \$80,000 in income after expenses and spends an additional \$30,000 on a management wage. The remaining \$50,000 net income is taxed at 15.5% in Ontario, for a corporate tax bill of \$7,750. If the owner/operator remained a sole proprietor, the \$50,000 would have been taxed at Ontario's personal tax rate and generated additional personal tax of \$16,600. By incorporating, he and his business saved \$8,850 in taxes.

The best choice for you

For me to calculate potential income tax savings from incorporation, one of the biggest factors is how much money you need to run your home (mortgage payments, groceries, utilities, insurance, property taxes, and, of course, all the extras like clothes, haircuts, home maintenance, eating out, kids' sports, and other activities).

If there's nothing left in the corporate circle after you draw your management wage, the corporation would have no income left to be taxed at the lower rate. Your situation would be no different than when you were a sole proprietor. For many owner/operators, incorporation is a great way to maximize their earnings, reduce their tax obligation, and keep their business and personal finances separate. However, what works for one person may not apply to you. Talk to a qualified accountant to find out how to make the right choice. □

– 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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OPINION

Good times and some good causes

Every two years, associate publisher Kathy Penner and I strap on our lobster bibs and head east to the Atlantic Truck Show. It represents a great opportunity to get reacquainted with our East Coast friends as well as to sample some of the world's best seafood. We've just returned from this year's edition and I'm happy to report that despite Ma Nature's best attempt to keep the crowds away with torrential rain, Noah was able to pull his Ark up to the Moncton Coliseum and drop off enough people to set a one-day record for attendance.

Although Lobster Night could have been a tad better organized, the long night was highlighted by over \$16,000 being raised for the Juvenile Diabetes Research Foundation. Congrats to all involved!

Another great event held in June was the annual *Truck News/Chevron* Charity Golf Tournament. I may be just a bit biased, but this tournament has turned into one of the industry's best.

Money raised supports a charity that is dear to our hearts, the Make a Wish Foundation. This organization grants the wishes of children who have life-threatening medical conditions. One hundred and forty four golfers enjoyed a near perfect day and early indications are we raised over \$20,000!

As always, these events don't just happen. I'd like to recognize and thank the staffs of *Chevron, Truck*

Publisher's Comment

ROB WILKINS



News and our good friends at NAL Insurance for their time in organizing the day. A special thank you to the sponsors who help make this day truly special. And to our participants, the money you donated will make more than one child's dream become a reality. (A quick side note, there were certain individuals that night whose generosity was off the charts. I won't embarrass you by naming names, but words cannot describe our gratitude!)

We all know there are a number of well deserving charities. Unfortunately, unless you're Warren Buffet or Bill Gates, we all need to be selective in who we donate money to. It's not an easy decision and in a perfect world every legit charity would be well funded. (Then again, I suppose in a perfect world there would be no need for charities!)

Either of the above charities are excellent choices for your hard-earned donation budget. It's not always possible to donate money, but if you want to give, consider volunteering your time. You may be surprised at just how good it feels to give back. □

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

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GRILLING FOR DOLLARS: Visitors to Maxim Truck and Trailer's annual charity barbecue brought with them a healthy appetite, and a lot of generosity.

Maxim Truck and Trailer, guests raise more than \$16,000 at charity BBQ

WINNIPEG, Man. – More than 600 people dropped by Maxim Truck and Trailer May 29, contributing a total of \$16,500 for charity.

Maxim said this year's barbecue set a new record for funds raised in a single event.

"This year's large selection of raffle prizes really helped us attract more people and raise more funds for charity," said Steve Young, vice-president of parts

at Maxim Truck and Trailer and chief organizer of this year's event. "We owe a great deal of thanks to our vendors and suppliers for their generous support."

All funds raised will go to CancerCare Manitoba's Challenge for Life program. A seven-member team from Maxim has now raised more than \$48,000 for this year's campaign, which culminated in a 20-kilometre walk on June 8. □

Ocean Trailer opens new B.C. dealership

DELTA, B.C. – Utility Trailer has announced the opening of a new Ocean Trailer dealership here, which will sell a full line of Utility's dry van, flat-bed and Tautliner curtainside trailers.

Ocean Trailer, founded by the Keay family in 1981, is one of more than 100 Utility dealers across the Americas, the company announced. The new dealership sits on a 40-acre site.

"We purchased the land over seven years ago, but struggled with land and environmental permits," said Sid Keay, president of Ocean Trailer. "We finally had clearance and now opened up in a very strategic location in Delta. This area is progressively in development with a new highway system and direct access to Vancouver's largest port."

The new facility is 75,000 sq.-ft. and now also serves as Ocean's headquarters. The company employs more than 200 people and operates locations in Calgary, Edmonton and Winnipeg. The newest location is located at 9076 River Road in Delta, B.C. □

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Navistar brings R&D activities together at revamped Melrose Park facility

By James Menzies
MELROSE PARK, Ill. – Navistar International has nearly completed the integration of all truck and engine product development activities at its Melrose Park Test Center and Engine Plant.

The company has invested \$90 million into the facility, while bringing activities previously conducted in Fort Wayne, Ind. to the location. Here, engineers and product developers work together under one roof, just a short shuttle ride from Navistar's global headquarters in Lisle, Ill.

Navistar has retained the test track at its Fort Wayne property but other engineering activities have been centralized in Melrose Park, Navistar officials said during a press tour of the facility in late May.

The Fort Wayne facility is now on the block but many of its former employees have made the move to Melrose Park.

Steve Nash, operations director, IPD, product integration and validation, said the company is realizing improved efficiencies as a result of the cohabitation of its engineering workforces.

The facility now offers: 50 engine test cells; a corrosion lab with full vehicle chamber; a hot and cold chamber, capable of put-

ting vehicles through their paces at temperatures ranging from -40 F to 130 F; a body development lab to test frontal impact and roof strength capabilities while also testing the durability of everything from cab doors to steps; a shaker test lab to simulate the punishment a truck will experience over its life-cycle; and development and build bays, where new vehicles and engines can be developed and prototypes built.

Phase 2 of the expansion will include the installation of a wind tunnel, noise/vibration/harshness testing capabilities and even a museum and cafeteria.

The site is also home to the manufacturing of Navistar's inline 6 engines, including the MaxxForce DT, MaxxForce 9 and MaxxForce 10. The plant is currently producing about 70 engines per day while running one shift.

The manufacturing section occupies 1.5 million sq.-ft. of space. Certain components, including blocks, cams and cranks are also built here and shipped to the company's Huntsville, Ala. big bore engine plant.

Nash said one of the greatest advantages of the revamped Melrose Park facility is the ability to work on engines and vehicles concurrently under one roof. □



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Navistar CEO promises improved product quality, increased market share

By James Menzies

LISLE, Ill. – In a meeting with trade press journalists last month, Troy Clarke, head of Navistar International, spoke candidly about the company’s recent challenges and the reasons he thinks it has turned the corner.

“We don’t have any false pretensions as to where we might be,” he admitted. “Our (Class 8) market share is low right now; it’s neighbouring at 14.5% and it was about 18% last year and higher than that the year before. Truthfully, it’s been tough selling products this year. People know we’re making this change (to SCR), they know we’ve been working through some quality issues and they have had every reason to stand on the sidelines and say ‘We’re going to wait and see how Navistar has done.’ But now we’re back in the market, we have products to sell, we believe we’ve addressed any number of our quality issues and the products we’re building today are far better than anyone has seen from Navistar since prior to 2010 and maybe even prior to that.”

Clarke, who has steered Navistar through its difficult restructuring – shedding non-core businesses and re-focusing on product quality – said he’s optimistic about where the company now stands.

“I believe we’ve got a shot at demonstrating we can begin to gain market share by the end of this fiscal year,” he said, without giving a specific target. “We will go up.”

Clarke noted he took the helm at Navistar in the midst of a “perfect storm.” The North American truck market started 2012 strong, but saw sales decline in each subsequent quarter. The wars in Iraq and Afghanistan were wound down, reducing the need for MRAP military vehicles produced by Navistar’s lucrative defense division.

“That was an important part of our business. Especially with the recession that started in 2008 in the trucking industry, (the military business) did a lot to buoy our results,” Clarke said. Exacerbating the situation, “We had some higher than expected warranty costs,” Clarke admitted. “Most of those warranty costs were associated with the big bore engine we had introduced just before 2009 and we really had a significant number in the field at that particular point,” he said.

At that time, Clarke recalled, “it appeared problems were showing up at our door as fast as you could put name tags on them.”

Still, the company enacted a bold restructuring plan that would see it through the turmoil.

“We began systematically making changes,” Clarke explained. “We decided to embark upon using SCR as opposed to EGR and began our path to put Cummins’ SCR system on our 13-litre engines. We needed to do it on a very aggressive timeframe.”

The ISX15 was rolled out in the International ProStar ahead of schedule last December, and the MaxxForce 13 with SCR was also deployed just ahead of Navistar’s self-imposed deadline in April. Meanwhile, Navistar was eliminating projects that weren’t core to its business (ie. the Mahindra joint venture in India and its RV and electric truck businesses)

while other projects, including development of its own natural gas engines, were put “on pause.”

Clarke said the company has cut its costs by more than \$200 million.

about its revamped product line, and for good reason. It’s quick to point out the International ProStar and Cummins ISX engine were once a formidable combination that enjoyed in-

sors, but it certainly wasn’t lacking confidence. He noted the MaxxForce 13 with SCR has accumulated more than a million miles of testing. Over the past 10 months, the company has racked up more than 4.5 million miles in testing on its vehicles; more than in the two previous years combined.

“I think that is one indicator of how we look at our business differently (than before),” he said, adding that it surpassed its own field-testing targets because the trucks were more reliable than expected right out of the gate. Clarke’s confidence is based on the faith he has in the Navistar team and also the conversations he’s had with customers. He said he spends Mondays and Fridays in the office, and the rest of the week meeting face-to-face with customers. So far, he has met with about 250 customers, and has even closed deals for about 1,000 trucks himself. □

‘We’re dedicating ourselves to things like quality; not how we define it, but how our customers define it.’

Troy Clarke, CEO, Navistar

It is now offering the popular International ProStar with the Cummins ISX15 and the MaxxForce 13L with SCR – an engine it remains bullish about.

“We have been able to dial down the EGR and rely upon SCR to clean up the exhaust and we have found the engine is far more responsive,” Clarke said. The company feels very positive

industry-leading market share. Still, Clarke is quick to add that customers will ultimately determine whether Navistar has returned to its past glory.

“We’re dedicating ourselves to things like quality; not how we define it, but how our customers define it,” he said.

Clarke’s tone may have been absent the bravado of his Navistar predecessor.



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WheelTime now distributing Bergstrom anti-idle systems

ROCKFORD, Ill. – Bergstrom has announced the WheelTime Network is now a distributor of its climate control systems. The Wheel-

Time network includes 18 member companies with nearly 200 service centres, including Wajax in Canada. WheelTime will now offer Berg-

strom's NITE no-idle system as well as all Kysor products. "WheelTime is renowned for its fast turnaround times and depend-

able, high-quality service," said Joe Kirby, general manager, sales and director of global aftermarket at Bergstrom. "We're very excited about this partnership and the opportunities it provides in terms of growth in North America." □



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Big Truck Rental acquires Amtruck Rental

AURORA, Ont. – Canadian refuse truck rental company Amtruck Rental has been purchased by Big Truck Rental.

“We’ve had a great working relationship with Amtruck over the years – and we felt it was time to take that next step as we looked to expand into Canada,” said Scott Dols, owner and CEO of Big Truck Rental (BTR).

Amtruck has been in business since 1984, initially as a buyer and seller of refuse and municipal equipment. It added truck rentals to its portfolio in 2005.

Bendix awards seven Canadian distributors

ELYRIA, Ohio – Bendix has honored 37 distributors, including seven from Canada, for reaching its highest rank of platinum in its Premier Distributor Program (PDP).

Distributors reaching platinum status represent the top 10% of companies in Bendix’s distributor network, the company announced. They are evaluated based on six key measurement areas, including more than just volume, meaning all distributors have an equal chance to win recognition, the company says.

Canadian platinum distributors include: Bogar Truck Parts & Service, Windsor, Ont.; Buy-Rite Truck Parts, Mississauga, Ont.; CBS Parts, Surrey, B.C.; Fort Garry Industries, Winnipeg, Man.; Macpek, Quebec City, Que.; Quinte Truck and Trailer, Belleville, Ont.; and Ressorts Maska, Saint Hyacinthe, Que.

“The newest platinum members of the Bendix Premier Distributor Program continue our tradition of developing strong partnerships to provide the heavy-duty aftermarket with the highest levels of performance, safety, value, and post-sales support,” said Tom Otter, Bendix vice-president, sales and marketing. □

“Amtruck has been growing on a parallel path to Big Truck Rental for years and during that time we would refer customers back and forth across the border, so we felt the time was right to officially merge,” said Russell Levy, president of Amtruck. “Now we have a business model that works throughout the US and Canada and can more easily service those fleets that have operations on both sides of the border.”

Big Truck Rental has a relationship with Heil bodies, which will provide Amtruck customers with a wider assortment of refuse vehicles, the companies say.

“We’re excited to have Russell and the Amtruck Rentals team on-board and look forward to expanding our operations and our product offerings to the Canadian rental market,” said Dols. □

Largest retread plant in Canada opened

GRANBY, Que. – Groupe Robert Bernard has inaugurated the largest retreading plant in Canada, boasting 70,000 sq.-ft. of floor space.

The retreader is the eighth in Canada and the 80th in North America to use Michelin Retread Technologies (MRT), the companies announced. Groupe Robert Bernard has invested \$3 million into the facility.

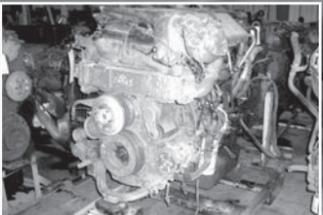
“We have full faith in the technology offered by MRT and we have a strong relationship with the Michelin family going back 45 years,” said Jocelyn Bernard, vice-president of Groupe Robert Bernard. “Our new plant provides us with a larger shop floor of 70,000 sq.-ft. This will facilitate better production and storage. This will also help us reduce wait times for delivery.”

Harold Phillips, chief operating officer, Michelin Canada, added: “Although MRT Canada now has eight plants across the country, Robert Bernard MRT is the only hybrid facility, which means it can manufacture high-quality retread tires using Pre-Mold and Custom-Mold processes. With this expansion, Robert Bernard MRT is the largest retread plant in Canada. This will help the company meet the increasing demand for the highest-quality MRT retread tires in Quebec.”

Michelin says its retreads incorporate new technologies, offering “incomparable treads and the most stringent quality standards.” MRT retreads use only Michelin rubber and treads, with finished products the company says look and perform like new Michelin tires. □



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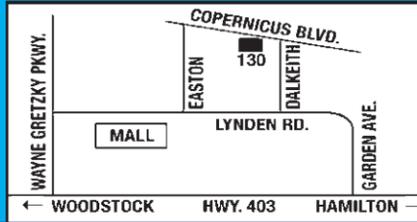
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Reloaded

International's back in the game with a revamped 13L MaxxForce with SCR.

By James Menzies
LISLE, Ill. – Navistar International has started a new chapter in its long history, rolling out the very first MaxxForce 13 engines with selective catalytic reduction (SCR) in its best-selling ProStar tractor.

In doing so, the company is eager to put behind it the last few years, which have been marked by missteps in its pursuit of achieving the stringent EPA10 emissions standards without urea-based SCR, which is used by all the other North American engine manufacturers. Navistar CEO Troy Clarke said he's confident Navistar's engine reliability issues, which resulted from overtaxing the MaxxForce 13 with too much exhaust gas recirculation (EGR), are behind them and promised the company is now back in the market with products capable of winning back customers.

"We're excited to be back in the market with an even bigger product portfolio than we had at this time last year," Clarke said during a recent ride-and-drive event for the trucking press. "Our next challenge is to regain momentum in the marketplace. We don't want to miss the selling season for major fleets, which takes place later this calendar year, so re-establishing our sales momentum is really important."

For that reason, it was deemed essential that Navistar hit all its self-imposed deadlines when rolling out its SCR product line. That began with the International ProStar with Cummins ISX15 last December and continued with the early (by days) launch of the ProStar with International MaxxForce 13 in April. Bringing Cummins back into the fold gave Navistar instant street cred with customers and seems to have reinvigorated its dealer network. But the company's ability to regain some of its former glory – it previously wrestled with Freightliner for a leadership position in Class 8 market share – will hinge largely on the success of its new 13-litre MaxxForce.

Navistar has opted not to, as of yet, offer the 12-litre ISX, meaning its ability to prosper in this growing smaller-displacement engine segment will depend on the performance and reliability of the previously maligned MaxxForce 13. Adding the proven Cummins SCR aftertreatment system to the MaxxForce 13 will allow it to be a better engine, so you can throw away any preconceived ideas you had about this engine. Without SCR, the MaxxForce never had a chance to perform to its full capabilities.

So, what do we know about the MaxxForce with SCR? We know it's a better engine than its predecessor, as

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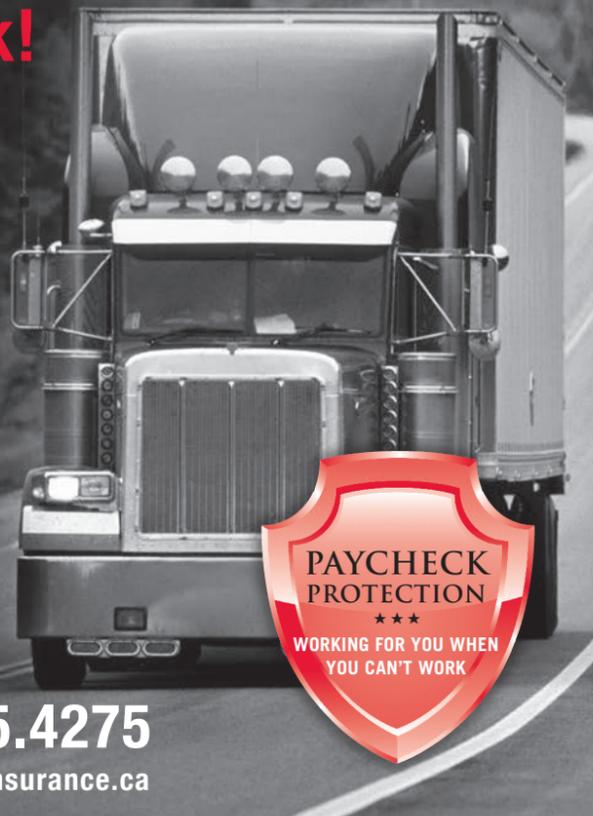
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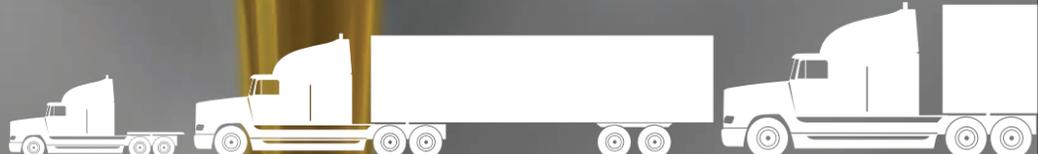
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TRANSIT



OEM/DEALER NEWS

Performance, not compliance, the current focus for MaxxForce developers

Continued from page 52

it's not choking on copious amounts of its own exhaust gas. We also know it has been married to the Cummins aftertreatment system, which is as proven and reliable as any other aftertreatment system in the market.

I recently chatted with Shane Spencer, director of integrated reliability and quality with Navistar, as we cruised along in an International ProStar with MaxxForce 13 engine along the highways and country(ish) roads just outside Navistar's world headquarters in Lisle, Ill. His enthusiasm for the new MaxxForce was palpable.

This gearhead notices a difference in the performance before we even exit the parking lot.

"When you let the clutch out on the old 13L, you might have to nurse it a little bit and feather the clutch," he recalled. "This thing just goes. Getting that EGR out of there wakes the engine up."

Clarke said improved responsiveness is one of the first things customers will notice with the new MaxxForce. "The pedal tip-in feels significantly different than the pedal tip-in did previously," he said. "That responsiveness means a lot as to how

the driver feels. It's easier to shift and there is no lag at any point in the cycle when letting up on the pedal to put it into gear."

When you dial back EGR flow rates, good things happen within an engine. Spencer, who has tested the SCR-equipped MaxxForce engines extensively, in all manner of climates and duty cycles, said one of the greatest benefits is that the engine is more predictable than its predecessor, which had its own, let's say, quirks.

"It always does the same thing every time, which is something we struggled with in the EGR engines," Spencer admitted.

It also looks as though it will perform better in cold weather. Having tested the new engine in Alaska this past winter, Spencer said there was a remarkable difference in how the new engine handled the low-density fuel used there.

"The light-density fuel drives the fuel system nuts, trying to get the right amount of fuel in at the right time," he said. "That creates a stumble on most engines and it did on all of our engines. I was in Alaska in the February timeframe and we did all kinds of maneuvers trying to make this thing stumble and we couldn't get it to stumble. We worked for three to four years trying to get our other engines not to stumble under those conditions."

By adapting an existing engine to utilize SCR exhaust aftertreatment in nine months, Navistar made it look easy. But the process was anything but. For starters, Navistar had to figure out how to get its engine control module (ECM) to speak with the aftertreatment control module (ACM) found on the Cummins aftertreatment system.

"Our guys knew right up-front that would be a challenge, because we've never talked to an ACM before," Spencer said. "There were a lot of late nights with our controls and electronics people and Cummins' controls people to understand how (the systems) were going to talk to each other."

Another concern was to ensure the SCR system would be mounted to the vehicle in such a way that it would withstand the rigors of on-road trucking without falling apart. Rather than reinvent the wheel, Navistar adopted all the hardware, mounting brackets, etc. that were already used on the Cummins aftertreatment system paired with the ISX and then applied them to the MaxxForce-equipped ProStar.

"It's been very robust," Spencer said of the hardware associated with

the SCR system.

Spencer credited Cummins with helping make the transition to SCR as painless as possible and noted Navistar benefited, in some ways, by adding SCR later than other manufacturers, when all the bugs had been worked out.

The MaxxForce 13 we drove was rated at 450 hp and 1,550-1,700 lb.-ft. of torque, though it can be had with as little as 400 hp and as much as 550. It's a versatile engine that is strikingly quiet to operate, thanks in part to a compacted graphite iron (CGI) block that's also lightweight and durable. Navistar says the CGI block can reduce weight by as much as 500 lbs compared to gray iron, yet it also boasts 75% higher tensile strength and nearly twice the fatigue strength as the more commonly used gray iron.

Contributing to the engine's responsiveness is its dual sequential turbochargers, the smaller of which provides immediate response upon throttle activation with the larger, secondary turbo providing peak power at higher speeds and on steep grades.

But while International customers and dealers have plenty to be excited about regarding the performance of the new MaxxForce 13, it is reliability that will ultimately define the success of this engine in the long run. Navistar's advertising an ambitious 1.2 million mile B50 life, meaning half the engines it produces will still run strong without any significant overhauls at 1.2 million miles. That kind of reliability will go a long way towards winning back customers who may have been victims of the "higher than expected" warranty costs that burdened the previous EGR-only MaxxForce. With 13-litre engines comprising such a large, and growing, segment of the Class 8 on-highway market, and with the MaxxForce 13 the only such 13L engine on offer from Navistar, it's vital that the new engine not only perform well, but perform well for a long, long time.

It's not that engine noise, responsiveness and fuel economy are unimportant - they're vitally so. But Navistar needs to definitively leave in its wake the quality issues that have plagued its products in recent years. Fortunately for them, they believe the new 13L MaxxForce is up to the task.

Clarke acknowledged customers will have the final word on the quality of the new MaxxForce.

David Majors, vice-president, product development with Navistar is optimistic this engine is up to the task. "These are the best trucks we've ever built," he vowed, referencing quality metrics tracked by the company. □

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A new alternative

With all the buzz about natural gas, could it be that a lesser known alternative fuel holds even greater promise? Volvo thinks so.

By James Menzies

SACRAMENTO, Calif. – Driving along I-80 just outside Sacramento, I've got the window down and my ears strained. I'm in a Volvo VNL day cab belonging to Texas-based Martin Transport with a D13 engine under the hood, mated to an I-Shift automated transmission. I've driven this truck before – or a reasonable facsimile – but this time something's different.

The tanks mounted to the frame will tell you this truck is fuelled by dimethyl ether (DME). But try as I might to prove otherwise, from behind the wheel the truck drives, pulls and sounds just like a diesel. And that's what Volvo loves about DME, and why it has been publicly pounding the DME drum since as far back as 2005.

While the North American trucking industry has come to equate natural gas with going green, along comes DME, which is in many ways cleaner, and potentially more energy-efficient than natural gas. DME is a manufactured fuel, which can be produced using virtually any methane-containing feedstock, including cow manure, grass clippings, organic food waste and even natural gas itself. On a molecular level, because there are no carbon-carbon bonds, the fuel burns exceptionally clean, producing absolutely no soot. This eliminates the need for a diesel particulate filter (DPF) and even cooled exhaust gas recirculation (EGR), as well as its associated EGR valves and coolers.

Volvo has been testing DME in Sweden and North America – but mostly Sweden – for several years now and has accumulated 650,000 miles of real-world testing. But it's safe to say the industry's trade journalists were surprised when it was announced June 6, in front of the California State Capitol building, that Volvo will bring to market a DME-powered truck in North America as early as 2015.

DME, commonly used today as a propellant in aerosol sprays, including asthma inhalers, is not yet widely available as a vehicle fuel. However, the impetus for Volvo's announcement was a proprietary new, small-scale DME production method, developed by Oberon Fuels, which could produce DME at a customer's own facility at a price that's competitive with diesel. That got Volvo's attention.

"Our small-scale process enables the utilization of regional feed-

stocks to produce DME," said Rebecca Boudreaux, Ph.D., president of Oberon Fuels. "Cost-effective, regional fuel production addresses the distribution issue, and offers the potential to bypass the need for a national fuelling infrastructure, while reducing the carbon footprint associated with transporting the feedstock and the fuel produced."

Oberon, whose co-founder and chief operating officer Elliot Hicks hails from Saskatchewan, is planning to build skid-mounted production units that can be delivered to customer sites for the production of DME using locally available feedstocks. The company's business model involves building, owning and operating the production units, which will be available in 4,500 and 10,000 gallon per day versions, able to produce enough DME to fuel 60 or 150 trucks, respectively. The first of these sites are going online in Brawley, Calif. and Chicago, Ill. this month. A 4,500 gallon per day site would require about 100 tonnes of food waste daily, but it's capable of producing smaller volumes, Boudreaux noted.



MEET DME: Volvo is touting a new alternative fuel that is potentially cleaner than natural gas, while performing more like diesel than other alternatives.

Oberon's ability to cost-effectively produce DME for road transport was just what Volvo needed to take the next step towards commercializing DME-powered vehicles. Goran Nyberg, president of North American sales and marketing with Volvo, declared at the Capitol that "In 2015, Volvo will begin commercial production of DME-powered Volvo trucks in the US. This is a first for North America and a first for Volvo Group. Volvo is a pioneer in developing and testing DME as a viable fuel for heavy trucks and we feel very positive about the commercial potential in this market."

Ed Saxman, marketing product

manager, alternative fuels with Volvo, said the engine adaptation required to run off DME is actually quite simple. The D13 base engine doesn't change drastically, with the exception of a new fuel system that will operate at much lower injection pressures.

"DME doesn't make any soot, so we won't need that very high fuel



man said was the target needed to commercialize the vehicles.

"We're easily capable of putting enough fuel on the truck to do 600 miles, which we feel is the needed range," Saxman said. The first DME-powered D13s will be rated at 425 hp and 1,750 lb.-ft. of torque, which is currently Volvo's most popular rating. A 500-hp version will follow.

Comparisons to natural gas will be inevitable, since the trucking industry has been gravitating towards compressed and liquefied natural gas as the alternative fuels of choice. Fuel price and availability will continue to favour natural gas – and Volvo has no plans to abandon its natural gas product development – but DME addresses some of the shortcomings of CNG and LNG.

CNG and LNG-powered trucks can cost \$30,000 to \$90,000 more than their diesel counterparts, and much of that is attributed to the cost of the fuel tanks. CNG is stored on the vehicle at 3,600 psi and LNG at temperatures of -260 F. Both scenarios require heavy and costly double-walled tanks.

DME is stored at ambient temperatures at 75 psi, requiring a less

expensive steel tank that's similar to a propane canister. For that reason, coupled with the simplicity of the base engine adaptation, Volvo is confident it will be able to sell DME-powered trucks at roughly the same cost as conventional diesels.

With 69,000 BTU per gallon, DME has energy density comparable to LNG (about half that of diesel and twice the punch of CNG) and doesn't boil off over time, like LNG. "We can package DME on a truck with a shorter wheelbase and still have a greater range than either of the other two popular alternative fuels used today," Saxman said.

DME may be the ultimate clean

injection pressure," Saxman said. "This engine design gets us back to basics. We are confident we can produce a reliable, durable engine out of the box with this low pressure injection."

Customers won't be sad to see the elimination of DPFs and EGR coolers, either. The DME design also does away with the seventh injector and could eventually eliminate selective catalytic reduction (SCR), though the early versions will likely be SCR-equipped.

Current DME prototypes being run by Texas-based Martin Transport – including the one I drove – have a range of 600 miles, which Sax-

fuel. After all, Oberon's manufacturing process takes methane emissions that would otherwise be released into the environment and locally converts them into an ultra-low-emission fuel. But even if both the truck and fuel are priced competitively with diesel, most fleets will want to see how DME can benefit their bottom lines, which is what makes natural gas so appealing, with fuel prices about 30% lower than diesel.

Saxman said there are many benefits to DME that could pay back over time. For starters, the price of DME won't be tied to crude oil, so users will be protected from the volatility of diesel prices. Fleets that make their own fuel won't have to worry about

how wars in the Middle East – or for that matter, refinery fires in Alberta – will influence their access to fuel.

DME may also appeal to fleets – private or for-hire – that want to run the cleanest fuels possible to reduce their environmental footprint. However, the biggest bang for the buck may go to carriers that have ready access to feedstocks.

For example, a fleet that transports municipal waste to a landfill or a grocery chain that delivers product to stores where there's an abundance of expired food that can be converted to fuel. Dairy fleets in rural areas, cattlemen delivering to feedlots, refuse trucks in major cities – there really are plenty of ap-

plications where DME makes sense from both an economical and environmental perspective.

In the US, grocery giant Safeway has already agreed to pilot the next batch of DME trucks Volvo builds, using fuel that Oberon will produce for it at locations in the San Joaquin Valley.

Jonathan Mayes, senior vice-president of government relations, public affairs and sustainability for Safeway, said, "Our company continues to look for innovative ways to reduce our carbon footprint. Converting to a cleaner burning, renewable fuel such as DME presents a good opportunity. We are pleased to be working with Oberon Fuels and Volvo Trucks on this first-

of-its-kind trial in North America."

Because it has been thoroughly tested in Sweden, DME has been run in Canadian-type conditions and Volvo officials said it thrives in cold weather, with no gelling. And Saxman pointed out that bacterial growth and algae formation, occasionally problematic in diesel storage tanks, aren't an issue either.

There's a lot to like about DME, including from the driver's seat. On my drive around Sacramento, it lived up to its promise of delivering diesel-like performance, sound and feel, both at highway speeds and in stop-and-go traffic. I was grossing about 55,000 lbs with a gravel-filled belly dump in tow. □

Whitby Pete dealer heralds arrival of Models 567, 579 and new trailer line

By James Menzies

WHITBY, Ont. – Peterbilt Ontario Truck Centres' Whitby dealership held an open house June 8, to celebrate the arrival of the new Models 567 and 579, as well as the launch of a new trailer line.

The dealership underwent a change of ownership in 2008, and since that time Peterbilt Ontario Truck Centres has invested about \$1 million into the operation.

The company on Saturday announced it is now offering a full line of Cross Country live-bottom trailers and dump bodies, as the Canadian trailer manufacturer looks to break into the Ontario market.

Based in Morden, Man., Cross Country has purchased a 150,000 sq.-ft. plant in Blenheim, Ont., from which it will serve the Ontario market. It currently builds between 650 and 1,000 trailers per year.

Peterbilt Ontario Truck Centres, with its 10 locations, will serve as its Ontario dealer network.

David Climie, president of Peterbilt Ontario Truck Centres, said the live-bottom trailer features a heavy-duty chain system, with heavy cross-members and framework for maximum durability. He added Cross Country's dump bod-

ies are a great fit for the new vocational Model 567.

As the two companies forge their new partnership, Jeffrey Climie, regional manager for Peterbilt Ontario Truck Centres' Whitby location, said he's impressed with the level of customization available from Cross Country.

"If you need any type of option, they'll talk to their design team and get back to you with a price within 24-48 hours, even with some of the more complex customizations," he said.

Live-bottom trailers represent a growing segment in Ontario, with many roadbuilding contractors making them a requirement on business tenders. David Climie said they are less prone to rollovers and alleviate concerns about making contact with overhead wires or bridge structures. The real stars of the day, however, were the new truck models, which attracted plenty of attention throughout the festivities.

"There has been a ton of buzz about the 579 and the 567," Jeff Climie said. The trucks feature a 2.1-metre cab and are available with either the 13-litre Paccar MX or Cummins ISX15 engine. Two hood styles are available, and the 579 can be spec'd with up to a mas-



REASON TO CELEBRATE: Peterbilt Ontario Truck Centres in Whitby held an open house June 8 to celebrate the arrival of new models and a trailer line.

sive 80-inch bunk.

"That's the largest we've offered in a fairly long time," Jeff Climie said.

David Climie was quick to add the classic-styled long-nose design that Peterbilt is famous for won't be going away any time soon, even with more stringent emissions standards slated to be phased in between 2014 and 2018. The new emissions rules focus on greenhouse gases, and Climie said the

dealership is working hard to educate customers on the implications of the new rules.

"We're going to see some spec'ing restrictions," he warned. "We're trying to get the message out to the Ontario base that we serve, that customers are going to have to start paying attention to that really closely."

The Whitby open house was a family affair, featuring a customer show'n'shine, music, face-painting, a barbecue and other activities. □

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FLEET NEWS

Celadon acquires Hyndman Transport

WROXETER, Ont. – Celadon Trucking Services has announced the acquisition of Hyndman Transport, adding 175 tractors and \$48 million in annual revenue to its Canadian division.

Hyndman, based in Wroxeter, Ont., offers domestic and cross-border trucking services.

Terms of the deal were not disclosed, however, *Truck News* reported last year that Celadon was looking to grow its Canadian fleet through acquisitions.

“Hyndman has been a well-respected Canadian truckload carrier that has provided a high level of dry van freight services for its customers since 1937,” said Paul Will, president and CEO, Celadon Trucking. “We believe this acquisition offers solid potential to expand our domestic Canada footprint and ad-

vance our overall growth plans by delivering growth in our dry van, cross-border transportation service offering.”

The company said Mike Campbell and Jeff Sippel, Hyndman’s president and CFO, respectively, will remain on to manage the business.

“We’re excited to work with Mike Campbell and Jeff Sippel, who will continue to help manage and service existing Hyndman business,” Will said. “We look forward to continuing to provide the quality service that the Hyndman core account base has come to expect. Based on previous acquisitions, we believe we can actually enhance that service through upgraded equipment, advanced technology, additional assets available for dispatch, and an industry-leading safety record.” □

Contrans expands waste division

SLAVE LAKE, Alta. – Contrans Group has purchased waste collection company Deuce Disposal. Based in Slave Lake, Alta., Deuce has been providing waste collection services – including residential waste collection and recycling, commercial waste collection/recycling, metals processing and custom waste bin solutions – since 1981.

It is expected to bring annual revenues of \$9 million to Contrans.

“Since our entry into the waste collection business in 2010, we have been looking to add to this line of business,” said Contrans chairman and chief executive officer Stan Dunford.

“This successful business was built on a foundation of exceptional service. The team at Deuce has developed some customized collection services for unique customers in their local area. There are numerous new investments in the local businesses and the oilfield production infrastructure, and we believe Deuce will successfully grow along with its customers. This transaction adds a new dimension to our fast growing waste collection business in Alberta.” □

Canada Cartage boosts western presence

TORONTO, Ont. – Canada Cartage has announced it will be increasing service to one of its key

Western Canadian clients to serve an additional 26 stores, marking a 21% increase.

The new service was launched June 2 and will provide outsourced fleet services for store-to-customers home delivery of products including lumber, shingles, windows and other home renovation products.

The trucks will be painted in the colours of the store, but will be driven and managed by Canada Cartage, the company says.

Canada Cartage said the new business resulted from the client’s evolving supply chain and their need to consolidate home delivery service from several suppliers into one channel.

“We are delighted to expand our long-term partnership with one of our major clients as they increase their home delivery service offering to their customers,” said Paul Dunn, vice-president of the company’s Direct2Home subsidiary. “Our focus for the first few months is managing their crucially important peak season with a complement of experienced drivers and expanding fleet. After that, we will look at improving existing processes to ensure we are operating at optimum efficiency.” □

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 – No. of Truck-Tractors _____ No. of Buses _____
 – _____ No. of Off-Road Vehicles _____

3) Does this location operate, control or administer one or more vehicles in any of the following Gross Vehicle Weight (GVW) categories? Please check YES or NO:

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 11,794-14,968 kg. (26,001-33,000 lbs.)... YES NO
 8,846-11,793 kg. (19,501-26,000 lbs.)... YES NO
 4,536-8,845 kg. (10,000-19,500 lbs.)... YES NO
 Under 4,536 kg. (10,000 lbs.)... YES NO

4) This location operates, controls or administers:

Diesel powered vehicles... YES NO
 Refrigerated vehicles... YES NO
 Pickups or Utility Vans... YES NO
 Propane powered vehicles... YES NO

5) Do you operate maintenance facilities at this location? YES NO
 IF YES, do you employ mechanics? YES NO

6) Indicate your PRIMARY type of business by checking ONLY ONE of the following:

a) For Hire/Contract Trucking (hauling for others)
 b) Lease/Rental
 c) Food Production / Distribution / Beverages
 d) Farming
 e) Government (Fed., Prov., Local)
 f) Public Utility (electric, gas, telephone)
 g) Construction / Mining / Sand & Gravel
 h) Petroleum / Dry Bulk / Chemicals / Tank
 i) Manufacturing / Processing
 j) Retail
 jii) Wholesale
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7) Are you involved in the purchase of equipment or replacement parts? YES NO

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BIG MOVE, BIG AWARD: Precision Specialized Division has won SC&RA's Hauling Job of the Year Award for transporting a 110,000-lb. tank 180 km.

Canadian heavy hauler wins award

WOODBIDGE, Ont. – Precision Specialized Division (PSD) has received the Specialized Carriers & Rigging Association's Hauling Job of the Year Award. PSD, a Woodbridge, Ont.-based heavy haul company, is the first Canadian company in more than 35 years to receive the honour and only the second Canadian company to win in SC&RA's 65-year history.

SC&RA chose PSD as first among entrants from around the world for its expertise in the execution, routing and planning of a major haul in the Under 160,000 pounds (net) category. PSD was recognized for hauling a 110,000-lb Vertical Impregnation Tank (VIT) 180 km from the shipping docks on the shores of Lake Ontario in Oshawa to General Electric's plant in Peterborough. The dimensions of the crated haul measured 21 ft. long by 19 ft. wide and 19 ft. high. Loaded weight tipped the scales at 185,000 lbs.

PSD operations manager, Ed Bernard, highlighted the logistical challenges in the planning and execution of the haul, saying, "With the extreme height and width travelling through such densely populated areas, the planning that went into this move was paramount and one of the main reasons the move was successful."

An army of utility trucks from various regional authorities leapfrogged ahead of and behind the load to lift wires, and turn away and take down traffic lights, returning all infrastructures to their original

positions once the truck passed. Thirty-six utility trucks and 72 technicians were involved in the journey which took four days to complete. Four private escorts, seven police cruisers and two camera operators were also involved.

"On some turns, up to an hour was required to execute the move safely," Bernard explained. "Anything less than complete attention to safety could have resulted in this unwieldy, two-story load toppling onto its side when cornering."

There were several complete road closures during this move, the longest being the last 9.5 mile stretch into Peterborough which took place at night over a four-hour period with the truck often moving at walking speed.

PSD officials said the transport of the VIT was "executed successfully along one of the world's most populated metropolitan areas, free from any mishaps."

Bernard attributes the success of the transport to months of detailed planning beforehand to ensure that all contingencies were addressed. "From the initial planning to final unloading, this project required a staggering 1,947 man-hours. Planning the route required 305 man-hours over 16 weeks with approvals and permits from 17 local and regional governments, police departments and utilities," he explained.

PSD received the prize at the SC&RA Annual Conference Closing Night Awards and Recognition Dinner April 5. □

Mullen buys Jay's Moving & Storage

REGINA, Sask. – Mullen Group announced today the acquisition of Jay's Moving & Storage in a deal expected to close on June 1.

Jay's, owned by Dennis Doehl and based in Regina, Sask., has been in business since 1964 and operates more than 600 trucks and trailers and 11 full-service terminals, providing LTL transportation services.

In 2010, the company was named Saskatchewan's Business of the Year by the Saskatchewan Chamber of Commerce.

"We are extremely pleased to add Jay's to our organization," said Murray Mullen, chairman and CEO of Mullen Group. "Dennis Doehl is a true entrepreneur starting with just a couple of trucks nearly 50 years ago. His company has an exceptional reputation for providing outstanding service to its customers and we look forward to working with the management team to enhance the service offerings to Mullen Group's existing customers and realizing on the potential synergies resulting from this acquisition. This is a great company with an established history and a strong management team. As such, we anticipate a quick and smooth transition."

Mullen said Doehl would stay on for the remainder of the year to assist with the transition.

Jay's will operate as a stand-alone company under the Mullen Group umbrella and is expected to add revenues of \$35-\$40 million. □



LONG HAULERS: Among Yanke's staff with receiving long service awards were a group of five drivers that have circled the globe more than 400 times with the carrier.

Yanke Group rewards staff for long service

SASKATOON, Sask. – Yanke Group recently celebrated the achievements of 47 professional drivers and staff members, including five drivers who've reached two million miles with the company.

The awards were presented as part of Yanke's quarterly Key Business Indicator and Service Awards luncheon.

Drivers reaching the two million mile mark with Yanke included: Gerald Hinks, Jason Hunter, Andrzej Jaworski, Paul Miller and Erin Skomoroh. Collectively, they've circled the globe more than 400 times

in service to Yanke, the company points out.

"Our industry is one of constant change and transition. Many companies struggle to retain good people. We have endeavoured to put in place programs that make Yanke a desirable place to work and I am very proud of our retention record, and of these five operators specifically in their achievement," said Russel Marcoux, president of Yanke Group of Companies. Drivers and staff with five, 10, 15 and 20 years of service were also recognized at the event. □

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Mark Dalton: Owner/Operator

The Blame Game

By Edo van Belkom

His adventure as a livestock hauler over and done with, Mark gave Bud a call, looking for a new load.

"Hello?" said Bud.

"Hey Bud, it's Mark."

"Mark who?"

For Pete's sake, Mark was getting tired of this. "Market Value, the driver against whom all others are judged."

"Wow, aren't you full of yourself today?"

"Did you hear how I saved a lamb on my last haul?"

"Yeah, I did actually. The company was pretty impressed and they'd be happy to have you back."

"That's nice to know, and I'm thrilled that it all worked out, but I don't think I'll be carrying animals again any time soon."

"Why not?"

"It's a lot of extra responsibility that I'd rather not have. I've got a hard enough time getting my loads to their destinations on time without having to keep them alive."

"I hear ya."

"Besides, I really don't want to have to think twice every time I stop into Harvey's and order an Angus burger."

"Alright, then," Bud said. "How about a load that's big, dumb and heavy?"

"Big, dumb and heavy," Mark said. "What are you gonna give me, a busload of dispatchers?"

"Oh, you are sooo funny. What you need is to take your act on the road."

"But I already am on the road."

"Then don't quit your day job."

Bud called back a couple of hours later. "Dalton?" Mark couldn't resist giving him the business. "Yeah, who's this?" He could hear Bud let out a sigh. "It's Bud."

"Bud who?"

"Bud Light."

"Sorry, the only Bud I know is heavy. Three-hundred pounds or more."

"You want this load or not?"

"What you got?"

It turned out that the big, dumb and heavy load was a trailer of reinforcement steel bars that needed to go from a steel mill just outside of Hamilton to a bridge under construction near Winnipeg. It was a nice load, a bit on the heavy side, but Mother Load had more than enough power for it. As long as he kept his speed at or below the limit, he'd be fine.

At the yard, Mark saw several trailers that were already loaded and awaiting their rides. Obviously there was plenty of work here for a driver who wanted it. However, the condition of the trailers themselves was a bit more telling. The rigs looked to be older models, with plenty of rust on the steel and an overall appearance that said "old and tired."

Still, a company that produced steel wouldn't be this busy if they didn't have a track record of producing a quality product delivered on time, right? Mark parked Mother Load and went into the shipper's office to collect the paperwork.

"You Dalton?"

"That's me."

"Your dispatcher told me to say, 'Dalton who?' Does that mean anything to you?"

Mark had to force himself not to smile. "Not a thing, other than that guy is crazy."

"I don't know," the shipper shrugged.

"Seemed alright to me."

"You got a bill of lading for me?"

"Yeah, sure."

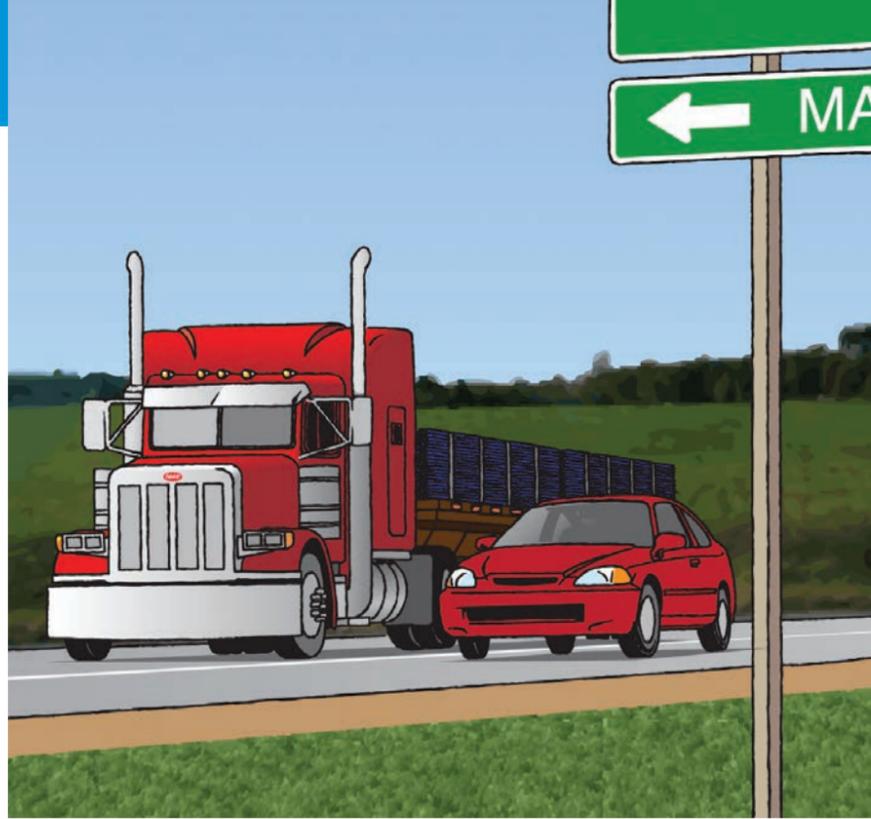
Because of the condition of the trailer, Mark took his time doing his circle check. Sure everything was worn, but it was all in perfect working order and everything looked right. There were eight bundles of rebar on the trailer, four up front and four behind. Each bundle was banded by steel straps and the bundles were held down by eight heavy-duty straps, four straps over each set of four bundles. He tugged on each of the straps a couple of times and couldn't help but feel like a car buyer kicking the tires at a dealership.

Mark didn't have a lot of experience with such heavy loads, but he did have plenty of years on the road and with that experience as a guide, everything appeared to look right. And, this company had been shipping steel for years themselves, surely they knew what they were doing when they sent a load out.

Mark made some notations in his log book, then hooked up the trailer. All the connections came easily together and locked up tight. With six hours of drive time still left in his logbook, he could still get a lot of miles under his belt before the day was over.

Getting through Toronto was tough. Traffic was stop and go and with such a heavy load it wasn't easy to do either. Mark tried to keep Mother Load moving slowly so he wouldn't have to use the brakes or use first gear so often, but keeping a gap between himself and the vehicle in

Illustration by Glenn McEvoy



front of him seemed to be an invitation for everyone to cut in front of him – even when it wasn't especially safe to do so. Later, north of the city on the open highway, Mark was careful with his speed. He kept the needle of the speedometer right around 100 km/h and the entire rig seemed to be happy at that speed.

But the rest of the drivers on the highway were another matter completely.

One hundred kilometres an hour was just too slow for the majority of drivers, even those with 18 wheels under their control. Mark understood that he was moving slower than most, and that people would want to get by him, but no one seemed willing to wait for a break in oncoming traffic. Drivers of cars, vans, and even small trucks were constantly risking lives to pass him and gain a few feet of highway.

At first he tried backing off every time someone was trying to pass, but after a while he found he was constantly trying to get his rig back up to 100. Eventually, he just kept his speed constant and if people wanted to get around him so bad, then they could do so at their own risk.

It wasn't long until someone decided to play daredevil. Mark was steady at 100 while oncoming traffic was busy enough to make passing difficult.

No problem for a driver of a Honda, though. Despite the solid yellow line. Despite a tanker truck approaching in the southbound lane.

And despite the highway opening up to two lanes in less than five kilometres, this driver wanted in front of Mark...now!

"Wonder if he'll make it?" Mark wondered aloud as he watched the Honda pull out from behind him and begin his pass. The car obviously didn't have as much power as the driver thought because it seemed to sputter in the passing lane, taking way too long to creep up Mark's side.

"Give it up, buddy," Mark said, keep-

ing his speed steady.

Still, the Honda continued with the pass. The tanker was on them.

Finally, the car found another gear and quickly shot past Mother Load.

But the gap had closed too quickly and the Honda cut right in front of Mark, nearly clipping Mother Load's left front corner. Mark turned right to avoid a collision, driving onto the shoulder causing the trailer to fishtail behind him. It wasn't a pleasant feeling – tons of steel moving back and forth, jerking the cab one way then the other.

It was the tail wagging the dog. Then something shuddered on the rig. Mark could feel the whole thing wanted to go right, but managed to muscle the steering wheel to keep all 24 of his wheels on the ground. The Honda was gone.

Drivers continued passing him, honking their horns and giving him the finger for driving so dangerously. Who cared if it wasn't his fault, if he'd been cut off, and he was actually doing a fine bit of driving just to keep his rig under control?

After a few hundred metres on the shoulder, Mark signaled left and pulled back onto the highway. He brought it up to 80 and kept it there a while, taking deep breaths and wiping the sweat from his face, head and arms.

People were still honking at him, but he cared even less now. He was going to keep it straight and slow for as long as it took for his heart rate to get back to normal. □

– Mark Dalton returns next month in Part 2 of *The Blame Game*.

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



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PEOPLE

Doug Harrison, the high-profile chief operating officer of Day & Ross Transportation Group, has left the company to join VersaCold as its new president and CEO. VersaCold is Canada's largest warehousing and logistics services company focused on temperature-sensitive products. Its services include dedicated warehousing, freight brokerage, dedicated carriage and LTL, truckload and intermodal transportation. VersaCold also acts as a 4PL and master distributor for certain customers. Harrison began his new role June 10.

Navistar has landed 26-year Paccar vet and Peterbilt general manager **Bill Kozek** to serve as president of the company's North America Truck and Parts business.

Kozek takes over for Jack Allen, who was recently promoted to the position of chief operating officer. Kozek will report to Allen and serve on the company's senior leadership team.

Meanwhile, Navistar has named **Bill Osborne** its senior vice-president of global quality. Osborne previously oversaw Navistar's specialty business, including Navistar RV which was recently sold.

Prior to that, he spent 20 years with Ford Motor Company, serving in a number of senior level positions.

Osborne will head up quality and reliability for all Navistar's products worldwide, the company announced.

National Truck League (NTL) has announced **Marc Hodgkinson** has been named director of commercial sales for the company.

Hodgkinson brings to the position more than 20 years in the general insurance industry, focusing on transportation, construction and manufacturing, NTL announced. The addition will boost NTL's brokerage operation, the company says.

"Some in the industry may be unaware that National Truck League is a full-service brokerage. We are able to offer companies a complete picture of their risk from all angles," said NTL's Rod Stiller. "Adding Marc to our team will be of great benefit to our clients as we continue to help manage their risk and look after all their protection needs."

Wheels Group has split the roles of chairman and CEO, naming **Phillip Tabbiner** to the role of chair and retaining **Doug Tozer** as CEO.

Tabbiner has been a director of the company since January 2012.

"In separating the chairman and CEO positions, we are further strengthening Wheels' corporate governance. I'm excited about the prospects for the company and I am delighted to have been appointed chairman," said Tabbiner. "Doug has a clear vision and strategy for the company. I look forward to working with him, the board, and the entire Wheels team to deliver value for our customers, shareholders and employees."

Kriska Holdings has appointed **Jonathan Wahba** as its chief operating officer. Wahba succeeds Paul Dean after 17 years in this role at Kriska.

Kriska officials say Wahba will lead the company's efforts "in growth through business development and acquisition as well as operational excellence."

Most recently, Wahba served as vice-president and general manager of Schneider National's Canadian division.

Tallman Truck Centre has announced the hiring of **Ron Meredith** for the position of business development manager for the Greater Toronto Area.



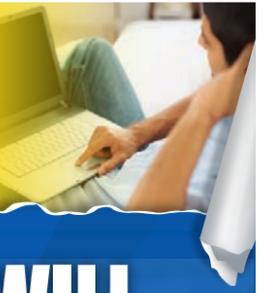
Meredith began his new role June 3. He brings extensive industry experience to the position, Tallman announced, spanning more than 20 years with previous employers including Peterbilt and Cummins.

"His dedicated work ethic, knowledge and sales experience will play a vital role as we continue to work together to grow Tallman Truck Centre in the Greater Toronto Area," the company said. "Our continued focus to deliver exceptional customer service will support the growth and prosperity of Tallman Truck Centre."

Meredith can be reached at rmeredith@ttctruck.ca.

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TSQ

MISSISSAUGA, Ont. – I’ve got a love-hate relationship going on with electronics. As technology continues to progress at breakneck speed, I tend to lag behind, content to use last year’s model until I either lose interest or wear the item out.

I don’t own an MP3 player or a home computer, my first cell phone was forced upon me (thanks Mom), and my first and only video game console I ever owned was a Game Boy I got for Christmas in 1990.

But I do have a GPS for my car, and for the most part, I love it.

The ease of travel it affords, not to mention the comforting voice of my British tour guide, makes for an anxiety-reduced ride.

That said, have I ever found myself twisting and turning down dusty back roads when a straight line on the highway would do? You bet.

Have I ever found myself in an elementary school parking lot when I’d been hoping for the airport? At least once, yes.

For all its shortcomings – though



Truck Stop Question

Do you prefer using GPS or an atlas to find your destination?

ADAM LEDLOW

they are fewer and fewer these days – GPS has become an important fixture in truck cabs in recent years. But have truckers embraced it, or do some, like, say, a certain technologically-challenged editor, prefer the old-school feel that only a map can provide?

I went to the Husky Truck Stop in Mississauga, Ont. to see if drivers prefer a GPS or a map when seeking their final destination.

Randy Gray, a driver with FFE Transportation out of Dallas, Texas, was trained using an atlas when he started driving 13 years ago, but uses a GPS these days, courtesy of his PeopleNet electronic on-board recorder. “That’s how we receive all of our dispatch

communications, directions, everything,” he says.

That said, Gray says if a driver were reliant solely on a GPS system to get around, they’d be in trouble if the system failed. “Technology is not always 100% reliable,” he noted.

Ronald Fournier, a driver with Gold-Line Transport out of Miramichi, N.B., says he’s “too old” to use GPS, having relied on a telephone and a map to get around during his 41 years behind the wheel.

“I’m not technologically literate,” he told *Truck News*. “I’ve got (a GPS system) in my brand new Ford pickup, and I can’t use it.”

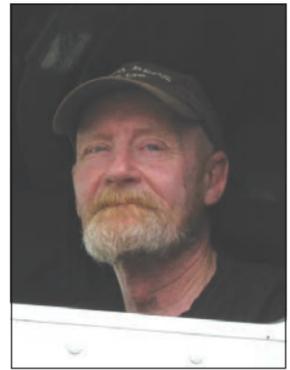
Fournier says that if a driver is going



Ronald Fournier

to use GPS – and he notes that most drivers he knows do use a GPS system – you can’t go cheap.

“You’ve got to buy the one that’s for the trucks, the real expensive ones, because the cheap ones don’t give you (information on) the low bridges, the dead-end streets and the truck routes.”



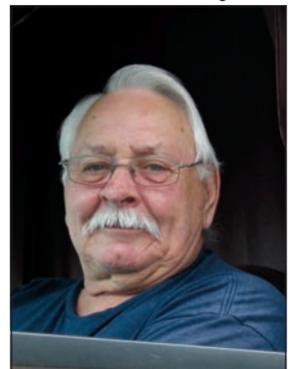
Rod Gill

Rod Gill, a driver with Sydia Brothers out of Saskatoon, Sask., has been driving for 41 years, but only using his Rand McNally GPS for the last two. The verdict? He’s a converted man.

“It’s got updates monthly and everything works good,” he says of the system. “I can program it any way I want: high load, wide load, long loads, heavy loads.” He says any driver clinging to the old ways will have to keep up with the changing times, calling atlases “obsolete” for on-road use.

Shawn Pleadwell, a driver with AMS Transportation Services out of Dundalk, Ont., says a trucker’s experience with a GPS system will greatly depend on the unit itself.

“Sometimes they’re good, sometimes they’re not, depending on the GPS. Sometimes they like to route you around...they take you down the roads that you are supposed to be on, around schools,” says the driver of 23 years, who has been using a GPS for the past couple of years.



Justice McKay

Justice McKay, a driver with GTL Transport out of Dartmouth, N.S., has been driving for 47 years and using a GPS system for the last three or four years.

“I love them,” he says. If he has any complaints, McKay says his GPS is a little too earnest for its own good.

“I’ve got the new Rand McNally 720 and it has a very annoying habit. It keeps asking me questions on the screen. There’s a little box down there that you hit that says, ‘Don’t remind me again,’ and I keep hitting that little box, but it forgets that I’ve hit that box and it keeps reminding me anyway.”

Can’t blame a GPS for trying. □

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