

TRUCK NEWS

September 2013 Volume 33, Issue 9

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

An LCV letdown

Are Ontario highway construction projects being conducted with LCVs in mind?

By James Menzies

TORONTO, Ont. – When the province of Ontario gave the green light to the first of its long combination vehicles (LCVs) in 2009, it did so under the condition that truckers and shippers would have to pay for the engineering studies needed to prove interchanges could handle the Twin-53s.

Given the potential cost savings LCVs could provide, the industry was happy to do so. But now there's concern those studies may have to be conducted once again when construction is done to LCV-approved interchanges. The issue arose this summer when the LCV-friendly Hwy. 401/10 interchange was reconstructed.

Roy Monk, president of RAM Consulting and pioneer of the LCV program for SCM (Walmart's third-party logistics provider), was surprised one night in June to learn LCVs were being prevented from entering the major access point for the nearby Walmart distribution centre. SCM had already paid \$20,000 to have the interchange approved for LCV use, but when Monk visited it the next morning, he found jersey barriers were placed too close to the lanes to allow LCV traffic to safely

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One-man TV Show



TRULY INDEPENDENT: Than Vermilyea, owner of one-truck operation Than Vermilyea Trucking, has been named the 2013 Owner/Operator of the Year.

Photo by Brice McVicar

By James Menzies

TORONTO, Ont. – A 40-year safe trucking career, and we almost ruined it. When *Truck News* called Than Vermilyea of Belleville, Ont. to inform him he was selected as our 2013 Owner/Operator of the Year, we didn't yet know he was an emotional man who wears his heart on his sleeve. We didn't know he gets choked up when he's happy, and we certainly didn't know he was on the Bay Bridge near Belleville at the time of our call.

"I said 'I better pull this rig over, I'm going to have an accident here,'" Vermilyea later told us. "I get choked up. I was up on the Bay Bridge, so it was hard to pull over. I had to wait till I got down off the bridge. I was pretty surprised and humbled. The happiest guy in Canada."

As Owner/Operator of the Year, Vermilyea won \$6,000 cash, a diamond ring, a trip to Toronto and a couple armfuls of gifts from the award's sponsors: Castrol, Good-

year and Mack Trucks. He also received a lifetime membership in the Owner-Operators' Business Association of Canada.

But despite all those gifts, it was the recognition that meant the most to Vermilyea, especially since he dropped out of school to pursue his trucking passion and on more than one occasion was dubbed a failure because of his lack of formal education.

"That takes the cake right there,"

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Interest in nat-gas growing

Freightliner rolls out new natural gas options.



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Inside This Issue...

- **Lively debate:** Close to 90% of professional drivers have their own smartphones or tablets. Does this make in-cab computers redundant? We dive into the debate. **Page 44**
- **GPS review:** On-road editor Harry Rudolfs compares the latest truck-specific portable GPS systems. **Page 57**
- **KW on the road:** Contributor Steve Sturgess test drives the latest offerings from Kenworth, including a short-sleeper T680 and the newest natural gas offerings. **Pages 68-71**
- **The Blame Game:** Dalton's driving heroics don't win him any favours with the shipper – or police. **Page 76**

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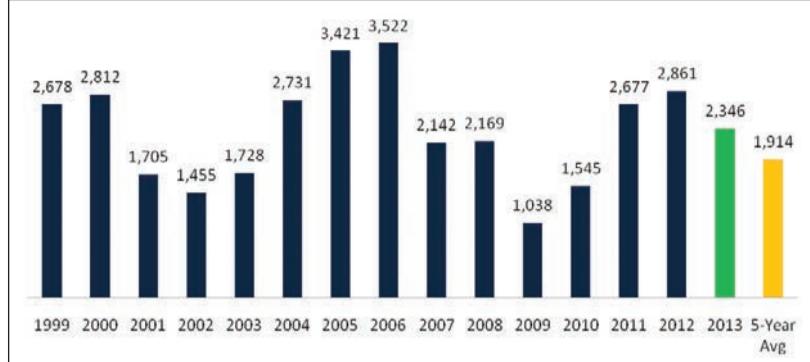
CLASS 8 TRUCK SALES TRENDS

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Monthly Class 8 Sales – June 13

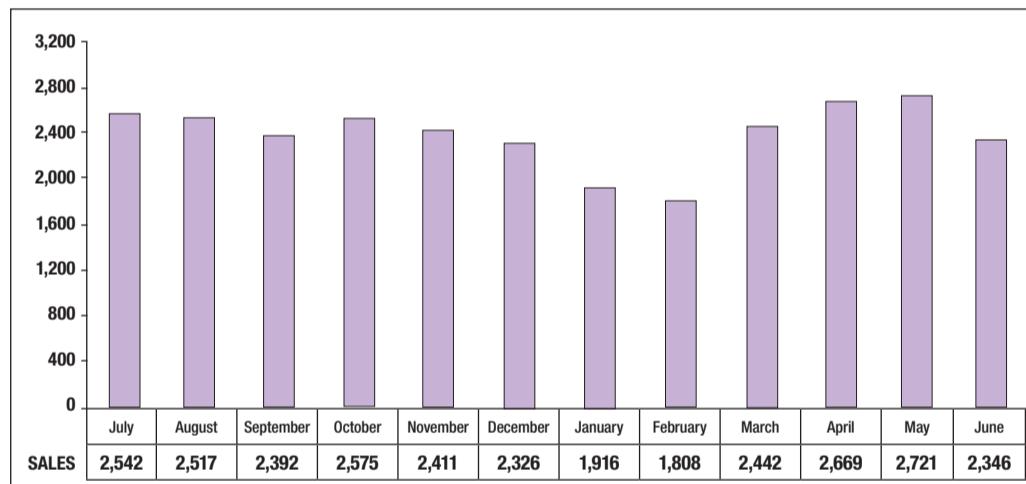
June's Class 8 sales results continued the trend shown for most of 2013 with sales falling behind the previous year's mark. The 2,346 trucks sold in June were more than 500 behind last year's pace and more than 300 behind the total for June 2011. Every OEM, with the exception of Western Star, posted lower figures than the previous year. Going back to 1999, there were 7 years with better sales results in June. The sales total for the month, however, was still more than 400 above the five-year average.

OEM	This Month	Last Year
Freightliner	588	591
International	300	441
Kenworth	368	581
Mack	234	246
Peterbilt	337	377
Volvo	277	419
Western Star	242	206
TOTALS	2346	2861

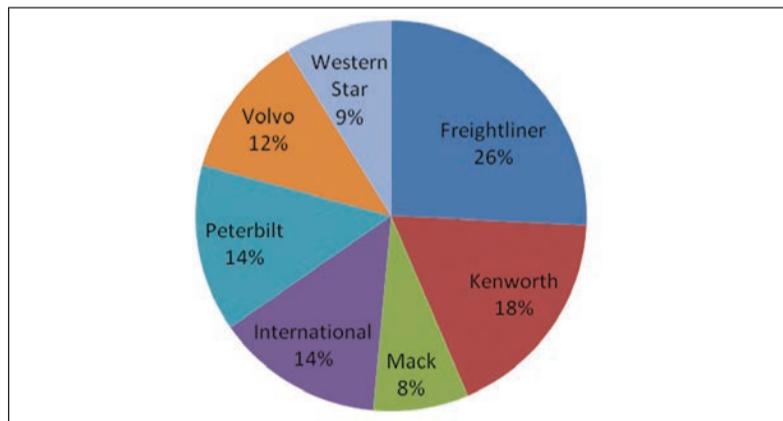
Historical Comparison – June 13 Sales**Class 8 Sales (YTD June 13) by Province and OEM**

OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	292	471	103	193	1,641	620	185	60	5	13	3,583
Kenworth	458	903	232	52	381	459	67	0	0	0	2,552
Mack	86	187	85	41	398	183	42	42	0	6	1,070
International	76	364	32	75	827	433	66	27	16	21	1,937
Peterbilt	292	664	143	132	283	319	82	39	0	0	1,954
Volvo	177	109	84	110	658	367	73	37	0	3	1,618
Western Star	178	380	40	28	217	236	29	60	4	16	1,188
TOTALS	1,559	3,078	719	631	4,405	2,617	544	265	25	59	13,902

At the half way mark of the year, YTD Class 8 sales of 13,902 units places 2013 almost 2,000 trucks behind last year's pace but also about 2,700 above the five-year average. So far this is the 6th best year in sales going back to 1999. We don't expect a particularly strong second half of the year, however. Our revised estimate is for Class 8 sales to come in around 28,500 vehicles in 2013.

12-Month Sales Trends

Class 8 sales have come in above 2,000, reminiscent of the industry's capacity boom years of 2005 to 2007, for four straight months now. However, the three-month trend towards increased sales figures month over month has come to an end. The big question now is how well sales will hold up over the summer months and the rest of 2013.

Market Share Class 8 – June 13 YTD

Six months into the year and Freightliner, last year's Canadian market leader, remains in firm command of the market share lead with more than a quarter of Canadian Class 8 truck sales. 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 19% market share. Navistar International finished the year with 15% market share and is now in a dead heat with Peterbilt with a 14% share of the Canadian Class 8 market.

Source: Canadian Motor Vehicle Manufacturers Association

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Creative Directors: Carolyn Brimer, Beverley Richards
Circulation Manager: Mary Garufi
V.P. Publishing: Alex Papanou
President: Bruce Creighton

Advertising Sales

Inquiries: Kathy Penner (416) 510-6892



Rob Wilkins
Publisher
(416) 510-5123
rwilkins@trucknews.com



Kathy Penner
Associate Publisher
(416) 510-6892
kpenner@trucknews.com



Brenda Grant
National Account Sales
(416) 494-3333
brenda.grant@bell.net



Don Besler
National Account Sales Manager
(416) 699-6966
donbesler@rogers.com



Doug Copeland
Regional Account Manager
(905) 715-9511
dcopeland@trucknews.com



Laura Moffatt
Research Director

Editorial

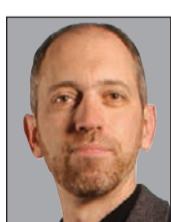
Inquiries: James Menzies (416) 510-6896



Adam Ledlow
Managing Editor
adam@
TransportationMedia.ca



Julia Kuzeljievich
Contributing Editor
(416) 510-6880
julia@
TransportationMedia.ca



John G. Smith
Technical Correspondent
wordsmithmedia@rogers.com



Brad Ling
Video Production Manager

Subscription inquiries

Anita Singh (416) 442-5600 (Ext. 3553)

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48', SPIF Quad Axle Air Ride, 72"/72" spread with Steer axle 109"
ahead, 11R 22.5 tires, Aluminum Wheels, Swing Rear Doors, Aluminum
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Specs, Excellent Condition.



(2) 2012 MANAC 53' TRIDEM PLATE VANS

53', Tridem Air Ride, 72"/72" Axle Spreads, 11 R 22.5 Tires, Swing
Rear Doors, Galvanized Rear Door Frame, Aluminum Roof, Plate Side
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2007 CAPACITY TANDEM AXLE SHUNT

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(4) 2009 CAPACITY SHUNT TRUCKS

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Cheers to Than Vermilyea, 2013 O/O of the Year

I've got a pretty good gig. I get to travel the world, drive trucks, rub shoulders with industry leaders and be among the first to see new technologies and vehicles. But ask me what the highlight of this job is in any given year, and I'll tell you it's none of the above; it's phoning our Owner/Operator of the Year to inform them they've won the prestigious national award.

When I inform the winner, I'm usually greeted by silence as they struggle to find the right words to express their gratitude. Being an owner/operator can be a thankless job, and they're not used to the recognition.

This year's reaction took the cake. An emotional Than Vermilyea was soon crying tears of happiness. For him, more than other past winners, receiving the award was sweet vindication. Than – or TV, as he's affectionately known by friends and customers – knew from a young age that he wanted to be a truck driver. He dropped out of school to pursue his dream as soon as he was old enough. Even then, he had already spent years practicing his backing techniques using his father's farm tractor and manure spreader.

Than had, and to this day has, a passion for the industry that's lacking in so many modern day drivers. He is a true

Editorial Comment

JAMES MENZIES

independent owner/operator, which in itself is becoming increasingly rare. He serves a variety of customers in the Quinte region, near his Belleville, Ont. home.

For Than, achieving success was accomplished the old-fashioned way, by building a loyal customers base over many years of delivering personalized service. If you call TV, you're dealing with TV. He'll show up on time and deliver the load – and if he screws up, he won't try to lay the blame at anyone else's feet. That simple philosophy has endeared Than to many of his customers, who lined up to recommend him for the award via many glowing testimonials.

As enjoyable as it is to notify our winner, it's equally painstaking to eliminate from consideration the other deserving finalists. I wish we had more of these awards to give away, but restricting it to one per year is essential to retaining the integrity of the award.

Than was joined by his family and friends at our Toronto offices for the

presentation of the cheque, plaque, ring and other gifts. Then the sponsors – Castrol, Goodyear and Mack Trucks – loaded him up with more gifts. Then, it was off to a nice restaurant for a memorable dinner.

The next morning, Than returned to our Toronto offices for an interview. You can read all about him in this month's cover story. You can also check out Trucknews.com over the coming weeks for video highlights from our interview.

As I got to know Than, I realized there was good reason behind the outpouring of emotions upon learning he won the award. Because he chose trucking over a formal education, he's heard over the years he was a failure. The success he has achieved in the industry – with or without this latest accolade – says otherwise. He has carved out a decent living in one of the most competitive and challenging of businesses. I've seen MBA-hold-

ing executives run trucking companies into the ground. Than has resisted the temptation to add trucks or to hire drivers, instead focusing on delivering a personalized service the big guys can't deliver. Congratulations, Than. You deserve it! □

– James Menzies can be reached by phone at (416) 510-6896 or by e-mail at jmenzies@trucknews.com. You can also follow him on Twitter at Twitter.com/JamesMenzies.

STUDY SAYS

WE'RE OLDER THAN WE THOUGHT!



I'm hanging up my publishing cleats

Publisher's Comment

ROB WILKINS

Ladies and gentleman, Elvis has left the building. Effective Aug. 30, I'm officially hanging up the publishing cleats and retiring. I've decided to follow in the footsteps of the great Oliver Douglas from the hit 60s TV series *Green Acres*.

I've bought a country home and I'm moving north where "business casual attire" means no holes in your jeans.

My new home comes complete with a garden tractor, which my wife will tell you sealed the deal. She's a honey (my wife is, too).

It's a Toro Wheel Horse that came complete with all the attachments a "gentleman farmer" such as myself could ever want.

Except, I'm going to need a cup holder... maybe two. It's going to take the better part of a day to cut the grass and I'll need plenty of liquids to keep cool. Packing 20

Did you know?

How much shippers still value competitive pricing

The latest report from the Canadian General Freight Index, published by Nulogx, shows how much downward pressure there remains

raw horsepower, this puppy can really throw off the heat if you open her up.

My decision to retire wasn't an easy one. You see, I've been very lucky. I actually enjoy what I do. I'll miss this magazine and the many industry friends I've made during my shift as publisher.

I've had the pleasure of working with some very talented people and have learned from the best. George Clark, my publisher in the early days, taught me that the morality of a decision should be paramount and that often took precedence over the almighty dollar.

Next on my mentor meter was Herschel Fenik, our former vice-president. It was common knowledge that working one year for Herschel was like working two for anybody else.

Boy, did he know the publishing business, and he really knew how to get the best out of people. Herschel also made sure that any sales trips I made south of the border included a stop at the local Walgreens to pick up cigars.

Many times the words "Big, black and a buck," would be the last thing I'd hear prior to leaving on a sales trip.

The past 13 years of my career have been spent with the Transportation Group. This group of people is what made my decision so damn hard. I'm leaving behind my second family and I will miss them all. Kathy Penner, our associ-

ate publisher (AKA my work wife) has been by my side every step of the way.

She has earned my respect and gratitude. We didn't always see eye to eye, but that's a good thing. If I wanted a bobbing head puppy dog I'd have kept the one in my 69 Chevy Impala.

I take comfort in knowing this publication is being left in very capable hands. Lou Smyrlis, our editorial director, will be taking over as publisher. Lou is well known in both the transportation and logistics markets. He has won numerous editorial awards and is recognized as one of our country's top transportation authorities.

Good luck everyone. Drive safe, stay healthy, avoid the 407 (grrr...) and keep the faith. It's been an amazing ride. Adios! □

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

on trucking rates. Base rates in May were down 2.7% from the previous month, declining to November levels. Base rates are now 1.2% below a year ago.

Just how important competitive pricing has become for trucking is evident in our annual research, which asks close to 2,000 shippers across Canada to rate the importance of eight key performance indicators when it comes to selecting

one carrier over another. The chart shows the value shippers place on each of the eight KPIs on a scale of one to five and provides a comparison for TL and LTL modes. On-time performance still remains the top priority when it comes to selecting both LTL and TL carriers. However, competitive pricing is the second highest consideration when shippers select either an LTL or TL carrier, interestingly enough

ahead of customer service.

In fact, there appears to be enough pressure on competitive pricing during the slow economic recovery that research conducted in the US found small carriers actually reporting rate decreases of 5%, 10% and even 15%. Considering the ground lost on rates during 2009 and 2010, at this rate it seems it will be a long time indeed before the industry returns to its pre-recession financial strength. □

MOST IMPORTANT INDICATORS WHEN SHIPPERS SELECT A CARRIER

	On-time performance	Quality of equipment & operations	Information technology	Competitive pricing	Customer service	Leadership in problem solving	Ability to provide value-added services	Sustainable transportation practices
LTL	4.756	4.272	4.029	4.689	4.660	4.382	3.609	4.089
TL	4.865	4.505	4.220	4.751	4.675	4.427	3.958	4.236

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98½" I.W. RECESSED
"E" TRACK, H.D. DUCT FLOOR,
STAINLESS FRONT & REAR,
VENTS, LED LITES –
WEIGHT 12,155 LBS.
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ALUM. WHEELS.



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UTILITY 53' x 102" x 13'6"
DRY FREIGHT VANS



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POSTS – ALUM. OR TRANSLUCENT
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STEEL SCUFF LINER,
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2012 UTILITY 32' x 102" DRY FREIGHT VAN

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Excellent Condition.



(3) 2005 MANAC 53' x 102" DROP DECK VAN

Hendrickson air ride dock leveling suspension,
well spec'd. Priced To Move!!



(2) 2006 UTILITY 31' B-TRAIN LEADS

Carrier XTC units, 100 gal. fuel tanks, curb side and overhead rear doors, HD flat aluminum floor, interior lights, 1 row recessed "E" track, 24" aluminum scuff liner, Hendrickson air ride suspension, aluminum wheels. Very Clean Units.



(3) 2006 GREAT DANE 53' x 102" REEFERS

Carrier multi temp units, Hendrickson Tridem air ride suspension, overhead rear doors, flat aluminum floors, 2 rows of recessed "E" track, interior lights, 18" aluminum scuff liner, clean trailers.



(2) (6) NEW 53' x 102" UTILITY
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Pre painted black side panels, black side skirts, front & rear vents, stainless front panels, rear doors, door case & bumpers, Hendrickson air ride suspension on aluminum wheels with Michelin tires.



2 - 2003 GREAT DANE 40' MULTI-TEMP REEFERS

Carrier units with low hours, 100 gal. fuel tank, curb side door, Maxon 6600lb. railgate, overhead rear door, HD flat aluminum floor, Hendrickson air ride suspension, 2 rows recessed "E" track, interior lights.
Clean and road ready units.



2004/06 UTILITY AND GREAT DANE
53' REEFERS

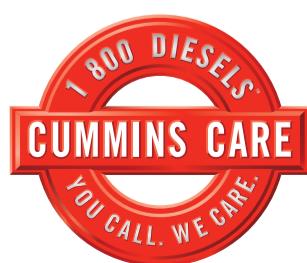
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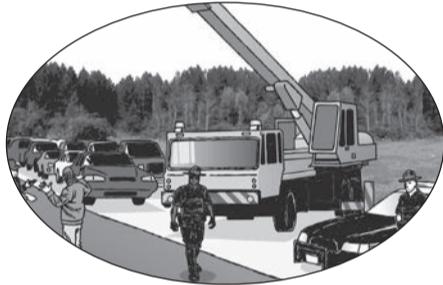
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IN BRIEF

New program to celebrate Canada's best HR fleets

OTTAWA, Ont. – Trucking HR Canada has announced the launch of the Best Fleets to Drive For: Canada program, an offshoot of the popular Truckload Carriers Association (TCA) competition, powered by CarriersEdge.

Best Fleets to Drive For: Canada, will recognize the Canadian private and for-hire carriers fleets that provide the best workplaces for drivers. The Private Motor Truck Council of Canada and Canadian Trucking Alliance have partnered with Trucking HR Canada on the program, and private and for-hire fleets will be scored using different selection criteria.

"Best Fleets to Drive For: Canada will capture and promote effective human resources practices throughout the trucking industry, celebrate fleets which take extra steps to support their employees and operators, and offer leading fleets the public recognition they deserve," said Angela Splinter, chief executive officer of Trucking HR Canada.

The new program will focus exclusively on Canadian fleets and their human resources issues, Splinter added. The program stems from the CTA's Blue Ribbon Task Force on the Drive Shortage in Trucking, which identified the need to promote positive human resources practices. The first call for submissions will take place in early 2014, organizers say. □

WSIB rates to hold steady in 2014

TORONTO, Ont. – Ontario trucking firms won't face a Workplace Safety and Insurance Board (WSIB) rate hike in 2014.

The Ontario Trucking Association (OTA) said it has been working with the province in an effort to get it to hold the line on premiums. Last year, trucking companies were hit with a 2.5% increase.

"While some initially thought there would be another increase in the 2014 rates, it appears that the WSIB has made progress on meeting its targets and has been able to add an additional \$2.4 billion to the system from 2010-2013," the OTA said in a release. □

Cargo crime focus of Sept. 5 workshop

BURFORD, Ont. – Project Momentum, a new CTA-led initiative aimed at driving down cargo theft, will hold its first meeting Sept. 5 at Jeff Bryan Transport's facility.

The program is a collaboration between the Canadian Trucking Alliance and Ontario Trucking Association, Verisk Crime Analytics Canada and CargoNet, as well as law enforcement agencies. Phase 1 of Project Momentum will be the Sept. 5 workshop, featuring speakers from law enforcement and industry. Visit www.ontruck.org to register. □

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- 9 Rules and regs (3,4)
- 10 Oversize-rig companion vehicles
- 11 Burned fuel pointlessly
- 12 Truck-buyer's need, usually
- 14 Franchised truck vendor
- 17 Entered the big-rig drags
- 19 Stainless-steel tanker brand
- 22 Cargo protection or support material
- 23 Orange traffic diverter
- 24 Certain urban roads (3,3,7)

Down

- 1 Roadside weigh station
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- 3 Half of O/O
- 4 Driver problem, perhaps
- 5 Critical tachometer mark
- 6 Rush-hour traffic speed, sometimes
- 7 Smokey's radar-gun target
- 12 Inter-truck chatbox (1,1,5)
- 13 State bounded by MI, OH, KY and IL
- 15 Autoroute 15 to I-87 border crossing
- 16 Certain big-rig tires
- 18 Boat on four-wheeler's roof
- 20 Airtronic bunk-heater brand
- 21 Piston jewelry

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BORDER

eManifest learning curve ongoing for carriers, brokers

By Julia Kuzeljevich

OTTAWA, Ont. – The Fall 2013 deadline is approaching for the Canada Border Services Agency's eManifest regulations.

When fully implemented, eManifest will require carriers, freight forwarders and importers in all modes of transportation (air, marine, highway and rail) to electronically transmit advance commercial information to the Canada Border Services Agency (CBSA) within prescribed mode-specific time frames.

Participating carriers and their supply chain partners have been working through some of the bugs and processes in the system.

Client uptake on eManifest has been good, said Michael Junek, manager, eManifest stakeholder consultations and implementation with CBSA in a conversation with

Truck News.

"Generally it's a positive story for us; we have 8,000 carriers with active accounts and we've targeted about 15,000. Whether they are choosing to submit today or not, at least they have registered. We are definitely focusing our outreach efforts on the small to medium carriers," he said.

Junek confirmed there had been some portal issues in the month of June, but said that fixes were in place. During the month of June there was a systems upgrade of sorts that caused some portal problems, such as time-outs, missing data, login problems, and lengthy waits to link shipments to trucks.

"Almost simultaneously as we were raising these issues, the CBSA was hearing from carriers as well. On June 20 they put a fix into the

system, increasing bandwidth to support volumes. There were some back-end fixes as well. We started to see that fix translate into the portal working smoother. Since then we really haven't heard a lot in terms of complaints," said Jennifer Fox, vice-president of Customs at the Canadian Trucking Alliance (CTA).

According to the CTA, in a letter to CEO David Bradley, CBSA's president "validated the industry's concerns regarding ACI and committed to addressing them as well as outlining an action plan."

The list of concerns sent to CBSA was detailed and lengthy. A sample includes: slow portal service, especially in the afternoon; login issues; lengthy time (hours) to complete eManifest; false screen display errors; system randomly kicking users out; customer service; and re-

spect for commercial drivers, the CTA said.

"We recognize that it did have an impact, but we were able to fix the issues and contingency plans were followed during the outage," Junek said.

"On EDI, we do a lot of work directly with carriers. We have regular conference calls and we can get up to 50 carriers participating on common issues. We do know there is a learning curve both from carriers and the trade community, and we work closely with our stakeholders to resolve those," he said.

But he stressed that stakeholders need to come on board early and work through the system, especially since the period of informed compliance is in effect until the Fall, with no penalties associated.

"It's a major transformative project – the sooner carriers can get on board, the sooner they can get used to transmitting pre-arrival either with EDI or via the portal. Once people do get up to speed they find that it's a more efficient system and works very well," he said.

Clients can also take advantage of regular walk-throughs of the portal via webinars, noted Junek.

"We have received a positive response in terms of the contingencies and the solutions they've put in place. Since the end of June it's been fairly quiet, but we are watching very closely," said Fox. "When ACI (Advanced Commercial Information) was introduced and made voluntary, there were some issues. The industry has been very patient and understands that there is going to be a learning curve."

In June, Eric Warren, vice-president of business development with Hercules Freight, contacted *Truck News* to report that two issues had been unfolding: a) drivers were still getting stopped at the border by officers not fully understanding the new lead sheets presented by drivers; and b) the Customs broker community as a whole did not understand the idiosyncrasies of the "port flip," causing a higher level of freight being bonded to their terminals.

In March, Hercules moved to eManifest prior to which the company had been using the EDI highway cargo environment also known at CSA EDI since 2001.

"With eManifest, the broker has to have the entry at the corresponding port mirror the exact timing on the PARS (pre-arrival review system) release sheets. In the past we would send a PARS lead sheet for, say, 12 p.m. and they should set up their PARS prior to that time. However, in the past the broker could set it up at 1 p.m. for the frontier as a PARS, and it would accept the broker entry even though our trailer had crossed the frontier. With eManifest, if the broker were to attempt to set up a PARS entry after the date/time on our PARS lead sheet, they would get a reject message saying incorrect port, because we've electronically performed the "port flip" required in eManifest. The port flip, regardless of where the physical truck is, requires

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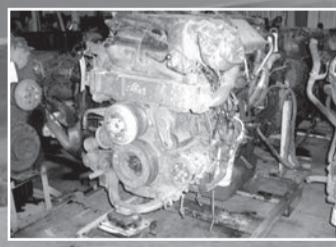
1985 MACK MR
with Schwim cement pump.



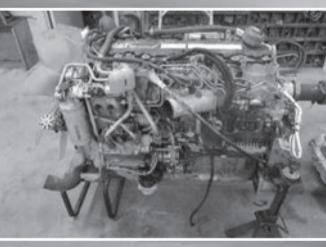
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us prior to arriving at the frontier to electronically query the border to see if the PARS entry for the cargo control number has been entered by the broker. If it's not entered by that moment, we electronically change the port from the frontier to the in-

land port even though our trailer is still physically on the US side. After this flip, the frontier clearance is no longer a viable option – period. Brokers which have not gotten the PARS entries in by the precise ETA on our lead sheets will receive the

'wrong port' and other error messages on their entry and some have accused us of sending bad data in and to 'fix your data,' but (they) really just don't understand. Additionally, it is important for all to understand that the pre-arrival process is

no longer an option under eManifest," explained Warren.

"Broker (release request) and carrier (eManifest) information needs to match in the CBSA's system to enable the BSO to make a release

Continued on page 12



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BORDER

Carriers urged to adopt eManifest early

Continued from page 11

decision," said CBSA spokesperson Amitha Carnadin. "In certain circumstances, brokers will receive reject notices to notify them that the release request information does not match the carrier's eManifest information. Border services officers have been instructed to provide as much information as possible to allow the broker and the carrier to understand and properly amend the information prior to re-submitting to the CBSA for a release decision. Future system enhancements scheduled for July 2014 will reduce the frequency of this issue. In the meantime, the CBSA is looking at the current schedule of system modifications and deployments to determine if this functionality can be delivered sooner."

In order to better understand the changes, Hercules' response was to create a flowchart document that the company sent out to its supply chain partners.

"We drew up a flowchart and to determine where the gaps of understanding are, posted it on our Web site. The port flip we detailed is not illustrated well anywhere we could find in Customs documentation or in the press. From our change to eManifest in May, the result is we still receive more shipments currently at our inland terminals uncleared than we did prior to eManifest. We

receive calls from Customs brokers saying 'You did it wrong.' We point everyone now to a link on our Web site with the flowchart of eManifest and the misunderstood port flip. Generally that fixes future occurrences with the same trade partner," said Warren.

He said that Hercules also took the step of putting INPARS info on lead sheets. (He noted that some carriers are choosing not to for their own business reasons).

"Regarding drivers being held at the border, CBSA indicated to us that training and communication to the officers was ongoing and we were in regular contact with the eManifest program officer," Warren added. "We were pleased they were receptive and we have seen a dramatic improvement. Our drivers are very happy also."

CBSA's Junek said "We recently launched the regional external client support initiative at the highest volume ports, where officers have been given additional training for troubleshooting and client support, available 24/7."

Officers are available to troubleshoot and provide support to clients with processing issues on a 24/7 basis. Dedicated phone lines have been established and the numbers posted on the CBSA Web site to give clients direct access to these resources, he added.

"The one other thing I could add is to stress the communications between supply chain partners, carriers talking to brokers. Moving to an electronic environment, that really does become key," said Junek.

"CBSA has also made it a little clearer in terms of the messaging coming out of the technical support unit in terms of options when the carriers are experiencing issues. There's a help desk for policy questions and eManifest tech support. Carriers shouldn't feel they have nowhere to go when they are experiencing problems," said Fox.

Since it's expected there could be an influx of carriers joining at the last minute, the CTA is hoping that some of the issues won't be repeated, and that the portal system will be robust and sustainable.

"I certainly hope that CBSA will make this mandatory sooner rather than later. Many of the carriers have their systems and processes in place and are certainly waiting. They don't want to incur additional costs unnecessarily. But if they pull the trigger, the system has to be sustainable and the carriers have to get their policy questions answered. They will have a lot of problems on their hands otherwise. Do carriers know what to do if there is a problem with the system? All this needs to be flushed out. After the issues we raised to them in June,

they are very much aware of what they have to do before they make it mandatory," said Fox. "In terms of the times the brokers need to set up what they need to do, that's a tale as old as time. Carriers have always had difficulty working with brokers to get what they needed. We saw the same problem going southbound. That issue is not a CBSA issue and is certainly not going away. The only thing we can do is reinforce to the industry that these processes are going to mean carriers and brokers have to communicate more than ever before. This is the new normal. Maybe it doesn't even involve the carrier but the brokers and importers."

With time, she added, things will get better.

"We saw this with the ACE program roll-out. It's more of a learning curve and more so with brokers and importers at this stage of the game. It's all new for US shippers, brokers and importers, but there should not be a whole lot of surprises with Canadian carriers with ACI."

"The intended outcome of e-Manifest is good, is great actually, when it's all working and everyone is doing everything at the right times. So the whole program and its intention make a lot of sense. It's just getting and communicating all the moving pieces out to the right people," added Warren. "As of August 2013, we have seen a complete change in both the adaptation and understanding of the Customs brokers and also the officers at the border, when compared to our experiences in March." □

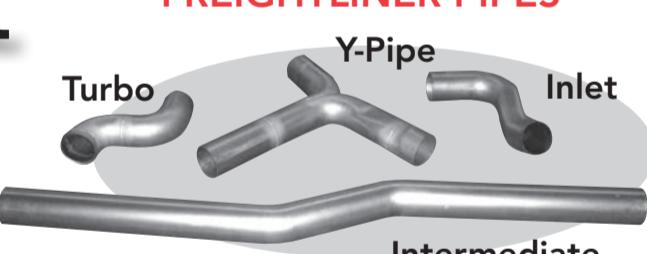
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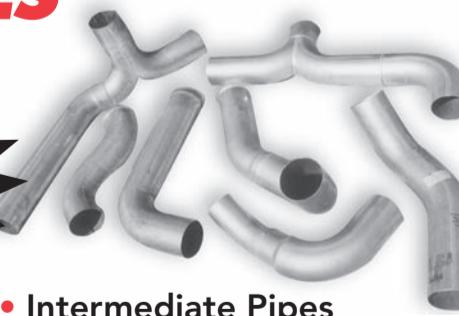
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US Court retains new HoS rules

WASHINGTON, D.C. — Any faint hope that remained that a US Court would reverse the new hours-of-service rules implemented July 1, has been completely dashed.

The US Court of Appeals for the D.C. Circuit issued its ruling Aug. 3, retaining the new rules with the exception of one small change that won't affect Canadian carriers. The Court struck down the requirement for a 30-minute off-duty break for short-haul drivers only.

"While we are disappointed the Court chose to give unlimited deference to the Federal Motor Carrier Safety Administration's agenda-driving rulemaking, the striking down of the short-haul break provision is an important victory (for American carriers)," said Dave Osiecki, ATA senior vice-president of policy and regulatory affairs.

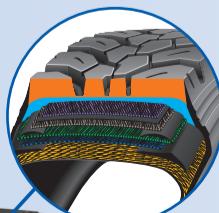
The ATA issued a statement blasting the FMCSA for how it went about implementing the new HoS rules.

"FMCSA won the day not through the strengths of its rule-making prowess," but rather through "an artless war of attrition," the association blasted. □

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BORDER

Heavyweight freight pushes US truck tonnage upward

ARLINGTON, Va. – US for-hire truck tonnage nudged up 0.1% in June, on the heels of a 2.1% increase in May, according to the latest data from the American Trucking Associations (ATA).

May's gain was revised down from the initially reported 2.3% increase. June's seasonally adjusted truck tonnage is the highest level on record.

The seasonally adjusted tonnage index was up 5.9% compared to June 2012, ATA reported.

It characterized the latest data as "robust, although below May's 6.5% year-over-year gain."

Year-to-date, tonnage is up 4.7%.

"The fact that tonnage didn't fall back after the 2.1% surge in May is quite remarkable," ATA chief economist Bob Costello said. "While housing starts were down in June, tonnage was buoyed by other areas like auto production which was very strong in June and durable-goods output, which increased 0.5% during the month according to the Federal Reserve."

He added: "Robust auto sales also helped push retail sales higher, helping tonnage in June. The trend this year is heavy freight, like autos and energy production, is growing faster than lighter freight, which is pushing truck tonnage up." □

Clean diesel technology resulting in cleaner air, US report suggests

WASHINGTON, D.C. – EPA10 generation engines now make up 11% of all heavy truck registrations in the US, and have reduced fuel consumption by as much as 560 million gallons while keeping 5.7 million tonnes of CO₂ from entering the atmosphere.

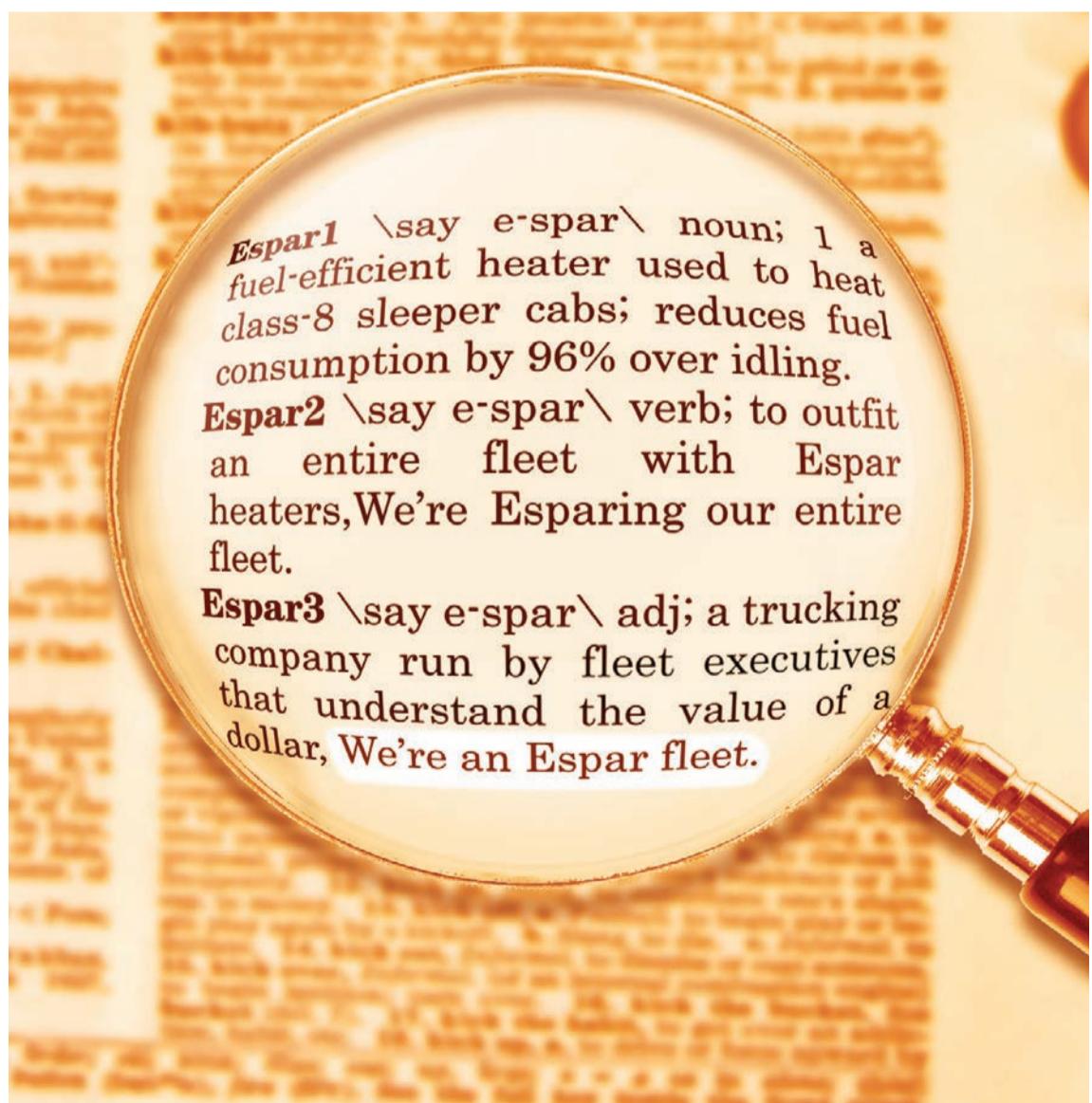
Those were the findings of the Diesel Technology Forum, which shared its results with the California Energy Commission.

"The real-world 3-4% fuel savings of new 2010 and later model year clean diesel heavy-duty trucks is significant for several reasons, because of the energy intensity of heavy-duty vehicles and because diesel engines are the technology of choice for over 90% of commercial trucks," said Allen Schaeffer, executive director of the Diesel Technology Forum. "Achieving these present gains in fuel efficiency while maintaining near-zero emissions is particularly notable, because these are competing forces. Heavy-duty truck and engine makers are also working toward meeting first-ever GHG and fuel economy mandates from EPA and NHTSA beginning in 2014 and in 2018."

Other findings included: More than 20% of the US heavy-duty fleet is using EPA07 or newer generation engines; NOx and PM emissions from heavy trucks have been reduced by more than 95% over the past 25 years; between 2006 and 2012, a million tonnes of NOx and 27,000 tonnes of particulate matter have been eliminated; and the fuel savings from EPA10 engines equate to an average of US\$3,500 per truck each year. □

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US scraps costly paperwork requirement

WASHINGTON, D.C. – The US government recently scrapped a costly rule that requires trucking companies to file equipment inspection reports, whether or not defects are present, Bloomberg News reported.

The report said the move will save the industry US\$1.7 billion a year.

The American Trucking Associations lauded the change, particularly since it was one of the first from Transportation Secretary Anthony Foxx in his new role.

"ATA appreciates the Obama Administration's proposal to provide relief on a longstanding paperwork-related burden in the trucking industry, and we look forward to working with Secretary Foxx to implement it in the near future," ATA president and CEO Bill Graves said. "Though this step will provide modest relief to professional drivers and motor carriers, ATA is optimistic this signals Secretary Foxx's willingness to provide reasonable and appropriate relief to the industry and he will quickly act to provide relief on more substantive issues."

Next, ATA would like to see Foxx: introduce a fair CSA crash accountability process; remove unnecessary restrictions on the new rest break and restart provisions of the HoS rules; and add sleeper berth flexibility to better facilitate driver rest.

"ATA believes in sensible, data-driven regulations," Graves said, "and we hope we can count on Secretary Foxx to be guided by evidence and scientific research to review, and if necessary, revise the rules of the road for our industry." □



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More public LNG stations to open in Quebec and Ontario

By Carroll McCormick

RIVIERE-DU-LOUP, Que. – The chicken and egg question of which must come first, liquefied natural gas (LNG) filling stations or LNG trucks, can be declared solved along the 1,050-kilometre route between Riviere-du-Loup and Toronto, Ont.

On July 18 Gaz Metro Transport Solutions (GMTS) and La Coop federee announced a partnership that will see a total of five filling stations open by 2015 along Quebec's Autoroute 20 and Ontario's Hwy. 20 – what GMTS calls the Blue Road.

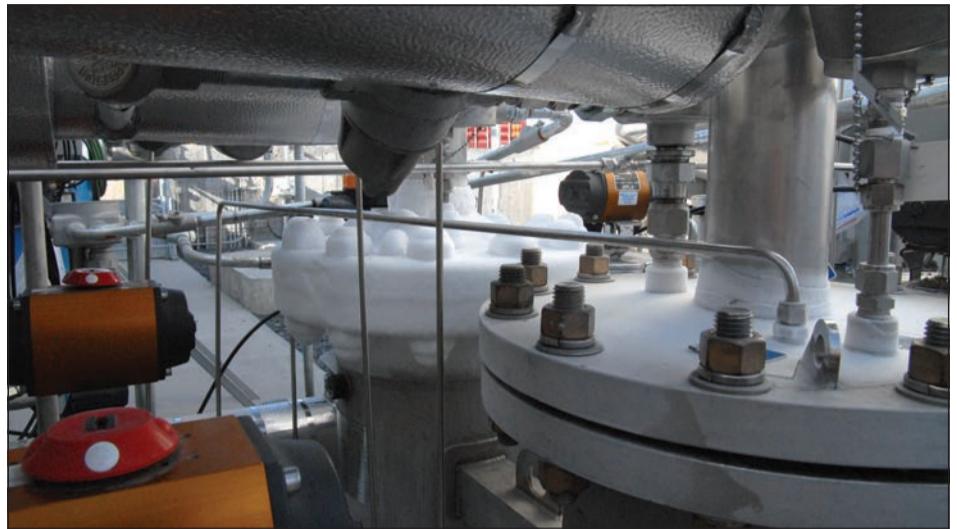
A station in Cornwall, Ont., off Hwy. 401's Exit 796, and another one off Autoroute 20's Exit 305 in Levis, just east of Quebec City, will open early this Fall. Truckers will draw off of mobile LNG tanks at first, but permanent tanks and other

fuels and amenities will be in place by next Spring.

The target completion date for a station in Riviere-du-Loup is June or July 2014. Its location is still being finalized. There is currently no plan to have mobile fuelling while the station is being built, but that could change if a fleet comes forward with the appropriate need for LNG.

The fourth and fifth stations – to be on Montreal's South Shore and just east of Toronto – will be in operation by 2015. GMS is still in the process of selecting these sites.

In addition to LNG, the five stations will sell diesel, gasoline, propane, biofuel, and recharging for electric vehicles. Too, emphasizes Martin Blanchet, business development manager, GMS, "Every site we selected will be able to receive



LNG IS COOL: Frost coats cryogenic piping at an LNG fuelling station.

long combination vehicles (LCVs). We've made sure that LCVs can circulate on the sites."

In the short term, truckers will be able to get some food at the stations, probably at a convenience store.

However, La Coop federee is tasked with attracting national and international brands, which could mean restaurants and fast food outlets, depending on how the business cases shape up. "La Coop is good at attracting these brands," Blanchet says. Truckers can also look forward to having their own lounges and showers.

There are currently 128 LNG trucks in Quebec plying the Autoroute 20 and the 401 between Quebec City and Toronto. This number is steadily increasing as Robert Transport rolls toward its goal of having 180 LNG tractors on the road by the end of 2014. □

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PIT looks to grow US presence

MONTREAL, Que. – Performance Innovation Transport (PIT) has teamed up with trucking PR firm LaunchIt, to expand its presence in the US.

PIT is a Montreal-based group within FPI Innovations, which performs fuel economy trials on products and techniques within the trucking industry on behalf of its fleet members.

"We are thrilled to be working with LaunchIt," said Yves Provencher, director of PIT. "We have a lot to offer the US market and LaunchIt will help us gain valuable exposure in the United States that will further our programs and objectives."

PIT this year celebrated its fifth anniversary.

The program has been embraced by some of Canada's largest carriers, and Provencher is hoping for a similar reception in the US.

"I am especially excited about exposing US organizations to our Energotest program," Provencher said. "Through this program we objectively provide precise, independent and indisputable data on the performance of a company's technologies and also on the economic and environmental impact of green technologies. In this regard, Energotest has become the benchmark in Canada and soon will be in the US as well." □



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LCV? What's an LCV?

Continued from page 1

navigate.

In talking with the site supervisor for HCIO – the Ministry of Transportation's road construction division – he found there was no consideration given to the needs of LCVs during the redesign.

More worrisome, Monk noticed the redesigned interchange didn't appear to be LCV-friendly. And the construction crew hadn't even heard of an LCV. Monk hooked up a set of trailers and had an LCV brought to the construction site for an impromptu 'show-and-tell.'

The same thing, meanwhile, was happening at the Boundary Rd. exit in Cornwall. What happened from there were two vastly different outcomes. When he called the on-site supervisor at Boundary Road, they then checked with MTO, ensured the new construction was done with LCVs in mind and then produced a blueprint stamped 'LCV COMPLIANT,' all at no additional cost to SCM.

At the Hwy. 401/10 interchange, the crew was less cooperative. Eventually, Monk said, SCM will have to fork over another \$20,000 for a second engineering study to ensure the redesigned interchange can handle LCV traffic. And if it can't, LCV drivers will have to continue using the trickier route across Derry Road, approaching the distribution centre from the

north side, requiring a more difficult swing into the facility. The worst-case scenario could see the company spending \$20,000 on a new engineering study, only to find the interchange is no longer compliant and then have to use the alternative route anyways.

Naturally, that doesn't sit well with Monk.

"What you're really telling me is that you don't trust the construction at Hwy. 401/10 to be LCV-compliant," Monk complained to the province. "Now, you want me to prove it to you, at my expense."

He harbours some concern that what was once an LCV-friendly interchange – providing easy access to the Walmart distribution centre, where nine LCV deliveries are made each day – will no longer be navigable.

All this caused Monk to question: "Are the interchanges under construction now or in the future within Ontario 400-series highways being constructed to LCV compliancy? If not, why not?"

Rob Penner, executive vice-president and COO of Bison Transport, said the 401/10 interchange is not along Bison's designated route, but said the issue raised by Monk is "a huge concern."

"I would expect that if MTO was doing any work on ramps on and off the 400-series highways, that they would be obligated to ensure

they would meet LCV standards," Penner told *Truck News*. "I could see scenarios where it may not be physically possible for some ramps to accommodate LCV specs, but there is no way they should be able to alter a compliant interchange in such a manner that the ramp no longer meets the requirements."

Aside from the construction issues, Monk said there are other steps that should be taken to modernize Ontario's LCV program, including the lifting of the winter hiatus. Quebec has been allowing LCVs to run since the 2009-2010 winter without incident, he pointed out, and they tend to have more severe winter weather than Ontario.

"Ontario still hasn't come around to opening up the winter running between December and February," Monk said. "Most definitely, it's time (to do so)."

He has been keeping track of winter weather conditions in Ontario and found that even the worst winter Mother Nature dished out since the program's inception would've required LCVs to be parked just 14 of 90 days.

"This is ridiculous," he said. "We self-regulate when we go on the road anyways. In Ontario in the past two years, the worst storms we had were in November and in March, when we can legally run LCVs."

Another impediment to the more widespread use of LCVs is that Quebec restricts their use on Sundays. Monk has lobbied federal Transport Minister Lisa Raitt to invoke federal regulations that would allow for the

interprovincial movement of LCV freight on Sundays. Bison's Penner agreed that the patchwork of restrictions across the country should be harmonized or eliminated, "to reflect our industry's 24/7 continuous operations."

Everyone agrees Ontario's LCV program has been a success, providing economic benefits to industry without impacting highway safety. Among the biggest benefactors is Walmart, which accepts nine LCV shipments per day at its Mississauga distribution centre. Across Canada, Walmart's LCV freight is distributed via 10,000 trips per year. Monk would like to see more LCV restrictions lifted in Ontario and the program expanded.

Penner doesn't think there's a long list of additional carriers chomping at the bit to pull doubles, but would like to have more flexibility.

"I have heard there are still carriers who have been accepted (into the program) that have not yet activated some or all of their permits," he said. "My personal opinion is that this simply becomes part of MTO's specialized permit program. I do not feel it's MTO's place to regulate fleet size or competition, nor stand in the way of progress. Carriers should be subject to the terms and conditions, be obligated to present a legitimate operating plan that contemplates emergency measures and from that point on, be subject to audits for compliance. The notion that our infrastructure can't handle a wide open industry is nonsense." □

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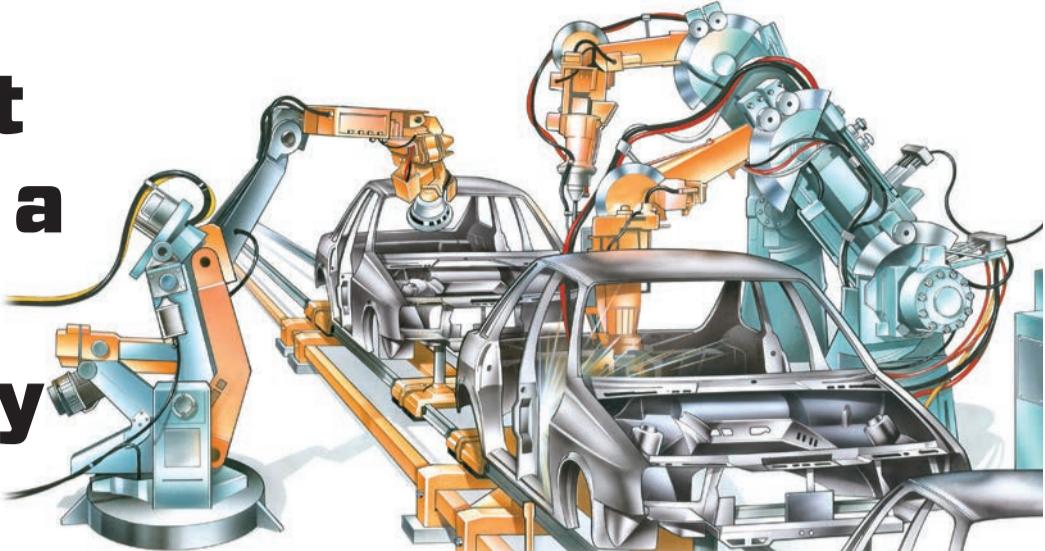
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Truckers do what it takes to keep up with a frenetic Just-in-Time Automotive Industry

BY HARRY RUDOLFS



The auto industry has been through so many dramatic cycles. But its humble servant, the automotive trucking sector, has kept pace with the changes and continues to meet the demands of the OEMs. Just-in-Time remains the operative strategy for auto manufacturers, although shifting supply lines and source-points pose ever-greater challenges to its suppliers and transporters. Rather than stockpiling parts on-site, car makers prefer to have their materials rolling and en-route. The OEMs want their supplies to meet precise time windows, sometimes assessing severe penalties to carriers missing performance deadlines.

Arguably, auto manufacturing has endured more turmoil than any other industrial sector: booms and busts, recessions and upticks, periods of record sales and years of dismal numbers.

Over the last few decades, we've watched the life and death of the North American Auto Pact; Japanese and Asian car makers gaining a significant share of the domestic marketplace; robots taking over some of the work of humans on the assembly line; and the coming of the third-party players like Penske and Ryder.

In 1985, I got a job working for a trucking company in Talbotville, Ont., and there was plenty of work. In those days, every second or third truck on the 401 was hauling auto parts. The Canadian dollar was cheap, 78 cents US, and that made export goods very attractive.

Parts factories and suppliers abounded in places like Owen Sound, Waterloo, Collingwood, Lindsay, Midland, Wheatley and Niagara Falls, making auto glass, shock absorbers, seat belt fasteners, door latches, brackets, spindles, gaskets, wiring assemblies, brake parts, steering wheels and bumpers.

But in the matter of a few short years, the automotive environment had changed. The Japanese were opening assembly plants in North America and were pushing harder toward the Just-In-Time methodology. They expected every product and service to continually improve and get cheaper, including transportation.

Suzuki became involved in a joint venture with GM in Ingersoll, Ont., and one morning I watched the workers lined up and doing callisthenics before the start of their shift. 'What kind of a car plant is this?' I wondered. By the late 80s, robots were all the rage and were beginning to be installed in plants, primarily used for spot welding. Automation cut labour costs, but the technology was expensive and required some consolidation of assembly plants. But there were plenty of pressures on the domestic automakers at the time. For one thing, retirees were living longer, and good health and death benefits negotiated by the UAW and CAW were costing the Big Three dearly.

Domestic automakers found some savings by setting up parts shops in the Maquiladora states of Mexico, located just south of the US border, where labour was cheap and the peso was cheaper. Meanwhile, Asian OEMs searched even further afield, sourcing components in Asia. Their cars might be manufactured in North America but most of the parts arrived in containers after a long sea journey.

The extended supply chain across the Pacific put a strain on the JIT system requiring longer lead times of four to six weeks to get parts to the assembly line. Their reliance on near-zero inventory came back to bite the Japanese auto giants big time after the tsunami of 2011. Their North American operations were profoundly impacted by this event.

These days, auto makers are increasingly becoming at-

tracted to near-shoring and sourcing in places like the southern US or Mexico. This development has been a slight boon to North American trucking interests, which have benefited from the overland supply lines.

At one time, the automotive industry was serviced almost exclusively by large carriers dedicated to that sector. But the reverse bidding process favoured by OEMs has scared many of them off. Bids on parcels of work are posted and the contract is usually rewarded to the lowest bidder. Many carriers are reluctant to play in this sandbox. What's the point, they wonder, in investing in expensive equipment only to lose the contract the following quarter? The reverse bidding process has no doubt benefited 3PLs, and logistics giants like Ryder and Penske as they can often better coordinate movements and juggle carriers, while, at the same time, provide warehousing and pooling facilities. But make



This was the first robot brought into the GM plant in Oshawa.

no mistake, auto manufacturing will always be reliant on road transport and motor carriers, no matter if the parts arrive by air, sea or rail, and no matter which logistics multinational is working the levers. There will always be a hardworking truck driver delivering the load and product at the end of the line, wherever it has to go.

Trucks of Steel

Mike Donahue is president of International Freight Systems headquartered in Tilbury, Ont. He's been involved in various aspects of automotive trucking for decades and has done his share of unloading and loading coils at steel plants and automotive facilities.

"Just-in-Time used to be a consideration for freight haulers, but it's gradually seeped into other parts of trucking, including deck work. These days if you miss an appointment time you won't get unloaded until the next day, unless they really need the product. But things have gotten easier for us delivering steel into the auto plants. Used to be when you sent a driver into an auto plant he'd be there half a day unloading a couple of coils, sometimes a whole day."

"Nowadays, most of the steel doesn't go directly into the auto plants like it used to; they use a staging warehouse for steel deliveries and the drivers are in and out of there much quicker. Each of these staging warehouses might deal with four or five different steel suppliers. The deliveries to the car plants themselves are done by a local carrier as needed."

"The equipment has changed a lot over the past few years; it's lighter and stronger - and a lot more expensive. Deck and rack trailers are primarily aluminium, and the sides are no longer those heavy wooden panels that we used

to fight with. Nowadays, the side panels are plastic or Styrofoam and much easier to handle."

"Automotive grade steel coils are rarely delivered on a flatdeck anymore. Some steel plants won't even load you if you show up with a flatdeck. The customers want the steel completely covered and there are few exceptions. They want the steel delivered in rack or roll-tite trailers. Today, about 70% of our trailer fleet is either rack-and-tarp or roll-tite."

Mackie the Mover becomes a world automotive player

Hauling parts to auto makers has certainly come a long way from its beginnings. One of the first players who helped forge the auto parts and auto transport business was The Mackie Group. The company had humble beginnings on Charlie Mackie's farm on Harmony Road in Oshawa in 1928. As a lad of 16, Charlie's grandson Ross made his first trip from Oshawa to the Yukon in 1951 delivering a load of furniture. He also managed to pick up a backhaul from Dawson City - a disabled Lincoln that had to go back to the dealership in Edmonton.

Sixty years later, the Mackie fleet of covered car haulers might be delivering Lamborghinis, Ferraris, or even the occasional Rolls-Royce. Speciality car haulage makes up about 10% of the company's business.



This car carrier from the good old days had a bunk for relief drivers mounted beneath the cab where the engine typically is found. The engine is located low in the frame midway between the front and center wheels. This design allowed an extra car to be carried above the cab.

Ross reminisces about the events that made Mackie Automotive a world leader in automotive sequencing.

"One day I got a call from the traffic and purchasing department at General Motors Oshawa. They wanted me and my son Paul to come over and have a discussion with them. This was back in 1986, and we really didn't know what they wanted."

"They identified a project they needed help with and were looking for a local transportation company to undertake it. Originally, it was a project for the Chevy Lumina, and they wanted to add a small chrome insert to the fascia. They were looking for a transport provider to pick up the fascia and install the chrome for them. They requested for us to quote on it as they thought we would be an ideal provider, since we'd transported their cars for all the car shows and done complete office re-locations for them for years. "We went out and rented a small warehouse - about 5,000 square feet - and acquired a lift truck and racking. We started out with a small team of just five members on the project, but we really didn't know what to expect. What started out as a little job, transformed Mackie Automotive into a major player within the industry."

"Things picked up quickly after that. Soon we had plants in Europe and North America, including Poland,



Germany and England performing the outsourcing for GM, as well as a plant in St. Therese, Que. By the time we sold the company outright to TDI in 2002, we had 16 plants operating around the world employing 2,200 people. The plant in St. Therese was dedicated to Paccar's Class 7 trucks and we ended up supplying the exhaust systems, aluminum cabs, and the dressed engines for the Kenworths and Peterbilts built there.

"Mackie Automotive still exists but the name has been changed. I like to think that our company played a role in moving the automotive industry, and the automotive trucking value-added sector, into a new era."

Advances in Technology make

Just-in-Time trucking easier

Another thing that has moved auto and auto parts transport into the future is the adoption of new technologies. Bill Penner is 53 and lives in St. Thomas, Ont. He's been involved in the auto industry for over 30 years, 20-plus as a driver and a 10-year stint working on the assembly line at the CAMI plant in Ingersol. He currently has a dedicated run with Elgin Motor Freight picking up auto parts in Vaughan and delivering them to a distributor in Port Huron, Michigan.

"Equipment has changed drastically and for the better. I spent a lot of time in a GMC Brigadier: vinyl seat, AM radio, no Air, but they did have that little cowl below the windshield. And those darned air powered wipers? Ford Louisvilles were better because they had AM/FM and an arm rest – but still no Air. Cabovers? I drove International CO9670s and some Chevy Astros – smelly, noisy, rough. Trailers have gone through quite a metamorphosis from 45' to 48' to 53'. I'm so old I remember when air ride first showed up. To have air ride in your truck as well as your trailer was quite the thing. Tractors, particularly fleet trucks, have become like luxury liners compared to the old school trucks. I've had leather high backs with not one but TWO armrests and seats with every possible adjustment and all these air pockets you can fill or dump at your lumbar's discretion etc. Cabs are much quieter too and the ride has vastly improved as well."

"The advent of Qualcomm made life a lot easier in my opinion – no more waiting on hold. Sometimes, if they were available, I'd have two payphones going at once trying to get through to dispatch. Cell phones were a revolution! I now drive a 2012 Volvo with Bluetooth; I have buttons on the steering wheel to accept or cancel incoming calls, voice-dialing, automatic transmissions, cruise control, ahhh... I love it, love it!"

"So working conditions as far as equipment have vastly improved. Working conditions as far as the real world is concerned have not taken the road to enlightenment at all – just the opposite. Traffic volume has increased exponentially, though roads have gotten bigger too – I remember the 401 being two lanes with gravel shoulders. As

far as crossing the US and Canadian borders, I like the new electronic systems and manifests. At last the onus is on people sitting in offices with computers and phones and fax machines and flush toilets, instead of some poor schmuck in a truck!"

"Initiatives like the FAST card work great with Just-in-Time auto freight, as well as other systems which make a driver's life easier. The auto industry doesn't just kick you out of the dock anymore. It's almost like they're with you every step of the way."

Truckers like Penner are responsible for getting the parts to the auto manufacturers. Then a different set of truckers take over to get the final product to the dealers.

From Shop Floor to Dealership: Auto haulers are the final link between manufacturers and consumer

Affectionately called 'Parking Lots' by other truck drivers, car carriers are essential to the industry and the only way to get a new car delivered to a dealership. Dennis Callery is a driver for Allied Systems Canada and lives in Gananoque, Ont. He's been hauling cars for 31 years.

"Every car hauler is a truck driver, but not every truck driver can be a car hauler. I started working for MCL in 1983. At that time, the company had a yard here.

Extending truck life through maintenance

Hauling in a JIT environment means breakdowns aren't acceptable. Trucks have to be well maintained to avoid unnecessary delays. Here are some maintenance and analysis practices that can help assure maximum operating efficiency, help extend the life of your truck and possibly save you some money, no matter what you're hauling.

Engine care and maintenance:

- Make sure your engine oil is full. If there is not enough oil in the engine, oil will oxidize faster and reduce engine oil life. This can also increase engine wear.
- Consider using a full synthetic engine oil such as Shell Rotella T6 SAE 5W-40 full synthetic when running in cold climates. It can help oil flow quickly to engine parts during cold start up. An engine that starts easily also reduces stress on the battery and electrical system.
- Excess idling can cost a lot of money, so when you have to idle, be sure your engine is running at a low level.
- Shifting at the proper time can save fuel; don't over rev your engine.
- If you customize your truck, don't reduce airflow to the engine through the grill. This will increase heat.
- Make sure your air filter is clean, as it can help improve the way your engine performs and can help maintain fuel economy.
- You may want to carry a spare fuel filter in case you need to replace it while on the road.

Oil analysis: The knowledge gained from a consistent oil analysis program can help increase equipment reliability, minimize unscheduled downtime, and more precisely track operating efficiency and maintenance practices. This combination can contribute to helping lower total operating costs.

Coolant Analysis: Coolant maintenance for conventional fully formulated coolants requires checking the freeze point of the coolant and the additive or inhibitor level at each maintenance service of the vehicle. With Extended Life Coolants (ELC), checking the freeze point is required at each maintenance interval and checking the inhibitor level annually is recommended. ELCs such as Shell Rotella ELC help reduce maintenance costs and can help improve water pump life, as well as eliminate the need for supplemental coolant additives.

Also, regularly check air pressure and tire tread. Tires inflated to the proper pressure on any vehicle should help maintain fuel mileage and maximize tire life.

I've been told that only about 25% of the people who apply actually carry on. Many guys are not comfortable doing this work because of the heights, the narrow ramps, and the tight squeezes. But it never bothered me. After the first car I was good to go. MCL originally began as Charlton Transport, one of the original car carriers out of Oshawa. When I started, there were some old-timers who still remembered driving the cars to Montreal and getting picked up my Mrs. Charlton in an eight-passenger Buick. In those days, it took approximately 12 hours to get from Oshawa to Montreal.

"MCL originally had a yard in Oshawa and one in Gananoque. MCL bought Roadway and Roadway was changed to ACL. MCL/ACL was then bought out by Ryder. And then, a few years later, Allied Systems Canada bought MCL/ACL which included carriers like McCalum Maris and AutoHaulaway. We're all under the same banner now, but we only have one yard in Toronto. Originally, car transport was exclusive to a few dedicated unionized carriers, but now there seems to be a lot of different companies, many of them non-union, doing this including many independents."

"It used to be a great paying job, and still is if you want to work hard. It's all piece work. You get paid for

fuelling, picking out the cars, loading and unloading, each stop and a mileage rate. I generally run eastern Ontario and some of western Quebec, and usually deliver about three or four loads a week. That works out to about 65 hours."

Despite the hiccoughs faced by a constantly changing and often volatile marketplace, the automotive industry remains a key player in the North American economy. Canadian trucking companies who have always gained the lion's share of cross-border traffic continue to provide excellent service to this sector on both sides of the US/Canada border, no matter what logistics giant is pulling the levers. As driver Bill Penner points out, automotive OEMs work closely with their carrier counterparts to assure prompt delivery of components. Programs like electronic manifests, ACE, CTPAT and FAST lanes have been honed to benefit manufacturers and carriers alike.

To be sure, auto manufacturing will always be reliant on road transport and motor carriers, no matter if the parts arrive by air, sea or rail. Canadian carriers like Wolverine, Challenger, TST Overland, and Verspeeten remain a critical link in the automotive supply chain and will continue to do so for the foreseeable future.

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ONTARIO



GIVING BACK: Sunshine was on the menu once again – along with the requisite burgers and tandoori chicken on the grill – for Quick Truck Lube's eighth annual customer appreciation barbecue July 12. Customers, staff, vendors, suppliers, media and other industry friends took part in the day-long event at Quick Truck Lube's Ayr, Ont. facility. Customers were lined up early to take advantage of a specially priced \$99 oil change. When *Truck News* spoke to company owner Gurjinder Johal mid-afternoon, he estimated close to 200 trucks would be seen by day's end.

Photo by Adam Ledlow

Ontario carriers increasingly optimistic

TORONTO, Ont. – The Ontario Trucking Association (OTA) used a weather analogy to characterize its latest Q3 business survey. And it's not a bad forecast: Partly sunny with reduced chance of showers. The Q3 business survey of member carriers found rising optimism and a southbound US market that's primed for a turnaround. The association said this marks the most optimism expressed by fleets in the current year, with signs freight volumes and rates are stabilized and/or primed for growth.

The survey was conducted in July, with 67% of fleets saying they're optimistic about their prospects for the coming quarter, up 22% from the start of 2013, reaching the highest level of optimism expressed since the third quarter of 2012. Only 23% of responding carriers said they were uncertain about their prospects, while twice that amount were uncertain in the Q1 survey. Here are

the results, as reported by OTA:

Turn up the volume

Although there was a slight drop in the rate of carriers who reported improved intra-Ontario freight volumes over the last three months (28% to 23%), encouragingly, those who indicated decreased volumes plummeted down to 12% from 31% in the previous quarter. Carriers felt that stability had also been restored as 65% indicated no change, compared to 42% last time. Carrier responses for freight volumes in interprovincial, southbound US, and northbound US lanes all mirrored the last quarterly survey, where 33%, 14% and 39% respectively indicated improvements and between 40 -60% reported unchanged freight levels.

While the average length of haul remains relatively unchanged for 77% of carriers, those who report overall loaded miles increased dramatically over the last year, from the mid-20s to 40%.

Looking ahead, 35% of carriers expect improvements in Ontario over the next six months (up from 30%), while, once again, the level of pessimistic respondents fell precipitously to 4% from 19%. Over two-thirds of carriers forecast no change. Interprovincially, the 30% who predicted an improvement matched the last quarter. Southbound expectations are holding steady as 28% expect a boost, but more interestingly, pessimism waned down to 8% – the lowest level reported by carriers since Q1 2011.

The price is righting

Rates, meanwhile, are on a more horizontal trajectory. However, the good news is only 15% expect shaved rates in the next three month – the second-lowest level in nearly two years. Additionally, 77% said rates have firmed, which is 18 points higher than last quarter and the highest level of reported stability ever recorded in the OTA survey. Perhaps most encouragingly, southbound rates bucked four straight quarters of falling expectations in the persistently soft sector and posted the highest rate since Q3 2012.

Capacity squeeze

Sixty-three percent of carriers said capacity remains the same while 28% expect decreases – 10 points higher than the last quarter. For the second straight quarter, the rate of carriers expect to add capacity is under 15% – in line with historic lows of 2008. Nearly half of carriers (47%) suggest they plan to add drivers, a level that's consistent with the last several quarters. However, judging by the low capacity expectations – as well as the number of carriers who plan to add power units remains relatively low (22%) – the increased hiring activity appears more indicative of replacement capacity than fleet expansions.

Paying the bills

Not surprisingly, labour, the price of equipment and diesel continue to be carriers' biggest operating costs. Seventy-three percent of carriers say they are paying 2-5% in wage increases, which is slightly lower than last quarter but still above the 60-70% who reported the same level of increases throughout most of 2011-2012. □

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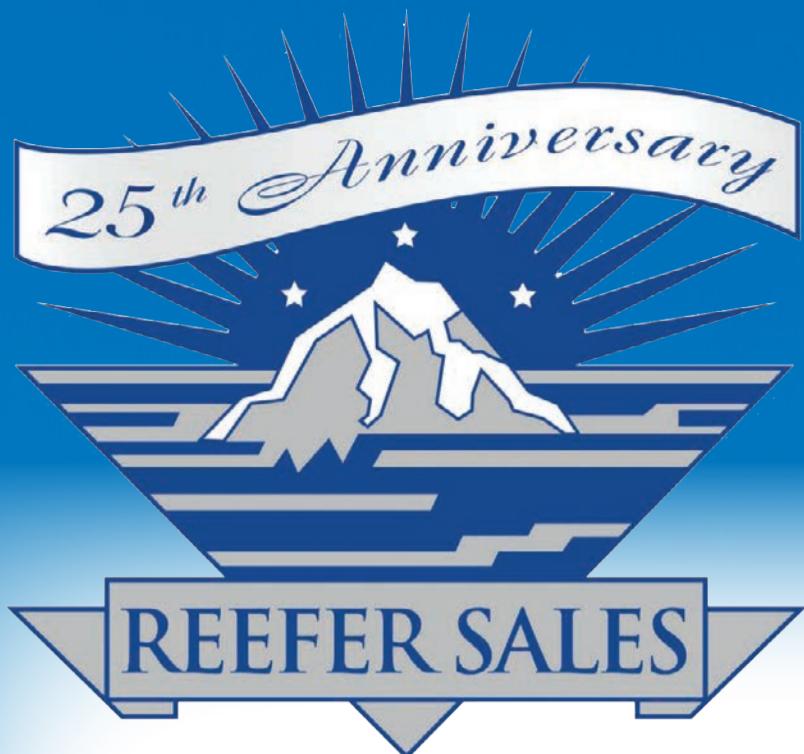
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They are the champions

Provincial Truck Driving Championships are a showcase of trucking excellence. Can our on-road editor match their skills?

On-Road Editor

HARRY RUDOLFS

BRANTFORD, Ont. – There are many excellent truck drivers out there. Just look at some of the astounding safety records compiled by trucking professionals across the country, both city and highway. How does anyone manage to drive 10, 20 or 30-plus consecutive years accident-free doing city work in Calgary, Vancouver, Montreal, Halifax or Toronto? And there are legions of such drivers. My company alone has drivers who have accumulated centuries, millennia even, of impeccable driving records.

Every sport, discipline or profession has its benchmarks. And top performers are often keen to find out just how good they are. Long ago, in a province called Ontario, forward-looking trucking enthusiasts wondered if there wasn't some way to measure the best drivers and the skills they use on a daily basis, and even provide them with some truly challenging scenarios.



LAST MINUTE PREPARATIONS: Team Con-Way prepares to take to the course at the Ontario Provincial Truck Driving Championships.

And that's the reason the Ontario Truck Driving Championships (OTDC) have been around for 62 years. This year's Ontario finals were held at the Brantford Municipal Airport on a glorious hot July weekend and included 56 entrants from across the province, each of whom had to qualify at regional or in-house competitions earlier in the year.

Although a few drivers pay their own way, most drivers in the regional competitions are sponsored by

their company. This is a big commitment on the part of the sponsoring company, but those companies who get involved do so in a big way. Tim Horton's, Home Hardware Stores, Maple Leaf Foods, FedEx, Canada Cartage, Con-Way Canada, SLH, and Erb Transport finalists come supplied with team shirts and set up their own awnings and tents, rows of lawn chairs, kids and barbecues.

Kevin Bradshaw, a driver for Canada Cartage explained how he got to

the championships: "I was asked if I would be interested in the Regional Truck Driving Championships in June at the Woodbine Centre by our safety and compliance manager. I said of course...I thought I would take this opportunity to upgrade more of my skills but also meet some awesome drivers and hear their stories. But in saying that, I did not expect to win my class and (top) rookie at the regionals, let alone go to the provincials!"

Each team staked out its own territory on the infield, identified by the colourful shirts. The FedEx area included some activities for kids, and cooked up burgers and samosas. It was also good to see this competition reaching a broader spectrum of fleets. The City of Brampton was represented, and there was increased participation from waste management drivers in the straight truck section.

Classes were divided into straight truck, single-single, single-tandem, tandem-tandem and trains. Two separate courses ran simultaneously overseen by 55 volunteer marshals, as well as several MTO officers, helping out with the pre-trips. The spirit of volunteerism is robust at the OTDC. No one gets paid, but the volunteers as well as the committee members work tirelessly and return year after year.

The Ontario Truck Driving Championships have been running consecutively since 1947, and our drivers have been going to and winning at the National Championships for almost as long. It's much more than a "roadeo." Focus is put on the skills

Continued on page 26

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MORE DRIVEN

Incredible skill on display at driving championships

Continued from page 24

aspects of the competition and that touches a lot of bases.

For the competitors, the event begins at 7 a.m. Saturday with a sit-down exam, followed by a mass exodus of vehicles down Hwy. 403 to the Brantford Airport, where the trucks and trailers are waiting. Participants are required to complete a comprehensive pre-trip inspection, overseen by MTO officers on staged vehicles. Each driver has to finish the inspection within eight minutes and find the five "planted" defects.

It's worth mentioning the MTO, because they hold their National Safety Code Challenge at the same time Friday night; the Best Western hotel parking lot was full of MTO cars in the parking lot. As a professional driver, I'm respectful of the truck enforcement officials, but wary at the same time. So it was intriguing to see these MTO officers with their spouses grazing at the steam tables and enjoying the bad karaoke over drinks. I didn't see any horns!

Seriously, it was great to see the best drivers and best inspectors in the province getting a little social time together. Like the winners of the OTDC, who usually go on to do very well at the Nationals, the winners of the National Safety Code challenge go on to represent Ontario at the North American championships in Salt Lake City. MTO officers al-

ways score well at this event, often bringing back the grand prize.

Through the kind intercession of vice-president Ewen Steele, I managed to cajole a drive around the course. I'd been pacing by the side of the course all day, and was hoping to take a turn at a tandem-tandem unit, but was slotted in with a single-axle Freightliner and a pup at the last minute. This was much appreciated, as the course marshals had been standing in the sun for six hours.

After about four or five tries, I got the trailer into a very tight dock, but I came too close on the serpentine section and rubbed a barrel. Even more embarrassing, I was whistled down in the offset alley section for contacting the plastic tubing which served as alley walls. But this was amazing fun and I'm hooked. Now to get my manager to let me set up some pylons in the yard. This is really the case of taking your skills to a higher level, nervousness aside. As Bert Weykamp, a city P&D driver for Con-Way Canada told me before his run, "I can back into any pick-up, first time, just about every time. But when I come here it seems a little more difficult."

Obviously Weykamp didn't have any problem on that Saturday, taking first place in the single-tandem category.

Some of the drivers were repeat champs. Bryon Winfield of Home Hardware Stores has been coming



ROOKIE OF THE YEAR: Rennie Barran of Speedy Transport won the tandem-tandem division and was also named Rookie of the Year.

to the provincial championships for nine years. In 2011, he took first place in the tandem-tandem class and finished second at the nationals. "I love it," he told me.

The fleets that participate love it, as well.

"This is our fifth year in the Ontario Truck Driving Championships and there are 23 competitors on behalf of FedEx Freight," said Pat Reed, executive vice-president and COO of FedEx Freight. "Through events like these, drivers can sharpen their skills and reinforce the key elements of safe driving that they use every day. We

encourage a commitment to safety as drivers share the roads with the motoring public, and we are glad these competitions bring attention to the skills that professional drivers demonstrate daily."

The championships are also a time to renew old friendships and meet the families of the participants. Earlier, I had breakfast with Gaurav Wadhwa and his wife and two kids. A driver for Erb Transport, Wadhwa has been coming to the provincials for four years but this was the first time he'd brought his family.

"It's a way to celebrate the professionalism of our job. I'm also very proud to be representing my company," he told me. His son was wearing a T-shirt that said: "My daddy drives an Erb truck."

Erb Transport is one of those companies that's particularly enthusiastic about this competition. The company's safety and compliance director, Tom Boehler, is a big proponent of the event and has himself competed at the regional, provincial and national levels. "I can say without a doubt, it was the driving championships that led me to my career in safety," he said.

Boehler feels that the competition is a great way to test one's skills, and is a great learning tool. "I feel it is another excellent source for recruiting, but mainly demonstrates the company's commitment to training excellence."

It's interesting to see some of the same names of winners and fleets reappear year after year, but it's also refreshing to see new faces and companies getting involved.

This year Rennie Barran of the Speedy Transport Group took first place in the tandem-tandem category, and this is only Speedy's second year in the competition.

"For a company with 270 owner/operators, we're always looking at engaging them with safety," said president and CEO Jared Martin. "The first year we had about three guys compete in the Regionals. This year we had eight or nine and we now have a provincial champion and rookie of the year. Next year, I'm hoping for 15 or more."

"Is it worth the investment?" I asked Martin on the phone. "In terms of return on investment, it's very difficult to quantify that kind of thing. But in terms of getting our brand out there it's a great tool. It's very good for the culture of our company." □



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WEST



RIP: Mack bulldog, Hank the Tank, passed away unexpectedly this summer.

Hank the Tank, Mack's Western Canadian bulldog ambassador, fondly remembered

By James Menzies

ABBOTSFORD, B.C. – Hank the Tank, Mack Trucks' beloved four-legged western sales rep, has passed away. The affable bulldog, which

has represented Mack at Western Canadian trade shows for the past couple years – licking thousands of smiling faces in the process – died recently when visiting the vet for minor surgery. His death has left his owners distraught, but comforted by the many memories the beefy bulldog created at truck shows.

Wendy Wilson, bulldog breeder and Hank's co-owner, said he was born to entertain.

"He greeted thousands of people," she recalled of his truck show appearances. "Hank would saunter in and take his spot and everybody would come up and meet and greet him. He'd give everybody a face wash and smile for the camera. He was a gorgeous boy; a really sweet boy. And he was very good for Mack."

Hank the Tank came by his nickname honestly; he was a stout bulldog, tipping the scales at nearly 85 lbs. But Wilson said he carried it well.

"He was not overweight," she said. "He was very toned and very well muscled; just an impressive big boy. Gentle as a kitten."

Hank lived with Mike Lebich and Jacki Schultheiss along with their other bulldog, Henry. Like many bulldogs, Henry was hyper at times, but when Hank moved in, he taught Henry how to properly interact with visitors.

"Henry totally changed when Hank came into the picture," Wilson said. But like a celebrity, Hank's popularity made it difficult to go out for walks unmolested.

"The hard part was trying to take him for a walk," Wilson laughed. "He never got much exercise, because you didn't get far. You'd take two steps and there'd be a group of people there. Sometimes, it would take half an hour just to get from the Mack booth to the side door, which was literally 12 feet away."

While she mourns Hank's passing, Wilson said she's comforted by the many lives he touched and the thousands of photos that exist of him, taken at the various truck shows.

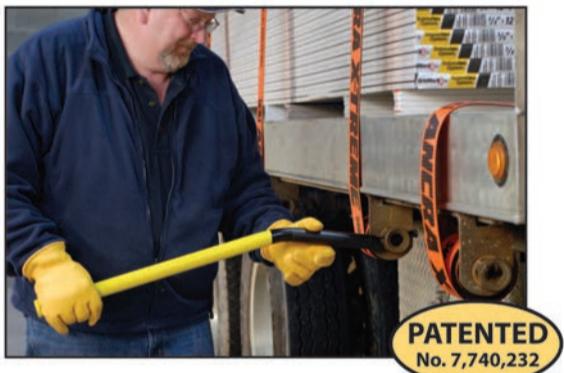
Hank died before getting the opportunity to breed, but Wilson said his spirit will live on through his nieces and nephews.

She's hoping one of them may eventually go on to represent Mack, but she admitted they'll "have hard shoes to fill."

Hank the Tank would have been three years old on Aug. 3. Do you have pictures of Hank the Tank? Share them on our Facebook page at www.facebook.com/Trucknews. □

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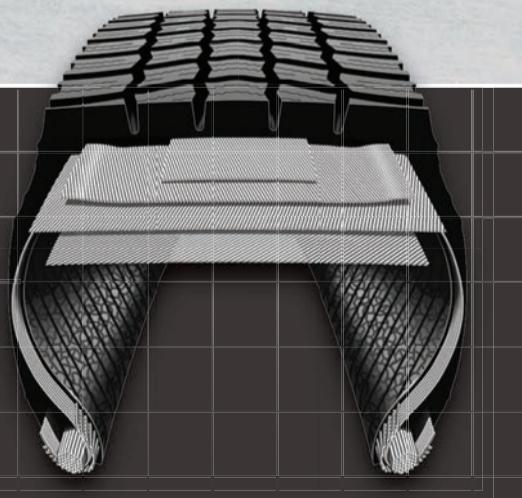


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Than Vermilyea: Controlling his own destiny

Continued from page 1

he said, voice wavering as he gestured to the ring on his finger. "Owner/Operator of the Year – that's quite the honour."

School was never one of Vermilyea's priorities. He grew up on a farm and knew from a young age he wanted to drive truck as soon as he was able. He learned early that driving the farm tractors was more enjoyable than milking cows, and spent countless hours practicing backing a tractor with manure spreader in tow, so he'd be ready when he was old enough to get his driver's licence. When he turned 16, he wasted no time getting his chauffeur's licence, a decision his father approved of.

"When I was a young lad, my Dad went to my Mom and said 'Don't worry about him and school. If it's



CONGRATS!: O/O Than Vermilyea (second from right) is congratulated by sponsors (L-R): Brad Houle, Goodyear; Mark Laine, Mack; and Shelly Hubbard, Castrol.

Photo by James Menzies

got a gearshift, a seat and a steering wheel, he's going to be fine," Vermilyea recalled. "It's just in me; the

shifting of the gears and the sounds of the pipes. That's why I'm deaf in my left ear, I always liked the

straight pipes. Now that I've gotten older, I like the quietness."

Today, Vermilyea owns and operates Than Vermilyea Trucking, pulling flatdeck loads for a variety of customers in the Quinte region as one of the few remaining truly independent owner/operators. He began his trucking career with a local company called Web's Trucking in Trenton, Ont., doing seasonal work in the summer. He was loaned out to Gulf Oil for wintertime home fuel deliveries and then bought his first truck in 1980. In 1991, Than Vermilyea Trucking was born. To this day, he relishes the independence of running his own business. Asked why it was important to him to have his name on the door, he answered in one word: "Pride."

He also wanted to control his own destiny, and not have to rely on dispatchers or others. That, of course, means there's nobody to hide behind when things go wrong.

"If I make a mistake, I own it immediately," he said. "I make mistakes. We all sleep in, we all stay up too late at night. We all make mistakes, but you have to be honest and step up to the plate. I take my whooping when I'm entitled to it."

That honesty and accountability has earned Vermilyea a loyal base of customers. They affectionately refer to him as 'TV' and when a particularly challenging delivery has to be made, many local customers have issued the order to "Call TV."

"If I say I'm going to be there, I'm there," Vermilyea said. "They pick up the phone and they call me and they're dealing with me. I'm a one-man show."

Vermilyea has resisted the temptation to grow his company by adding trucks and drivers, even though customers have asked him if he could take on some additional work.

"I've been asked many times (to add more trucks)," he said. "I want to stay a one-man show. I have a fuse that's about half-an-inch long and when I snap, I snap. Drivers would say something to me and next thing you know, we'd be rolling around on the ground. I'm a one-man show and I have only myself to blame (when things go wrong)."

Of course, he counts his wife Dawn as part of that show, considering her his "better half." She handles the bookkeeping and washes the interior of the truck each week. Vermilyea himself washes the exterior of his 1999 International at the start of every workweek; he won't start a week with a dirty truck. The truck is meticulously maintained and still garners praise over the CB.

"The biggest pride somebody can have is when you're driving down the road and somebody picks up the CB and says 'Red Eagle, good looking truck,'" Vermilyea said. For this reason, he also volunteers his time and his truck to take part in many community events, including Santa Claus parades and local fundraising initiatives. He does it because he loves seeing the reactions on the kids' faces.

"I soak that right up," he said. "I just love people giving me the thumb's up, saying it looks good."

Keeping the truck in good condi-

Continued on page 32

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Doing it the old-school way

Continued from page 30

tion also pays off at the scales. Vermilyea said he's never bothered at the MTO scales because the truck looks good and he treats the inspection officers with respect.

"I don't have trouble with the MTO when I roll across the plate," he said. "They look and they see I have a good piece of equipment, I secured the load the best I could. I make mistakes, I'm only human, but if the MTO officer says 'This strap is on the borderline,' I have spare straps right there with me. It gets back to good ol' 'yes-sir, no-sir,' be polite with them."

While Vermilyea has enjoyed a successful career as an owner/operator, he acknowledges not all recent changes in the industry have been for the better.

He pines for the old days, when there was camaraderie among drivers on the road. These days, he hides out on Channel 9 on the CB rather than Channel 19, which has become home to so much bickering amongst drivers.

"In the olden days, you'd be broken down on the side of the 401 and you'd have a truck in front of you, you've got two behind you and another one on the other side of the 401 coming across with tools, wrenches...today, if you break down

you better have your cell phone charged or you better have tools with you," Vermilyea said. "Everybody goes by."

But not everybody goes by. Vermilyea himself has stopped to help others in need, including one instance that will affect him forever. While en route to a delivery in

every time I go back to that spot in Cobourg, I think of that. It's hard."

Today, Vermilyea is counting down the miles to retirement. He says his current rig will be his last, but that he'll always be driving truck in some capacity, if not as an O/O.

"I'll never put it behind me," he said of driving. "When I decide

'One thing I always took pride in was raising my family, keeping my name on the door and paying my bills – and I'd do it again.'

Than Vermilyea, O/O of the Year

Milton, Ont., Vermilyea watched in horror as a trucker lost control of a set of B-trains and collided with a car. He ran to the aid of the motorists and found two ladies trapped inside the car. Unable to free them, he ran back to his truck to retrieve a hammer so he could smash out the windows. But the car caught fire and burst into flames before he could return; the wall of heat proving too much for him to overcome.

"All you could hear was their voices screaming, then the voices kind of faintly went away," he recalled with tears in his eyes. "Ev-

I've got enough pennies put away to retire, I'll never quit trucking. I'll go to work for my nephews and I'll drive truck for them, but it'll be when I want to go to work or when they need the crops taken off. That way I can go back to the cottage, go fishing or go hunting. I'll always be around a steering wheel somewhere, as long as I'm still able to get there. If I have to have a wheelchair to get there, I'll get'er done."

Vermilyea admitted the industry has changed drastically and being a small player among the major carriers is difficult. He has succeeded, due to his focus on personalized

service. He has some tips for aspiring young owner/operators, but his first advice is to stay in school. If they decide to pursue a career in the trucking business, he emphasized the importance of good money management.

"Get your ducks in a row," he said. "A lot of people think when they get that first big paycheque, 'Let's take a trip, honey. You want that big fur coat? You want that big, fancy Mustang?' I was kind of old-school, where your first big cheque pays your fuel, the second cheque pays the truck payment, the third cheque pays maintenance and breakdowns and that fourth cheque, well, let's just put that away for a rainy day. Then, start back on that first cheque again for the fuel and so forth."

It has become harder to make ends meet, with every cost – including fuel, tires and insurance – trending upwards.

"Licensing jumped now from \$963 for 140,000-lb gross, up to \$1,100 in one jump," he said. But asked if he'd be able to achieve the same success in the industry if starting out today, Vermilyea took a moment to think before saying: "I pretty well guarantee I would, because I'm a bullheaded French-Irish cross. If I make my mind to doing something, I'm going to do it. One thing I always took pride in was raising my family, keeping my name on the door and paying my bills – and I'd do it again. But again, I'm a different breed." □



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With British Columbia and PEI having changed their GST/HST rates effective Apr. 1, there are now four different rates in this country. Alberta, B.C., Manitoba, Quebec, and Saskatchewan are at 5%; New Brunswick, Newfoundland, and Ontario are at 13%; PEI is at 14%; and Nova Scotia is at 15%.

Those provinces charging 5% might look cheap, but they are not. All except Alberta have a provincial sales tax in addition to the GST/HST, and you don't get this back as a credit. So if you get your truck repaired in B.C. for \$100, the total including PST and GST/HST would be \$112. You can claim only the GST/HST portion – \$5 – meaning your net cost is \$107. If you spend that same \$100 in Ontario, a province with no PST on repairs, you'll be charged \$113 including GST/HST but you'll get to claim \$13 back. Your net cost is \$100.

Because sales tax rates and rules vary from province to province, you'd better be paying attention to your receipts when you make your claim.

Should you collect GST/HST?

If you're an owner/operator working for a carrier, your sales/income are "zero-rated" and therefore you should not collect GST/HST for your services. You still get to claim credits on any GST/HST paid on your business expenses, thereby giving you a refund, but this refund, of course, is just you getting your own money back.

While the act of trucking for a carrier is zero-rated, most of your other business activities are taxable. For example, if you're going to truck for someone on the side and he's not a carrier, you must charge GST/HST on the amount.

A "self-employed driver" must charge GST/HST for his services if he exceeds the annual \$30,000 gross limitation. By definition, a self-employed driver does not use his own truck and does not assume liability for the supply of a freight transportation service for GST/HST purposes. He is providing a *driving* service, which is taxable.

I can't tell you how many times I've run into small carriers using self-employed drivers and refusing to pay GST/HST to them on their gross earnings. I mean, they're already taking a risk trying to avoid the whole "employee" issue, so why take another risk and not pay GST/HST? They'll get it back on their returns anyway.

Some will try to argue that if the self-employed driver is taking a load from Canada to the US, the service is zero-rated and not subject to GST/HST. However, Canada Revenue Agency has issued an

Tax Talk

SCOTT TAYLOR

information circular and deemed that the delivery of the "service" is considered delivered to the carrier's office.

Assuming the carrier is Canadian, GST/HST applies to driving a truck to the US and back. (For details, visit the CRA Web site and look up RC 4080 – GST/HST Information for Freight Carriers and GST/HST Memorandum 28.2 – Freight Transportation Services.

It's all there and easy to read).

The real crime in all this is that you, as a self-employed driver, are responsible for charging GST/HST on your services.

If you are working for a carrier that refuses to pay GST/HST and you're audited, CRA is going to hand you the bill.

Selling your truck

If you sell your truck or any other business equipment, you have to charge GST/HST.

And buyer beware: If you think you can go to the licence office and pay the GST/HST there when you transfer the ownership instead of paying tax to the seller, think again.

You are really paying PST at the licence office, and it is not refundable (Ontario, for example, used to have a special form where you can apply and get PST back, but not anymore). If you buy a used truck in a private deal, make sure the seller charges GST/HST on the bill of sale and shows his account number.

If you have questions about how to properly charge and report GST/HST, talk to your accountant.

Auditors don't want to hear how complicated it is to record expenses or calculate the right amounts. More importantly, you want to claim back every penny that you're entitled to receive. □

– 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

Small carriers need representation

Continued from page 35

I presume still offering incomplete advice based on generalities.

You don't have to have read this column much to know that I'm not a supporter of any organization. My loudest wrath has been aimed at the Canadian Trucking Alliance, or here in Ontario, the Ontario Trucking Association, organizations which, depending on your outlook, want little to do with small carriers anyway.

I criticize them most because honestly, they're the only organization that actually accomplishes anything substantial (whether you agree with what they accomplish is up to you). Why bother criticizing the ineffective groups?

One thing I can never criticize the CTA or OTA for, is their determination and level of organization. If other groups could match

their drive, and organization level, perhaps they would someday enjoy the same notoriety as the CTA or comparable provincial associations. But there seems to be no attempt being made in this area.

At the risk of opening old wounds, consider the speed limiter issue in Ontario as an example. At every opportunity, the OTA issued statements, policies, and recommendations regarding heavy truck speed limiters. Right out of the gate, they had scientific facts and statistics to offer for consideration.

One of the smaller organizations fought back by handing out T-shirts proclaiming: 'My speed limiter is in the driver's seat.' Hardly a substantial rebuttal, now was it?

I will repeat my own argument: The fuel economy and GHG emission numbers quoted by the OTA were generalizations. Those of us involved in heavy haul or running hilly country in higher speed limit jurisdictions – particularly with top-notch drivers – found that with speed limiters, our fuel consumption actually increased.

This should suggest that GHG emissions increased as well. As a non-member of any group, I forfeited the right to state my case anywhere but in these pages.

Generalizations or not, the OTA's numbers came from legitimate scientific study, something the other public detractors either didn't have, or didn't capitalize on.

During the debate process, the Ontario government was guilty of a slightly unsavoury action, but with predictable results.

A long-awaited public input session was announced, but on less than 24 hours' notice. The OTA arrived, with all facts and arguments ready. Other pre-registrants arrived, complaining of the short notice, a recurring excuse for incomplete presentations. Although the notification of the meeting was unacceptable, we all knew for months that the day was coming. How could any registered presenter not be ready? Or does OTA really stand for Organized To Amaze?

Small carriers deserve representation indicative of the number of trucks we operate and volumes of freight we move.

I don't believe any existing organization could adjust their current agenda to stand toe to toe with the large provincial associations, so a new, ground-up association, with no political or personal agenda involved, is required.

We need straightforward, practical, representation preferably without using the phrase "competitive advantage" in every press release, and backed up by factual and realistic discussion. A board of directors consisting of recent retirees, with no current skin in the game would be ideal. Who's up for a challenge? □

– 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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INDUSTRY

Many factors influence truck safety

Fatigue management hit the news again in July with the release of the well-researched North American Fatigue Management Program. If you haven't read the press on this, the program was developed over a 10-year period by researchers and carriers in Canada and the US. It is a voluntary, web-based educational and training program that provides an extensive array of information and tools on the subject. It deals with the factors contributing to fatigue, guidance on health and wellness, time management, scheduling, and strategies to mitigate fatigue.

And, best of all possible news, the program is free to all. Visit www.nafmp.com or www.pnagf.com/fr for the French version and get started.

There are plenty of factors involved when it comes to truck safety. The fatigue management program deserves to be part of the discussion as one piece of a growing body of knowledge on the non-mechanical aspects of truck safety – those that focus on drivers. Another is the CCMTA's report on the human factors involved, which I've written about previously.

Pierre Thiffault chaired the Task Force that delivered that report and he presented the findings and recommendations at PMTC's recent annual conference. The report states that significant driver behaviour issues are at fault in up to 90% of commercial motor vehicle crashes. These include recognition and decision errors. Recognition errors include inattention due to fatigue or distraction; and decision errors include a long list of high-risk behaviours. Addressing fatigue, it is the Task Force's belief that hours-of-service regulations on their own are not enough to prevent fatigue-related crashes. Truck drivers who recognize that fatigue is setting in may continue to drive for a variety of reasons (as do automobile drivers, by the way). Understanding the motivation to continue driving while drowsy is important if the problem is to be fully addressed.

The decision to continue driving while fatigued can be influenced by any of a wide variety of factors, including compensation practices, company policies, dispatcher instructions, and shippers' needs to name a few. The factors that influence the drive/don't drive decision demand further examination, because even though company policies and regulations may dictate rest periods and safety-first approaches to fatigue, these may be overridden in the driver's mind by other 'more important' needs.

While we certainly agree that training in fatigue management techniques is critical, equally we see the need to address distracted driving, going well beyond a simple ban on handheld communication devices. Most of us, let's be honest, do all sorts of things while driving that take our attention away from the road. Among other things while in our personal vehicles, we may fiddle with the radio, move the seat around, eat or drink, adjust the temperature, and talk – either on the telephone (including using hands-free devices) or to passengers.

Commercial motor vehicle drivers have all the same distractions as those of the average commuter, but they also deal with in-vehicle technolo-

Private Links

BRUCE RICHARDS

gies unique to trucking and the potential those devices have for pulling the driver's attention away from the primary job. The CCMTA report recommended research into how these systems should be used or not used while the vehicle is in motion.

In examining decision errors as a cause of collisions, the CCMTA report stated that risky driver behaviour should be given priority as a topic of study. This point was underscored during the recent PMTC conference where some tools for identifying high-risk drivers were discussed.

The importance of identifying these

drivers can't be overstated, since estimates indicate that there is a 33% chance that any given hire will exhibit high-risk behaviour at some point. The presentation by Scott Creighton of Northbridge Insurance described a practical methodology for tracking driver behaviour and making any required adjustments to that behaviour before a problem occurs.

Some of the identified and better known factors in motor vehicle collisions include fatigue, distraction, poor decision-making, and high risk behaviour. But there is one other factor that needs to be included in the mix. That is the individual driver's attentional and interpersonal style.

Some time back, PMTC worked with MBA Consulting to assess a number of drivers who had been inducted into the PMTC-Huron Services Hall of Fame for Professional Driv-

ers. The assessment revealed that each of these drivers had as many as eight characteristics in common. This information needs to be included in the body of work when we discuss truck safety and hiring practices. It's no coincidence that Hall of Fame drivers share these characteristics.

Imagine the possibilities if we could pull together all the information generated by these various studies and use it to develop comprehensive strategies to help drivers and fleet operators. We might be able to remove the temptation to drive while drowsy, cut down on distractions in the cab, avoid hiring (or retaining) high-risk drivers, and hire drivers with Hall of Fame characteristics. Put it all together with the safety technology included with today's trucks and we just might be looking at a brand new world of truck safety. □

– The PMTC is the only national association dedicated to the private trucking community. Direct comments to trucks@pmtc.ca.




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research is constantly shedding more light on the condition. It is suggested that genes may play a role in ADHD, as it seems to run in families. If a blood relative has ADHD, the risk of developing it is higher. Other causes such as exposure to environmental toxins, or maternal drug use during pregnancy may increase the risk of developing ADHD. It is a common misconception that ingesting too much sugar can cause hyperactivity. However, there is not significant research to prove this notion.

ADHD often appears in children with other conditions such as learning disabilities, anxiety disorders and depression. The relationship between these conditions and ADHD is still unclear.

If you suspect that your child is exhibiting signs of ADHD, it is recommended that you consult with your family doctor. If necessary, your doctor will make a referral to a specialist for testing.

Generally, ADHD testing includes physical examinations, interviews, questionnaires and information gathering. In order to be diagnosed with ADHD, the child must meet very specific criteria, which has been established by the American Psychiatric Association.

Once a diagnosis of ADHD has been reached, a treatment plan specifically tailored for the child can be developed. Traditionally, treatment consists of medications, education, training and counselling. The goal of treatment is to control the symptoms associated with ADHD. Currently, stimulant drugs are the most commonly prescribed medication.

These drugs seem to increase and balance the levels of brain chemicals called neurotransmitters. In most cases, they reduce the symptoms of inattention and hyperactivity.

Behaviour therapy and counselling are often recommended in conjunction with medication. In most cases, this type of treatment is provided by a psychiatrist, psychologist or social worker.

Research has shown that a team approach in the treatment of ADHD works the best. Communication between the entire team including teachers is very important. The team approach helps to maintain consistency and routine which seems to benefit children with ADHD.

Alternative therapy and treatments such as yoga, meditation and special diets may also aid in reducing the symptoms of ADHD. However, there is insufficient scientific evidence proving their effectiveness. It is important to consult with your doctor before starting any therapy to determine if it is safe.

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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Here's how to kiss chapped lips goodbye

There are many good reasons to lick your lips during the summer season: ice cream, fresh fruit and vegetables, salads, and/or barbecued meat. However, having chapped lips isn't one of them. Licking chapped lips only makes them drier.

The skin on your lips is more fragile than the skin on other parts of your body. Even though your lips have the normal three layers of skin – the epidermis (outside layer), the dermis (under the epidermis) and a subcutaneous fat layer (under the dermis) – the skin on your lips is very thin; about five times thinner than the other skin on your face. So, the protective layer (stratum corneum) which tops the epidermis and shields against bacteria, moisture loss, heat and light is also very thin and easily broken and each crack opens a pathway for a possible fungal or bacterial infection.

In addition, lips aren't well protected from environmental elements. They don't have sweat glands or hair follicles to maintain an even temperature or excrete moisture for cooling. On top of that, lips sunburn easily, since they don't have melanin, the pigment that protects skin from the sun and helps you tan.

Some common causes of chapped lips are: dry, hot weather; sunburn; windburn; blowing air from a vent or fan; mouth breathing; a cold; dehydration; an allergy; canker sores; cold sores; and/or a nutritional imbalance. You may even be the cause without knowing it. If you lick or bite your lips, the enzymes in your saliva break down your lip's skin just like they break down your food. Also, spicy foods, or food allergies can trigger irritation; so can common ingredients in toothpaste and lipstick.

Avoid toothpaste with guaiaculene or sodium lauryl sulfate, and lipstick with propyl gallate or phenyl salicylate (salol), since these are common allergens. If you breathe through your mouth, you are drying your lips with each breath. Understandably, smokers are particularly prone to chapped lips.

Prescription medications are another cause, in particular: Accutane, propranolol, or prochlorperazine. Chapped lips can also accompany these health conditions: thyroid disease; diabetes; perleche (a yeast infection); and/or psoriasis.

However, you can generally keep your lips soft and pliable by doing the following. First of all, drink enough water to keep your skin fully hydrated. Also, eat foods that feed your skin, particularly foods with these skin-building vitamins: B-complex, Vitamin C and Vitamin E. The B-complex vitamins, Vitamins B2 (riboflavin) and Vitamin B9 (folic acid), help maintain healthy hair, nails and skin, including your lips. For B2, eat spinach, yogurt, soybeans, liver, peppers, paprika, and sunflower seeds.

For B9 eat yeast, liver, spearmint, rosemary, sunflower seeds, soybeans and dark, leafy vegetables. If appropriate, consider taking a B-complex vitamin supplement.

Vitamin C is good for your skin because it helps your body produce collagen. Collagen protein works

Preventive Maintenance

KAREN BOWEN

with elastin to create strong, flexible, healthy tissues, including your skin. To get enough Vitamin C, add the following to your regular diet: citrus fruits, such as oranges and grapefruit; and vegetables like green turnips, leafy greens, broccoli and potatoes.

Vitamin E is also essential for skin health. This antioxidant can either be consumed through foods or absorbed through the skin. To ensure your intake of Vitamin E is sufficient, choose from these foods: wheat germ oil; sunflower seeds; almonds; hazelnuts; peanut butter; lean meats; whole grains; spinach

and broccoli.

As mentioned, Vitamin E can be absorbed through the skin, so lotions and creams containing Vitamin E also support skin health. Lip balms with Vitamin E and sunscreen are especially effective at keeping the moisture in and the irritants out. Instead of choosing flavoured balm (you might be tempted to taste it), look for these ingredients, which help your lips retain moisture: glycerin; mineral oil; aloe; lactic acid; and sorbitol. To soften your lips instantly, select products with lanolin and beeswax.

If your lips are especially irritated, but you don't have a lip balm handy, just rub your finger over the side of your nose and then on your lips. That natural skin oil is a great temporary fix. Or, use the oil from a punctured Vitamin E capsule as

a quick, moisturizing lip balm. Putting on lip balm just before bed is easy and effective.

Very rarely, cracked lips indicate severe dehydration, which could lead to electrolyte imbalances and life-threatening conditions. If you recognize that the following symptoms of severe dehydration: confusion, lethargy, loss of consciousness, cold skin, and/or reduced urine production are also present along with chapped lips, seek immediate, emergency medical help to avoid serious complications and/or permanent damage, such as kidney failure, shock or coma. Fortunately, this is very rare.

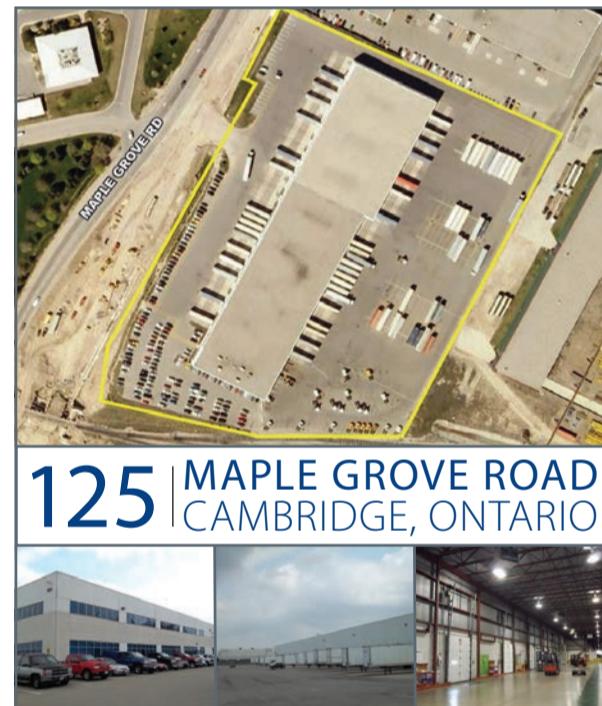
So, when you get a chance to enjoy these hot, dry days of summer, just remember to protect and nourish the skin on your lips. Then, you can kiss chapped lips goodbye forever. □

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

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Canada Cartage delivers fresh water to Toronto's homeless

TORONTO, Ont. – Canada Cartage has chipped in once again this summer to ensure Toronto's homeless had fresh water to drink.

The company provided transportation and warehousing services – including six dedicated trailers and drivers – to help store and deliver six truckloads of bottled water to homeless shelters in the Greater Toronto Area. This is Canada Cartage's

Keystone Western sets up US shop

WINNIPEG, Man. – Keystone Western has announced its expansion into the US, with the addition of terminals in Minneapolis, Minn. and Fargo, N.D.

The asset-based logistics company is headquartered in Winnipeg.

"These two third-party facilities will provide cost-saving services for our clients who ship in either truckload or LTL quantities with dry van or deck equipment between Canada and the US," said Norm Curtis, owner and president of Keystone Western. "While other transportation firms are announcing rate increases for their services, as a result of these new locations, we will be announcing service improvements, and rate reductions to many clients."

Keystone says its new services in the US will include: cross-docking; consolidation and deconsolidation services; door-to-door LTL service on some lanes; intra-US truckload service; intra-US and transborder intermodal service; short-term warehousing and order fulfillment services (US and Canada); cross-border logistics analysis; and transportation management services.

"The cost savings driven by our new business model will be passed on to our clients allowing their companies to be more efficient, and cost competitive," said Brian Kuzdub, vice-president of sales and marketing. "It is all part of our lean logistics vision which is an extension of many of our clients' current internal programs. Customers of Keystone Western will now have access to a full range of cost-saving cross-border services." □

Mullen Group opens wallet

OKOTOKS, Alta. – Mullen Group's second quarter net income rose 13% to \$20.9 million this year, once adjusted for any unrealized foreign exchange gains and losses and the change in fair value of investments. Mullen's Q2 revenue was \$310.3 million, a decrease of 3.1% year-over-year.

The company announced it has approved a further \$20 million in capital spending this year, bringing its approved capital budget to \$100 million. The money will primarily be used to purchase specialized equipment for the oilfield services segment, as well as businesses involved in transporting production-related fluids. □

fifth year volunteering for the Project Water initiative.

"Most people don't realize that more homeless people die of dehydration during the summer months than from exposure to the elements in the winter," said Jody Steinhauer, founder of Project Water. "Our initiatives are helping save lives."

The organization said it plans to roll out similar initiatives throughout Canada. This year, the organization distributed 370,000 bottles of water via more than 170 relief organizations in southwestern Ontario. It has donated 1.5 million bottles of water since its inception.

Transportation is a vital part of the program's efforts.

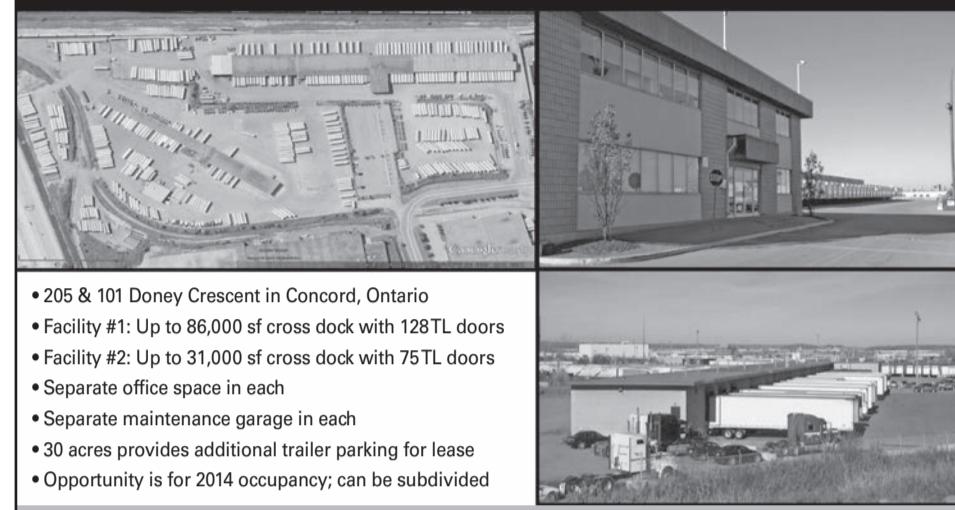
"We really can't thank Canada Cartage enough, as without each

and every sponsor, Project Water wouldn't be possible," said Marnie Zamperoni of The Bargains Group. "We hear from the front line agen-

cies daily on what a difference this water makes over the extreme heat of the summer months. It is an incredible thing you have done." □

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OPINION

Overdue for a look at overtime?

Voice of
the O/O



JOANNE RITCHIE

It was a fairly straightforward Facebook post, prompted by a pamphlet I picked up at a truck show earlier this year. "Under Part III of the Canada Labour Code (Labour Standards), employee drivers of federally regulated carriers are entitled to overtime pay after 60 hours/week. Are you regularly paid overtime? Have you been told you're not eligible? Tell us your overtime experience."

I obviously hit a hot-button topic; the comments went viral, my e-mail inbox overflowed, and folks across the country continue to share their overtime stories with me. I wasn't surprised that the majority of folks I talked to had never received one penny of overtime, but what really struck me was that most drivers truly believe they aren't eligible.

The pamphlet – Information on Labour Standards: 9A Hours of Work, Motor Transport – is prepared by Human Resources and Skills Development Canada, the federal department responsible for the Labour Program and the Canada Labour Code (CLC). It's just one of several information products HRSDC makes available at various trucking events in an attempt to heighten awareness in the industry about the rights and responsibilities of both employees and employers under the CLC. So far, their outreach doesn't appear to be working. For years, trucking has had the dubious distinction of generating more complaints than any other sector – at times close to 80% – received under the Labour Program.

Regulations governing the trucking industry are among the most complex in the country, and nowhere is this more apparent than in the interpretation and application of the CLC.

Much of the CLC, especially the Part III, Labour Standards, is confusing and out of step with the trucking industry, which has led to trucking developing its own standards and modes of operation that are quite different from the typical industrial model. One key difference is how drivers are compensated for their work. Since transportation output is based on distance, performance-based payment schemes are the norm, meaning most drivers are paid on a productivity, or per-mile, basis. And there's the rub.

Pay schemes that don't fit the traditional model – or the CLC rules, which were written with hourly-paid workers in mind – have resulted in a whole lot of difficulties for employees when it comes to understanding their pay packages, but also for employers in determining rates of pay in order to arrive at pay-related benefits such as holiday, vacation and overtime pay.

The HRSDC folks agree with me, that compensation packages are a huge part of the problem. The many complexities in the way drivers are paid, how they (and their bosses) keep (or don't keep) records, and their various interpretations of definitions, cause more than enough confusion to justify the stunning number of complaints. Layer on the differences between Transport Canada Hours-of-Service rules and the CLC hours-of-work rules, and well, need I say more?

There's no question that drivers "get it" when it comes to the nature of their work compared to, say, the traditional manufacturing model where the pay scheme is generally based on time. And yes, they know that if

they're working in an extra-provincial trucking operation, they'll be spending time away from home and working long hours which, in other sectors, would unquestionably be considered overtime.

All that being said, none of this lets an employer off the hook from developing a package that is predictable and transparent, and that compensates employee drivers – at a fair rate – for all the work they do, driving and otherwise. The law is quite clear: if an employee works longer than the standard hours (in a day or a week), he or she must be paid at least one-and-one-half times the regular rate of pay.

But it's those two little phrases – "standard hours" and "regular rate of pay" – that create the wiggle-room and make it possible for employers in the trucking industry (whether intentionally or unwittingly) to ignore overtime for highway drivers and cause peals of laughter among drivers when I ask them if they're getting paid overtime.

First of all, there's no question that hours-of-work provisions under the CLC are modified by the Motor Vehicle Operators Hours of Work Regulation, or HoS, as we know it. In other words, trucking industry HoS trump CLC hours of work when it comes to determining "standard hours." Hence the special interpretation bulletin I refer to above. So, for employee truck drivers, standard hours after which overtime is payable are 60 hours/week for highway drivers, and 45 hours/week or nine hours/day for city drivers.

Furthermore, *all* hours other than those spent off-duty (lines 1 and 2 on a log sheet) are counted in calculating working hours, so in a week, while you can't drive after 70 hours on-duty in seven days if you're using Cycle 1, your combined on-duty time, both driving and not-driving (lines 3 and 4) count as work, according to the CLC.

But figuring out a log book is probably the easiest part for drivers, and, by the way, one more *very* good reason not to shoot yourself in the foot by making "adjustments." The issues are much more complex, as both the HRSDC folks and I discovered, after several e-mails and phone calls and many hours poring over hundreds of pages of bafflegab in reports, studies, and submissions that mark the decades-long struggle with labour issues in the industry. I came up with a long list of questions based on my own research as well as the comments and input I got from drivers, and we agreed to meet in September to give the now also-puzzled folks at HRSDC time to come up with some answers.

At the end of the day, they tell me, the standards are there to protect the rights of workers, and to foster positive workplace environments and proactive relationships between employers and employees. We'll see. Stay tuned. To paraphrase Billy Joel, you may be right, I may be crazy (but for all you know, I may be right). □

– Joanne Ritchie is executive director of OBAC. E-mail her at jritchie@obac.ca or call 888-794-9990.

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MODIFICATIONS

Legal options exist for improved engine performance, fuel economy, expert says

MONTREAL, Que. – With all the discussion surrounding DPF Delete services in recent months, one diesel engine performance specialist wants truckers to know there are perfectly legal ways to improve performance and fuel economy.

Christian Fournier, president of Diesel Spec, said 90% of the work his company does is above board and in full compliance with environmental regulations.

While the company is known to perform DPF Deletes, Fournier

doesn't have to be removed from the truck. This tool retails for about \$2,500 and can store data for up to 500 trucks. The parameters can be easily restored to their original settings if desired, Fournier noted.

Still, while legions of customers swear by the benefits of engine retuning, OEMs view the practice with some skepticism. One representative from a major engine manufacturer told *Truck News* the company has spent millions of dollars developing its fuel mapping. And there are con-

‘The tools we use are not detectable by dealers. But we will not say that it will not affect the warranty.’

Christian Fournier, Diesel Spec

er said those services were offered for off-road equipment such as drag racing trucks, though he admitted it was up to the customer to keep from using those vehicles on-highway. As customers saw uptime improvements after removing the DPF system from the trucks, many began electing to have DPF Deletes done on their on-highway trucks.

However, Fournier said performance and fuel economy benefits can be had without touching the emissions system.

“Our business is tuning, to have better fuel economy and better performance and that is 100% legal,” Fournier said in an interview with *Truck News*.

Because trucks and engines are produced on an assembly line, Fournier said they're not optimized for the specific work they'll be doing in the field. Diesel Spec uploads and then tweaks three key maps from the engine control module: the fuel map; timing map; and torque limiter map. It rewrites the code to improve performance and fuel mileage based on that truck's particular duty cycle, Fournier said.

“On performance, we have no limits,” he said. “We can go from 10-40% better performance and fuel economy will improve between 5-20%.”

He said about 90% of retuned engines experience benefits, but a 30-day money-back guarantee is offered for customers who are unconvinced. Fournier said fleets comprise about half of Diesel Spec's business, with owner/operators making up the other half. Driving style is the biggest influencer of fuel mileage, he noted, so results are more easily measured if the truck is being driven by a single operator. The results tend to be more pronounced on older engines, Fournier added, though he said you can expect improvements on any make and model.

To perform this work, Diesel Spec has about half a million dollars in equipment at its Montreal facility, and works with 75 affiliates across Canada. It has done engine retuning for customers as far away as Australia and Europe. Its newest product is a tool that can be used to send and receive data remotely, so the ECM

cerns about engine warranty to consider as well. Fournier warns customers their remaining warranty may be voided, though he said the retuning is not traceable.

“The tools we use are not detectable by dealers,” he said. “But we will not say that it will not affect the warranty. I prefer to say the customer will lose his warranty.”

That said, Fournier said the engines being taken in for retuning are often past their original warranty anyway. □

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Debating BYOD

Nearly 90% of professional drivers have their own smartphones or tablets. Does this make in-cab computers redundant?

By James Menzies

An interesting debate is percolating about the viability of driver-owned smartphones and tablets to serve as on-board computers, performing critical functions such as dispatch and the electronic logging of hours-of-service. XRS Corp. has led the so-called Bring Your Own Device (BYOD) movement, with its platform approved for use across more than 50 mobile devices. Nearly 90% of professional drivers already have

a personal mobile device, rendering traditional on-board computers redundant and unnecessary, according to Christian Schenk, senior vice-president, product strategy and market growth with XRS Corp.

"Just under 90% of truckers already have these devices," he said of smartphones and tablets. "They use them every single day. Adding technology beside that device is nothing more than adding cost."

A BYOD platform allows carri-

ers to eliminate the hardware costs associated with conventional in-cab computers such as those provided by industry leaders Qualcomm and PeopleNet. And according to Schenk, drivers prefer using their own devices anyway, and in turn, treat them better than company-owned computers.

One of the most high profile converts to a BYOD platform is Tampa, Fla.-based Quality Distribution, which now uses personally-owned mobile devices for HoS and dispatch across its fleet of more than 3,000 vehicles. Despite all the talk of BYOD in the trucking industry, Brian McLaughlin, president of PeopleNet, recently told *Truck News* there are many potential pitfalls to consider. PeopleNet released a white paper this summer that outlined the myriad risks involved, many of which revolve around security. Despite publication of the white paper, McLaughlin said there hasn't been a noticeable, industry-wide shift towards BYOD, yet he felt compelled to get involved in the discussion.

"I think there has been a lot of hype around BYOD," he told *Truck News*. "The practical implementation is much slower than the hype curve."

So, why publish the white paper?

"Any time you get a hype curve, as an industry leader you want to make sure you get your point of view heard," he explained. "We felt we'd been quiet on this topic for some time. The competition was pitching us into a position that was untrue and we felt we needed to present to our customers and to the marketplace, a more educated view that was less marketing and more of an educational view on the topic."

McLaughlin said one myth is that going with a traditional on-board computing provider restricts functionality for drivers. He touts what's being dubbed a Corporate Owned, Personally Enabled (COPE) model, in which the fleet installs the computer, yet enables personal e-mail, Web surfing or other functionality for drivers. This marks a shift away from the traditional Corporate Owned, Cor-

porate Enabled (COCE) platform, which provided drivers with few, if any, personal options.

"The industry was 100% fleet-managed up until a couple years ago," McLaughlin said. "At that time, fleets started to say 'I want to give my drivers e-mail, I want to give my drivers Web access.' Really, over the last couple years, we've started to see a lot of discussion around what model is proper. I think there is probably room for all three (COCE, COPE and BYOD). I don't see fleet-managed going away any time in the near future. I think the larger fleets in particular that have fought for years to make sure they have high-reliability, timely data delivered to drivers aren't going to be giving up that control anytime in the near future, but I do think they'll demand more options for drivers and for their customers."

McLaughlin admitted some small fleets may benefit from a BYOD platform, in which drivers – particularly owner/operators – show up for work with their own device.

"When you get into the larger fleets, we hear a lot of fear," he added of BYOD. "We hear a lot of concern about BYOD, but they do want to offer more choices and that's where COPE comes into play."

Is it secure?

One of the biggest concerns fleets have about a BYOD platform is data security, McLaughlin pointed out. After all, a driver can misplace a cell phone and potentially have the data fall into the wrong hands.

"You've got your company information and all of your customers on there," he pointed out. He also added "Each of these phones has an off button. You can turn it off and drive three hours and then turn it back on. That can be tracked, but at the same time, is that tamper-proof? Will these devices meet the requirements set forth in the US by the FMCSA and eventually in Canada as well?"

The security argument rankles XRS Corp.'s Schenk.

"If you want to argue security, I'll bet all day long that a smartphone built by Samsung running XRS on it is 100% more secure than any PeopleNet box that somebody in Minnetonka, Minn. built and personally deemed secure," he said.

When choosing a device to use in a BYOD environment, Schenk said customers should look for the SAFE logo, which indicates Samsung for Enterprise, and assures the device has been designed with maximum security. Similarly, the other major device manufacturers have their own security systems in place. Schenk pointed out even the FBI and US Secret Service trust the security that's been built into the latest mobile devices. (While XRS is approved on more than 50 devices, nearly all of them run one of three operating systems: Android, Apple or BlackBerry).

"You may not even know you have it, but you have it," he said of the latest security systems. "You could buy a really inexpensive device or a free device that may not have those features, but you have to remember, security is the responsibility of the app and not necessarily the device. If you look at XRS, our permissions don't



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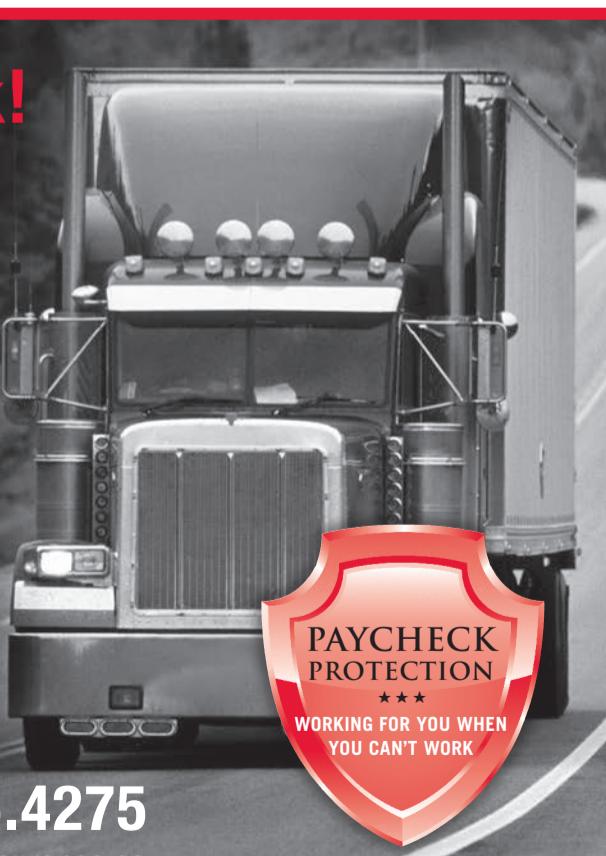
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allow other apps to look at our data or to sniff our data. You can't send it out – it's completely encrypted. From a security perspective, I would go head to head against PeopleNet or Qualcomm all day long."

And as for drivers turning off their phones and slipping below the radar for periods of time?

"We track everything, 100% of the time," he said. "We have a small relay that sits in the dash and is attached to the ECM and it tracks all the movements, even when the device isn't connected."

He noted XRS's call centre finds less than 1.5% of the calls it receives are related to device power.

Call IT

Another pitfall PeopleNet outlined in its white paper involved administration of a BYOD platform, which can be frustrating and onerous for IT departments.

"Basically, it's bring your own device, support your own device," McLaughlin said. "Just because an app can run (on a device), doesn't mean they're going to fully support it. You, as a fleet, have to support that. You, as an IT shop, have to work with the network provider and maybe the hardware provider and with the app provider, and now you have people pointing fingers at each other."

McLaughlin said there were 26 new personal devices launched in the first quarter alone, and that smartphone models quickly become obsolete and no longer supported. The same chal-

lenge holds true for new models.

"Say a driver has a phone for two years and then it breaks, and they go out and buy another one and you haven't certified that yet as an EOBR provider," McLaughlin said. "What do you tell your driver? You can't use that? You have to go back to paper logs? There are lots of issues to wrangle with and larger fleets have too many other systems issues. They like fleet-managed or COPE,

services in North America that remain marketable (Apple and Android). We never get pushback on that."

And because drivers own their phone or tablet and use it for communication with family and for entertainment, they tend to take better care of the device, Schenk added.

"One customer who delivers beer swapped out rugged handsets and put in iPads," he said. "The rationale was that drivers were going to take

to take that device in and out of the truck two-and-a-half times a year, at a \$200-\$300 cost. You can pay for our entire subscription for a year (for that cost). If you have an owner/operator fleet with high turnover, do BYOD, because it's simple, they're going to take care of it and then when they quit – which is inevitable – all you have to do is disable their logins and the device rolls down the road and you don't care."

On the flip side, driver turnover brings with it an ever-increasing range of devices to support, McLaughlin countered.

"Each of those drivers has their own different technology," he said. "Sometimes it's a Blackberry, an iPhone, maybe an Android. Maybe it's a five-year-old Motorola phone. The ability to support all those devices in a combined platform in mission critical applications like EOBRs is not practical. It scares the dickens out of the larger fleets."

Driven to distraction?

Another argument against BYOD is that fleets shouldn't be encouraging the broader use of personal devices inside the cab, when federal regulations prohibit the use of handheld cell phones while driving. In its white paper, PeopleNet pointed out that through the first four months of 2013, carriers and drivers have been fined more than \$10 million for using a handheld mobile device while operating a commercial vehicle and/or allowing drivers to do so. Forty-three

Continued on page 77

'The ability to support all those devices in a combined platform in mission critical applications like EOBRs is not practical. It scares the dickens out of the larger fleets.'

Brian McLaughlin, PeopleNet

where they can give some personal enablement but own (the device)."

This is not so, according to XRS Corp.'s Schenk, again noting the vast majority of devices incorporate one of three operating systems so being an expert on every device out there is not required.

"Regardless of the look and feel or the real estate of the device, whether it's a tablet or smartphone, Samsung or HTC, the operating system is the same," he stressed. "The menu structure is the same, the settings are the same, the policies are the same. It's super easy for an IT manager to manage the device as long as they stick to what is really only the two de-

better care of it, and absolutely that is what they've seen."

Managing turnover

The trucking industry, particularly in the US, has been notoriously bad at managing driver turnover. Does BYOD or COPE work better in a high turnover environment? Schenk said the XRS platform allows the fleet owner to instantly disable the system on a departed driver's device, and what can be easier than that?

"The old way, with a single-purpose device, it takes two to three hours to put it into (an owner/operator's) truck," Schenk said. "In an owner/operator world, you're going

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SOCIAL MEDIA

Are you LinkedIn?

Few members use site properly to generate leads and drive sales, LinkedIn pro says

By James Menzies

MISSISSAUGA, Ont.—If you think social media is just about connecting with friends or disseminating what you had for breakfast, you're not using it to its full potential. Melonie Dodaro of Top Dog Social Media spoke at TransCore Link Logistics' annual conference about how professionals can leverage LinkedIn to build contacts, generate leads and drive sales.

As a business-oriented social network, Dodaro said LinkedIn is different than Facebook and Twitter. It boasts 225 million professionals, with two more joining every second.

LinkedIn is four times more effective than Facebook or Twitter for building business-to-business relationships, Dodaro said, and the platform is often used as a tool to find service providers and business professionals.

While LinkedIn is still best known to many as a resume posting Web site, Dodaro said it has evolved well beyond that, and if used effectively, can be a tool for generating new leads and sales.

During her keynote presentation, Dodaro shared a three-step plan

for becoming one of the top 1% of LinkedIn users, to stand apart from the crowd and to forge new relationships with potential customers.

Get discovered

The first step, Dodaro said, is to be found. This means filling out a profile using the appropriate keywords, so that your profile is among the first to appear when prospective customers perform a search.

"When somebody is doing a search and putting in a keyword, you want your profile to show up at the top," she explained. "The only reason people are going to page two is if they can't find what they're looking for on page one."

When setting up your profile, Dodaro suggested thinking of keywords your clients would be likely to use when doing a search. Unlike Google, where visitors are usually searching for things, on LinkedIn searches are often done for people. With this in mind, refer to your specific job title or area of expertise as a keyword and be as specific as possible (ie. 'transportation consultant,' not just 'consultant').

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strategically across four key areas within your LinkedIn profile, Dodaro advised: the headline; current work experience; past work experience; and in the summary section.

The headline is limited to 120 characters, but is the first thing a visitor to your page will see, so Dodaro suggested putting some thought into your headline, making it catchy and including one or two keywords. The profile sections dedicated to current and past work experience should also contain keywords that describe your areas of expertise and what you have accomplished – not just the name of the company and the position you held or hold.

The summary section allows 2,000 characters, offering the opportunity for the broader use of keywords, including secondary keywords there was no room for in the headline or work experience fields. Once your profile has been optimized using keywords, Dodaro said the impact is instantaneous and your profile will immediately begin coming up higher in searches.

Attract and engage your ideal client

Once you've started performing better in LinkedIn searches, the next step is to attract and engage your ideal client, Dodaro said. This means putting some thought into the summary section, including writing it in the first person.

"Most people on LinkedIn will write in a third-person, biography style," she said. "It's boring. It's a social network, so you want to be social. Say who you are and what you do and don't write it in a boring, biography format."

Your profile should speak to the needs of your clients, detailing what you can do for them. Don't write a self-indulgent profile that's all about you, Dodaro warned.

"People don't care about us," she said. "They only care about themselves and how you can help them. Share with them how you can help them."

Highlight your organization's strengths (ie. on-time service), and

how you can solve your clients' problems.

"Look at the problems your customers are facing," she said. "Identify those problems and identify your solutions and what you do differently that's going to alleviate the problems they're experiencing with their current providers."

It's also important to issue a "call to action," Dodaro added. This could be a phone number to call, an e-mail address to contact or a Web site to visit for more information.

"Tell them exactly what you want them to do," Dodaro suggested. Otherwise, visitors will leave your profile for another and will soon forget about you.

Stand out

The final step in Dodaro's three-step plan is to stand out from the other 225 million LinkedIn users. This can be accomplished by completely filling in and optimizing your profile, or

"adding enough content in there, so people can actually learn something about you and what you do."

Completing your profile makes a big difference, Dodaro said, since few members take the time to do so.

For starters, Dodaro urged members to post a professional headshot. Prospective clients don't want to see a picture of you at the cottage holding that lunker largemouth bass you caught, she stressed.

"That's totally fine for Facebook, but it's not acceptable for LinkedIn," she said. "LinkedIn is your professional social network; all you want is a headshot – a nice, clean headshot, ideally with a plain background."

LinkedIn will soon be allowing

members to add videos to their profiles, which can be used to inform visitors about the services you provide. Take advantage of it, Dodaro urged.

Another way to stand out is to endorse others, with the hope they return the favour.

"One of the easiest ways to get endorsements is to give other people endorsements," she explained. "It's the law of reciprocity."

Endorsements and recommendations will stack

the odds in your favour when a prospective client is comparing your profile to that of a competitor with fewer such accolades, Dodaro noted. She said it's okay to endorse anyone, but only to recommend people you know and trust. □

'Look at the problems your customers are facing. Identify those problems and identify your solutions.'

Melonie Dodaro

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Bison TRANSPORT

New US hours-of-service rules create more stress for drivers

Mandatory half-hour break does nothing to improve safety, adds stress.

From the driver reaction I've witnessed on social media recently, the half-hour compulsory break included in the FMCSA hours-of-service rule changes that came into effect this past July, seem to have released a whole bunch of pent-up frustration within the driver pool.

I think it is the most foolish rule to be imposed yet. Why? Because how many drivers in North America were not taking at least a half-hour break once per day either in the form of a meal break or off-duty time at the dock?

I've heard the word "stress" used more by drivers since July 1 than ever before.

Stress has been on my mind a

Over the Road

AL GOODHALL

lot in the past few years. If you're a driver, perhaps it has been on your mind too. I've been feeling stressed out despite experiencing many positive things in my life.

This had me concerned to the point that I was even perusing mental health Web sites at one point, checking the warning signs for depression. I just seem to be in a funk, a general feeling of fatigue and frustration. I'm generally not un-

happy, although that pops up from time to time. In a way, I've been glad to hear more drivers voicing their concerns over stress on the job. I'm obviously not alone.

As I look back over the columns I have written, the issue of time spent on the job comes up quite frequently, and I usually relate that to feelings of stress. I've called it the difficulty in finding a balance between work and home when the scale is always tipped towards the amount of time spent on the job.

So obviously I haven't found a solution to resolve these feelings of stress. So I've been asking myself, what gives here?

My wife and I have a loving relationship that strengthens with each passing year. We have a wonderful daughter and two beautiful grand-

children. The relationship I have with my employer is built on honesty and integrity and provides well for my family. When I look around at the state of the world, I recognize how lucky I am and I am truly grateful.

Despite all those positives, I still find myself asking the question: Is this trucking lifestyle really for me? I find myself thinking about the many things I'm missing out on as I cruise down the road.

Thoughts of family, of play, of hobbies, and of relaxing and doing nothing at all. As a driver, do you find yourself asking similar questions? When you get to your home time is it frenzied and rushed and does that suck some of the enjoyment out of that time?

Here's an example from my own life. Home renovation is something my wife and I enjoy doing together. Our home is somewhat of a playground for us. My wife has a flare for design and can visualize changes in her mind's eye. I can make it happen. Our skills complement one another's and we really enjoy that time together.

We are just finishing up a major kitchen renovation we started in the fall of 2010. Because of my recent push to see this project finished up, I have not been getting to the gym on a regular basis or getting out for my regular runs.

A regular exercise regimen has become an important part of my life over the past decade. I'm missing it. That limited home time has seen me sacrifice one thing I enjoy doing for another. That frustrates me. Situations like this arise time and again for me.

Okay, so as drivers we know we can't have it all. This profession requires that you commit a large block of your time to the job. That's why it is so important that we maintain the ability to decide for ourselves how we use that time.

I think the mandatory imposition of the half-hour break has hit a sore spot in this regard. It's politics, not common sense. It's window dressing to satisfy the strong safety lobby that exists out there but does nothing more than place an additional burden of compliance on the driver.

As far as the stress I feel goes, I know that for the most part it is self-imposed.

When I stop thinking about all of the things I want to do when I get home and bring my mind into the present moment, I enjoy every minute I am out on the road. When I am at home and put aside thoughts of the limited time I have available and of all of the things I won't get done and simply enjoy the present moment, again, I am able to enjoy every minute of that time. That advice I give to myself appears to be a simple and sensible solution. It's anything but. □

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



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Dealing with the three types of summer drivers

I was lucky enough to spend Canada Day in downtown Vancouver. I was hauling the sound system for part of the celebrations. During the unloading process I was parked right in the middle of things, where thousands of people were milling around and taking in the sights.

My truck was looking pretty sharp, thanks to a large portion of elbow grease with a side order of sweat and I had many an admiring glance from passersby. Quite a lot of people stopped to pass the time and ask questions about the truck, where I had come from and what I was hauling. Some of those were hoping that the name on the side of the truck meant an appearance by the singer who shares that name. In this case that wasn't to be, but I still got a lot of attention.

That attention was all good; people asked how it was driving through the mountains and generally made positive comments about the truck. This wasn't a unique experience; when touring with the aforementioned singer, I was often parked centre stage outside of the venues and people were always coming along to visit and talk about the truck, where we were coming from, where we were going and how the drive had been.

All in all, meeting the public is a pleasant experience – that is until they get behind the wheel of a car. Then the game changes and not in a good way. Some are just plain ignorant of the results of their actions, but even worse are the ones who know what they're doing but just don't care. Leaving downtown, I was cut off more times than I care to remember long before I got out on TC1.

Some of these drivers were visiting with me earlier, yet now that they had a steering wheel in their hands, I was public enemy number one.

The summer season is the worst time for this, especially along the more scenic routes. Now, I understand that people are on vacation, but some of the behaviour we witness out on the roads leaves me puzzled. How can it be enjoyable to drive, or be a passenger in a vehicle, that is being driven as if on a qualifying lap for the Montreal Grand Prix?

These drivers seem to be convinced it is a slur on their manliness to be behind a big truck. The fact that they're going around a blind curve is irrelevant; they must be in front at all costs.

Then we have the ones that are oblivious to everyone around them. They're sightseeing and nothing else matters, they are going to drive at 20 km/h under the speed limit so they don't miss anything and that is that. You see them driving along with a huge line of traffic behind them and some, like the ones I described above, will do anything they can to get around it, regardless of whether or not it is safe to do so.

Worst of all though, in my opinion, are the ones that combine those two elements. On the two-lane roads, they amble along without a care in the world, braking for the slightest curve and getting in



MARK LEE

everyone's way, but as soon as the road opens up a little, it's as if the checkered flag has dropped, they're off like a scalded cat until the road narrows again and there they are, just waiting to hold you up again.

As professional drivers we have to deal with these people on a daily basis and it can be frustrating, to say the least. You learn to recognize which group the drivers around you belong to and drive accordingly. The best way to deal with the lunatics is to just let them go, so they don't do anything stupid around you.

The ones that amble along with-

out a care in the world are easy. We know the roads, we know where the passing lanes are, so just hang back until the opportunity to pass comes along and soon they're just a distant memory.

The third group is the one that is most difficult to deal with. Sure, you can outthink them and get around before they have a chance to floor it on an open section, but then you're in danger of being in the first group yourself. You can just follow along getting more and more frustrated with every mile you drive, or you can just pull off at the first opportunity and have five minutes to yourself, maybe do a quick circle check, clean your windows, mirrors or lights or take a bathroom break. By the time you're done, they'll be a good way ahead of you.

As I found out in Vancouver,

these people are decent folk, but they change when they get behind the wheel. Most of it is due to a complete lack of driving education, some of it is due to attitude, but whatever the case, it is what it is, we have to deal with it.

On another note, back-up alarms, really? Who on earth thought it would be a good idea for them to make the same sound as an alarm clock? And why are they fitted to trucks with drivers that need 20 shunts to back into a space? And why oh why do they always have to try and back in next to me whilst I'm trying to sleep? But that's a topic for another day. □

– 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.brandittruck.com/blog.



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INDUSTRY

Mandatory training for entry-level truck drivers: The time has come

I have again been reading in the pages of this and other trade publications about the problems associated with sub-standard training entry-level truck drivers are receiving from sub-standard "training" schools (ie., puppy mills). The people who get hoodwinked into this process end up either not being able to get a driving job (and are likely to be turned off the industry forever) or if they do, it's likely to be with a sub-standard carrier where they will continue to fall prey and contribute to the industry's lowest common denominator.

This is not a new problem for our industry; the same complaints have been around for years. It's a serious matter and with a chronic and growing driver shortage – the demographics of the driver population guarantee that – it's likely to get worse, not better, as the industry scrambles to find warm bodies to fill the seats. (This is not a problem created by the ability to use "automatics" for the driving test as some have suggested). Complaining about the problem is not solving anything. Something needs to be done.

There's no shortage of ideas. You've heard them. Regulate the puppy mills out of business. Give the candidates coming out of the "regulated" training schools (or the schools themselves) preference when it comes to booking licence tests. While these suggestions might be helpful, they won't – in my view – solve the problem.

So long as anyone can challenge the commercial driver's licence test without having undergone any training whatsoever; and so long as the commercial driver's licence test itself falls short of establishing any sort of meaningful vocational benchmark, the industry will continue to be plagued by people seeking the quickest and cheapest way in. And, there will be those willing to assist them in doing so by offering just enough "training" to get the licence (and not all of those are what we would consider to be puppy mills. Perhaps at one time there were enough kids coming off the farms who were familiar with heavy machinery and were capable of stepping into the job without any formal training, but those days are long gone.

You can regulate the training schools all you want, but so long as they can offer various price-driven programs, you will still end up with varying degrees and levels of training.

What's really needed is a requirement for some level of mandatory entry-level training *before* someone can take the commercial driver's license test. This was perhaps the most provocative action item identified by the CTA Blue Ribbon Task Force on the Driver Shortage in Canada. It was also cited by the Conference Board of Canada in its report on the driver shortage and economic implications.

Mandatory entry-level training is seen as way to enhance the professionalism of the driving job and ultimately a necessary step for it to be deemed a skilled occupation. This in turn, it is felt, would improve the attractiveness of the occupation to younger people who are more than

Industry Issues

DAVID BRADLEY

ever considering the trades or a position with some sort of designation. It is also a likely prerequisite for a re-classification of truck driving from a non-skilled occupation for immigration purposes.

Finally, the introduction of mandatory entry-level training would ultimately drive changes to upgrade and enhance the commercial driver's licence test befitting the vocation. What that mandatory training will look like is something the industry – ie., the carriers – should determine. They are, after all, the customers of the driving schools and

the people who will ultimately be doing the hiring and then providing the additional training and guidance needed to turn the new drivers into professionals.

Obviously, the carriers will need to work with others – the professional training schools, insurers, etc. – who have important expertise to offer as well as a stake in the final outcome. We have learned from experience (ie., Earning Your Wheels) that there is little point in developing a program that no one can afford to offer or to take. But the starting point – at least for my money – has to be for the carriers to define what it is they want and then work with the others from there. A lot of work has been done in this area already, so perhaps that part might not be as difficult as we might think.

The real challenges will likely –

as always – be to achieve consensus within the industry and then to convince the provincial governments (who have jurisdiction in this area) to move in this direction.

We need to find a way to get everyone pulling in the same direction on roughly the same timetable. And, of course there is the issue of money. The costs will need to be shared by the major stakeholders – the carriers, the trainees and government. But by improving the quality of the people coming into the industry, by making our economy more productive and our roads safer, the return on investment should be significant. □

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



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FUEL EFFICIENCY

Fleets, drivers to benefit from multiple training options as feds update FleetSmart

By Julia Kuzeljevich

KING CITY, Ont. – Natural Resources Canada will be updating its popular FleetSmart program, which offers practical instruction on energy efficiency through driver awareness and fuel efficiency best practices. Bob Smith, chief, EcoEnergy for Fleets (FleetSmart) at Natural Resources Canada, spoke about some of the updates at this year's Private Motor Truck Council annual general meeting in King City, Ont.

FleetSmart is a free program that stresses the value fuel efficiency can provide to a company's bottom line.

Smith referenced a poster he keeps on his office wall and that states "How far does \$500 of diesel go?"

In 1999, a truck could get from Charlotte, N.C. to British Columbia on this amount, but today, \$500 gets you just barely into Kentucky.

In other words, "Here's how far a gallon *doesn't* go," said Smith.

"It makes us more determined to look into our products. Our e-learning program format has been on for about a year. We're moving out of the first generation and into the second generation now," he said.

In-class public training sessions aren't as popular as they used to be given that they're harder to coordinate, but private sessions for fleets, and train-the-trainer sessions, have been a little more successful. For those who still want the "bums in seats" training, a full complement of courses is available on a full- or half-day basis. In the e-learning module, the second generation course material now covers information on energy efficiency.

The principal formats are for self-study (online or offline) and in-classroom (instructor-led) sessions, with printed reference materials and an on-the-road practicum guide.

"Online, the biggest difference you're going to find is that this version will have three pathways, ie., fleet driver, owner/operator and SDHT (SmartDriver for Highway Trucking) essentials. Offline is identical but can be viewed without access to the Internet," said Smith.

Pilot testing for the second generation product begins in September.

Fuel Management 101 is a full-day workshop where fleet managers are taught to look for ways to reduce both fuel consumption and related greenhouse gas emissions and to drive down costs, benchmark their fleet, create a fuel management plan and implement it.

"You can calculate your baseline, calculate energy savings, create an action plan, and measure the actual impact. Other fleet efficiency tools include a comprehensive library of information related to fleet efficiency measures, with links to numerous national, provincial and municipal fuel consumption reduction programs, tools and incentives," he said.

The Mark Dalton SmartDriver novels on energy efficiency are also popular training tools, said Smith.

"Author Edo van Belkom is now working on a new one for the series that will be out this summer. There's a quiz on it your drivers can do afterwards," he said.

The Incentive Guide: Driving for Fuel Efficiency, is another NRCan

publication that provides an additional training tool for fleets, with case studies and checklists.

Smith said the majority of provinces have signed MoUs to incorporate the SmartDriver tools into their actual licensing exams. This initiative is at various stages of completion.

Manjit Kerr Upal, chief, SmartWay Canada at Natural Resources Canada was also on-hand at the PMTC meeting to present an update on the SmartWay program, (launched by the US EPA in 2004), and where it will be going over the next few years.

"The partnership is gaining momentum in North America," said Kerr Upal. "Today there are over 3,200 freight shippers and carriers currently participating including 285 Canadian companies."

SmartWay, supported by Canada's freight transport industry including associations such as Supply Chain

and Logistics Canada, the Canadian Trucking Alliance, the Private Motor Truck Council and the Owner-Operator's Business Association Canada, offers support, tracking tools, training and recognition.

"Partners only need to register in one country to be recognized in both countries, but program tools are the same on either side of the border, other than the fact that the Canadian tools are offered in French and English and use the metric system," she said.

"This really is a data program, data being key to making it work. Carriers are the backbone and foundation of the program. When carrier data is submitted, the SmartWay tool analyzes the data in terms of fuel, total kilometres, revenue kilometres, etc. to calculate the performance of that carrier. Once the performance is calculated there are personalized, private reports that

can be generated but not shared publicly. This is one of the value-adds of the program in terms of it providing the fleet with fuel efficiency and emission metrics," said Kerr Upal.

What is public is the emissions metrics in g/km (gram per kilometre) and g/tonne-km for carbon dioxide, nitrogen oxide and particulate matter. With that information available in the SmartWay database the company becomes an official partner and the information is then used for the next stage, ie., the shipper data stage, where an emissions carbon footprint is calculated.

The shipper companies upload information based on the carriers that have submitted. They can also add non-SmartWay carriers.

"While SmartWay is free, I won't say it's easy; there is an investment required (in time and data gathering)," said Kerr Upal. □



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Ghost bridges and missing highways

Putting the top truck-specific portable GPS systems to the test

By Harry Rudolfs

Ronald Reagan left a legacy of at least three things: deregulation, the war on drugs, and public access to GPS satellites. The jury is still out on the wisdom of the first two initiatives, but overall GPS has been a boon to humanity, and has changed the way the world navigates. The effect on trucking, itself, has been profound.

Truck drivers and GPS were meant for each other. It's a tool that can save fuel, money, unnecessary u-turns, and lost time spent in traffic snarls. But you've got to get one that's specifically made for trucks and commercial drivers. A typical GPS unit designed for four-wheelers could get you in a lot of trouble.

One problem is that some drivers regard their GPS as a kind of autopilot. Last year a truck driver ran into a well-marked low bridge in Moncton, N.B., while paying attention to the GPS instead of the warning signs. Apparently the unit had been set on "car mode" rather than "truck mode."

Over-reliance on the GPS can lead to problems even on a designated truck route. Road conditions and obstacles can crop up unexpectedly. And your GPS can be wrong or misleading at times. I suggest carrying a recent road atlas or street guide just in case.

A spate of bridge collisions, particularly in New York State, has prompted the US Federal Motor Carrier Safety Administration to issue a warning against truck drivers using GPS intended for passenger vehicles. A 2009 study pointed out that 80% of low bridge collisions in that state were the result of commercial drivers using inappropriate navigation devices. The FMCSA also wants to see entry-level commercial drivers receiving GPS tutorials as part of their training package.

Some component of GPS technology is usually at the heart of most fleet management programs. Ironically, while I was recently checking out several GPS units, I in turn was getting tracked by the GPS located in the scanner I'm required to carry when doing city pick-ups.

My concern was with personalized, trucker-friendly GPS units. I managed to obtain three state-of-the-art contenders and put them through their paces doing city and highway work: Garmin's dezl 760 LMT; the Magellan RoadMate 5370T-LMB; and the Rand McNally IntelliRoute TND 720. All of the above are among the newest devices on the market and were specifically intended for trucking applications.

First off, it's not a truck GPS unless it lets you input the weight and dimensions of the rig you're driving. It should also ask if you are hauling dangerous goods (HazMat for US readers), and what kind of dangerous goods. Most of the trucker GPS systems on the market include functions that duplicate the logbook or electronic on-board recorder (EOBR). I suspect many drivers don't bother using this as it's just another redun-

dant task. But all three devices allow one to input and change drivers, and alternate "on-" and "off-duty" cycles.

But I like the IFTA function (Fuel Tax Log) on the Garmin because of its simplicity. The Rand also allows you to log and record fuel purchases with lots more details, but seems to be slightly more complicated to operate.

What do truckers want?

Truckers want clear, precise instructions. In a glance they want to be able to visualize their route: the highways they will be taking, secondary roads, toll roads (if necessary), weigh scales (and how to get around them); and of course they want to know about

low bridges before they smack into them. Road closures, detours, traffic reports and lastly weather conditions are all considerations that most drivers regard as being important.

Touch screens or rather "tap" screens are the norm for these units. I suppose, theoretically, tapping on the screen and finger-scrolling across the maps is not considered distracted driving.

And some level of connectivity to cell or smartphones is available on all three. The Rand McNally unit has opted for WiFi instead of Bluetooth, but Bluetooth seems important at least to users of the Garmin and Magellan units, although the Garmin can only be paired with an

Android device, at this time.

Sunnie Tsai, Magellan's product marketing director, stresses the importance of the Bluetooth function on their RoadMate.

"The cell phone has become part of our lives. We do want our drivers' eyes on the road so Magellan is using the Bluetooth to pair the GPS and cell phone and turn the GPS device into a speaker phone."

RoadMate drivers can connect to a phone number by tapping the phone icon. The device can be programmed to show a visual Alert when receiving a text. And pre-canned return messages are available such as, "I am driving now and will respond when I reach my destination at such and such a time" (the time taken from the GPS' estimated time of arrival data).

Hwy. 30, where are you?

Somehow I got the idea that GPS mapping would be more reliable

Continued on page 58

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GPS

GPS: A trucker's best friend?

Continued from page 57

than road maps. After all, it's connected to space, isn't it? And those satellites see everything, don't they? My first disillusionment came when I was looking for an address in Ville St. Pierre, an industrial area tucked in beside Hwy. 20 and the CN rail yards in south Montreal.

If you've ever seen the movie *Eraserhead*, this could be a twin location: steam belching out of chemical tanks and rail cars clang in a murky industrial underworld. Anyway, I crossed the tracks on Rue Norman and the Garmin was convinced I was going to hit a bridge. The warnings on the screen got more and more frantic, until I was right under the ghost bridge. But there was no bridge!

Perhaps there is a mix-up with a map from an earlier era. At the end

of the road there's a very tight turn restricted to 45-ft. trailers. Still, I'd rather be alerted to the presence of a ghost bridge than not know about an impending collision with the real thing. But mistakes are not that uncommon in the world of GPS. If I got the same message as a novice driver not knowing the area, I would have been very concerned and frantically trying to find a detour.

All three GPS failed the Hwy. 30 test and this was a real let-down. When a trucker purchases a GPS for his or her job, there is an expectation that all the important highways should be on there. However Hwy. 30, a toll road and a new bypass around the south shore of Montreal that opened in December 2012, did not make it onto any of these GPS mappings – and this is an important trucking route.

There have been some other changes in the Montreal area: Hwy. 540 has been changed to Hwy. 40, and some interchanges have been moved, ie., Hwy. 15 north off Hwy. 40 eastbound is now an exit on the right instead of the left. But missing Hwy. 30 seems a big oversight. The only place I could find it was on the 2013 Rand McNally Road Atlas. It appears there as a major highway but doesn't show as a toll route.

To find out why Hwy. 30 was missing in action, I contacted Navteq (owned by Nokia), the vendor of the maps used by all three GPS manufacturers. When I asked about the missing highway, I got this response from a Nokia rep: "We can confirm that we do have the road you mentioned in our database. It was put there last December 2012. Following that, our customers must update the maps on their devices."

But Amy Krouse, publicist for Rand McNally takes exception to the above comments. "Our team is having a little discrepancy with what you were told. It's a pretty extensive process to 'put the data in their products.' It may be in their databases but may not be QA'd through to provide to customers on their end or ours," she explains.

Jon Hosler, product manager for Garmin's dezl line of truck GPS, suggests that part of the problem with getting the data in a timely manner from Navteq is that a low priority may be given to roadway mapping on Nokia's part.

"It's purely a matter of getting and processing the data. For them it's a small revenue stream, for us it's important because (customers) blame Garmin if a road is missing."

All three units format easily for multiple routing, fastest time, quickest route, nuances like that. Garmin has a split screen when approaching a complex interchange; half shows the road map, while the other side shows highway signs sitting above the correct lanes you should be in. Magellan has also got the "correct" lane screen that pops up at certain junctures.

Around Toronto, I have my favourite routes and was surprised at some of the GPS choices being so different. But really, routing is like a chess game with several different choices. For the most part I tried to stay on

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highways or major roads.

The GPS makers buy the traffic info from various providers. These are picked up in major cities from an FM signal and transmitted to the GPS screen.

I liked the highway traffic mapping (yellow for slow, red for very slow), and I found the delay times fairly accurate on both the Magellan and Garmin. To get on-board traffic on the Rand required a special antenna (\$79).

The comparison between the three is unequal in that the Magellan was a five-inch screen while the others were seven-inch. Rand is coming out with a five-inch right about the time we're going to press. It's nice to have the big screen, but if you're slip-seating tractors, the five-inch is quite a lot more portable, as the box is half the size.

Best value?

Of the three GPS units tested, I thought the Magellan RoadMate was the best value at a suggested retail price of \$279. It did most of the important stuff the other units do, was fairly quick, and had nice crisp graphics. Lifetime maps and traffic means you'll never have to buy anything for an upgrade. It's also a fairly simple unit to get started on.

Garmin's dezl 760 LMT (\$399) also got high marks for simplicity and user-friendliness. It seemed to be the fastest unit when switching views or zooming in or out.

One advantage to pairing with an Android phone is that you can allow a customer to track your truck's movements for a specified time – sort of like customized GPS tracking. Various other services are available through the Android connection, like weather radar and enhanced traffic, for a moderate fee.

Rand McNally is the king of the mapmakers so you would expect something good from its truck GPS. This is the most robust of the three with a heavy-duty mounting bracket and well-padded viewing screen. It seems to be the most complex of the three with some extensive databases, but it's not quite as easy to navigate around as the other units.

Not having traffic is problematic, and I would probably go for the expensive aerial if this unit was going to be my regular companion. I also didn't think the close-up graphics of interchanges were as compelling as they could be.

Lastly, the calibrations between metric and imperial measures were off slightly, so that a speed limit of 100 km/h appeared as 99, and 70 km/h as 69. Not a big deal, just slightly annoying.

But can they find Tim Horton's?

Okay, so the GPS may be able to navigate you across the continent, and keep your big truck out of trouble, but how fast can they find a Tim Horton's within, say, six kilometres of my house?

Merely typing in "Tim Horton's" in the respective GPS databases turned up a myriad of Tim's in all directions almost instantaneously.

The Magellan and Garmin found 16 Tim's while the Rand McNally found 13. Not bad, as this is a very important category. □



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PEOPLE

Trailer Wizards has hired **Nancy Callendar** as sales and customer support person for its Atlantic Region. Based out of the Moncton office, Callendar will be responsible for sales and administrative support, including establishing and maintaining relationships with accounts, bringing in new business and training and motivating staff, the company announced. She brings to the position more than 16 years of experience in the transportation industry.

Meanwhile, Trailer Wizards also announced a number of recent changes to its executive team.

Anne McKee, who joined Trailer Wizards in November 2011 as director of human resources, has been named vice-president. In addition to a continued role with Trailer Wizards' human resources, payroll and safety programs, McKee's expanded role will include working with the Regional Leadership Team to develop business processes and training programs.

Daran Ultican, who joined Trailer Wizards in December 2011 as senior sales representative before being promoted to manager of the Moncton branch, has been named vice-president, Atlantic Region.

Colin Slade, who joined Trailer Wizards as national purchasing manager in September 2010, has been named director, national parts and purchasing. Trailer Wizards officials say Slade's new role will see him providing "value through effective and thoughtful parts purchasing" and "working to ensure Trailer Wizards provides customers with the best possible service by adding outside parts sales to their menu."

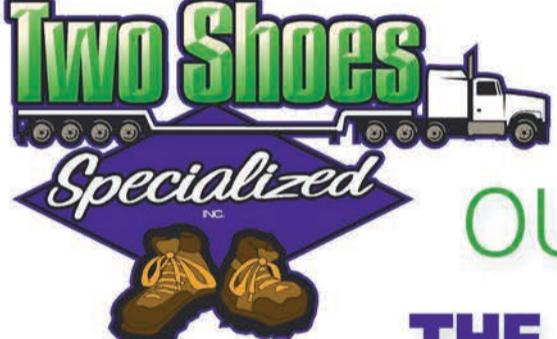
Eaton has named **Julie Tolley** the new vice-president and general manager of its commercial vehicle clutch business.

The appointment took effect July 22, the company announced. She reports to Tim Sinden, president, North America Truck Operations. Tolley will be charged with handling customer interactions, commercial strategies, product development, maximizing uptime reliability and strategic initiatives.

Phil Raymond, the popular founder of Parts for Trucks, passed away Aug. 1 in Halifax.

"Phil is remembered as a person who had a deep faith in the ability of an individual to overcome obstacles," his family said in an announcement. "He believed that people should have the opportunity to grow, should be trusted with responsibility, and should be recognized for their success. This belief guided him in his personal life, in business, and in his community work. Phil was blessed with many talents and he made use of them with a sense of duty, joy, and generosity. He led a remarkable and fulfilling life."

Raymond was born in Halifax in 1927. He became sales manager of Scotia Equipment in 1963, eventually taking over the company in 1975. It was renamed Parts for Trucks in 1987. Raymond grew the company from a small, single site business to a multi-province, diversified operation. He was active in the CTEA and HDDC as well as other industry organizations. □



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SAFETY

Bridge the generation gap with some understanding

Nothing demonstrates the need to reach out to a new generation of employees better than recently released data from the 2011 National Household Survey.

The average truck driver was found to be older than previously thought, at 46 years of age, and this is four-and-a-half years older than the average Canadian worker. Put another way, the trucking industry's workforce is approaching retirement faster than expected, fuelling concerns about an impending driver shortage.

Generation Y, born between the late 1970s and 1990s, will obviously play a key role in any recruiting-related solutions. It is the largest demographic group of employees since the Baby Boom, representing roughly nine million Canadians depending on the ages used in the calculations, and it will be better educated and more diverse than any previous cohort.

The potential advantages do not end there. Generation Y is often characterized as quick to embrace strategies which make it possible to complete tasks more quickly and efficiently. While older drivers may have balked at tools like tracking systems, speed limiters and electronic on-board recorders (EOBRs), these tech-savvy employees will see technological innovations as important tools to reach key business goals.

But while it plays a key role in the search for future employees, Generation Y also represents a generation gap that needs to be bridged.

The trucking industry has traditionally placed the highest value on experienced workers who are 50 years of age or older, associating age with the quality of work. Those who fail to consider the value of younger workers may miss out on a number of opportunities and solutions.

There are several misconceptions which keep some employers from seeing the value of Generation Y.

While this demographic group is often labeled as having a sense of entitlement, for example, this same description has been applied to every generation that came before it ("These kids today..."). And suggestions these younger workers are lazier than earlier generations may simply fail to recognize that members of Generation Y place a greater emphasis on the quality of life.

They refuse to wrap identities in careers after seeing modern economic realities destroy the promise of "jobs for life." It is one of the reasons why they are more likely to focus on the opportunities to learn skills which can be transferred from one industry to another, as they chart personal career paths.

Not surprisingly, they also tend to look for compensation packages based on specific roles and the quality of work rather than a focus on seniority and age alone.

As important as financial compensation will always be, offering sudden shifts in pay packages can be particularly difficult in an industry like trucking, where profit margins are razor thin at the best of times. But these limitations can be offset by other compensation options which resonate particularly well with Generation Y. Workplace wellness programs, for

Ask the Expert

HEATHER BLACKWELL DECKER

example, can offset the cost of gym memberships that support the young generation's interest in an active lifestyle and quality of life.

Meanwhile, training led by existing employees will certainly be valued by the newest additions to the trucking industry. Formal mentorship programs with well-trained instructors can steer the newest drivers in the right directions, encouraging learning through failure and successes alike, and supporting retention efforts.

A fleet's commitment to social responsibility will also play a role in attracting and retaining the young-

er workers. Growing up in an era of social media, Generation Y places a significant value on the ideals of transparency and global awareness. Companies which adopt corporate sustainability programs – measuring environmentally friendly gains in the form of lower emissions, on top of other social commitments – will be particularly attractive.

But recruiting this generation of employees into the trucking industry as a whole presents an altogether different challenge.

While their predecessors were often attracted by the promise of adventure on the open road, members of Generation Y often have the opportunity to realize these adventures in other ways. Coupled with their focus on quality of life, this might offer a significant advantage to fleets which can offer hub-and-spoke deliv-

ery models and more time at home.

Above all, the industry's newest workers will want to have their voices heard, just like employees of any age, and they will remain on career paths when they can participate in a workplace that is transparent and honest.

I speak from experience. I am Generation Y, and I have seen what the trucking industry can offer. □

– This month's expert is Heather Blackwell Decker, risk services solutions analyst. Heather has seven years experience in trucking safety and compliance and now works within the Northbridge Insurance Risk Services team. Northbridge Insurance is a leading Canadian commercial insurer built on the strength of four companies and has been serving the trucking industry for more than 60 years. You can visit them at www.nbins.com.

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Freightliner continues to gain share; sells 15,000 Cascadia Evolutions

By James Menzies

NAPA, Calif. – It has been a mediocre first half of the year for new truck orders, but a spectacular one for Freightliner relative to its competition. Mark Lampert, senior vice-president of sales and marketing, projected 2013 will end with Class 8 sales down 5-7% compared to last year, while Classes 6-7 demand will be up 7-8%. However, Freightliner thus far has been able to outperform the overall market and as a result, maintain steady production levels, Lampert noted. Freightliner has seen its Class 8 market share surge to 39% year-to-date.

"What pleases us the most is, we are taking share from everyone," Lampert said. He anticipated Freightliner will end 2013 with its highest ever market share, though it may not sustain its current pace.

"We will probably experience some



LEADING THE WAY: The new Cascadia Evolution has given Freightliner a shot in the arm, with 15,000 orders placed in the first six months of its availability.

decline from 39%, but it will be our best year ever," Lampert said.

The company attributes its rising popularity to a strong product line, and increasing emphasis among cus-

tomers on fuel economy.

"Customers want anything they can get to benefit fuel economy," Lampert said. Truck owners who held onto tractors longer through the past few

years and are running EPA07 generation engines can drive down maintenance costs and improve fuel economy significantly by moving into the latest Freightliner Cascadia Evolution, Lampert said.

"That value proposition is very attractive," he said. "You're getting (better) fuel economy and also lower maintenance costs."

The Cascadia Evolution is making waves in the Class 8 market, with 15,000 orders placed in the past six months, representing half of the Cascadia's current backlog. Lampert said customers are seeing 5% improvements in fuel economy compared to its predecessor.

Freightliner is also taking steps to bolster its Classes 6-7 business. Lampert said demand for these vehicles is more consistent, making it an easier market to forecast. Freightliner holds about 40% of this segment, up substantially from recent years.

Much of this is because of the Business Class M2, which has received 14,049 orders so far this year. Lampert compared that to the total of 13,723 Classes 6-7 truck orders placed for all other models combined over this same time period.

Freightliner is also seeing success in the vocational market, where its share has climbed from 16% in 2008 to 33.8% year-to-date through March. This is the result of a renewed focus on the vocational market that began three years ago.

"We are seeing the benefits of the investments we made, and of that vocational strategy," Lampert said. The company now works more closely with truck equipment manufacturers to simplify installation of various bodies onto Freightliner chassis. It also has urged dealers to assign vocational specialists who truly understand the business. Lampert also said vocational customers are focusing more on fuel economy than they have in the past, which plays into the brand's favour. □

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Cummins expands on The Rock

WABUSH, Nfld. – Cummins Eastern Canada has announced that service, sales, parts and repairs for generators and Cummins engines are now available in the Fermont and Wabush areas of Newfoundland.

"After analyzing our product volume as well as anticipation of future Cummins product lines and population, it became clear that in order to ensure our local and in-transit customers experience our standards, values and service excellence to the upmost degree, a solid local infrastructure and resources within this Nordic region was required," said Mike Christodoulou, president. Cummins Eastern Canada is the distributor of engine, generators and related Cummins branded products; business activities include selling of new products and parts, service repair for diesel and natural gas engines and the sale and rental of power generators ranging. □

Reinvigorated Firestone targets small fleets and O/Os with fuel-saving technology

By Lou Smyrlis

AKRON, Ohio — Firestone and North America's owner/operators and small fleets have much in common: they've both been essential to getting trucking to where it is today, and they both deserve a lot more respect and attention than they've been getting of late. Firestone's Ship by Truck campaign back in 1918 was a key driver to helping the freight industry take off. But over the past few decades the Firestone brand has admittedly suffered from a lack of attention and investment, the company acknowledges. Similarly, owner/operators and small fleets form the heart of the continent's transportation industry but were deeply hurt during the Great Recession and many have yet to recover.

So it's rather fitting that Bridgestone Commercial Solutions, Firestone's parent company, is looking to reinvigorate the Firestone brand with new tire advancements that specifically address the needs of owner/operators and small fleet owners.

"Success isn't just about surviving; it's about thriving as a brand. And this is the year of Firestone," Phillip Dobbs, chief marketing officer, told media invited to the Firestone Media Boot Camp held at the company's modern (and extremely impressive) Americas Technical Center in Akron, Ohio. But he was quick to add that while the marketing message is important, "if you can't put the right product on the road, it doesn't matter."

What does matter for owner/operators and small fleets, according to Kurt Danielson, president of Bridgestone Commercial Solutions, are fuel efficiency, long tread wear and casing durability – all of which lead to bottom line relief. And that's what Firestone has focused on with its three new commercial truck tires for regional to long-haul use.

"You can make things as complicated as you want. We try to make things simple," Danielson said.

The tires for the steer, drive, and trailer positions are available in the US now and will be available in the sizes Canadian users favour in the late Fall.

The new tires – the FS591, FD691, and FT491 – also meet EPA SmartWay and California Air Resources Board (CARB) fuel efficiency requirements without sacrificing removal miles, according to Firestone. Here is some information on each tire:

FS591 Steer Radial: Combines low rolling resistance tread and energy-saving casing design for fuel efficiency. The FS591 also features a wide, deep tread and proprietary shoulder design for greater removal mileage and irregular wear resistance. The Ulti-Rib and Defense Side Groove designs promote smooth wear while a continuous shoulder offers long, even wear and lower rolling resistance.

FD691 Drive Radial: A continuous shoulder design and high-rigidity tread pattern is designed to generate long, even wear, helping increase tread life and lower rolling resistance. A flow-through design evacuates water to increase road grip. The tire's optimized bead design and pro-

prietary compound found in the side-wall lowers rolling resistance and improves fuel efficiency throughout the life-cycle of the casing.

FT491 All-Position Radial: Includes Ulti-Rib and Defense Groove designs to combat the initiation and spread of irregular wear. Sidewall protector ribs help protect the casing from curbing damage and abrasion. Plus, a wider tread spreads load over a larger area, distributing footprint pressure to promote long, smooth wear, the company says. The wider design also takes a full-size drive cap when retreaded for extended life.

In combination, the tires deliver 19% longer life, and a 1% improvement in fuel economy, which according to Firestone officials, should translate into \$1,200 or 7% savings in annual operating costs, on average.

Developing tires for the cost-conscious owner/operators and small

fleet market is a challenge because the cost of new advances can't be offset by higher pricing.

"How did we do it? By technology; it's as simple as that," said Todd Buxton with commercial tire development.

To reduce the cost involved with traditional road testing and boost its speed to market, Firestone has increasingly migrated towards computerized testing of its compounds and indoor wear tests of its prototype tires. Computer modeling technology can generate test results within a week or two compared to a minimum of a year spent in field tests.

Another advance has been the use of 3D printing technology, which builds sections of a prototype by adding layer on layer, much like a typical office printer produces colour documents. Doing so saves time and can point out faults not readily evident

on the computer screen.

"It's amazing how you can look at something on a computer screen for days and days and not see something that you see right away with the actual model created," explained Kevin Schefele during an extensive tour of the company's Americas Technical Centre.

Migrating to indoor wear tests on development tires also shaved time and cost in comparison to the traditional outdoor in-field trials.

In designing the three new tires, Buxton explained that Firestone engineers leveraged technologies developed at different times and combined them to produce more efficient tires. For example, the new sidewall tire design was developed to reduce mass in an area where it was not really needed and by doing so, tire rolling resistance, and hence fuel savings, was improved. □

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Freightliner expands natural gas offerings

Improved aerodynamics, greater range coming to nat-gas Freightliners

By James Menzies

NAPA, Calif. – Who says natural gas trucks can't be aerodynamic? Freightliner has partnered with one of the most experienced natural gas fleets in the US to create a new 113-inch BBC day cab Cascadia with advanced aerodynamics.

The first 10 of these trucks will go to Saddle Creek Logistics, which helped engineer the package based on 12 million miles of natural gas trucking experience. The truck will have a 120-gallon fuel system and will mark the first time a natural gas system has been fully enclosed behind the side and back of the cab in aerodynamic fairings. The set-up will include a roof fairing, chassis fairings (when saddle tanks aren't

required) and side extenders. Under the hood, you'll find the new Cummins Westport ISX12 G natural gas engine, which can be fuelled by gas in compressed or liquefied form. The new truck, as equipped by Saddle Creek, is expected to get 700 miles between fills.

Natural gas was the main focus of a press event held here in July. Freightliner claims to have sold more conventional natural gas trucks than any other OEM, with 2,500 units deployed. It also says it's the only OEM to factory-install the tanks, saving as much as \$4,000 in freight costs that's accrued when the truck has to be shipped elsewhere for tank installation.

The truck maker is excited about the arrival of the Cummins ISX12 G

engine, which makes natural gas viable across a broader spectrum of applications.

"This engine has been touted for two or three years," said Robert Carrick, sales manager, natural gas with Freightliner. "Everyone was waiting for it. Never in history was the cart so far ahead of the horse, with everyone thinking they were going to get engines before everyone else."

Having gotten its own hands on a few of the engines, Freightliner is launching a demo program that will allow fleets to test a Cascadia with the ISX12 G in their own applications, pulling revenue-generating loads. One of five such trucks is currently deployed in Eastern Canada and will cycle through the country. You can



CNG CASCADIA

talk to your Freightliner dealer to arrange some time with the truck, but be warned, demand is extremely high and the trucks are already booked through the rest of the year.

I drove a Freightliner Cascadia with ISX12 G in California and found it to be flush with torque and power.

The truck-engine combination seems at first glance to have an abundance of potential, including in Canada where higher horsepower is needed than was available from the ISL G.

Are you going to run the 400-hp ISX12 G between Vancouver and Calgary? Maybe not. But it's a truly capable engine for everyday 88,000-lb loads in most parts of the country. Peterbilt, which has the lion's share of the natural gas business in Canada, may want to look over its shoulder; a true rival has emerged.

Freightliner is also adding a 48-inch sleeper to its natural gas product line. Pre-series production will begin sometime this Fall.

Meanwhile, full production of the Cascadia 113 natural gas powered day cabs will begin in August. The Cascadia 113 natural gas-powered truck with aerodynamic package will be available in mid-2014. It's expected fuel economy will improve by 3% with the fairings, but keep in mind natural gas itself costs much less than diesel.

Next up, Carrick said Freightliner has its eyes on 7- and 15-litre natural gas engine options.

"Let's face it, if we're really going to get the product going, we need a 500-hp, 15-litre engine if we're really going to take the natural gas project to the next level," he said.

The good news is, a 15L ISX natural gas engine is already in the works.

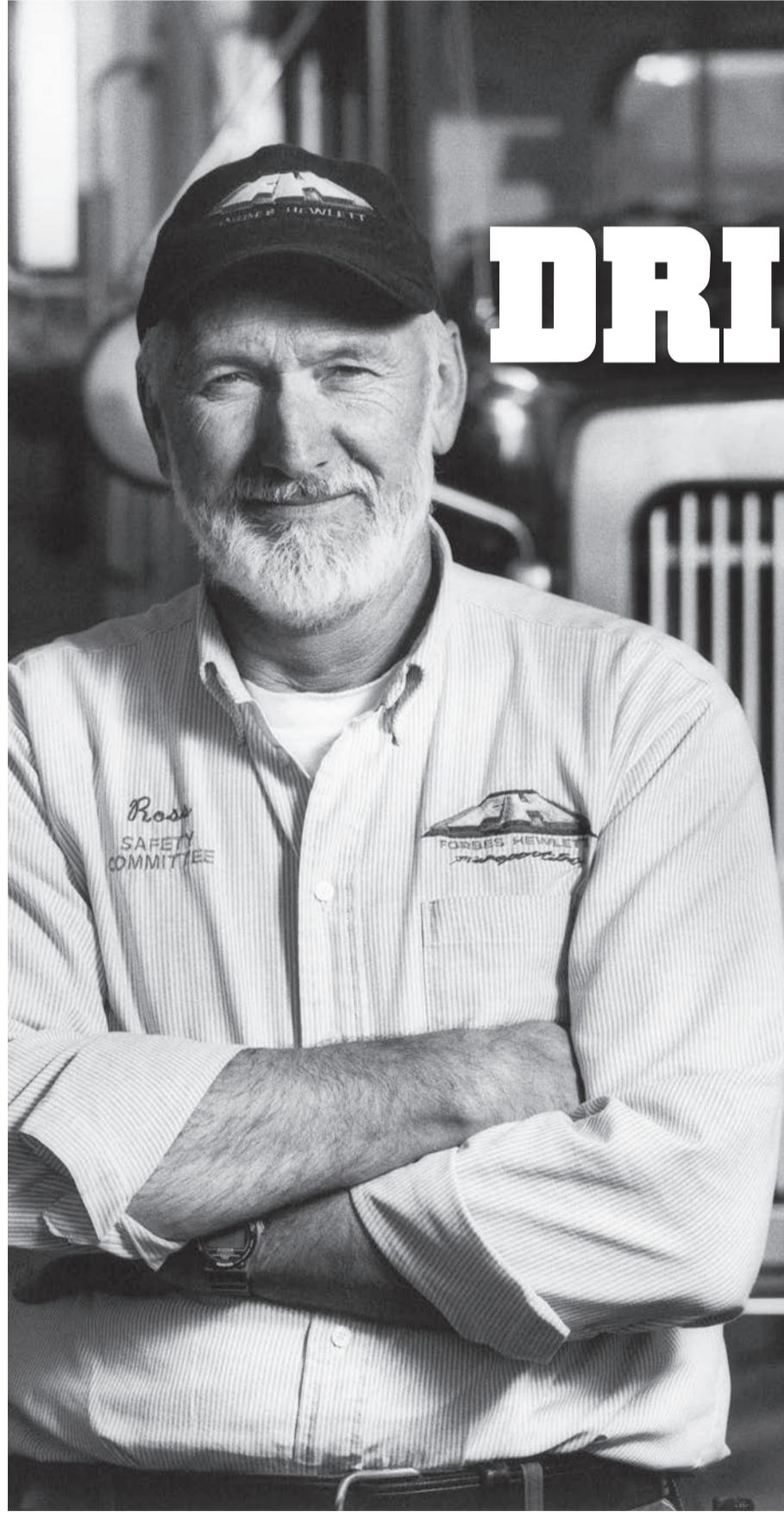
Still, despite all the progress, Carrick said fleets are mostly hesitant to commit to those initial natural gas-powered purchases, and he admitted the alternative fuel isn't for everyone. A typical purchase process for a diesel truck takes 90 days, while natural gas sales can take as long as 18 months to close as the fleet does its due diligence.

Carrick said Freightliner and others are lobbying the US government to provide weight (and length, in the case of straight trucks) exemptions for natural gas trucks, so that operators aren't penalized for the extra weight or length needed to accommodate the tanks.

"Most people think this is going to pass at some point and that will take the weight factor out," Carrick said.

The return on investment for natural gas trucks depends on many variables, including miles run and the cost of natural gas versus diesel.

"You have to be running the miles and sourcing the fuel at the right cost," to get an ROI in two to three years, Carrick said. □



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Saddle Creek building fourth generation natural gas Freightliner trucks

Now has 12 million miles of natural gas experience

By James Menzies

NAPA, Calif. – To say integrating natural gas trucks into your fleet involves a lengthy learning curve is an understatement. Just ask Mike DelBovo, president of Saddle Creek Transportation, which is currently designing its fourth generation natural gas trucks... since 2012.

Saddle Creek runs more than 100 natural gas Freightliner trucks and now has 12 million miles of experience with the alternative fuel. However, DelBovo is quick to add, "We still don't know everything."

Saddle Creek dived into natural gas when it was trying to figure out what to do with a fleet of older trucks. DelBovo visited the Dako-

tas with the thought of launching a regional fleet there. Instead, he saw a ton of natural gas drilling activity and began to think it would be a big part of the future.

"We were astounded with what was happening with natural gas," he told trucking journalists during a Freightliner press event. "We said, let's take our investment dollars and invest in this new technology that's going to be here to stay."

It took Saddle Creek nearly three years to design its first generation natural gas trucks with the help of Freightliner. It took delivery in 2012 of a fleet of Business Class M2s with the Cummins ISL 9 G engine. Saddle Creek be-



ONGOING DEVELOPMENT: Saddle Creek is working with Freightliner to design its fourth generation natural gas trucks in just over a year.

came a big proponent of natural gas, even offering employees discounts on conversions of their

personal vehicles.

Last year, the company spent \$25 million on natural gas equipment, including fuelling infrastructure. It'll spend another \$20 million this year.

It operates its own slow- and fast-fill fuel islands at its Lakeland, Fla. headquarters.

The company also launched a natural gas training program for drivers. Before any Saddle Creek driver pilots a natural gas truck, they must first pass a knowledge test after two days of training. They're expected to answer questions from shippers and members of the public and each cab is equipped with a natural gas FAQ to help them out.

"We had to overcome their worries about safety and range anxiety," DelBovo said of the education process.

Saddle Creek learned some hard lessons along the way, including the fact that only about 80% of the compressed natural gas in a tank can be extracted and used.

"It's really embarrassing to have to tow them back with a big diesel truck," he admitted. He also found that idling is a definite no-no with natural gas if you expect to realize fuel savings.

Saddle Creek partnered with PeopleNet and TMW to track fuel performance.

DelBovo said the natural gas trucks are 10 times quieter than diesel equivalents and this has allowed them to gain exemptions from noise ordinances that forbid after-hours deliveries into certain communities.

The company also enjoys the peace of mind of knowing they'll have a steady supply of fuel, even in the event of a hurricane. Previously, DelBovo said, Saddle Creek would park tanker trailers full of diesel so they'd be able to continue making deliveries after a hurricane.

"Most trucking companies down in Florida have all these tankers full of diesel just sitting there," he said.

The first generation trucks had a range of 500 miles, and were fitted with 130 diesel gallon equivalents (DGE) of CNG capacity. The trucks were heavy, since the tanks were encased in a steel housing.

The Gen 2 trucks improved range to 600 miles. They had a

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100 DGE tank capacity mounted to the back of the cab and another 40 DGEs along the frame. This time, a fiberglass cover and aluminum skin were used to reduce weight. The goal, however, was to reach a range of 700 miles. That will be accomplished with the Gen 3 trucks Saddle Creek is in the process of deploying. And it's already looking ahead to the Gen 4 truck, which will incorporate aerodynamic fairings from the Cascadia Evolution.

Fuel savings are nice, DelBovo said, but the real goal is to reduce fuel consumption so that range can be increased. Since natural gas is so cheap relative to diesel, small improvements don't translate to big bucks, but they do im-

prove range. It requires a different mindset, DelBovo admitted.

Saddle Creek is seeing a payback in approximately 50 months, and is running the trucks for 10 years. The tanks will last 20, but DelBovo noted the tank technology is improving, so a secondary market for the tanks may not exist. Even if the company can't find anything to do with its 10-year-old trucks, it will have recouped its investment.

DelBovo hopes to improve fuel mileage on the Gen 4 truck to 6.5 mpg from about 6 mpg today. Saddle Creek has deployed several LNG trucks in California, but DelBovo's preference is for CNG, due to its simple fuelling process and the fact it's less expensive and delivered by pipeline. □

Freightliner makes LED headlights standard

NAPA, Calif. – Freightliner has announced LED headlamps are now standard on its Cascadia and Cascadia Evolution models.

The company is the first manufacturer to go standard with the lights, which provide greater nighttime visibility and longer life.

Freightliner will be using the Truck-Lite designs, which produce a beam pattern that reduces eye-strain for drivers while minimizing harsh headlight glare to oncoming traffic. The lights are also proven to reduce the draw on the truck's electrical system while lasting 50 times longer than incandescent bulbs.

Freightliner said it tested the lights in a variety of extreme weather conditions.

"We want every component on our products to not only be cost-efficient, but to enhance vehicle safety and productivity," said Mary Aufdemberg, director of product marketing for Freightliner Trucks. "The Cascadia and Cascadia Evolution are industry leaders in safety, driving experience and lowest total cost of ownership, and LED headlamps further enhance the products." □



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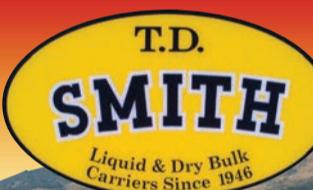
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Kenworth debuts short-sleeper T680

By Steve Sturgess

CHILLICOTHE, Ohio — A 52-inch sleeper variant of Kenworth's new-generation T680 was available to drive at a mid-July Kenworth customer event at its Chillicothe, Ohio plant.

T680

Kenworth's "new-generation" bowed in with the T680 at the Mid-America Trucking Show in 2012 and entered production later in the year. Featuring a 76-inch sleeper, the new model introduced a mid-width, highly tooled cab with a new concept in sleeper configuration and comfort.

This year saw the introduction of the 52-inch sleeper for length-sensitive or lower-cost regional applications, still offering the ultra-modern styling and quietly civilized cab, but with a 32- or 38-inch inch bunk and the option of a folding 32-inch upper bunk. The bunk effectively fills the space in the sleeper, though there is the option of the swivel passenger seat to open up into an L-shaped area. So the 52-inch T680 is for those applications where drivers – or teams – are out for a few nights rather than several weeks.

As a bonus, the mid-roof cab is more versatile for tank and flatbed operations as it pushes less air out of the way and, at the same time, saves 600 to 700 lbs.



SHORT-SLEEPER T680: The Kenworth T680 with short sleeper is a nice option for regional drivers who make the occasional overnight trip.

Recapping the T680, it has a cab width that falls exactly midway between the 1.9 metres of the T660/T800 and W900 and the 2.3 metres of the full-width T700. Available initially as a day cab or a 76-inch full-height sleeper, the T680 was a joint development between Kenworth and Magna International and featured major input from customers in determining the optimum cab width.

Magna is a highly respected automotive supplier doing design and presswork for many passenger car brands. Its involvement has

led to this highly tooled aluminum cab with automotive styling that is being assembled in an equally highly-automated production area at the big Kenworth Chillicothe production plant.

The design features complex double curvatures for the pressings and doors and door openings that are also highly tooled and sculpted. This makes for a cab that promises a quiet interior from engineering fits and excellent door sealing, easy door closing effort and a highly durable cab that, from its aluminum construction, is

still a lightweight structure.

The construction is through Henrob fasteners that offer the clamping of a Huckbolt but without piercing through the material surfaces. This means less opportunity for leaks or corrosion, which is further proofed by using adhesive at the joints as well as the fasteners. Back from the B-pillar, though, the construction of the sleeper is conventional flat panel with Huck fasteners so any damage sustained in use, such as a rear corner impact, can easily be repaired by any body shop familiar with heavy-duty cab construction.

So, in its assembly, the 52-inch T680 is identical to the 76-inch and is in fact made in the same robotic assembly area. There, 15 multi-tasking robots assemble a cab in 12 minutes from pressings and sub-assemblies manufactured in Magna's Spartanburg, S.C. plant. This is incidentally home to BMW's US production plant and Magna brings to Kenworth the same production values as it delivers to BMW and a host of other car companies.

On the road

The 52-inch T680 is just now going into production as Kenworth takes orders for the new model. So an early production example was available during the ride-and-drive to touch and feel and compare with the earlier T680s we've driven. We were let loose with the tractor and a trailer, lightly loaded for ride, on the roads around Chillicothe, the demo unit featuring a Paccar MX-13

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The route was just a short blast up Hwy. 23 north to Circleville for a turnaround and pictures at the Walmart at the edge of town. Then it was back south again for an all-too-brief evaluation. No hills, no tight turns, no sound meter either as I had left it behind. But the T680 proved to be super quiet, a tribute to the cab design and the quiet-running MX-13 Paccar engine.

The short drive did include a couple of none-too-demanding grades, but they were enough to call for a downshift on this high-gear Kenworth (1,100 rpm at 55 mph). At this point the 13-speed UltraShift made a double downshift from 13 to 11, but then quickly grabbed a gear again to breast the short climb in 12th before quickly getting back into top gear as soon as the grade eased.

The quietness of the cab was deceptive and I found cruise control necessary to keep speed down to 55 mph on this highly patrolled stretch of highway. The cab was tight with no rattles from the dash or interior and the lack of any road or engine-excited booming in the panels attested to the integrity of the construction and rigidity of curved panels that add to the styling. And the truck rode nicely on its air front axle too, something I've noticed on the four T680 and 880 models I've driven so far.

Less welcome is the vagueness in the steering that was apparent in this T680. Admittedly, it was way better than a short wheelbase T880 driven earlier this year where a Kenworth engineer described it as herding the truck down the road. This was nothing like that, but still noticeable. One day I'm going to get Kenworth to build me a T680 with Sheppard steering.

The controls in general are well laid out and combined with the rich softness of the Vantage trim give the Kenworth a Lexus-like feel. This is repeated back in the sleeper, though there's little room to roam around and enjoy the space. But this was a double-bunk unit. With a single

bunk, there are upper cabinets and full-length hanging storage and even options such as a flat-screen TV. And even though this was a mid-roof cab, there was plenty of headroom at 6-ft., 4-in. standing up from the driver's seat.

Another option is the swivel passenger seat that would add a lounge chair and additional floor space to make the 52-inch single-bunk sleeper a very versatile space for R&R.

So while the sleeper is way smaller and less sumptuously equipped than the 76's, it is still a very comfortable place, especially in the anticipated role for this truck as a regional hauler.

To have to spend several nights out of a week in this T680 would be no hardship at all and the comfort and driving experience makes it very much a driver's truck in the strong tradition of Kenworth products. Throw into the mix the style of the new T680 line and you have a truck any driver will love. □

Introducing the new Paccar MX-13

This trucks we drove had the latest version of the 12.9-litre Paccar MX engine that originally debuted in DAF trucks in Europe in 2005. It made its way to the US in 2010, with a modified fuel system to meet the more stringent emissions requirements of EPA10. Most notably the engine was series turbocharged. But it still used the unit-pump injectors of the original launch engine. At last year's IAA in Hanover, the engine appeared as the MX-13 announcing a new model distinguished by common rail diesel injection.

The unique thing about the Paccar common-rail solution is the retention of two of the unit pumps in the block to deliver the rail pressure to the electronic unit injectors. The engine now complies with EPA2010 with a single variable geometry turbo and is well positioned for 2014 fuel economy requirements.

Interestingly, Hanover also saw the launch of the MX-11. This smaller displacement unit is new and features dual overhead camshafts. However, it retains an in-block pressure pump with similar concept to the MX-13, in line with DAF practice of generating fuel pressure within the engine rather than by an add-on external pump.

Both MX-13 and MX-11 engines power DAF CF regional and XF linehaul trucks in Europe. Kenworth and Peterbilt offer the MX-13 and at Kenworth, plant manager Scott Blue said at the recent meeting that production runs around 40-50% MX-13 engines, the balance being Cummins. No confirmation was offered, but MX-11 engines are rumoured for Kenworth and Peterbilt in 2015. □

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Kenworth gets on the gas

A natural gas open house updates customers on engine availability, model line-up and driving experience.

By Steve Sturgess

CHILLICOTHE, Ohio – According to Kenworth's national sales manager for specialty markets, Andy Douglas, the third annual update on Kenworth's natural gas progress has customers approaching the topic more proactively. Attitudes are changing from "Let's talk about it," to "Let's do it."

And early trials are turning into orders as the whole natural gas experience goes from a "science project" to a solid business model, he said.

To underscore the point, a small trucking press group, including *Truck News*, was invited to spend some informal time with Douglas and drive a selection of the Kenworths that had been assembled for the natural gas demo.

The Kenworth line-up

The Kenworth natural gas line-up covers the available market with engines from Cummins Westport and from Westport. This is highly confusing, but in simple terms, there is a 9-litre ISL G and the just-available 11.9-litre ISX12 G, both of which are products from a joint venture between Cummins and Vancouver, B.C.-based Westport. These are

spark-ignition natural gas engines. Then there is the 15-litre GX, which is pure Westport, and features a diesel-pilot injection, with secondary injection of natural gas to develop the power stroke.

These three engines are available in the T440, T470, T660, T800, T800 SH (short-hood) and W900 sloped-hood models. As yet, none of the new-generation T680/T880 models are included in the natural gas line-up.

Of these, the ISL G and the ISX12 G can be liquid- or compressed gas-fuelled. The GX 15L is only available fuelled by liquefied natural gas.

So, the demo trucks lined up included the T440, T800 and T800 short-hood. As a further complexity, different fuelling systems were featured, with long-term LNG partner Trilogy supplying some and relative newcomer Agility also represented, the latter with a back-of-cab CNG "cabinet" for the T800 SH.

Douglas says this underscores the gaining legitimacy of natural gas as a viable fuel. More competition means more innovation and competition. This should mean the price of gas storage on the truck – to date one of the major obstacles to its widespread adoption – will start



CNG KENWORTH: This Kenworth T800 is outfitted with CNG tanks along the back of the cab.

to come down. It's a self-fulfilling process, he said. As prices fall and demand picks up, increased volume will see prices falling yet more.

Getting on the gas

The Westport 15-litre has been around for several years and I have driven that in various situations, including a drive of a hundred miles or so pulling a loaded trailer up in Washington. There, the conclusion was that the 15-litre is easily able to hold its own against a diesel and at significant savings in fuel cost, once the issues of infrastructure are resolved. But the engine that had our focus – and very much that of the customers for the new fuel – is the newly arrived 12-litre Cummins

Westport. That, said Douglas, has gotten everyone's attention, as the current 350 and upcoming 400 have the muscle to replace a broad swath of engines in regional, linehaul and vocational where the already available 9-litre is pushed to deliver.

The 9-litre is more than adequate for P&D applications, as very successful demonstrations – and orders – at Coca-Cola and an Indianapolis bottling fleet Monarch Beverage attest. Coca-Cola has placed multi-truck orders for 9-litre gas distribution trucks; Monarch has said it is the company's intention to run a fleet with 85% of the trucks natural gas-powered.

The whole natural gas scene got a boost with a recent announcement

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by UPS that the 800 tractor orders for the package fleet in 2014 would include no diesel-fuelled units. Some will be compressed, some liquid natural gas, said UPS's COO at the recent ACT Expo in Washington, D.C.

All will be natural gas, he said. Kenworth is to get a major share of that, and certainly a good number of those units will be powered by the ISX12 G.

So our decision was to zero in on the 9-litre and the new 12, driving first a T440 P&D tractor-trailer around an urban course that included Hwy. 159 through the middle of Chillicothe. This was followed by a stint with a T800SH with the ISX12 G. Both of these were CNG-fuelled, the first with tanks by Agility, the second with the BoC Trilogy set-up. And as a bonus, there was a roll-back chassis, unloaded, with the 12G that proved to be such a rocketship that it was returned after only a couple of convincing miles.

The 9-litre ISL G is adequate for the P&D role, but it undoubtedly has to work for a living. It is fairly noisy – despite the low-noise combustion of natural gas – as it has to turn a lot more rpms to get the job done. Where we are used to keep-

ing diesels in the low teens, the ISL needed to rev out to 2,200 rpm on a regular basis to keep up with traffic. The progress is aided by the well-matched Allison transmission that is a part of the ISL G package, but when the fan kicks in as well, it's all a little raucous.

Now the 12G is entirely different. It drives more like a diesel, in that low-speed torque is on the generous side of adequate.

The demo truck had a nine-speed Eaton manual, so the usual 1,500 rpm shift points were used and the truck made good progress, picking up the next gear well and getting on down the road. But it took some driving. The response to the throttle is very different from a diesel's.

There appears to be some surge, so that gearshifts are not quite as intuitive – nor as smooth, let it be said – as driving a well-mannered diesel. The biggest difficulty was accelerating away, which required very little throttle or time in gear. The hardest shift was in the four-five and five-six, where considerable care has to be taken to back the throttle to zero before making the shift to get even a semblance of a smooth change.

The other rather disconcerting



CUMMINS ISX12 G

thing was the peculiar noise that accompanies deceleration of the engine. Cummins calls it a "bark," and it is caused by the sudden release of boost pressure with the closing of the throttle.

It's very odd and nothing like as pleasing as the waste-gate pressure release on a Golf GTI or a Subaru WRX, for instance.

However, it did not impede the progress of the vehicle around the busy route of the demonstration.

At the end of the day, it was a con-

vincing demonstration that natural gas in the shape of these three Cummins engines is a viable proposition, providing other factors are accounted for, most notably infrastructure concerns and the type of operation the truck is going to see.

Still, there is that feeling that the technology is evolving. As it should. Just think about it: the diesel has been in trucks since 1931 when Clessie Cummins put his engine in an Indiana truck and drove it coast-to-coast. That's 80-plus years of development. Natural gas heavy-duty engines have come a long way in a far shorter time and they will undoubtedly see a lot more development as we go forward.

But again, referring to Douglas' opening comment, it's no longer a science project.

These trucks are relevant now, here to stay and with the fast-paced development of infrastructure and on-board fuelling, become more and more relevant every day. □

Trailer Wizards opens Milton yard

MILTON, Ont. – Trailer Wizards has announced the opening of a new pick-up location in Milton, which it says will allow it to better serve customers in the west end of the Greater Toronto Area.

The 9.8-acre yard will have capacity for 450 trailers, and features a small office and concrete pad for safety checks, the company announced. It will also be adding containers for parts and on-site equipment storage.

"At Trailer Wizards, we strive to deliver the highest quality and most convenient service across Canada," said Arthur Christakos, vice-president of Trailer Wizards' Ontario Region. "This new facility will help us better support our existing as well as new customers west of the GTA and make it easier for them to do business with us. We have also strategically chosen this location as it is located on a rail line and close to the Milton drop zone so both cans and trailers can arrive nearby by train."

The new yard is at 9110 Twiss Road in Milton, just off the Guelph Line exit of Hwy. 401. □

Eaton manual transmissions now available with ISX12 G engine

GALESBURG, Mich. – Eaton has announced its manual transmissions can now be ordered in Freightliner Cascadia trucks with Cummins Westport natural gas engines.

Eaton's manual transmissions are an option with the ISX12 G natural gas engine. The transmissions will first be offered in Freightliner Cascadia day cabs, which will enter production in September.

"Our manual transmissions have proven to be perfectly suited for the Westport engines and represent an ideal balance between environmentally friendly and fuel efficiency for a wide variety of trucking applications," said Michael Holahan, sales manager for Eaton. "We very much welcome this latest certification and look forward to much success with Freightliner and Westport." □

International improves loyalty program

LISLE, Ill. – Navistar International says it has improved its International Advantage loyalty program, to provide members with enhanced benefits.

Benefits now include advanced fleet management tools, 24/7 dedicated concierge service and exclusive offers on vehicles, parts and service, the company announced.

"We understand that our customers have a choice when it comes to purchasing their next vehicle, and we recognize the importance of providing value above and beyond the vehicle itself," said Mike Cerilli, vice-president truck marketing, Navistar. "The International Advantage program was designed to provide our customers with the best service available."

Also new is an International Advantage online portal, which includes expanded features for users. Members can now track their entire fleet online with customized communications and reminders for service, the company claims. For more info, visit www.myinternationaladvantage.com. □



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NEED A LIFT?: Tallman Truck Centre's Harvey Butcher (right) hands the keys to the company's first TerraStar 4x4 to Schindler Elevator driver Adam Maisonneuve, while Schindler's field supervisor Jeff Couch looks on.

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Tallman Truck Centre delivers first International TerraStar 4x4

By James Menzies

OSHAWA, Ont. – Navistar has begun delivering its very first Canadian International TerraStar 4x4s, with Schindler Elevator receiving keys to one of the first in Canada in July.

Harvey Butcher, sales rep with Tallman Truck Centre in Oshawa, presented the keys to Jeff Couch, field supervisor, and Adam Maisonneuve, driver. The truck, fitted with a flatdeck, will be used to transport elevator materials around the Greater Toronto Area.

Couch said the company often finds itself building elevators in muddy, off-road environments, so the four-wheel-drive was important. He also liked the ruggedness of the TerraStar when compared to other

trucks in the market.

Butcher said the 4x4 TerraStar has been well received, with several landscapers visiting the dealership to inquire about it. The one purchased by Schindler has a 19,500-lb GVWR, MaxxForce 7 engine with 300 hp/660 lb.-ft. of torque and an Allison 1000-Series automatic.

The truck is well suited for landscaping, snowplow, local P&D and municipal applications.

The 4x4 TerraStar was delayed coming to market, because Navistar opted to spend some extra time sourcing a more robust drive axle as well as a gear-driven transfer case. The result, the company claims, is a robust vehicle for applications that will see the truck operated on- and off-highway. □

PacLease opens new locations in Quebec, Newfoundland

DEER LAKE, Nfld. – Seven new PacLease franchises have been added to the company's network, including two in Canada.

Deer Lake, Nfld. and Saint-Jacques-le-Mineur, Que. each have new locations as part of the group's latest expansion.

They're located at: Peterbilt Atlantic PacLease, 13 Wellon Dr., Deer Lake, Newfoundland A8A 2G6, 709-635-4791; and Location de Camions Excellence PacLease, 3-30 Montee Saint-Jacques, Saint-Jacques-le-Mineur, Quebec J0J 1Z0, 514-270-3220.

"Peterbilt and Kenworth have both introduced new truck models with innovative designs and features to help companies improve driver satisfaction and reduce operating costs through greater productivity and fuel efficiency," said PacLease president Neil Vonnahme. "Companies like Costco, JFC International, Dupre Logistics, and New Belgium Brewing have been able to add cabovers, hybrid diesel-electric trucks, and the most aerodynamic trucks Kenworth and Peterbilt have ever made. Paccar dealers find that full-service leasing from PacLease offers their customers a compelling way to acquire these innovative trucks. Customers can spec' their trucks in a way that best fits their business and we handle all the maintenance." □

Train Trailer, WestVan merge

MALTON, Ont. – Semi-trailer rental companies Train Trailer and WestVan have announced they will be integrating under a single brand: Train Trailer.

Officials say the new Train Trailer can provide a more expansive list of services with a larger fleet of equipment and will also offer better customer service due to "more autonomy at the manager level."

"Our team has really come together under the new, unified brand. Train is now more equipped than ever to give our customers the most diversified transport trailer rental

fleet in Canada," said president of Train Trailer, Rick Kloepfer.

Along with Train Trailer's new full-service facility at the continually expanding distribution hub in Cornwall, Ont., two key positions have been created to better manage the expanded operations. Matt Kelly will be heading up western operations as Train Trailer's new western regional manager. Wayne Rapelje has been promoted to the position of vice-president of business development and will be responsible for sales and customer relations on a national basis. □

Lightweight aluminum fifth wheel now available from all Class 8 OEMs

MUSKEGON, Mich. – SAF-Holland has announced its FWAL aluminum fifth wheel is now available for factory installation with all Class 8 OEMs.

The fifth wheel is approved for on-highway applications and is touted as the world's lightest weight and only aluminum standard-duty fifth wheel.

The FWAL reduces weight by up to 100 lbs, according to the company. It features LowLube technology, including a grease-free top plate surface. □



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NEW PRODUCTS



Shaw Tracking has announced a **partnership with software provider UFOS**, which it says will provide real-time, reliable communication. UFOS works with all Shaw Tracking in-cab mobile computing platforms to track shipments within NAFTA. Dispatch can now see all shipments and statuses on a single screen, and navigate using drag-and-drop technology, Shaw announced. The UFOS system allows fleets to instantaneously inform customers that their order has been completed, with delivery details such as time, date and receiver. It also has the ability to speed up the billing process, the companies say.

Cellutrac Canada has come on the scene with new **GPS anti-theft and telematic products** for the trucking industry. Control by Cellutrac offers geofencing, two-way communication and driver monitoring, including a driver behaviour module. The system has 21 parameter settings that track important metrics, such as overturn accelerations, harsh braking and excessive idling, allowing fleets to reduce equipment, fuel and maintenance costs, according to the company. Meanwhile, iTrailer is a new system that allows fleets to secure, monitor and recover trailers and containers. It features an easy-to-install GPS and anti-theft system, powered by a battery that lasts years, the company says. A 3D accelerometer detects unauthorized movements and notifies the fleet owner. For more information on Cellutrac Canada, visit www.cellutrac.ca.



Peterson Manufacturing has announced it is introducing a new seven-inch, round **LED headlamp**. The new light is available beginning this summer. The DOT-legal 710C headlight is a drop-in LED replacement for all PAR56 standard headlights, the company announced. The light produced by the LED closely simulates natural daylight. A heavy-duty cast aluminum housing and hard-coated polycarbonate lens, contribute to its durability, Peterson announced, ensuring the assembly lasts as long as the diodes. The company also says its 701C has its standard H4 three-blade terminals integrated directly into the cast alloy housing, not wired onto the light as a separate pigtail. For more details,



[visit www.pmheadlights.com](http://www.pmheadlights.com).

Truck-Lite has expanded its **Flex-Lite LED product line** to include a new LED 36 Series License Lamp. The new lamp adheres directly to the mounting surface through the use of heavy-duty adhesive backing, with a peel-off liner, eliminating the need for tools during installation. There are two lamp options to choose from: one has wires that exit from the side and the other has wires that exit from the rear. More information is available at www.truck-lite.com or from Truck-Lite representatives.



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shifter design, designed to improve driver comfort and ease of use. The new shifter is available with the Freightliner models 108SD, 114SD and Coronado 122 SD.

The Kenworth T270 and T370 medium-duty trucks are now available for order with the Hendrickson Primaax EX **rear air suspension**. The suspension is ideal for vocational applications, offering excellent performance and low life-cycle costs, according to the company. It features higher roll stiffness, reduced roll steer coefficient, increased lift capacity, no-lube, heavy-duty bushings for reduced maintenance and a redesigned U-beam assembly.

Accessories

Jake's Cab Solutions has come out with a new **mattress protector** designed specifically for truck bunks. The mattress protectors provide added comfort, while prolonging mattress life, according to the company. They are sold at the 10 Acre Truck Stop in Belleville, Road King in Alberta, and online at www.jakescabsolutions.com. They're available in 35"x79", 39"x80" and 42"x80" sizes, to fit all standard mattresses from all major truck OEMs.

Lakefield, Ont.-based Northern Fridge has launched a new e-commerce Web site for truckers looking for quality, cost-effective alternatives to OEM 12VDC **truck fridges**, the company has announced. The fridges are designed by indel B Spa in Italy and "built to last," according to Northern Fridge, which claims they are higher-quality than most OEM fridges at less cost, and available in a wide range of sizes specifically designed to fit in most North American truck cabs. Northern Fridge is the exclusive Canadian distributor of the

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A new line of **fuel-fired bunk heaters** is now entering the Canadian market with the launch of Snugger Canada. Based in Vancouver, B.C., the company will distribute Snugger heaters throughout North America. The new company is owned by Barry Smith and Jeff Walker, two veterans of the idle-reduction industry. They'll be working through established regional heater service specialists to distribute and support the heater, the company announced. More info can be found at www.snuggercanada.com.

Saddle tank ruptures or liquid tank discharges can now be repaired, thanks to a handy handheld device called **The Rupture Seal**. The company explains the product consists of a steel pin inserted into the top of a nylon locking tie. The tie goes through a semispherical ball of specially formulated silicone that sits in the nylon cap. The locking mechanism is incorporated into the cap. The system is patent-pending and was invented by a former Canadian police officer and volunteer firefighter with experience responding to tanker accidents. The tool was designed for first responders and has been sold in Canada since early 2012. It's now available around the world. Several Canadian fleets are using it, including Armour Transportation and Atlantic Pacific Transport. For details and to see a video of how it works, visit www.ruptureseal.com.

Eutectic Solutions has announced its Air Brake Solution Combo (ABS) now offers an **ultrasonic leak detector (ULD)**. The new feature allows for the measuring and location of air leaks, which formerly was a 20-25 minute job. The technician can now hook up to the Air Brake Solution and measure total system leakage in about 10-15 minutes, the company claims. It also allows the technician to determine whether all leaks have been identified and repaired. The new feature replaces the old "soap and hope" method, according to the company. For more info, visit www.airbrakesolution.com.

Air-Weigh has created a new **On-Board Club**, allowing its customers to check the weight of each

load while loading, and every time they pick up a load. Membership in the club requires use of Air-Weigh scales. Members must also pass a short online training program. The On-Board Club promotes fuel conservation and improves productivity, the company claims. Using on-board scales allows companies to

accurately price loads based on the on-the-ground weight of each load, the company says. Club drivers know the weight that's riding on each axle group. Fleets can ensure loads are properly positioned. For more information, visit the company's new Web site at www.air-weigh-exam.com. □

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Mark Dalton: Owner/Operator

The Blame Game

By Edo van Belkom

THE STORY SO FAR...

Mark takes a load of steel rebar from Hamilton to Sudbury. It's very heavy and he takes it slow, and that encourages drivers to take risks getting by him. After one particularly close call, he's forced onto the shoulder.

Mark continues on, leaving Sudbury for Winnipeg. On curvy Hwy. 17, a minivan tries to make a dangerous pass in the oncoming lane. Mark tries to get out of the way but some quick turns of the wheel sent his trailer spinning, forcing his load to break free and spill into the ditch...

Before long, cars streamed past and drivers slowed down to gawk at the mess on the side of the road, then they sped up to get on with their lives. Mark noticed one of the drivers passed him with wide eyes and a cell phone pasted to his ear. The police, no doubt, would be showing up any minute now.

"Better take a look now, then," Mark said aloud. He climbed down out of the cab of Mother Load and walked around the front of the truck. "Ah, geez..."

There was rebar everywhere, looking not at all like steel rods, but more like drinking straws that had fallen out of a box onto the floor. Unlike drinking straws however, the bars were twisted and bent, belying the fact that each one weighed hundreds of kilos rather than mere milligrams.

A lot of heavy machinery would be required to get everything back on the trailer. And time...it would be hours before any special cranes could be brought to the scene, and then the road would have to be closed while the clean-up crews worked. Mark would be lucky if he was back on his way by nightfall.

'One step at a time,' he thought.

Mark accessed his flares from a steel box on the back of Mother Load and set them up behind his rig. Already, traffic had backed up and a line of cars stretched over a hundred metres behind him. But despite the number of cars that were now on the road, none of them belonged to the police, which gave him some time to check the rest of his load.

As he approached Mother Load from the rear after setting his last flare, it was obvious that whatever had been holding the rear portion of his load in place had given way. That part of the load had emptied three of its four bundles into the ditch, leaving a single bundle behind. The four bundles up front were

still in place and seemed secure.

"Something let go," Mark said under his breath. He climbed up on the trailer to inspect his load more closely, and quickly discovered the cause of the spill.

"There's your problem," he deadpanned.

The remnants of the four straps that had been stretched over the rear load had broken, their frayed ends looking like well-worn hairbrushes in the midday sun. But while two of the straps had frayed ends all the way across their width, two of the straps looked as if they'd been cut almost halfway through before the rest of the straps were ripped apart by tremendous force. For Mark, it was like finding a smoking gun in a murder investigation. Obviously two of the straps had been damaged before he'd set out with his load. It didn't seem impossible. After all, the straps were used to secure steel and there must have been times when the product had sharp edges that wore on the straps.

Now, if he had done a thorough circle check prior to heading out, one that included him climbing up on top of the load to inspect the entire lengths of strapping, he might have noticed a problem and asked to have the straps replaced.

But seriously, who could have imagined a company that moves tons and tons of steel every day using straps that weren't 100% capable of handling their loads? Mark thought about that a second longer.

Never mind 100%, the straps should have been strong enough, and in proper working order, to give them the ability to handle two or even three times their loads. Mark called the mill to let them know what happened.

The man on the phone, the shipper who'd given him the load, seemed annoyed by the call, but not incredulous. Mark had expected the man to say something like, "What? You're kidding! How did that happen?" but all he did was sigh and say, "Where are you? We'll arrange for a crane." As Mark was giving the man his location, the police arrived on the scene.

"Morning," Mark said, as the OPP officer approached.

"Someone's having a bad day."

Mark conceded it was a fair assessment of the situation. "That would be me." The officer craned his neck and looked over Mark's shoulder at the lines of steel scattered over the ditch behind him. "Any idea how we're gonna get that stuff back onto your truck?"

Illustration by Glenn McEvoy



"The company's sending a crane and a crew."

"How long will it be before they get here?"

"Couple of hours at least."

"Right," the officer said, turning to walk away. "Then I guess I'll try and keep traffic moving till then."

In the distance Mark could hear a helicopter approaching. No doubt the scene would make interesting viewing on the nightly news.

It was three hours before the crane arrived, and then another two hours to pick each length of rebar off the ground then set it gently back onto the trailer.

"Looks like you'll be ready to go soon," the officer said as the crane and its crew were halfway through the clean-up.

"Hopefully, yeah," Mark said.

"Well, before you go, I need to talk to you..."

Mark knew what was coming. "...In my cruiser."

Inside the police car the officer asked Mark about what had happened and made notes as Mark explained about the oncoming car, how he swerved to avoid it, and how the worn-out straps gave way.

The officer seemed to be on Mark's side the whole time, but that didn't affect the final outcome one little bit.

"I don't doubt that there was a car coming at you. And you probably did a terrific job avoiding a collision and keeping the truck upright and on the road. I also don't doubt that the way the load was secured to your truck was suspect, or at least could have been better...but in the end, it's your truck, your load and you are responsible for what happens to it. So, I have no choice but to give you these tickets."

One was for careless driving, and another was for having an unsecure load.

"But I was cut off."

"I believe you, but I need proof. You

don't have a video camera on your truck, do you?"

"No."

"They're not that expensive anymore. A lot of drivers have them now...for situations just like this."

It was too late now, but Mark would be getting a dash cam as soon as he found one for sale. "If you want," the officer said, "you could try fighting the ticket. You never know, I might not be able to make it to court that day."

"Thanks," Mark said. "I'll keep that in mind."

A short time later, the last piece was set into place and the work crew set about banding the rebar into bundles with new metal banding. Then they secured the bundles to the trailer with four brand new heavy-duty straps.

"All done," the crane's crew leader said when they were ready to leave.

"Great," Mark said. "Thanks so much for your help." He handed Mark an envelope. "What's this?"

"The bill for our service."

"Can't you send it to the mill?"

"They told me to give it to you."

"What? Why?"

"They said the load was your responsibility." A shrug. "To be honest, I don't care which one of you pays, that's just how much it is."

"Do I have some time to pay?"

"Couple weeks."

'Good,' thought Mark. 'Time enough to sort this mess out.' □

- Mark Dalton returns next month in the conclusion 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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COMMUNICATIONS

BYOD vs COPE

Continued from page 45

carriers were charged in the first four months of the year, and 3,662 driver violations were issued.

In 2012, nearly 7,000 driver violations were doled out for the entire year, putting 2013 on pace for a marked increase in violations. McLaughlin doesn't blame a BYOD environment for contributing to the increase in violations, but does say it could create compliance issues.

"The other big trend we're seeing on distracted driving is, they're starting to go after the fleets," McLaughlin noted. "If you provision them with a smartphone that is now to be used as their EOBR, if the driver gets pulled over he can say 'My fleet made me do it,' and you are now guilty by association. You're giving your drivers a loaded weapon from a distracted driving perspective and creating more of a safety issue."

At the end of the day, there are compelling advantages to all three platforms that are currently available. COCE offers the ultimate in fleet control, BYOD can eliminate hardware costs, providing savings and maximum versatility for drivers and COPE offers a happy medium between the two extremes.

In Canada, BYOD is still more of a curiosity than a trend, and Schenk said this is because Canadian carriers fear they or their drivers will incur hefty roaming charges if

they use mobile devices in the US.

"There's a fear around roaming and the ability for drivers to get a large bill when running in the US," Schenk admitted. "But our device consumes very little data, and we have partnerships with Rogers in Canada as well as three major carriers in the US that have roaming fees included in the package."

The XRS platform typically chews up about 10 MB of data per month, Schenk said, but he added discounted data plans are available for customers. In some cases, the savings realized through the negotiated discounts can cover the XRS subscription cost, Schenk added.

PeopleNet's McLaughlin acknowledged some small fleets could find a BYOD platform suits their needs, particularly for "non-mission critical functions."

However, he added for hours-of-service logging, dispatch and other "mission critical" functions, "I think you need a mission critical system that's either fleet-managed or something the company provisions you with."

Schenk, not surprisingly, disagrees. "Companies have bought corporate devices and drivers have said 'I want to use my own device.' The driver consolidates technology, too. They don't have to carry two devices. If you think about how ridiculous it sounds that our competitors are producing features like sending personal e-mail when the driver is carrying around a smartphone that can do video calls with his kids, it doesn't make any sense." □

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 Lease Purchase Moving Driver Trainer Other _____

OWNER OPERATOR? Manufacturer _____ Year/Model _____ Engine/Size _____

Preferred Trailer Type (check all that apply): Other _____

Flatbed Heavy Hauling/Specialized Moving Van Tanker Straight Truck Super B Reefer Van _____

Trailer Type Experience (check all that apply): Other _____

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CURRENT DRIVERS LICENSE: Do you have a Commercial License? Yes No

License# _____ Prov/State issued _____ Type _____ Exp Date _____

Total Truck Driving Experience _____ /yrs Has your license ever been suspended? Yes No

Last Employer _____

Name _____ Company City _____ Prov/State _____

Tel _____ Start/End Date _____

Job Description _____ Reason for Leaving _____

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Name of School _____

Name of Course Completed _____

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TRUCK NEWS CAREERS www.trucknews.com

TSQ

BOWMANVILLE, Ont. — Across Canada, there continues to be an issue with the quality of training entry-level drivers receive on their path to a career as a professional driver.

To be sure, there are excellent training institutions out there. But when they have to compete with licensing mills that provide minimal training at bargain basement prices, too few prospective drivers invest in the longer, more comprehensive training programs.

Those who take the shortcut often find themselves unemployable, or having to work for an unscrupulous trucking company. Suddenly, the savings don't look so good.

It's not a new problem; it has been debated for years. But it seems to have gotten worse, as fewer drivers are entering the industry from traditional backgrounds, such as farming. And



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Truck Stop Question

Do you feel entry-level
drivers receive adequate
training?

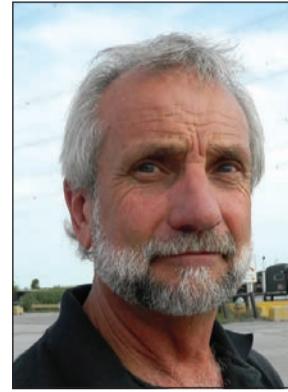
JAMES MENZIES

it's not regional, either.

People across Canada complain about the poor quality drivers being churned out by some training institutions.

Truck News visited the Fifth Wheel Truck Stop in Bowmanville, Ont. to ask several drivers if they feel the training received by entry-level drivers is sufficient to prepare them for a career as a professional driver?

"I would say not," said **Kim Steckley**, a company driver with Skelton Truck Lines. He said the fundamentals are covered sufficiently (ie. steering and backing).



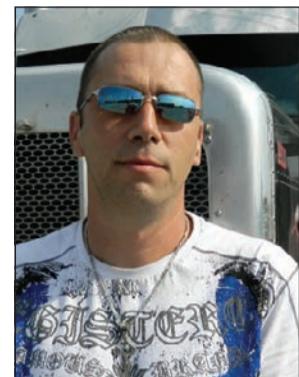
Kim Steckley

But it's the day-to-day realities drivers have to contend with on the road that neophyte drivers are not prepared for.

"They might be able to back the

truck up better than me," Steckley said. "But they wouldn't know how to get up the highway."

He said more training must be done on things like how to deal with dangerous situations on the highways that are faced every day by drivers.



Patrick Page

Patrick Page of Montreal, Que., agreed that most new drivers haven't been properly prepared for the challenges of trucking, but noted he got the best education he could have asked for. And it didn't come from a training school.

Page grew up around trucks and from the time he was three years old, learned everything he could from his father, who was a professional driver.

"I've been in that business since I was three years old," he said. "The best school I went to was growing up watching my father. That's the best school I could have."

Page acquired his commercial driver's licence without having to attend a formal training school. He said the new drivers he sees struggle with the day-to-day challenges of delivering freight, most of which aren't covered in driving school.

"Once they get in the field, they're lost," Page said.



Pat Brousseau

Pat Brousseau, a Montreal-based steel hauler, has been on the road for 17 years.

He became a professional driver at the age of 21 and said it was different then.

Now, new drivers have never learned about the codes of the road, he said.

"I've been with the old-style drivers, talking to everybody and having fun doing the job," he said. "Now, it's not the same. You can get the licence and you can get the job, but people are just in it for the money, not because they love it. They don't give a damn. It's not like it used to be. If you have any questions when you're on the road, nobody answers, the CBs are off."

Brousseau would like to see courtesy taught in trucking schools, so that there's more camaraderie on the road. □

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