

# TRUCK NEWS

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## Not in the budget

Newfoundland-based carriers were hit hard by the provincial budget. Find out why they're so upset.

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## Surprise!

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## A better oil?

A new category of heavy-duty engine oils is coming. Will it benefit your fleet? We have the answers.

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## Keeping it cool

Expert advice on how to buy and maintain trailer refrigeration units.

# Under siege

Trucking industry from coast to coast rallies to help Ft. Mac fire victims

## FORT MCMURRAY, ALBERTA

The people of Fort McMurray, Alta. who have been displaced, lost homes and much more at the hands of a destructive wildfire have been in the hearts and minds of Canadians since the Northern Alberta inferno put its crosshairs on the city in early May. Around 2,400 structures were lost due to the fire.

Tragic occurrences like the Fort Mac wildfire more often than not bring out the best in people, and that's certainly no different when it comes to the trucking industry. Members of the trucking industry from as far away as the East Coast lent their support in Fort McMurray's time of need.

## A-OK Trucking

Based out of Woodstock, N.B., A-OK Trucking driver Dana Crisp spoke with *Truck News* about the effort his company, along with that of Sheila Kelley, office manager Sheila Sparks and owner Jeff McMullen, have made to get supplies from the East Coast all the way out to Alberta. Kelley, who Crisp said has been employed in Fort Mac in the past, worked to fill a trailer with donations in Woodstock and needed a truck and a driver to

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**Armour  
Transportation  
maintenance  
manager Mike  
Gaudet.**

# It's all about respect

**Like his father before him, Mike Gaudet has been named Canada's top fleet maintenance manager. But he took a decidedly different path in getting there.**

By James Menzies

## MONCTON, NEW BRUNSWICK

**B**eing named Canadian Fleet Maintenance Manager of the Year is always special, but it was made even more so this year as Mike Gaudet became the first winner to have his name etched into the same trophy that bears that of his father.

Mike, vice-president, fleet maintenance and equipment purchasing with Armour Transportation Systems, won the award 19 years after his father Alban was named Canada's top fleet maintenance manager. Gaudet said it's especially meaningful since both represented Armour Transportation when they won the prestigious national award.

"To have one award, one winner per year and to get it the same as my dad, especially with the same company, was very special," Gaudet said in an interview with *Truck News*. "To win it within the same company makes it even more meaningful."

Alban Gaudet still works at Armour Transportation, serving as vice-president, building maintenance and accident control. Son Mike joined the company six years ago with an eye towards filling his father's shoes as fleet maintenance manager when he moved on. While Mike Gaudet would, as planned, take over from his father as fleet maintenance manager in 2015, the two took different paths in getting there.

Alban's career took a more traditional trajectory, starting in the shop as a mechanic. Mike Gaudet, however, studied business in university, cut his teeth in the industry selling parts and then managed several branches before taking control of maintenance. He isn't, and has never been, a technician. This has allowed him to bring a different perspective to the shop, but was it difficult to establish credibility with the mechanics on the shop floor?

"At first it was," Gaudet admitted. "I can't go and say to a technician, 'You should do it like this, do it like that.' I'm not a mechanic and I never pretended to be a mechanic. I have a different style than my dad, who was a mechanic. But you gain peoples' trust."

Gaining the trust of his staff meant respecting them, first and foremost, Gaudet added.

"It all comes down to respect," he explained. "We have young people who start at 17, 18, 19 years old out of college and I treat them as well as someone who has been here 30 years. I think that's what has helped me as I've been through this job."

At Armour, Gaudet oversees more than 100 technicians and apprentices and about 4,000 pieces of equipment across an expansive, 25-terminal network. The key to managing such a diverse, scattered fleet is to lean heav-

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# CONGRATULATIONS BISON TRANSPORT FOR BEING NAMED NORTH AMERICA'S SAFEST FLEET 10 YEARS RUNNING.



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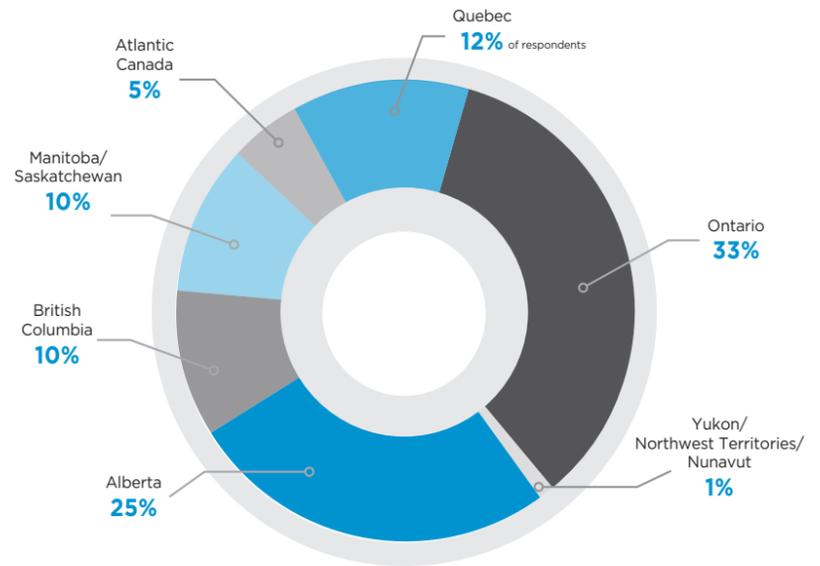
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To go behind the scenes and see how Bison Transport puts safety first, visit [RCO.FreightlinerTrucks.com/Bison](http://RCO.FreightlinerTrucks.com/Bison).

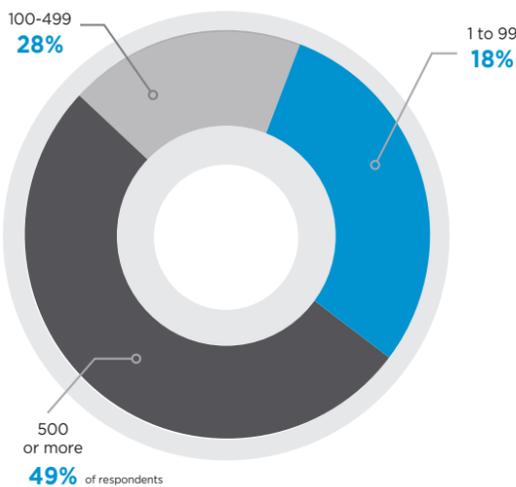
# SHIPPER SAVVY: HOW WELL DO YOU KNOW YOUR CUSTOMERS?

The face of the Canadian transportation services buyer is changing. Our annual Survey of the Canadian Logistics Professional provides a nation-wide snapshot of Canadian shippers. The latest survey shows that most of your customers work for small companies with less than \$50M in annual revenues. Most transportation service purchasers currently fall in the 46 to 55 age group but there is a sizeable contingent – almost one fifth of our sample – who are under 35 and, increasingly, more women are joining the ranks. Education levels are also rising with 42% having a university degree or MBA.

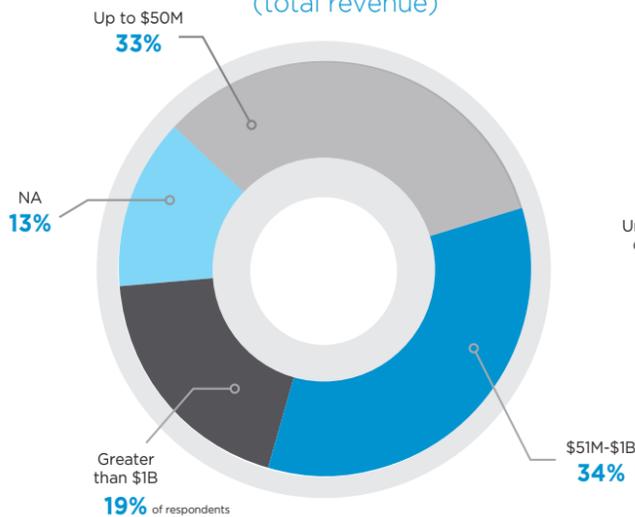
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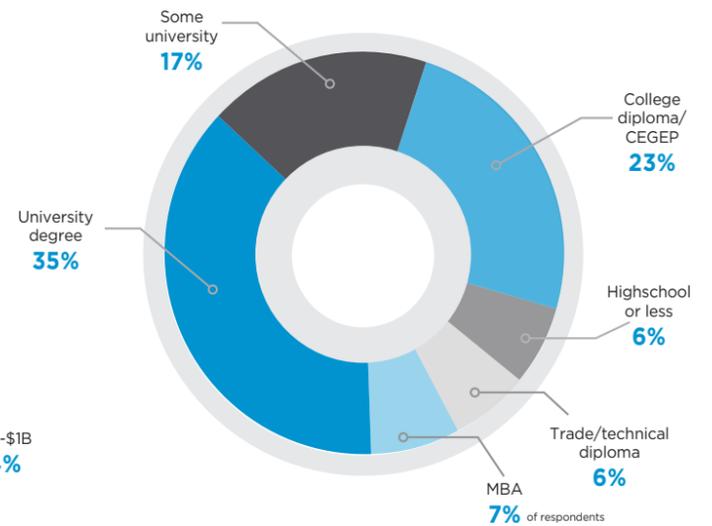
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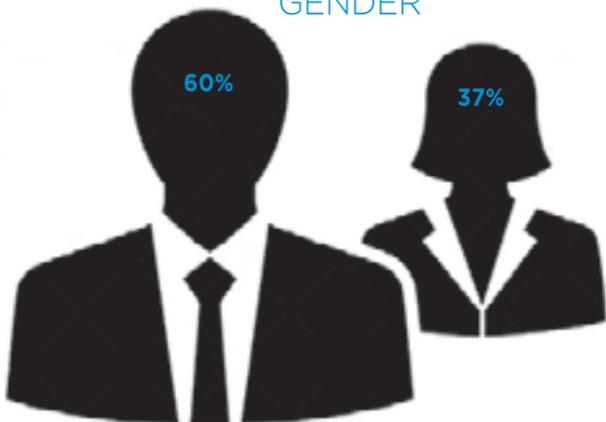
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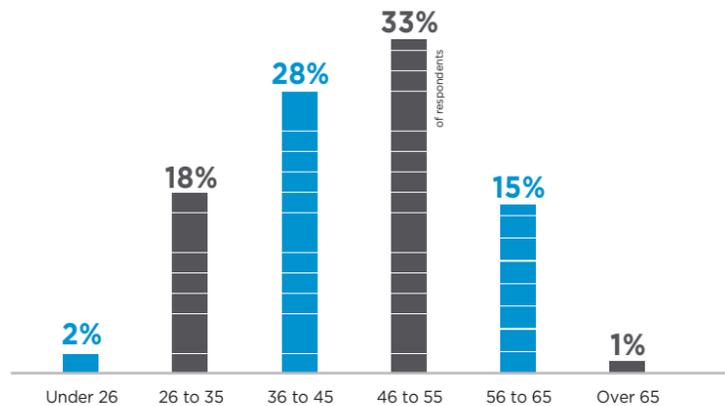
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## Editorial Comment

JAMES MENZIES



There was a new addition this year, to what was already one of the busiest weeks in the Canadian trucking industry. I'm referring, of course, to Truck World, and for the first time ever the addition of the Canadian Fleet Maintenance Summit to the front end of that show.

CFMS has been around for decades, but not in the form it took this year. The event was hosted by this company, Newcom Business Media, along with several partners, and was supported by a variety of organizations involved in fleet maintenance. The turnout was great, the speakers excellent and the information presented was relevant and thought provoking.

One of the themes that kept resurfacing was big data, which, we learned, is not the same as "lots of data." Big data is actionable and allows an organization to make changes that drive results. Lots of data, on the other hand, is just noise, if it's not effectively analyzed and acted upon.

Analyzing big data and using it to improve efficiencies is increasingly falling under the domain of the fleet maintenance manager. And it's changing the nature of the job entirely.

It was appropriate, in that sense, that

# The evolution of the maintenance manager

the Canadian Fleet Maintenance Manager of the Year, Mike Gaudet of Armour Transportation, came to the position via an untraditional path.

Gaudet isn't a technician - never has been. Instead, he brings to the position a business background and a numbers-driven focus, though, in his interview with me for the cover story of this issue, he cautioned against getting too wrapped up in reports.

Bill Dawson, vice-president of maintenance operations and engineering with Ryder System, noted during his keynote address that the top performers during Ryder's technician skills challenges often break the mould of what was traditionally thought to be the best mechanic.

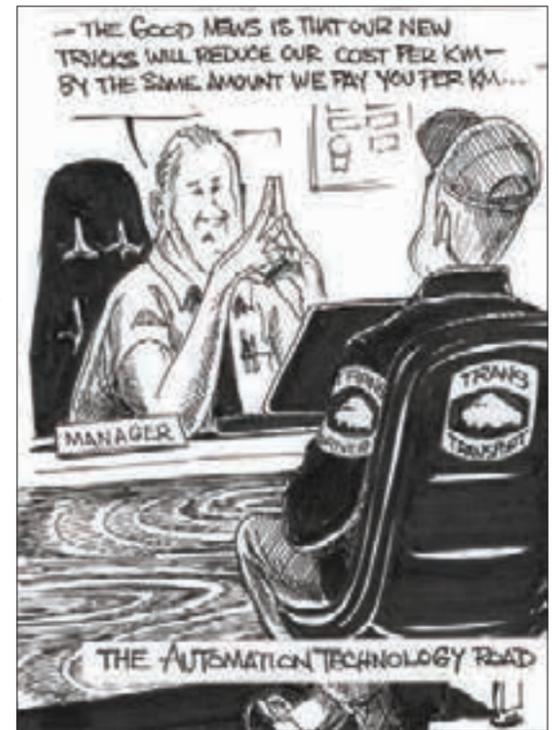
"The folks that are competing at an elite level now and getting to the top are not what we'd consider historically to be our most sound mechanical technicians," Dawson said. "They are the best by far at managing information. They tend to be on the younger side. They come up using technology and they're open and accepting of technology and they've mastered it. That, in the future, is what's going to separate the quality of technicians from the ex-

cellent to the average."

Effectively analyzing big data allows fleet maintenance professionals to better develop preventive maintenance schedules, predict parts failures and optimize their spec' for the application. These all drive bottom line results. Is there a job description within trucking that is evolving more rapidly with the advent of big data than the fleet maintenance manager?

Dawson went further, suggesting that carriers will need to re-evaluate the types of people they select for this important position.

"These maintenance managers now need to be data-driven, they need to be analytical, they need to be able to (wade) through the noise and make key business decisions and that's different than walking through making sure the shop is clean," he said. "It's going to change the nature of the people we promote into these jobs, the recruiting we undergo to find them and how we performance-manage the people we have. Those who've done the job a long time and have one set of skills may not have the skills they need to carry us and



you into the future."

Today's fleet maintenance managers and the companies that employ them will need to embrace data and learn how to effectively use it, or risk being left behind. ●

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## The view with Lou

LOU SMYRLIS



You know the stereotype: Truckers eat too much, don't exercise enough and die too young.

A quick look around your business and you likely see how the stereotype came about.

Nearly 40% of the people on this continent do no spare-time physical activity at all and no doubt that figure is probably higher within the trucking industry.

You've heard all the excuses, perhaps you've uttered them yourself: Trucking requires long hours behind the wheel or behind a desk, there is no time left for exercise.

The stress from the job leads to unhealthy eating habits and there are no healthy food options at truck stops

# Step up and break the stereotype

anyway. You can't exercise while on the road. And so on.

Over the past few years we've spent a lot of time talking about the unhealthy lifestyle in our industry and how it's leading to illness and premature death for too many of our industry friends and associates.

But you know what? I'm tired of focusing on the failures. I don't want to talk about the victims anymore. I want to focus instead on the successes; on the people in our industry who have the courage and determination to change their lives and on the companies who support them. I want to focus on the people who decide one day: screw the stereotype, we are going to forge a new, healthier path.

Like the hundreds of people currently participating in the Healthy Fleet Challenge, pushing themselves literally one step at a time to work physical activity into their daily lives. NAL Insurance has orchestrated this challenge for years now and my hat goes off to them and the dozens of participating fleets and industry suppliers.

The latest Challenge started in May and goes on all summer. Join us.

Sign up your company to participate. It's free.

Just e-mail info@healthyfleet.com and they will get your team set up.

Looking for something more challenging? Try an obstacle course race like Delon and Nickisha Rashid from

our sales team and I did during the first weekend in May. The Horseshoe Valley XMAN race - 7.2 kms straight up and down Horseshoe Valley Mountain with 40 military style obstacles - was sponsored by Tremcar. It was challenging, tiring and inspirational. What a novel way for Tremcar to support a new image for our industry.

There are races like these all over the country, at all levels so anyone can participate.

We're signing up for the Spartan Race in July at the Ganaraska Forest. Would love to see people from the industry join us.

It really doesn't matter what physical activity you choose. Just choose something. Break the stereotype. ●

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

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# Not in the budget

**Newfoundland fleets scramble to adapt as provincial budget cuts trucking industry deep**

## GANDER, NEWFOUNDLAND

The newly revealed Newfoundland and Labrador budget has left many trucking companies on the island scrambling for solutions.

The new budget, announced in late April, was introduced to help solve the province's nearly \$2-billion deficit and includes significant tax increases and fee hikes that will impact trucking companies directly.

Specifically, the province introduced a five cents per litre diesel tax increase, a 15% sales tax on insurance premiums and a fee increase on various licences and permits, as well as a 2% HST hike.

The trucking community in the province says it was shocked by the news of the budget and for most, that it will erase their bottom lines as a business.

"We were shocked," Barry Warren, president of Dooley's Trucking in Gander, Nfld., said to *Truck News* when asked about his initial reaction to the budget announcement. "We knew it was going to be tough, but I didn't realize it was going to be this tough."

Warren said the budget forced him to crunch the numbers over the weekend after it was revealed and initially he thought he was looking at an increase of about \$98,000 per year in operating costs.

"Since then, there were some things

we've missed, and that number is now closer to \$129,000," he said. "My biggest concern is that is a moving target, this number. It continues to grow. My initial numbers were tied to the 15% tax on the insurance but I didn't factor in my cargo insurance, the insurance on my building, etc."

Gord Peddle, partner and COO of Atlantica Diversified Transportation Systems, which has two locations in Newfoundland, said the taxes announced in the budget target trucking companies directly.

"I can't say I was surprised somewhat of a tax collection moving forward in (the government's) new budget, but to this extent, yes we were very surprised," he said. "They've attacked pretty much every part of our business from fuel to insurance to the HST, they've hit every portion of our list of expenditures."

Peddle told *Truck News* he estimates that the new budget will cost his business \$200,000 a year more just because of the fuel tax increases.

"With the 15% on insurance, that could correlate to as much as another \$50,000 per year," he added.

Jean-Marc Picard, executive director of the Atlantic Provinces Trucking Association, said the budget puts trucking companies in the province at a competitive disadvantage and it will be es-

pecially hard on the consumer at the end of the day.

"We understand the province is in a very difficult financial situation but a five cents per litre increase on diesel tax is very steep," he said. "It puts Newfoundland and Labrador at the highest in the country along with New Brunswick at 21.5 cents per litre for diesel tax. This is not the ideal scenario since residents of Newfoundland and Labrador traditionally pay more for their goods because of the ferry services that bring goods to the island."

**"It makes you second guess whether doing business in Newfoundland is worth it."**

Gord Peddle, ADTS

Peddle agreed, saying that when it comes to the budget, the consumer will be hit the hardest, especially because of the HST hike going from 13% to 15%.

"These tax increases will be added to the increased cost of trucking, so at the end of the day, the end consumer will likely pay more for everything we buy - from groceries to building supplies," he said.

He added though his business hasn't yet made immediate decisions on where and if it will be cutting costs, he will have to make some key decisions in the coming months in terms of stay-

ing in the province.

"In a business where margins are already so thin, those kinds of costs cannot be burdened on the company," he said. "We understand smaller companies will crumble, but even larger businesses...it makes you second guess whether doing business in Newfoundland is worth it."

Warren, whose business is small with only 68 pieces of equipment, said he has no choice but to cut costs in the coming months. Unfortunately, he said, this includes looking at layoffs.

"We're looking at our fleet and we're looking to downsize," he said. "We're looking at all of our costs right now and if we see any areas where we can cut some costs, we'll do that. I'm trying to avoid layoffs...because my employees day in and day out they work very hard, but I do have to make some difficult decisions in the next few months. You invest time and money into people and you don't want to lose them. It's just left everyone in shock, and it seems like there's no end in sight or no light at the end of the tunnel, and my fear is the real ramifications haven't been felt yet and the reason for that is that these announcements just came down. I think there will be major protests soon."

But despite the discouraging news, Peddle and Warren seem confident that both of their businesses can survive the budget storm.

"At the end of the day we'll approach it with the same positive attitude that we've approached everything in trucking and we'll try to recover these costs over the coming months and make decisions from there," Peddle said.

"We've survived on this island for a long time, so I believe, though it'll be hard, we will survive this, too," Warren added. ●

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# Truckers quick to help

Continued from page 1

transport the items out west.

"I reached out to my boss at 9 a.m.," Crisp said, as Kelley had approached him May 5 about the effort, "and at 9:30 a.m. he had committed a truck and a driver to haul this stuff out."

Crisp said that at first, it looked like Kelley's idea would not be possible, as he estimated the cost of bringing the trailer of donations out west would run close to \$5,000. "I knew my boss would absolutely do something," he said. "But his offer blew me away."

## Cam-Scott International

Whitby, Ont.-based Cam-Scott International said people flocked to its location to donate relief supplies after the company used social media to offer to deliver items to those displaced by the fire.

"Alberta has been good to us over many, many years," said fleet president Glenn Weddel. "It's a great opportunity to help and give something back to them in their time of need."

The company sent its first load to a warehouse in Edmonton May 6, adding to the fleet's regular weekly Alberta shipments, and Weddel said the effort has been amazing.

"(It's) something we never predicted," he said. "But we'll support it as long as people bring us stuff and (Fort McMurray has) the need."

## Trucks for Change

Pete Dalmazzi, president of Trucks for Change Network, indicated his organi-

zation was doing all it could to facilitate the industry's response, including working closely with the Canadian Trucking Alliance (CTA), Ontario Trucking Association (OTA) and Red Cross.

"Currently, we have received our first request for a truckload shipment by Red Cross out of Ontario to Edmonton," Dalmazzi said in an e-mail update. "We expect additional requests as Red Cross identifies needs. Red Cross will also have additional needs to reposition and back-fill supplies within the province as they are sent west."

## Trucking associations

The Alberta Motor Transport Association (AMTA) said May 10 that it had received clarification from the Alberta Provincial Operations Centre as to how its members could assist the Fort McMurray relief effort.

"If people can help, please advise how you can help," said AMTA president Lorraine Card. "Just an offer to help isn't going to be enough. Provide specific information as to what would that help look like...if you're offering trucks, how many, what size, other availability...that kind of thing."

Card said the information will be uploaded into a database and people would be contacted as they are needed for the specific aid they could provide. Companies must also provide a 24-hour contact number where they can be reached. Card said that during the first few days of the wildfire evacuation, several AMTA members were jumping in to do what they could to help, but as the situation pro-

gressed, a more consolidated approach to the assistance effort would be required.

During those initial days, Card said several AMTA members were active taking fuel up to stranded motorists on highways, helping them re-fuel and get out of the area, in addition to bringing water for emergency services personnel and food to various warehouses for those forced from their homes. Card said the AMTA received a call from the provincial government over the May 7-8 weekend requesting 10 trucks, and that the association called its carriers to fulfill the request, as well as provide pallet jacks and shrink-wrap to secure the load.

"Whatever they are asking for, we are stepping up and offering," Card said.

The association echoed the Red Cross' request that financial donations, which are being matched by the federal and provincial governments, was what was needed at this time.

The British Columbia Trucking Association has donated \$5,000 to the Red Cross to help the relief efforts and the Manitoba Trucking Association (MTA) said it has received numerous phone calls from individuals wanting to know how they can go about shipping supplies to Fort McMurray. The CTA, along with the provincial trucking associations, said it has raised \$21,500 for Fort McMurray relief efforts. On May 10, AMTA president Card said that number was closer to \$25,000.

"That is going to be matched by the Government of Alberta as well as the Government of Canada," Card said, "so that is going to be substantial by the time all is said and done."

This comes on the heels of the CTA calling on all its 4,500 members to help those affected by making a donation to the Red Cross, and setting an example by

contributing \$12,000.

"We appreciate the effort from everyone across Canada," said CTA and AMTA chairman Gene Orlick, who runs Orlicks Inc. "It is a dire event and any help we can get is appreciated greatly."

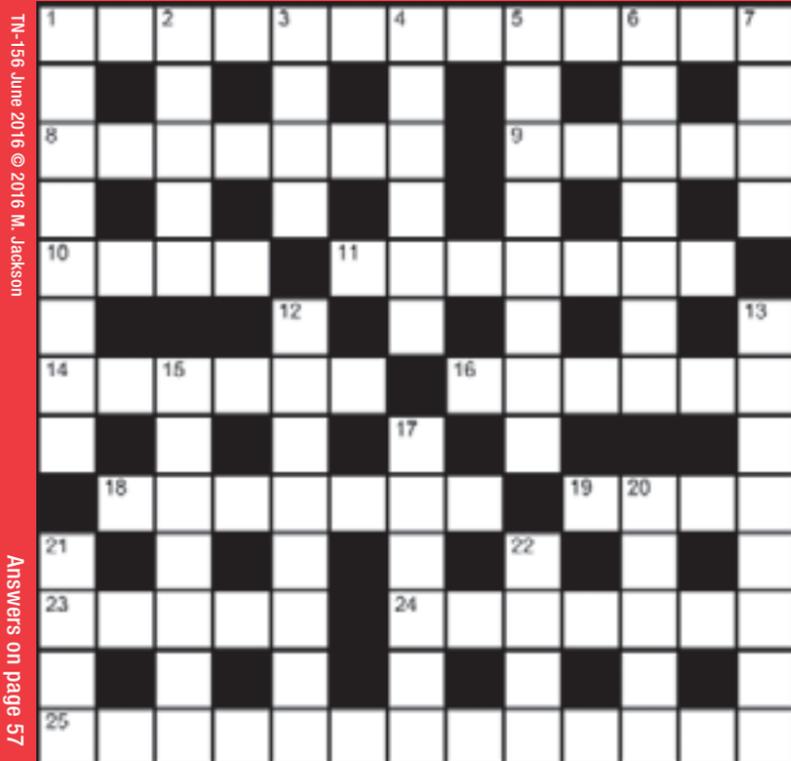
The Private Motor Truck Council of Canada chipped in \$2,000 and urged its members to contribute as well.

## So many pitching in

The sheer number of trucking companies that have put in their time, money and effort to help those displaced by the Fort Mac wildfire is difficult to give justice to.

Westcan Bulk Transport and the Westcan Driver Advisory Board are matching employee donations; Manitoulin Transport set up a relief fund; the Mackie Group is sending three trucks from Ontario each week destined for Edmonton with donations to evacuees; Rosenau Transport, in addition to matching employee financial donations, bestowed equipment at various locations for people to drop off items, such as toiletries, water, diapers and non-perishable food, all to be hauled to Alberta; Tremcar, which is headquartered in St.-Jean-sur-Richelieu, Que., but also has locations in Saskatchewan and Edmonton, Alta., donated \$1,000 to the Canadian Red Cross, and company president Jacques Tremblay encouraged other companies in the industry to do the same and help those in a region he said helped the business grow and develop throughout the last decade; Atlas Van Lines Canada is accepting donations at many of the company's locations across the country, and will be transported to a designated location; UPS Foundation has donated \$32,500 for the Fort Mac relief effort. ●

## THIS MONTH'S CROSSWORD PUZZLE



TN-156 June 2016 © 2016 M. Jackson

Answers on page 57

### Across

- 1 Driver hiring condition, often (5,8)
- 8 Castrol diesel engine oil
- 9 Road sign direction indicator
- 10 Comm. Vehicle Safety Alliance, briefly (1,1,1,1)
- 11 Commercial truck cargo
- 14 Canadian nickel critter
- 16 Prescott, ON-based carrier
- 18 Truck or trailer type
- 19 '60s "Put a tiger in your tank" brand
- 23 Truck registration name
- 24 Junked truck repository, \_\_\_ yard
- 25 Cornwall, ON-based transport company (6,7)

### Down

- 1 Four door pickups (4,4)
- 2 Highway offramps
- 3 Unwanted tire tread item
- 4 Major truck tire retreader
- 5 Lode King products
- 6 Pneumatic suspension components
- 7 Wreckers' assignments
- 12 Interstate relaxation station (4,4)
- 13 Rest intervals between trips
- 15 I-20, I-75, I-85 junction city
- 17 Big name in rental rigs
- 20 Roadside weigh station
- 21 Daily diaries, paper or electronic
- 22 Return trip, a.k.a. \_\_\_ flop

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## US driver turnover exceeds 100%

ARLINGTON, VIRGINIA

The American Trucking Association (ATA) has announced the annualized turnover rate for large truckload fleets increased by 2% to 102% during the fourth quarter of 2015.

"This elevated turnover rate shows that the driver market remains a challenge for truckload fleets," said ATA chief economist Bob Costello. "Obviously, attracting and retaining drivers remains a top concern for the industry."

The rise indicates the second straight quarter turnover was at least 100%, the first such streak since 2012, and there was an average churn rate for the year of 93%.

Small truckload carriers saw a turnover rate increase of 21%, hitting 89% in the final quarter of 2015, but remained six points lower than it was during the fourth quarter of 2014, and averaged 79%.

"The rising turnover rate, coupled with anecdotal reports from carriers, shows what a premium there is on experienced, safe drivers," Costello said. "And those drivers have and will continue to benefit from rising wages and benefits."

Less-than-truckload carriers turnover rose one point to 11% during the same quarter, averaging the same percentage for the full year. ●

## The cost of congestion revealed

ARLINGTON, VIRGINIA

Traffic congestion on US highways added nearly \$50 billion in operational costs to the trucking industry in 2014, according to the American Transportation Research Institute (ATRI).

Utilizing data sources covering the entire US National Highway System, ATRI's results revealed calculated delay totalling more than 728 million hours of lost productivity, equating to 264,000 commercial truck drivers sitting idle for a working year.

"Unfortunately, we've come to expect traffic congestion as a part of our daily lives but ATRI's latest analysis illustrates what a significant productivity drain that congestion is on our industry and the economy at large," said David Congdon, CEO of Old Dominion Freight Line.

Florida and Texas led the way, each with over \$4 billion in increased costs due to congestion. Eighty-eight per cent of the congestion costs concentrated on 18% of the network mileage, and 95% occurred in metropolitan areas.

The impact of congestion costs on a per-truck basis averaged \$26,625 for those travelling 150,000 miles annually.

ATRI has created a database to provide granular cost information to transportation planning officials on the hours of delay and associated cost by major jurisdiction type and road level. ●

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# An elephant invasion

## Truckers are avoiding tolls on Montreal's A30 ring road, but at what cost?

By Carroll McCormick

SALABERRY-DE-VALLEYFIELD,  
QUEBEC

A lot of trucks are rolling through the city of Salaberry-de-Valleyfield, just east of Montreal, to avoid the A30 ring road toll. Residents are feeling the squeeze.

"The increase in the volume of trucks on the boulevard Monseigneur-Langlois is making the north-south traffic in our city more difficult...and sometimes dangerous," says Denis Lapointe, the mayor of Salaberry-de-Valleyfield. "Some of the trucks have the habit of rolling alongside other trucks, and it becomes difficult for motorists to squeeze into a lane to their destination. Many cars find themselves cornered between trucks, which affects their visibility and safety."

It seems that several more hundred truckers a day prefer to take Route 201, with its 10 traffic lights and languid speed zones, than cough up \$1.85 an axle to take the fast and uncongested ring road.

Eastbound, vehicles can take Exit 14 to avoid the toll section of the A30, and re-enter the A30 downstream at Exit 12/13. Reverse the order for the westbound dodge. Unlike, say, the alternative, and virtually empty, route

through the Wentworth Valley that avoids Nova Scotia's Cobequid Pass Toll Highway, the 201 through Salaberry-de-Valleyfield (called Boulevard Monseigneur-Langlois in town) can really hop.

As of 2014, 30,000 vehicles a day took the four-lane boulevard. This is 6,000 less per day than in 2011 - just before the toll road opened. At the same time,

**“It must be realized that trucks have the right to take this route into Valleyfield. Nothing is forbidden about it.”**

Eric Santerre, SAAQ

however, truck traffic has increased from 2,600 to 2,900 a day. And the number of trucks over 41 feet long has jumped by somewhere between 45% and 60%, to around 700 a day.

These numbers contradict the notion that it is mere urban legend that lots of rigs are dodging the tolls.

According to Lapointe, 40% of those rigs are just passing through, and not always with grace and élan, either. On boulevard Monseigneur-Langlois prop-

er, where there are eight lights, a lot of trucks, having built up a head of steam coming off a light, are running the next red, according to Lapointe. Some trucks may also be exceeding their weight limits. (Route 201 also neatly avoids a weigh station on the A20.) "The truckers occupy the space and the control too often," Lapointe says.

Just how much water the weight worry holds is a good question. According to the Société de l'assurance d'automobile du Québec (SAAQ), a Contrôle routier Québec (responsible for enforcing truck regulations) team patrols this trouble sector every week. Also, Contrôle routier Québec also stages a major inspection operation on the 201 every year.

"It must be realized that trucks have the right to take this route into Val-

lutions, Mayor Lapointe is not so shy.

"There is talk of synchronizing the lights...reconfiguring certain intersections to make the traffic more fluid, or building an interior route that would reduce the transfer of cars into the commercial district via the boulevard Monseigneur-Langlois. There is also talk of installing a weigh scale in the road... and talk of photo radar at intersections to reduce the running of red lights by the trucks."

Lapointe's favourite solutions include reconfiguring the intersections to make it easier to get from the north to the south end of town, more truck discipline, a designated truck lane and, he emphasizes, "More control over the weight!"

It is to wonder whether taking the 201 to save \$10 is really worth it. Granted, the alternative is 4.7 kms shorter than the 20/30 between Exits 14 and 12/13, but at least six kms of that are herky-jerky 50 and 70 km/h zones peppered with those 10 traffic lights. The back-of-envelope opinion of one traffic engineer I consulted was that the average speed through a corridor like this, at 90% congestion, would be around 20 km/h. A little road test done by a friend in a similar town, in off-peak traffic, clocked an average of 24.5 km/h in his car.

Truckers can also expect a 25% increase in fuel consumption through town, maybe worth an extra couple of bucks. A Google route calculator puts the 201 route time at three minutes slower than the toll road, but in rush hour it is surely more.

But, like they say, the proof of the pudding is in the eating, and truckers are gobbling this town right up! ●



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## Trimac receives privatization offer

CALGARY, ALBERTA

Trimac shares were up nearly 10% May 2 after the company announced it has received a proposal from its principal shareholder, Trimac Holdings, to privatize the company.

The deal would equate to \$6.25 per share for shareholders. Trimac Holdings is indirectly controlled by Jeffrey McCaig, chairman of Trimac. He and his family collectively control about 65% of outstanding Trimac shares.

The company advises that there's no assurance its Board of Directors will recommend the proposed transaction proceed. ●

## Titanium outsources North Bay shop

NORTH BAY, ONTARIO

Titanium Transportation Group announced it has outsourced its on-site North Bay mechanic shop to Lewis Motor Sales. The shop was acquired as part of Titanium's acquisition of Pro-North Transportation.

Lewis Motor Sales is a third-party franchise truck dealer.

"The outsourcing of the North Bay

mechanic shop will allow for cost savings and reduced overheads as we continue to extract further synergies post the acquisition of ProNorth Transportation," said Titanium CEO Ted Daniel. "We look forward to working with Brad Lewis and the Lewis Motors team." ●



(L-R) Wayne McDonald, v.p. corporate relations, J.D. Irving, Limited; Chantal Senecal, executive director, Food Depot Alimentaire; Shane Esson, senior v.p. and general manager, Midland Transport.

## Midland gives truck to food bank

MONCTON, NEW BRUNSWICK

Midland Transport recently donated a 2011 five-tonne straight truck to Food Depot Alimentaire – an organization that collects, warehouses and supplies food to more than 20 food banks. Midland said that the truck will allow Food Depot Alimentaire to continue to provide support to people in need in southeastern New Brunswick, since the non-profit's old truck had recently broken down.

"Our old truck recently broke down and we weren't sure how we were going to continue to collect food from suppliers, or deliver food to food banks and agencies in Greater Moncton and southeastern New Brunswick," said Chantal Senecal, executive director of Food Depot Alimentaire. "We couldn't afford to purchase a new truck. This wonderful donation allows us to continue to serve all the people in our community who need it."

Food Depot Alimentaire's services include food collection and distribution, fundraising and advocacy. Nearly 2.5 million pounds of donated food pass through the Food Depot Alimentaire warehouse every year – enough food to fill 85 tractor-trailers. ●

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# Mack benefiting from strengthening vocational truck market

## Truck maker taking steps to reduce dealer inventory

AUSTIN, TEXAS

Truck orders have experienced a steep drop over the past seven months but vocational orders are strengthening relative to on-highway. And that's good news for Mack Trucks.

Dennis Slagle, group executive vice-president and president, Mack Trucks, said Mack enjoyed a strong first quarter. However, he also noted the entire industry is struggling to reduce inventory levels and truck production is being curtailed.

"We're talking about the hangover effect of inventory in North America. The over-exuberance, you might say, at

the end of 2014 produced a lot of orders into the system for all the OEMs and then around September of last year we started getting a lot of inventory built up," Slagle said during a business update in Austin, Texas Apr. 22.

"Things turned pretty quickly there. You could say since September all the OEMs have been into a correction mode, trying to drain excess inventory out. I'd say we're making progress but we still have a ways to go. There are still too many trucks out there and production levels from all the OEMs have been adjusted."

Still, Slagle said the US economy is strong and growth of 2-2.5% will support a healthy truck market.

Mack's US retail sales were up 10% in the first quarter. Slagle expects overall North American Class 8 retail sales to total about 250,000 units this year.

Mack is seeing an increase in demand for its vehicles as vocational truck demand grows relative to on-highway.

"Most of the pain is in the on-highway - and particularly the long-haul truckload - side, where people are almost stopping ordering trucks to get their fleets right-sized," Slagle explained.

Last year through February, long-haul truck orders represented 49% of total orders. This year through the same time period that has decreased to 46.9%, while construction truck orders have grown from 17.5% of all orders in the first two months of 2015 to 20.5% of all orders during the same period this year.

Mack is also set to benefit from a corporate restructuring at Volvo Group, which gives Slagle a seat on the Board of what is now a more brand-focused

organization.

Mack is implementing a new order management and customer relationship management platform across its dealer networks, which will help them better manage inventories and predict delivery times.

"This will help everything, including predictability of deliveries, the amount of information available to dealers and customers and lead time accuracy," Slagle said.

Mack has recently pumped US\$70 million into its Lehigh Valley truck plant and another \$38 million into its Hagerstown powertrain plant. It is also rolling out its Certified Uptime Centers program across its dealer network. The dealers that have become certified by implementing processes to improve uptime have seen a 17% improvement in throughput, Mack officials said. ●

## Groupe Trans-West equipping entire fleet with FlowBelow aero devices

TORONTO, ONTARIO

FlowBelow Aero, a maker of aerodynamic wheel covers and fairings, recently announced its first major deal with a Canadian fleet. After extensive testing, Groupe Trans-West announced it will be adding the devices to its entire fleet of 180 tractors. The wheel covers and fairings direct air away from underneath the cab and towards the trailer side fairings. FlowBelow claims fuel savings of 2.25%. Groupe Trans-West had PIT test the device and the fuel savings were in the ballpark of what was promised.

The company then deployed the device on 20 tractors and ran them over the winter to ensure there'd be no reliability issues. Those trucks achieved fuel savings of more than 2%, enough to provide a one-year payback and to make the investment across the entire fleet, Andre Boisvert, vice-president of technology at Groupe Trans-West revealed during an interview at Truck World.

The kits take about an hour to install.

"For any fuel-saving technology that we consider, we first look to see if the device has been tested by the PIT Group," said Boisvert. "Since the group had not

tested the device before, we coordinated with them to run the test. We were pleasantly surprised when the fuel savings results from the third-party testing we did were aligned with the fuel savings that FlowBelow claimed, which helped to make the decision to retrofit our entire fleet an easy one."

FlowBelow currently has 15,000 units deployed in the US across 500 fleets. It recently announced Daimler Trucks North America is now offering the kits as a factory-installed option.

"Groupe Trans-West is an award winning Canadian fleet and industry leader in fuel efficiency and technology adoption," said Josh Butler, president of FlowBelow Aero. "We look forward to expanding our presence in Canada and project that wide-spread adoption of the FlowBelow Tractor AeroKit would save the Canadian trucking industry over 100 million gallons of fuel over the next decade, significantly decreasing transportation costs as well as the emissions impact of trucking on the environment."

Butler said he's considering establishing a Canadian distribution network. Currently, it ships its product direct to Canadian customers. ●

## Removing tractor aero can be costly

LONG BEACH, CALIFORNIA

**Don't mess with the OEM spec'. That's the best advice for fleets looking to deploy fuel-efficient aerodynamic tractors, according to a new report from the North American Council for Freight Efficiency (NACFE).**

**The organization concluded that removing aerodynamic features from the tractor spec' can result in fuel economy degradation of 10%. Another 10% fuel economy penalty can be incurred when a tractor is mismatched with a trailer of a different height (ie. mid-roof tractors pulling a dry van). At today's low US fuel prices, a 10% penalty can equate to about US\$3,500 per year in additional costs, NACFE reports. The report also found classic-styled tractors are about 30% less fuel-efficient than today's aerodynamic tractor designs. NACFE concluded aerodynamic tractors provide an immediate benefit.**

**"Tractor aerodynamics pay for themselves. Don't buy a tractor without them. If you do, you'll regret it," said Mike Roeth, operation lead, Trucking Efficiency. The latest NACFE report was released at ACT Expo in Long Beach, Calif.**

**Truck manufacturers have improved tractor aerodynamics through changes to hood, fender, bumper, mirror and roof fairing designs. Fifth wheel settings, the relocation of certain parts such as horizontal exhausts, wheel covers, vented mud flaps, chassis fairings and cab and roof extenders are a few other examples of how OEMs have improved fuel economy. Challenges in implementing the technologies, identified in the NACFE Confidence Report, include: cost, uncertainty about payback periods, additional weight and the need for additional maintenance and repairs. Still, NACFE says the benefits are worth the trouble. It advises spec'ing the most aerodynamic tractor models available.**

**The organization also warned against removing aerodynamic options from the spec', to avoid a 10% fuel economy penalty. Fleets are also advised to discuss any changes to the spec' with their OEM, to ensure non-aero changes don't have an effect on the aerodynamic performance of the vehicle. NACFE suggested matching roof heights of tractors and trailers to avoid another 10% fuel economy reduction. It also suggested day cab operators should look at aerodynamic options, noting it's a myth that fuel-saving options only have an impact at highway speeds.**

**"Even day cabs operating in start-stop city driving will see savings from certain aerodynamic technologies," NACFE concluded. You can download the full report, and other NACFE Confidence Reports, from [TruckingEfficiency.org](http://TruckingEfficiency.org). ●**

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# Murray Mullen gives Truck World visitors a view from Alberta

TORONTO, ONTARIO

Blame technology for the collapse in oil prices and the devastation it has caused the Alberta economy.

That was the message from Murray Mullen, chairman and CEO of Mullen Group, when addressing a packed house at the Truck World opening breakfast Apr. 14. Mullen said the advent of horizontal fracturing allowed the US in particular to ramp up oil production. OPEC nations – particularly Saudi Arabia – responded by cranking out more oil themselves.

“It’s really technology that caused the price of crude oil to go down,” Mullen said. “There was a tremendous increase in supply, primarily driven by technology.”

The devastation this has caused Alberta is real, Mullen noted. His company alone has let go 1,400 employ-

ees. In Alberta, unemployment sits at 7.9%, higher than the national average for the first time since 1988. More than 100,000 people have lost their jobs due to the collapse in energy prices.

“I fear for my employees and for their communities,” Mullen said. “No CEO signs on to go in and let people go – we’re builders. Unfortunately, once in a while things like this happen. That’s the biggest human tragedy I see out of this whole thing, a lot of families that have been quite disrupted and it’s not their fault, they’re just wrapped up in it.”

Mullen said he feels oil is on its way back up to about \$60 per barrel, which may be the “new normal.” That would allow oil companies to get by but would not be enough for them to resume capital spending. But he also said no one knows for sure where oil prices will go, since the “Saudis con-

trol the spigot.”

There are, however, some benefits to low oil prices, especially for consumers.

“Like everything else in life, there’s a winner and a loser,” Mullen said. “From a consumer perspective, as much as there are challenges in Western Canada the biggest beneficiary is the consumer.”

He said individuals are saving about \$800-\$1,000 a year because of cheaper energy, which they in turn spend, boosting the economy. When oil prices recover, Mullen said it will put Albertans back to work but he doesn’t see it ever returning to the point where employees are imported from across Canada to meet demand.

Demand for oil is still increasing by 1.3 million barrels per day, but production growth has outpaced that rising demand.



Murray Mullen gives the keynote address at Truck World.

“There is excess capacity sitting in storage tanks and that’s depressing the price and it has to rebalance,” Mullen said.

He added, “The corrective mechanism to low oil prices, is low oil prices,” noting sustained low prices will cause oil companies to rein in production. And, Mullen said, the collapse in oil prices may be a good thing long-term. If crude prices had sailed to \$200 a barrel as once predicted by Goldman Sachs, Mullen said the Saudis would have an even greater ability to control the market.

“That technology that came in the US has disrupted Saudi Arabia’s game plan,” said Mullen. “Even though it’s hurting, I think it’s best for all of us that it came in.”

The perfect storm that drove down oil prices has done the same for natural gas, Mullen noted. Fracking has allowed the US to meet its own natural gas needs and Canada must seek out new export opportunities. However, the Canadian public’s aversion to pipelines could prevent this from happening.

“As Canadians we’re landlocked,” he said. “The capital expenditures from the energy space represented nearly 60% of all investment activity within Canada. That dwindled to virtually zero and I don’t know if that comes back if we don’t get pipe to tidewater. That’s a really sensitive issue to a lot of people.”

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# Joanne Mackenzie named 2016 Highway Star of the Year

TORONTO, ONTARIO

Joanne Mackenzie, a driver for Highland Transport, was crowned the 2016 Highway Star of the Year at Truck World on Apr. 16.

The award, which began in 2004, recognizes drivers across the country who: embody the term 'professional,' give back to their communities and operate in the highest and safest regard for other road users.

Mackenzie has been a professional driver for more than 24 years, 14 of which have been for Highland Transport. She is the first female to be

named Highway Star of the Year.

"I'm so humbled. It's a very humbling experience and quite the honour to be alongside the previous Highway Star winners," she told *Truck News*. "I'm really privileged to be able to be the first woman to win this. I hope now that we've got that one foot in the man's club, more women will come forward and feel comfortable to participate in stuff like this. Especially when it comes to stuff not only behind the wheel but in the community. Women need to know they can do whatever they want."

Mackenzie is well known in the trucking industry for her work with Trucking for a Cure – a charity that raises money and awareness for breast cancer research through truck convoys and other trucking-related campaigns.

What touched Mackenzie the most about the award was having her two brothers at Truck World to support her and watch her be celebrated among her peers in the industry.

"It's the first time my family has come to an industry event with me," she said. "And they've supported me back home, but they've never driven hours to come see me. I'm so excited my two brothers are here. My family misses me on the road and I miss so many family events and they're all so supportive and understanding. It's great to have that family support because I don't have to worry about what's happening at home."



**Joanne Mackenzie was named Highway Star of the Year at Truck World. She is known for her tireless work supporting breast cancer research as the face of the Trucking for a Cure truck convoys and fundraisers.**

As the winner, Mackenzie walked away with more than \$15,000 in cash and prizes, including a \$10,000 cheque. Freightliner, Eberspaecher, Chevron and OBAC sponsor the award.

"I'm so grateful and thankful," she

said. "I want to thank everyone at Truck World, and Newcom for everything they do for the industry. Having this recognition for the driver is wonderful, it brings us to the forefront, and lets drivers know they do get recognition." ●

## Truck World crowds impress

TORONTO, ONTARIO

**Truck World, the leading trade show for Canada's trucking industry, attracted 18,820 people this year – a record number of qualified buyers.**

"We attracted more people on each of the first two days than we did during the opening days of any previous Truck World," says Joe Glionna, vice-president of Newcom Business Media, which produces Truck World and its companion trade show Expocam. "The crowds of buyers and exhibitors speak to the strength of Canada's trucking industry and the event itself."

There were 14,862 visitors who walked through the halls of Toronto's International Centre from Apr. 14-16, interacting with 3,958 exhibitor representatives in more than 400 booths. Saturday's "family day" numbers dropped slightly, likely due to summer-like conditions in the area.

The show also saw a noticeable increase in attendees from Canada's South Asian community, in a year when a new relationship was forged with JGK Media, Glionna said. The company's *Desi Trucking* magazine was named the show's official South Asian Media Partner.

International Truck and Engine Corporation was the event's platinum sponsor, while Shell and Manac were the gold sponsors. Truck World is endorsed by the Ontario Trucking Association (OTA) and the Canadian Trucking Alliance (CTA).

In opening remarks, David Bradley, CEO of the Ontario Trucking Association, described the ongoing relationship with Newcom Business Media and Truck World as one of the smartest business decisions his association ever made.

The show kicked off with a keynote address by Murray K. Mullen, CEO of the Mullen Group, the largest provider of specialized transportation for Western Canada's oil and gas industry (see story, opposite page).

Other highlights included the awarding of 2016 Highway Star of the Year honours to Highland Transport's Joanne Mackenzie (see story, above).

That Newcom Business Media award was sponsored by Chevron, Eberspaecher, Freightliner, and the Owner-Operator's Business Association of Canada.

An expanded Driver Recruitment Pavilion brought together carriers and potential recruits who showed the promise of future highway stars. ●



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Canada's first ever Salute to Women happened at Truck World 2016. Forty-two female professional drivers participated in the event.

## Canadian women in trucking saluted

TORONTO, ONTARIO

For the first time in Canada, the Women in Trucking (WIT) a ssociation celebrated female truck drivers with a Salute to Women Behind the Wheel at Truck World on Apr. 16. WIT worked with Joanne Ritchie from the Owner-Operators' Business Association of Canada (OBAC) to gather 42 female commercial drivers from all over Canada and recognize them at Truck World for the hard work and dedication they give to the industry.

In total, the 42 drivers had a combined 475 years of experience, although five of the women were new to the industry with less than one year's experience each.

"Women comprise less than 3% of the driver population here in Canada," said Eileen Voie, WIT president and CEO. "These female professional drivers truly deserve to be honoured for their pioneering spirit and their fierce determination to succeed in a very challenging environment."

Salutes to women in the industry have been held in the US, but have never seen a venue in Canada until Truck World.

"We are making history," said Ritchie to the crowd of female drivers at the event. "This has been a long time coming since we've wanted to have a salute (in Canada) and we've been thinking about it for a long time...so we're really happy to see so many (people) out here."

Andreea Crisan, COO and executive v.p. of Andy Transport, was invited to say a few words of encouragement to the drivers at the event and to thank them for "choosing transportation" as a career.

"I'm here today to thank you and thank the sponsors and those companies that encourage the employment of women, but most importantly the retention of women," Crisan said. "Today is your day. Ladies, we're here to celebrate you...so thank you for coming and letting us celebrate your courage, your work and your commitment to the industry."

After taking a celebratory photo in red WIT t-shirts, the drivers were treated to refreshments, a variety of door prizes, including Fitbits and Kobo e-readers. Ritchie and Voie said they expect many more salutes to Canadian female drivers at future industry events.

"The sea of red t-shirts and smiling faces said it all," Ritchie said after the event. "Saturday's Salute to Women Behind the Wheel was just what we hoped it would be; a celebration of women truck drivers and an opportunity to thank them for their courage and commitment to the industry. It may have been the first Canadian Salute, but it certainly won't be the last." ●

## OTA rolls out Wear Plaid For Dad campaign

TORONTO, ONTARIO

In a rather colourful fashion at Truck World, the Ontario Truck Association (OTA) together with Prostate Cancer Canada, launched its Wear Plaid for Dad donation drive.

The Wear Plaid for Dad campaign was created to raise awareness and money to help protect men from prostate cancer (by encouraging them to go to the doctor more frequently) and support families impacted by the disease.

The campaign runs until Father's Day on June 17, during which people across Canada will wear plaid to show their support.

"The reason this is so important is, at the end of the day, when it comes to health, guys are idiots. We don't want to talk about health. We don't want to go to the doctor. And health below the waist? If we ain't bragging about it, we ain't talking about it," said Rocco Rossi, CEO of Prostate Cancer Canada. "And because of that, way too many men die and suffer unnecessarily every year."

Rossi said that prostate cancer needs more awareness because men don't know the facts. He said prostate cancer is more prevalent in men than breast cancer is in women.

To show their support for the cause, OTA members Scott Tilley, president of Tandet Logistics and James Steed of Steed Standard Transport each dressed up one of their trailers



OTA president David Bradley with CEO of Prostate Cancer Canada, Rocco Rossi, at the Plaid for Dad campaign kick-off at Truck World.

to sport graphics promoting the campaign. The OTA supported the campaign last year and its carrier members raised the second largest total of any other organization participating, and this year, the OTA says it wants to come first.

"Carrier members like James Steed and Scott Tilley were the catalysts. They issued a challenge and the members responded and they had a lot of fun doing it," said OTA president David Bradley.

"This year, let's make sure we beat all those doctors and lawyers and

be number one in Canada because I know you are part of the most generous industry there is."

To get the campaign rolling, the OTA is also launching a photo contest for those in the industry. Participants are encouraged to send their most creative plaid-clad photos to Twitter. Upload your photo of you wearing a plaid tie, plaid pajama bottoms or shirt, etc. to Twitter and be sure to mention @OnTruck and use the hashtag #plaidfordad. For more information on how you can donate to the cause, visit [www.ontruck.org](http://www.ontruck.org). ●



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## Newcom, HFUSA to launch North American Commercial Vehicle Show

TORONTO, ONTARIO

Newcom Business Media has partnered with Hannover Fairs USA (HFUSA), a subsidiary of Deutsche Messe, to organize and manage the inaugural North American Commercial Vehicle Show (NACV), which will debut Sept. 25-29, 2017 in Atlanta, Ga. The announcement was made at this year's Truck World show in Toronto.

The show will focus on the commercial fleet and heavy truck market, and will consist of more than 300,000 sq.-ft. of exhibition space, allowing suppliers, commercial vehicle OEMs and those in the supply chain to meet and address the needs of the North American commercial vehicle industry market.

The show will target fleet owners, owner/operators, commercial and light commercial vehicle dealers, distributors, repair shops, truck manufacturers and the commercial vehicle trade media.

"The new North American Commercial Vehicle Show is a perfect fit with Deutsche Messe's commercial vehicle events portfolio," said president and CEO of HFUSA, Larry Turner. "HFUSA and Newcom are uniquely positioned to develop and organize this new event while working with the industry to guarantee the needs of all participants are met."

The NACV show will be held on alternating years from the Deutsche Messe hosted and Verband der Auto-

mobilindustrie e.V. (VDA)-owned IAA Commercial Vehicle trade show held in Hannover, Germany during even years.

"We look forward to working with HFUSA to leverage Deutsche Messe and Newcom's commercial vehicle event expertise, experience and sales network to gain a strong position in the United States with major manufac-

### The show will focus on the commercial fleet and heavy truck market

turers and pertinent industry associations," said vice-president and general manager of Newcom Business Media, Joe Glionna.

Newcom also organizes the Canadian-based ExpoCam trade show, as well as Truck World.

Deutsche Messe also organizes China Commercial Vehicle in Wuhan, China, and has maintained a very successful partnership with VDA for the IAA show in Germany since 1992.

For more information on the NACV 2017, contact HFUSA sales director Ethan Carter at [ecarter@hfusa.com](mailto:ecarter@hfusa.com) or 773-796-4250. ●

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  - Medical, driver compliance issues
  - LCVs – Going forward
  - Spec'ing Multi-jurisdictional equipment
  - Collision prevention & mitigation
  - Northern Ontario infrastructure
- And much more!*

#### Cross-Border Council Session:

- Presentations by CBSA and CBP
- Streamlined trade and modernized approaches
- Future of crossing the border into the US and Canada
- What's impacting your cross-border business – 2020 and beyond

#### People, Planning and Development Council Session:

- Human resource recruitment & retention
- Health & safety – on the job vs on the road
- Evolving drug and alcohol policy (medical marijuana)
- Compliance training for federal and provincial labour law
- WSIB

#### Cargo Crime Council Session:

- Trends in cargo crime and enforcement
- Identifying regional differences
- How to combat cargo crime and identifying security gaps
- Technology and ensuring secure operations

A complete, fully detailed agenda for each council session will be made available closer to event day.



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David Bradley, CEO of OTA • Keynote Luncheon Speaker

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# MTO conducts surprise safety blitz at Canada's Wonderland

VAUGHAN, ONTARIO

It was a roller coaster of emotions for truck drivers pulling in to Canada's Wonderland on Apr. 27-28 during Ontario's largest commercial motor vehicle safety blitz of the season.

The large-scale unannounced safety blitz is an annual event that takes place over a two-day period. York Regional Police and the Ministry of Transportation put the safety blitz together with officers from a number of partner agencies including the Ministry of Finance, the Ministry of Environment, the Ontario Provincial Police and Vaughan By-Law.

MTO anticipated inspecting between 375-450 commercial vehicles during the two-day event.

Most of the inspections that were conducted during the blitz, according to Jeff Hudebine, director of regional operations for the Ministry of Transportation, were full Level 1 inspections.

"Really, this initiative is what we call a general commercial motor vehicle, truck and driver safety initiative and it's focused on all aspects of safety compliance under the Highway Traffic Act and other pieces of legislation," he said during an interview at the blitz.

"So what the officers are focused on today is driver qualifications, like are they licensed properly to be transporting dangerous goods? Are they properly trained? With the vehicle, we're looking at mechanical fitness, load security, dangerous goods compliance,

things like that. We don't want to hold people here too long who don't need a full mechanical inspection. So a lot of that screening is happening when they're being pulled over. So mostly we're conducting Level 1 inspections and some Level 2 inspections."

Officers were pulling vehicles off from Hwy. 400 and Rutherford Rd. in Vaughan, Ont. for the inspection. More than 45 officers from a number of agencies were present for each day of the event.

During the first day of the blitz, Hudebine shared with *Truck News* that officers conducted 180 inspections in which 46% of the vehicles inspected were declared out of service. Last year during the same large-scale inspection, the MTO and its partners inspected 470 vehicles with an OOS rate of 34%.

Though this percentage may seem high, Hudebine said this doesn't necessarily mean that nearly half of the trucks on Ontario's roads are operating illegally or unsafely.

"This initiative is not your typical random inspection," he said. "These initiatives are focused on trucks that we suspect may not be in compliance with the Highway Traffic Act. Those are the trucks we target. So that's why we're seeing a higher out-of-service rate than what we would normally see. That percentage is not reflective of how the typical carrier operates."

Out of the 46% of those trucks placed out-of-service on day one, Hudebine said most were because of



The MTO together with York Regional Police conducted a surprise safety blitz on Apr. 27-28 at Canada's Wonderland in Vaughan, Ont.

brake-related defects and bald tires.

One truck was placed out-of-service because it had loose wheel fasteners, something that enforcement officers are taking a special interest in as of late because of the recent wheel-off incidents.

"We still have some heightened focus on wheel-related defects," Hudebine said. "All mechanical inspections focus on wheels, but that said, we did have a focused initiative recently between the months of December and March where we took a zero-tolerance approach to wheel-related defects. Any wheel-related defects we forced them to repair and placed them out-of-service. We are continuing this. So any wheel-related defects we find today, we have them

repaired immediately."

Tire safety is the special focus on this year's Commercial Vehicle Safety Alliance's (CVSA) International Roadcheck, set for June 7-9 - when approximately 10,000 CVSA-certified local, state, provincial, territorial and federal inspectors in jurisdictions across North America perform large truck and bus safety inspections.

Hudebine said he was pleased with the Wonderland safety blitz and that drivers and carriers were professional and courteous to officers, even though the inspection caused them some delay.

"On the most part it's a very small percentage of drivers that show a level of frustration when it comes to participating in these initiatives," he said. ●



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Activity: 29 Circle # of minutes: 15 30 45 60	Activity: 30 Circle # of minutes: 15 30 45 60	Activity: 31 Circle # of minutes: 15 30 45 60	Full Name: _____ Company: _____ Age: _____ years old Weight lost in May: _____ Monthly goal for minutes: _____ min.					WEEK 5
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Email the completed calendar to [info@healthyfleet.com](mailto:info@healthyfleet.com) or fax to 1-800-265-3466 for a chance to win prizes.

# Meritor gives parts to tech students

TORONTO, ONTARIO

Thirty-one Fanshawe College students received a generous gift from Meritor in April, as the commercial vehicle product supplier donated more than \$18,000 in parts to the school in an effort to help those looking to enter the truck technician field.

Meritor bestowed two axles, a driveline and brakes for a 1985 Mack Midliner truck that is being built by the apprentice technicians at Fanshawe, which is located in London, Ont.

"We're building a ground-up truck for events like this and for perfor-

mance racing," said Mark Russell, Fanshawe program coordinator, referring to the Truck World event, where students were invited to visit the Meritor booth and tour the show.

"In addition to learning about fabricating and assembling different parts," Russell continued, "building a truck is an opportunity to harness the workmanship of apprentices and channel their creativity so they can showcase their skills."

The project began in July 2015, and thus far, students have assembled the chassis and the engine, and have recently mounted the cab, hood and transmission.

"In terms of the truck's visuals and performance, we're working toward a neat, nostalgic look and sound," Russell said. "We're getting closer to the appearance and sound we're looking for, and it'll be exciting to see and hear engine run."

Russell hopes his students would get some exposure to the trucking industry during their Apr. 14 visit to Truck World, as each were currently in the first level of their truck and coach apprenticeship.

"They are really impressed with this industry," Russell said. "They want to learn as much as they possibly can. We haven't had an opportunity like this in a very long time at Fanshawe College, so I took the initiative with Meritor when they offered to bring the class

down here."

James Taylor, general manager of North American field operations for Meritor, said he thought the Fanshawe program was a great opportunity for the students and the company to create some exposure to the industry.

"We're making sure that we're generating people who want to come into the trucking industry, whether it's driver or technicians," he said. "It's important to continue to make sure we're reaching out to students."

Taylor said Meritor wanted to show the students what kinds of new technology the company was developing for the future, and to help them understand what the trucking industry has to offer. ●



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# Managing costs in the era of rising costs

Continued from page 1

ily on his team, Gaudet said.

"I rely a lot on my managers, my foremen," he explained. "Being as big an organization as we are, with the number of locations that we have, you can't be on the floor as much as you'd like to be. I like to empower my people to make decisions. If you don't do that, people shut down and they don't make good decisions. If they make a decision that's the wrong one, that's fine. We'll sit down, we'll look at why the decision wasn't the right one and we'll make sure it doesn't happen again. I would never criticize someone for making a bad decision. I empower my managers and I empower my foremen."

Bringing a business background to the position means Gaudet is naturally a numbers guy. But he also said it's important not to get bogged down in reports and statistics.

"I like reading reports, but I like simplified reports," he said. "Sometimes, you go into someone's office and there are charts everywhere - line charts and pie graphs - and you think all they do all day is print off and stick stuff to a wall. Yes, I look at reports every day. You can look at reports all day long but at the end of the day, a lot of decisions come from ex-

higher costs are certainly a big, big issue, if not the biggest issue."

Armour has opted to extend life-cycles, which places more importance on the preventive maintenance program Gaudet is charged with implementing and overseeing.

"We keep our equipment," he explained, noting Armour likes to keep trailers for 15 years and trucks for seven to eight years, or a million miles.

"Obviously, there are a lot of costs that are driven into that equipment at the end of its life," he acknowledged. "That's where we need to make decisions. Preventive maintenance is very, very important to us. We try to minimize the issues we'll see later on in life, because we know that after 800,000 kms there's no more warranty, then it's our cost."

Gaudet emphasized drivers also contribute to the success or failure of a PM program.

"Drivers play such an important role," he admitted. "If they do their job correctly, it can cut maintenance by thousands of dollars a year."

The other big challenge facing Gaudet and other maintenance managers is keeping shops adequately staffed. The shortage of technicians and apprentices entering the trade is as acute in Atlantic Canada as it is



**Top: Gaudet talks with technicians at Armour Transportation's Moncton, N.B. shop. Bottom: Gaudet discusses a job with a technician.**

**"We don't steal technicians. In Moncton, there's almost an unwritten rule...Everyone can play that game and it's never healthy."**

Mike Gaudet, Armour Transportation System

perience. You could look at a report for two days to decide whether to sell a truck or not, but in this industry, you don't have that time."

One of the greatest challenges Gaudet faces on the job today is managing costs, when the price of equipment continues to rise sharply.

"Parts have gone up in price substantially because of different factors," he said, noting a turbo that used to cost \$800 15 years ago will run \$4,400 today. "That's a big, big challenge. Fleets were accustomed to being able to overhaul an engine for \$15,000, and now if you overhaul an engine, it's probably \$35,000. The

elsewhere, but there's a certain code among employers there that makes it somewhat more manageable, Gaudet added.

"We don't steal technicians," he said. "In Moncton, there's almost an unwritten rule that's, 'Let's not steal from each other.' Everyone can play that game and it's never healthy."

Instead, Gaudet has developed a pipeline of talent that flows from the local schools. "We're the biggest employer of college students coming out of the truck and transport programs in New Brunswick," he said proudly.

Once they've been hired, technicians are offered ongoing training.

Gaudet said implementing a more structured training program at Armour is one of his achievements.

"A couple years after I was here, I really saw the need for a corporate maintenance trainer that would train our technicians here in Moncton, where the bulk of our technicians are, but also at our other locations," he said. The company can now follow the progress of its technicians as they add to their skills through formalized training.

Managing a mix of old-school and fresh-from-school technicians is another balancing act. Gaudet said decades ago, it may have been deemed acceptable to yell at a mechanic and instill fear in order to get results. That's no longer the case.

"Now if you yell at someone, they look at you funny and they leave," he said. "There's certainly an absolutely different approach to how you hand millennials, Gen-X, Gen-Y and baby-boomers. You have to handle everybody with different gloves. That's even true in different regions.

How we deal with mechanics here in Moncton is not the same way we deal with mechanics in Newfoundland. There are regional differences and all of that plays a factor in how you manage people."

Gaudet's approach seems to be working. "Technicians are in very high demand and you're always at the mercy of your technicians when it comes to them jumping from one place to another," he said. "We are fortunate here at Armour. We have a lot of technicians with great tenure, some that have been with us for 35 years. We treat our technicians well, pay them fairly and try to create a workplace that is a healthy workplace and an enjoyable place to work."

Gaudet was the 27th winner of the Canadian Fleet Maintenance Manager of the Year award, sponsored by Volvo Trucks. He was presented with the award at the Canadian Fleet Maintenance Summit Apr. 13. Volvo sponsors the award, but it is not involved in the selection process. ●

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## Over the Road

AL GOODHALL



# Is trucking really a lifestyle?

**A**lthough I have used the description myself, I'm tiring of truck driving being promoted as a "lifestyle." Trucking is a field of specialized training (profession) not a set of attitudes (lifestyle), in my opinion. Or is it both? For every truck driver you talk to and ask the question, "Is truck driving a lifestyle, a profession, or both?" you will receive a different interpretation unique to the individual's circumstances and personal values.

A huge problem that we face as professional drivers is that we don't have a broad set of standards under one umbrella around which we can coalesce.

Unlike the carriers we work for, we don't have an organization that represents our profession. We are fragmented and spend far too much energy focusing on our differences surrounding lifestyle issues rather than focusing on the skills we *all* share and the social issues we *all* face.

There are some great examples of drivers coming together on social media to address industry-wide issues. One of those issues is driver training and mentorship.

Shelley Uvenile-Hesch is a long-haul driver for Sharp Transportation. Through her persistence and tenacity she has brought to life a non-profit named the Women's Trucking Federation of Canada. It started a few years

ago with a will to expand the employment of women across the Canadian trucking industry.

Through Shelley's membership in Facebook groups and her dogged determination, she built a following that led to the incorporation of WTFC in early March of this year.

A group of six full-time drivers form the WTFC board. With a focus on co-operation, positive attitudes, and a desire to build relationships across all lines – drivers, carriers, government, training organizations, vocational schools, other social media groups, etc. – professional drivers are coming together to share their knowledge with new recruits and renew the camaraderie that so many

seasoned drivers have been pining for over the past few decades.

This is a great example of how drivers can come together to share our common skills and experiences. This organization is not designed to represent drivers but to empower them. WTFC challenges the authoritarian model that the trucking industry has developed over the years. In essence, it presents a new paradigm of problem solving from the bottom up rather than the top down.

WTFC is a great example of how all drivers can come together under the skills umbrella to better their profession, but what about working conditions or as we have come to know it the lifestyle of trucking? Where have we been and where are we going? Alf Meyer digs in to this topic on his Web site *TheIntrepidTrucker.com* with a post titled *Caught Between a Paradox and a Paradigm: Why the Trucking Industry is Doomed to Collapse in 10 Years*.

With almost four decades driving experience Alf provides us with a wonderful snapshot of where we have come from. You should take a look.

It's important to realize that the issues we face surrounding driver pay, overtime, waiting time, compliance with regulations, and health issues are not unique to the trucking industry. Movements such as Occupy highlight the difficulties faced by the majority of citizens today.

There is constant pressure around the issue of profit for large corporations versus equity for people. It really is the issue of our times. Coming together around this issue is far more difficult because of our individual political, religious, and cultural differences.

So I come back to my opening statement about the so-called trucking lifestyle. It's as if we wear the hardships we face as drivers like a badge of honour.

We are pushed to accept the long hours and often poor working conditions as the status quo. How often have your complaints about an ongoing issue like driver waiting time, lack of safe parking, or 60-plus hour workweeks without overtime compensation, been addressed with a comment such as, "Well, that's just trucking?"

Many drivers today will simply say if you don't like it find another line of work. Sub-standard working conditions have become the norm for many drivers in this industry because that is all they have ever known.

As a result this poor treatment has become institutionalized. The trucking lifestyle.

So we are seeing drivers becoming energized around skills issues and showing that we are the natural leaders in the training process because of the incredible depth of our experience. That sharing of common knowledge and skills leads to a strengthening of the camaraderie amongst drivers that combats the differences in our cultural, ethnic, and political differences. We need organizations like WTFC that empower us to come together and push the driver agenda forward. But we also need the veterans like Alf Meyer to remind us of where we came from and what we need to aspire to. ●

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*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 @Al\_Goodhall.*

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## Expect real returns on training investments

**T**raining programs can accurately be described as an investment that can deliver real, measurable financial returns when those who crunch numbers for a living might see training as a “cost” of doing business.

Fleet managers are often surprised by the size of the financial results that emerge once they begin to track all of the related figures. There is no question that the price of the related programs can be tracked in terms like trainer salaries, training material, and the fuel used for an in-cab demonstration. Every one of these figures can be evaluated in the cells of an accountant’s spreadsheet.

Consider the savings that can be realized by investing in qualified training. It can be as basic as training drivers on how to properly complete a vehicle inspection or adjusting mirrors for maximum visibility to appreciate the return on investment, with fewer maintenance costs or sideswipe collisions.

Even training employees who maintain shop space and clean the floor of a service bay can help to reduce the workers’ compensation costs that are linked to slips and falls.

The financial returns do not end there. These investments play a role in reducing recruiting and retention costs, especially when the training is seen as part of a long-term strategy rather than an example of short-term discipline.

Each session in a classroom can help an employee to see they are worthy of the investment because they perform an important role in the future of the company. And let’s face it – everyone enjoys doing a job that they are good at and respected for.

There is an enormous price to be paid whenever a fleet needs to find, replace, and train an experienced driver.

According to Trucking Human Resources Canada, it can cost between

\$6,000 and \$14,000 to find, train and replace an experienced driver. Imagine the amount of training that can be delivered for this amount of money. It can simply make more financial sense to enhance the skills of an existing driver than to hire a new one. Companies with a skilled and trained driver workforce are also in the best position to act on any opportunities that emerge in a competitive industry.

Meanwhile, targeting the training to match the specific needs of individual employees can also maximize the results, and their needs can be identified in a number of ways. Carrier profiles and driver abstracts will offer information about the nature of infractions that occur on the road.

A truck’s electronic control module or telematics system can help to identify drivers who are more aggressive with a throttle than they should be.

General feedback from customers and fellow employees alike will help to identify those who show the attitudes that deliver a safer driving experience. This is all information that can be tracked as accurately as any dollar figure. Another step to enhance any returns will come with the choice of skilled trainers who can deliver lessons the most effectively.

While fleets often focus on a potential trainer’s experience behind the wheel, as well as the number of years without a collision, there are also training-related needs to consid-

er. The most effective people in these roles tend to demonstrate strong communication skills and have a positive attitude that can influence and inspire their trainees.

These are all steps that will contribute to a healthy business strategy. When the targeted training initiatives match financial objectives, the results are tangible for all and can make all the difference for a company’s financial future. These are the types of investments that will pay dividends for years to come. ●

*This month's expert is Scott Creighton, director, risk services, transportation and logistics. Scott has served the trucking industry for over 25 years as a driver, safety manager, and in loss control and risk management services as well. Northbridge Insurance is a leading Canadian commercial insurer built on the strength of four companies with a long-standing history in the marketplace and has been serving the trucking industry for more than 60 years. You can visit them at [www.nbins.com](http://www.nbins.com).*

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Voice  
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JOANNE RITCHIE



# Board or bolt? The 90-day dilemma

**I**t never ceases to amaze me how long we've been talking about some of trucking's most pressing issues. As far back as the 1920s, for example, there were concerns about the lack of competent, quality truck drivers, as I discovered in a 1928 magazine series titled "What About Your Driver?" which cautioned carriers that drivers are a "vital factor in the success or failure of your business."

What's even more amazing is that whatever the issue, be it the driver shortage or its companion issue, driver turnover, we're saying pretty much the same thing today as we were saying decades ago. Not surprisingly, there are a variety of opinions on the nature and severity of the problem – ranging from catastrophic to nothing-to-panic-about, normal business cycle – but the analyses of causes and prescribed courses of action are remarkably the same. Driver turnover is the one that really gets me going. It happens every time the American Trucking Associations (ATA) releases its quarterly numbers on turnover rates. Sometimes they remain steady, or they can dip, drop sharply, spike or soar. But who cares?

It was almost ho-hum when ATA announced last month that the annualized turnover rate for large truckload fleets was up to 102% during the fourth quarter of 2015. I guess that with turnover peaking at 130% 10 years ago, a "plummet" to 84% in the first quarter of 2015 is something to celebrate, and a rise to 102% is no big deal.

Numbers are lower for small truckload carriers (a mere 89%) as are LTL rates. And turnover in Canadian fleets, both LTL and TL, is generally not as high as our American neighbours. "Obviously," commented ATA chief economist Bob Costello, "attracting and retaining drivers remains a top concern for the industry." Oh, really?

Granted, rising rates generate enough anxiety that articles are written and discussions are held on understanding driver turnover, and there are countless ideas, guides, strategies, tips, and programs put forth on how to manage it, mostly by consultants and HR and management experts. But to be fair, there are also those rare carriers with single-digit turnover rates who generously share their own success stories and best practices for retaining safe and happy drivers.

But what really gets me is how accepting the industry seems to be that this is just one of those quirky things about the business of trucking. C'mon! These are numbers that would drive most other industry CEOs round the bend.

Notwithstanding the risk of oversimplifying a complex issue like employee turnover, it's interesting to look at the Conference Board of Canada's numbers on turnover rates across Canadian business sectors in general. In 2013, voluntary or employee-initiated turnover was 7.3% and creeping up slowly, with the retail sector experiencing the greatest challenge with an average of 20.6%. Involuntary or employer-initiated turnover rates varied from 3.7% to a high of 6.4% in the scientific and technical services industry.

For the life of me, I can't imagine why trucking doesn't hold people more accountable for driver turnover instead of just accepting it as a cost of doing business.

It's not as if trucking company execu-

tives don't know all this. At the ATA's Management Conference and Exhibition in Orlando a couple of years ago, a number of fleet executives exchanged ideas on recruiting and retention at an "All About the Driver" panel discussion.

It was generally accepted that turnover is at its worst within the first 90 days of employment. Indeed, some carriers contended that getting a new hire "settled in" during those early days is probably the single most important way to impact turnover. With this in mind, maybe trucking should get with the program and embrace onboarding, which is really just corporate jargon for the way new employees acquire the knowledge, skills, and behaviours to become effective members of the organization. In oth-

er words, consultant-speak for orientation, albeit a longer, more comprehensive process, but one that could certainly get a carrier past that precarious 90-day window and beyond.

This is even more critical as fleets turn to hiring Class A licence-holders right out of school. It's slowly sinking in that as experienced truck drivers are harder and harder to come by, the challenge becomes one not of hiring qualified drivers, but of creating them.

The more savvy carriers are building relationships with driving schools, helping them develop curriculum, and facilitating the graduates' transition into a fleet. And along with that, they're beefing up their own finishing programs and embracing mentoring.

The school can teach a student to steer and gear the truck, but at the end of the day, it's the carrier's job to give them a solid orientation into the lifestyle and culture of trucking, to integrate them patiently into the company, and be prepared for a lot of hand-holding and empathy as they navigate the first miles and months on the road.

So important are those early days for a new hire that top employer brands like Google, Facebook, IBM, and Ernst & Young have transformed their approach to orientation and adopted bold new practices. Next month we'll look at what some HR gurus are calling "extreme onboarding." You don't have to be a Fortune 500 company to upgrade your current efforts. Any company facing increased new hire turnover, motor carriers included, can take a tip or two from the high flyers. ●

*Joanne Ritchie is executive director of OBAC. On-board or ready to bolt? E-mail her at [jritchie@obac.ca](mailto:jritchie@obac.ca) or call toll free 888-794-9990.*

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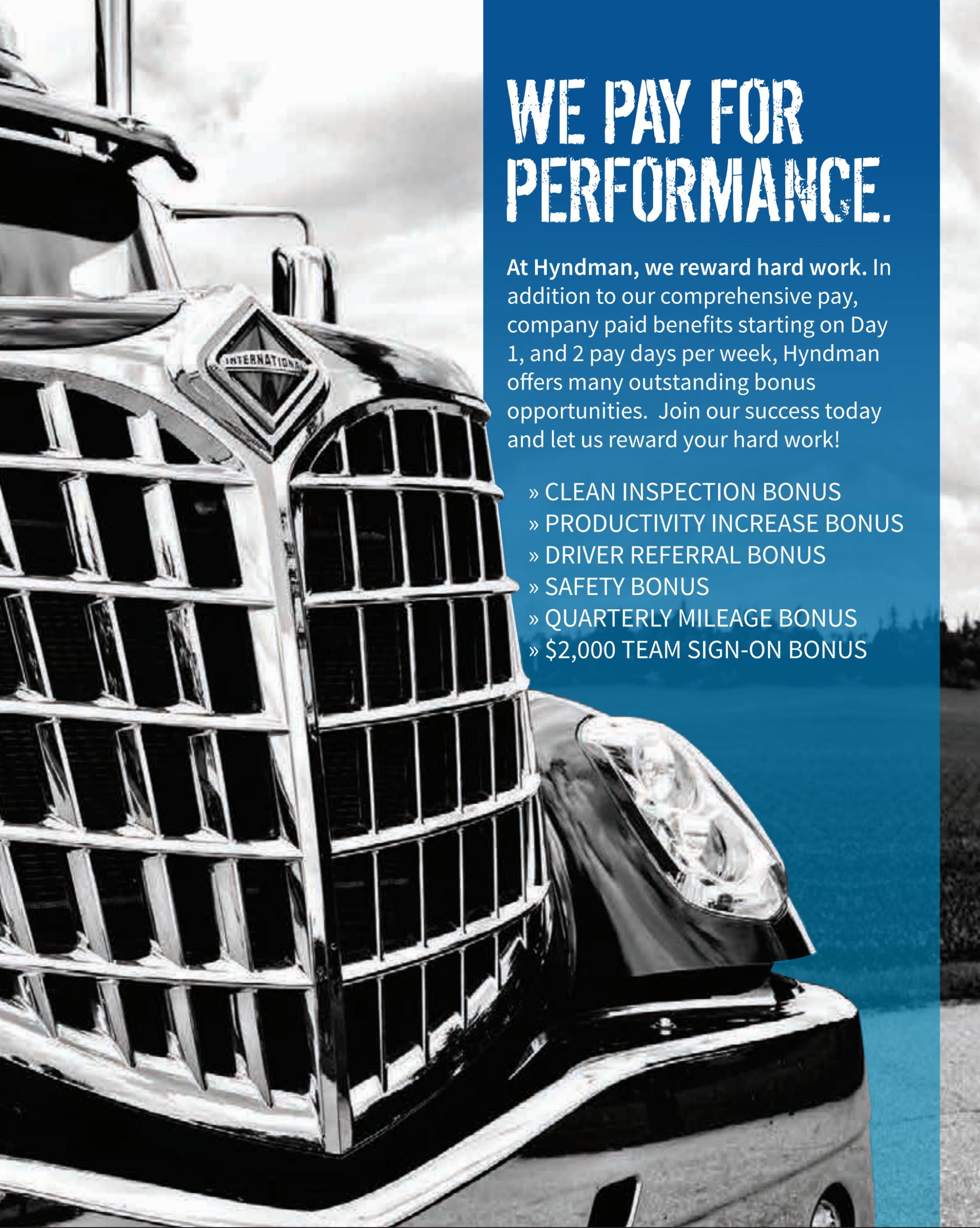
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# Terry Smith wins driver award

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Terry Smith, a professional driver for SLH Transport, was named the 2016 Steve Bennett Memorial Professional Driver of the Year after completing five million accident-free miles.

The Nova Scotia Trucking Safety Association (NSTSA) presented Smith with the award at its annual general meeting and awards luncheon on Apr. 28. The award was named after Steve Bennett, a member of the NSTSA board of directors who passed away in 2002. Drivers recognized by the award are nominated because of their outstanding safety protocols, experience on the road, impeccable driving record, other awards they've received in the past, community activities and their dedication to driver education.

Smith, the 2016 award recipient, who has been driving for more than 45 years, is a decorated truck driver who has a number of awards under his belt, including the 2006 Highway Star of the Year Award and the Truckload Carriers Association's 2013 Owner/Operator of the Year Award.

As well, just this year, Smith hit five million accident-free miles, an accomplishment both he and SLH are proud of. To Smith, the Steve Bennett Award is special because of how close it is to home for him.

"Of course, I'm very excited to win the award," Smith said after receiving the news. "When you enter these things, you don't expect to win, you just take a chance and you have to understand there are a lot of people applying. But I'm very excited (for this award) because it's a lo-

cal event...and it's not very often people get recognition for what they do at work, so this is a nice thank you for my many years of driving."

SLH executives said they were overwhelmed by the recognition Smith received on behalf of the NSTSA, adding the award doesn't surprise them because of his reputation for being an ambassador both on and off the highway.

"It's a very proud moment for SLH, although when it comes to Terry, we're not surprised by the recognition," said SLH's vice-president, Brent Fowler. "Terry's an ambassador, not only for SLH, but for the industry. Both he and his wife Roxanne live and breathe trucking and are very focused on giving back."

Ken Cross, senior manager, human resources business partner for Sears Canada and SLH Transport, added that Smith is all about safety.

"Terry is a professional driver that we would hope that other drivers coming in can emulate exactly what he's all about," Cross said. "That pride of accident-free driving is something that Terry values but at the same token, that safety is number one with us at SLH. We are very proud of Terry and he should be very proud of himself."

Smith said his commitment to safety is just another part of his job that he takes pride in.

"There's a lot to the word safety," he said. "You have to work with a company that's safety-conscious. That's where it all starts. A lot of people say they are a safe company but they're not. SLH is a company that lets me operate safely by giving me enough time to do my work." ●



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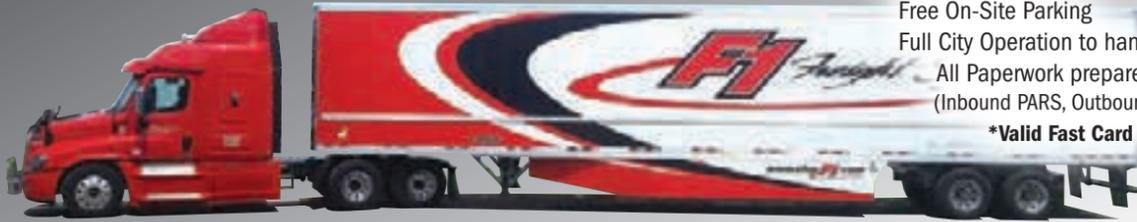


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**Small Fleet, Big Attitude**

BILL CAMERON

**Some tips for the lobby groups**

I can be critical of certain groups. No kidding. Most of my criticism is usually aimed at either large carriers, or the provincial, state or national trucking associations. Arguably, this is the same group, since large carriers and the prominent associations tend to be joined at the hip anyway.

I try to be fair, though. I believe no one has a right to criticize if they can't offer alternative ideas. Blindly condemning the actions of others requires no thought, and shouldn't be taken seriously.

I've tried to play fair, offering alternative solutions to issues such as driver pay, new technologies, etc. I think far too much time is spent lobbying for things such as speed limiters and electronic logs.

If your fleet wants them, use them. Stop trying to make your personal business practices national law.

With that in mind, I'd like to offer - from the small company perspective - some rarely discussed issues that lobbying efforts may help; that are easier to attain, and affect almost everybody favourably, regardless of company size.

Educating the general public about large trucks is often discussed. Excellent idea.

Now let's extend that education to shippers and receivers - primarily large retailers.

Have you noticed how many retail operations you deliver to - large retailers being most guilty - seem poorly designed to handle the trucks that are required to service their business?

In their efforts to make their facilities undesirable to drivers wanting to utilize their huge parking area for overnight rest, they construct entranceways that also make the job of their own several delivery trucks difficult, if not dangerous.

Design continuity would also be a large help. We frequently deliver to Home Depot. Our flatbeds don't deliver to the main loading docks; rather we are handled in a corner of the front parking lot.

Trailers of a longer wheelbase than B-trains can rarely enter the parking area without running over curbing.

As for the actual dry van docks and receiving office, very few stores have the same floor plan, so this area will almost certainly not be in the same area of the building as your last store delivery, usually requiring a walk halfway around the building just to check in.

I can only speak to the province of Ontario with this next issue. Hopefully



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other provinces are more sensible. I've noticed a safety issue with provincial signage, which is inexcusable.

Exit a secondary road (county or township, or small town street) onto a provincial highway, and what do you see? A signboard on the shoulder of the main highway strategically placed right in the line of vision you require for a safe entrance to the roadway.

Either move it further back, or closer to the ditch. Considering the cab height of the truck the MTO crew used to get equipment on site is the same as a typical highway tractor, there's no valid excuse for this. Highway signage that's more truck-friendly would also be welcome.

More than 30 years ago, the largest town in my area wanted the signs around the perimeter of the city changed.

At the time, they were labeled as the "bypass" around town. The city thought they were losing tourist money because of this (a ridiculous thought; everyone obviously knew the town was there if they wanted to enter it) so the signs were changed to read "alternate route."

Now, especially when many people don't even own a map anymore, the main route through town is nearly always jammed from one end of town to the other. It includes unnecessary truck traffic that must descend an 8% grade into town and climb an 8% grade leaving town with, you guessed it, a traffic light top and bottom. Numerous expensive and ineffective traffic studies haven't made this observation.

We have a serious driver shortage, obviously. I'm not revisiting driver treatment and pay, because I've beaten that horse to death and nobody's listening.

Try eliminating one driver issue before it arises. How often does a large fleet hire a newly licensed driver, only to have them quit in a matter of weeks or months, sometimes abandoning the truck? This driver usually leaves not just that employer, but the industry.

Most large fleets must have at least a few drivers who are very personable, and eager for 'in-cab' company. Why not advocate "free ride" programs, or even better, charge for the experience?

A potential driver, not yet licensed, could ride around for a week or two with a seasoned industry veteran and see what the real trucking world is like. Don't candy-coat it, either, with some simple line-haul route like Toronto to Indianapolis. Throw in a trip to Chicago, and maybe Boston.

If the potential driver is scared off, he was going to be scared away later anyway. You've saved him/her a huge expense of driver training and saved yourself a wasted orientation course, and possibly the expense of picking up that (possibly damaged) abandoned truck. As a side bonus, we have another member of the general public that has more respect for trucks and drivers.

Okay lobbyists, get to work! These are enough constructive, potentially beneficial ideas to keep you busy for a while and they weren't even controversial; just common sense. I'm obviously losing my edge. ●

*Bill Cameron and his wife Nancy own and operate Parks Transportation, a small flat-deck trucking company. Bill can be reached at williamcameron.bc@gmail.com.*

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Industry  
Issues

DAVID BRADLEY



# Carbon pricing key to fighting climate change

**R**ecently, Canada became a signatory to the Paris Agreement on climate change. Signing the agreement is not the same as ratification, but that is expected to occur this fall after the federal and provincial governments reach their own accord on how to move forward on a joint, or at least coordinated basis.

While an initial meeting of first ministers held this past winter did not result in a federal-provincial agreement and there are many hurdles to cross before an agreement is reached, there is a recognition by virtually all the governments that something needs to be done.

In particular, there is widespread

agreement – not only amongst governments, but also amongst many business groups and environmental advocates – that carbon pricing will be a key component of any GHG-reduction strategy.

Where does CTA stand on carbon pricing? Let's start with some first principles. At no time in its history have the trucking industry's economic goals been as closely aligned with society's desire to reduce the emissions from the burning of carbon fuels (GHG) in order to combat climate change. You want to reduce carbon/GHG production; you become more fuel-efficient.

While fuel prices have been lower over the last couple of years, fuel still represents the second largest compo-

nent of carrier operating costs.

It is also an inescapable fact that trucking, which relies on diesel fuel to power its fleet, has been a growing contributor to GHG emissions as it continued to increase its share of the freight market.

As indicated above, carbon pricing is being promoted as an essential measure in the fight against climate change.

There are two main forms of carbon pricing: a carbon tax; or a cap-and-trade system.

Put simply, the difference is that the amount of GHG reduction from a carbon tax is a function of the market based on the price of fuel, whereas a cap-and-trade system sets an actual cap on GHG emissions and a market

of tradeable credits is created where those who reduce their carbon footprint can sell the credits they receive to those who are not meeting their targets.

Both have their positive and negative features, depending on your point of view.

The outcome of both is – either directly (carbon tax) or indirectly (cap-and-trade) – an increase in fuel prices. It is argued that by placing a price on carbon, consumers of fossil fuels will economize (use less) of those fuels and seek alternative, cleaner fuels. But, the devil is always in the details.

In Canada today, B.C. has a carbon tax, as does Quebec. Quebec also has a cap-and-trade system, which Ontario is in the process of joining. Alberta has a hybrid system.

All provinces are expected to introduce some form of carbon pricing. The federal government also supports carbon pricing and there has been talk of a national carbon tax.

In a general sense, CTA supports the assertion that in a perfect world putting a price on something or some activity, by sending appropriate market signals, is the best and most efficient way of encouraging change. That's basic Economics 101. Consequently, CTA is not opposed in a conceptual sense to carbon pricing – as businesspeople it's hard to argue against market-based solutions.

But, given the choice between a carbon tax and a cap-and-trade system CTA's preference would be for a carbon tax. The mechanisms for collecting it (fuel tax) and passing it along (fuel surcharges) already exist both within the industry and government.

However, I will repeat: the devil is always in the details.

From CTA's perspective, the pricing mechanism must be properly structured; in other words it must be revenue-neutral so as to isolate the carbon impacts. It must be easily understood, transparent and efficient to administer. Carbon pricing must be coordinated on a national and international (Canada-US) basis to avoid regional competitive disparities.

And, it is essential that the revenues raised be plowed back into industry to accelerate the investment in solutions and industry adoption.

Governments must also do their part by removing regulatory and other barriers that don't support or stand in the way of the industry's efforts to become more fuel-efficient.

The reticence of the provincial governments (except for Quebec, Ontario and Manitoba) towards harmonizing the allowable axle weights for vehicles using low-rolling resistance wide-base single tires rather than less fuel-efficient conventional dual tires is a glaring example.

Moreover, in introducing carbon pricing it must be recognized that Canada and the Canadian supply chain must still compete continentally and globally.

Recently, the federal environment minister has indicated that she understands this and that she does not want to have fighting climate change become a threat to national unity.

A number of provincial governments have also indicated that economic considerations are not lost on them. Time will tell. ●

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*David Bradley is CEO of the Canadian Trucking Alliance and the Ontario Trucking Association.*

Private  
Matters

MIKE MILLIAN



# PMTC's initial thoughts on MELT

**T**hose of us who call this great country our home, always look forward to the arrival of spring and summer, for obvious weather-related reasons. We at the Private Motor Truck Council of Canada (PMTC) look forward to this time of year for other reasons as well, this being our annual conference and AGM held in mid-June.

This is one of the biggest events on the calendar each year for the private and dedicated trucking community. This year's conference takes place June 16-17 in King City, Ont., just north of Toronto off Hwy. 400. The event offers educational seminars, networking opportunities and our expanded awards program, which celebrates the best of the best in our industry.

Although this conference is geared towards private fleets, the education and networking opportunities provide great value for everyone in the industry, whether private, for-hire, dedicated or suppliers to the industry.

Last year, we set records for number of people in attendance and sponsors alike, and we are on pace to break those numbers again this year. This year's conference includes the following educational seminars and celebrations: A legal update; PMTC Young Leaders Group RoundTable; GHG Standards; PMTC-Huron Services Drivers Hall of Fame Award Luncheon; Cargo Crime; Security Protocols; and the Chairman's Dinner, which includes more awards. The day then wraps up with the Volvo Scotch and Tractor Showcase reception. Mixed into these events are two networking receptions in our Exhibitor's Showcase area.

June 17 begins with an overview on trends and the outlook of private trucking in the US, provided by the National Private Truck Council, who are the private fleets representatives in the US. This is followed by an update on electronic logging devices in Canada by Transport Canada. The conference wraps up with our AGM and PMTC-3M Canada Vehicle Graphics Awards Luncheon. For full conference details, e-mail [info@pmtc.ca](mailto:info@pmtc.ca), or visit our Web site at [www.pmtc.ca](http://www.pmtc.ca)

## MELT in Ontario

On Apr. 29 the Ontario Ministry of Transportation posted its Proposed Mandatory Entry-Level Training Standard, and opened it up for comments from the industry. The PMTC has been heavily involved in this standard from the beginning, and I personally attended more than 20 face-to-face meetings with the MTO and industry stakeholders as the PMTC, and several other stakeholders, helped guide the Ministry through this process. Rest assured the views and interests of private fleets have been well represented during this process, and I can assure you your voice was heard. I do believe that MELT for Class A/1 drivers is needed to ensure the skill needed to operate a commercial motor vehicle is properly reflected. The majority of the industry supports the concept of MELT. The current set-up, which for the most part requires no mandatory training, no instructor qualifications, and has little to no oversight, poorly reflects on our industry and misrepresents the skill required to pilot a CMV.

MELT is a great starting point, and Ontario is to be congratulated for taking the

lead on this. The MTO is also to be congratulated on the engagement with the industry that was undertaken. The MTO did seek industry input, and were keenly interested in what we had to say. While I do think the proposed standard is a great step forward, I am not naïve enough to think it will solve everything, and that it won't have its problems.

The PMTC itself is not 100% satisfied with everything in the standard, and believes strongly that there are some key areas that need to be addressed prior to this standard going into effect. For example, the current proposal has no instructor qualifications included in it. While most reputable and quality schools have their own instructor qualifications in place internally, and the Ministry of Training Colleges and Universities (MTCU) also

has its own, we believe some sort of minimum experience, training and a good driving record for an instructor should be required.

The current standard has no requirement for training on a standard transmission. All training could be done on an auto-shift. While several industry stakeholders did not believe the manual requirement was needed, the PMTC believes that since more than 50% of the trucks on our highways are still standards, a driver should have some knowledge on how to operate these. If not, we at least need some sort of restriction on the licence that does not allow a driver to operate a standard until they have received training on it.

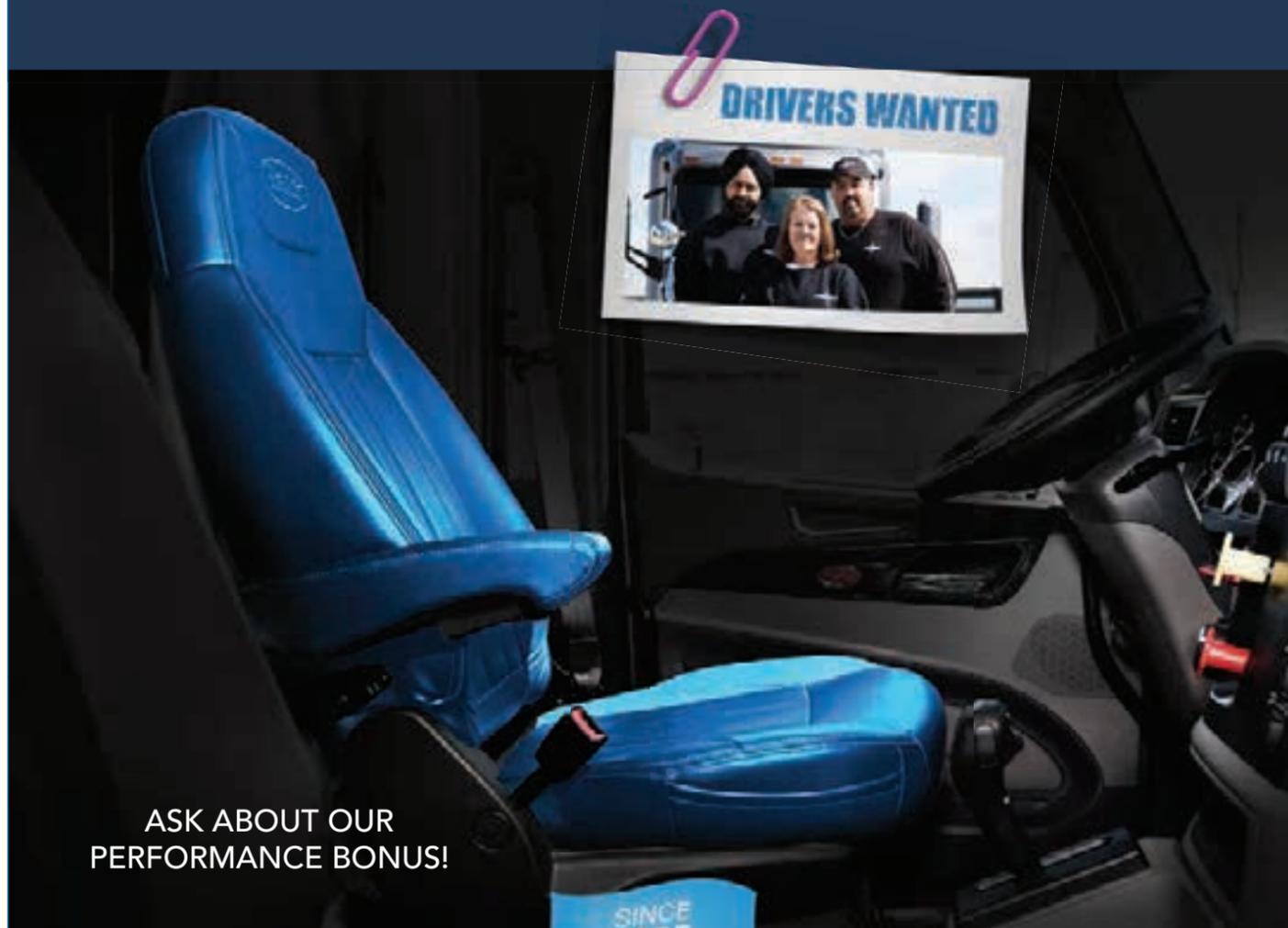
While vehicle configurations are being worked on, and will be included in

the training standard, we still need to address how we handle vehicles that require a full A licence, but fall below the minimum configurations that will be in the standard. We need to find a balancing act between ensuring a person can book a road test and be trained for the type of vehicle they will operate (hydro workers and natural gas companies as a few examples), and ensuring a loophole is not left open that allows individuals to obtain their training and licence on a smaller configuration, and then be licensed to operate a set of B-Trains over the Rockies.

Overall, the standard is a good one, and the MTO and industry stakeholders are to be congratulated for how far we have come with this standard. We will never all agree on everything, but we can guarantee our voices are heard. 🗣️

*Mike Millian is president of the Private Motor Truck Council of Canada, the only national association that represents the views and interests of the private fleet industry. He can be reached at [trucks@pmtc.ca](mailto:trucks@pmtc.ca).*

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## 38 ANNOUNCEMENTS

The Ontario Trucking Association announced that **Stephen Laskowski**, a 20-year veteran of the association and its current senior vice-president, will succeed David Bradley, who will be retiring at the end of 2017.

In the meantime, Laskowski will assume the role of president of OTA, while Bradley retains the CEO role.

Laskowski joined the OTA in 1994, and held progressively more senior jobs, becoming senior vice-president in 2004. He is also senior vice-president of the Canadian Trucking Alliance. He has a Bachelor of Arts degree from McMaster University and a Masters of Public Administration from the University of Western Ontario.

**Scott Coyle** has been named vice-

president of service operations for North America for Mitsubishi Fuso Truck of America. Starting with Mitsubishi Fuso in 1997 as a field service manager, Coyle has also acted as the company's national service manager and director of service operations.

Wabash National Corp.'s Tank Trailer welcomed **Dave Hill** as its vice-president and general manager and **Jay Morfitt** as director of business development and strategy.

Hill will lead the strategic growth for Wabash National's Beall, Brenner, Bulk and Walker tank trailer brands. Morfitt will drive the integration of Wabash National's Tank Trailer brands and the implementation of a global customer service team.

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KAREN BOWEN



# Make sure you don't skip a beet

**A**s we enjoy the warmer temperatures of spring, we also enjoy the fresh vegetables that come along with the season. One spring vegetable, the beet, offers colour, flavour and health benefits in every bite, whether you are enjoying a serving of the deep purple root or of the green, leafy beet tops.

The beet is believed to have originated in ancient times as a wild North African vegetable, which progressively spread along the Asian and European seashores. Although in this period, people ate the beet greens only, when the ancient Romans began cultivating beets, they included the root in their diet. As beet cultivation spread throughout Europe, whole beets were first used as livestock fodder and later added to the human diet.

By the 16th century, beets had become a common staple across Europe. Over time, beet production was introduced to North America and now the world's leading beet producers include the US, Russia, France, Poland and Germany. This worldwide cultivation ensures that high-quality, canned and pickled beets are available year-round.

However, spring is the season to enjoy the peak nutritional benefits found in freshly pulled beet roots and leaves. The beet's unique pigment antioxidants in the root and in the leaves protect against coronary artery disease and stroke, lower cholesterol levels within the body, and have anti-aging effects.

Beets are full of fibre, vitamins, minerals, and unique anti-oxidants. With no cholesterol and few calories – just 45 per 100 grams, one cup of beets supplies a good percentage of your daily requirements of these nutrients: 34% of folate; 28% of manganese; 15% of potassium; 14% of fibre; 14% of copper; 10% of magnesium; 9% of phosphorus; 8% of Vitamin C; 7% of iron; and 6% of Vitamin B6.

Since beet root contains a phytochemical compound, glycine betaine, it protects against heart disease by lowering homocysteine levels within the blood. Elevated homocysteine levels cause inflammation that leads to heart disease, stroke and/or peripheral vascular diseases by promoting the production of clots and the formation plaque on interior arterial walls. So, reducing homocysteine levels maintains healthier blood vessels.

The potassium contained in the beet root helps to lower your heart rate and to regulate the metabolism inside your cells by maintaining an appropriate sodium balance. Another antioxidant in beets, alpha-liporic acid, benefits diabetics because it has been shown to increase insulin sensitivity and to lower glucose levels. As a result, it decreases the damage caused by peripheral and/or autonomic neuropathy in diabetics, lowering a diabetic's risk of developing numb, and/or burning, painful nerve endings in the hands or feet.

Beets are also an excellent source of the antioxidant Vitamin C. However, this high concentration of Vitamin C is in the beet greens, not the root. The leaves also contain other anti-

oxidants, such as carotenoids, flavonoids, and Vitamin A, which helps maintain healthy mucous membranes, skin and vision. Flavonoids also offer protection from lung and oral cavity cancers.

The high folate content in beets promotes neurological health and maintains effective thought processes. Nitrates, another component of beets also support good cognitive and physical function by dilating blood vessels and improving blood flow. Increased blood flow to your brain improves mental activity and increased blood flow to your muscles increases physical endurance and stamina, while lowering your resting blood pressure.

Beets also help with digestion. Their

high fibre content supports the effective elimination of waste products, promoting a healthy digestive tract.

There may be a downside to consuming too many beets, though. Some potential health risks are associated with beet root; over-indulging may impact the effectiveness of prescription nitrate drugs, such as nitroglycerine, dildenafil citrate, tadalafil and/or vardenafil. Another side effect you may notice is red urine or stool – a harmless result of the beet's colouring.

This spring, when selecting fresh beets to add to your balanced diet, choose bunches with small to medium sized, firm roots – these will be tender and sweet. Larger, over-mature roots will be bitter and woody.

Beet roots retain their quality and can be stored in the refrigerator for a few weeks. Add well-washed beets roots to salads, or boil them in a small amount of water for a side vegetable. (Once tender, skin easily slides off).

When top greens are attached, cut these leaves off quickly to eat as soon as possible. Otherwise, the leaves will draw moisture from the root, causing it to wither. Rinse beet leaves thoroughly under clean running water. Then, fully remove soil, dirt, sand and insecticide residue by soaking the leaves in fresh water for up to 30 minutes. (This will also help crisp up the leaves and avoid wilting). Fresh beet tops may be used as a tasty addition to sandwiches, salads, or as a steamed side vegetable. As you enjoy all the fruits and vegetables spring offers – don't miss a beet. ●

*Karen Bowen is a professional health and nutrition consultant, and she can be reached at [karen\\_bowen@yahoo.com](mailto:karen_bowen@yahoo.com).*

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Tax  
Talk

SCOTT TAYLOR



## Three things to include in your tax plan

**W**ith personal income tax-filing season over, it's time to talk to your accountant or financial advisor about tax planning.

This is where your accountant earns his keep. There's no shortage of people who can prepare a tax return, but a good accountant should easily pay for himself through good advice.

Where do you start? Here are three things you and your tax advisor should consider when you talk about tax strategies.

### Business structure

Is this the year to incorporate? Ask your accountant to compare how

much personal income tax you paid in 2015 versus how much tax you would have paid had you incorporated. An important distinction will be the treatment of meals, and how, as an employee of your corporation, you could use the meal allowance and TL2 to reduce your tax obligation.

CRA's decision that sole proprietor owner/operators had to use actual receipts and not logbooks to support their meal claims prompted many to trade a more complex filing process for the tax advantages of incorporation.

Some sole proprietors continue to use the simplified method to claim meals anyway and hope to not get caught. A meal claim of this size getting denied will surely lead to big

reassessments.

### Estimated income

People who don't receive a regular paycheck with source deductions but still have income are required to pay income tax payments in installments.

If you're a sole proprietor and your total taxes payable are more than \$3,000 this year, or were more than \$3,000 in either one of the two preceding tax years, your tax payments are due quarterly (on March 15, June 15, Sept. 15, and Dec. 15). If you are a corporation owing more than \$3,000, your installments are due quarterly as well but the three-month cycle of payments is based on your year-end. Sole proprietors must have paid

enough tax by Dec. 31 to cover the amount they would otherwise have to pay on Apr. 30 of the following year. Corporations must have enough tax paid by their year-end. If you fall short, or instead send your taxes in at the end of the year in one lump sum, CRA will assess an interest penalty calculated against what they say you should have paid. The interest charge on the outstanding amount is compounded daily at the CRA's prescribed interest rate. Furthermore, you can't deduct it as you would interest on any other business loan.

Any installment charges will be shown on your Notice of Assessment. You might have your 2015 Notice of Assessment already; review it to see just how much CRA has added to your tax bill. If you did not pay your taxes in full by April 30, then even more interest will be charged as you pay the balance over the coming months.

We advise our clients to apply their quarterly GST/HST refunds to their income tax installment payments. CRA can direct-deposit your GST/HST refunds into a separate account from your business operations to make sure the money doesn't get used for everyday activities. In the long run it will help with budgeting and business planning and save interest and penalty charges.

### Changes in your life

Marriage, children, education expenses, an injury or illness – changes in your personal life can (and should) affect your tax plan.

For example, the disability tax credit is intended to help people with "severe and prolonged" physical or mental impairment offset their

## Changes in your personal life can (and should) affect your tax plan.

medical expenses.

Eligibility depends on an assessment of your condition by both a doctor and CRA. They will consider whether you are "markedly restricted" in terms of speaking, hearing, walking, eliminating (bowel or bladder), feeding, dressing, or performing mental functions of daily life.

To apply you must have your doctor complete Form 2201. Mail the form into CRA at any time during the year; do not wait. The CRA will assess your application and issue a Notice of Determination either approving or deny your eligibility.

It is really that easy. Please do not hire a service to help with this process. Unfortunately there are companies out there claiming the application process is complicated and will charge you a percentage of your refunds to assist you.

If you or a family member is coping with long-term illness or injury, talk to your accountant about DTC. Don't rely on the word of someone who makes his living off your refund. ●

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

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# A new engine oil era

**As new engine oil category draws near, uncertainty remains about backwards compatibility**

**N**o longer a proposal, the upcoming PC-11 (Proposed Category-11) engine oil category has been officially christened. The new API specification will come in two forms: CK-4, a straight replacement to today's CJ-4 heavy-duty engine oils, which will be compatible with today's engines; and FA-4, a fuel economy-oriented lower-viscosity engine oil developed specifically for new engines. Fleets and owner/operators will be faced with an important decision when the new category engine oils come online this December.

Confusion remains about to which extent, if any, FA-4 engine oils will be backwards compatible with pre-2017 model year engines. Engine OEMs have so far been mum when it comes to releasing their 2017 engine oil requirements, keeping oil companies and their customers guessing.

"We don't know for certain from any of the OEMs what their official positions are; if they're going to recommend FA-4 for new engines and to what extent they will allow those in older engines," said Shawn Whitacre, senior staff engineer with Chevron. "Even if a truck OEM factory-fills with FA-4 and allows its use, what are they going to tell the end-us-

er who purchases the new vehicle? Will they require continuing to use FA-4? Is it going to be an option? Are they going to be able to use it in their existing older engines? That has not been reconciled and that, ultimately, is going to be the single biggest deciding factor for a fleet."

Any uncertainty about backwards compatibility relates only to the FA-4 category.

"CK-4 engine oils will be backwards compatible with the previous CJ-4 oils, with older engines and will still be available in both 15W-40 and 10W-30 grades," explained Jack Fasoli, national marketing manager with Total Lubricants.

Some oil suppliers feel even when it comes to FA-4, concerns about backwards compatibility may be overblown.

"Everybody thinks nothing is going to be backwards compatible, that everybody is going to be carrying two sets of oil, which is not necessarily the case," explained Hasan Zobairi, marketing controller with Castrol distributor Wakefield Canada.

Extensive testing by oil companies has shown an ability for the FA-4 category oil to not only improve fuel econ-

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## PC-11 no longer a 'proposed' category

Continued from page 41

omy, but to also provide adequate protection in older engines. Last year, Shell demonstrated the durability of an FA-4 prototype oil by disassembling an engine that had run 800,000 miles on the new oil. Internal parts showed no signs of premature wear or inadequate protection.

"You can run all the engine tests you want in the lab, but the real proof of performance is how that oil is going to work in someone's engine in their various operating conditions and applications," Matt Urbanak, primary formulator for Shell's Rotella T product line, said during the demonstration.

One Canadian fleet that's been involved in similar on-road testing is convinced a single-oil strategy will work for new and existing equipment. Chris Iveson, maintenance director with Challenger Motor Freight, said his fleet has

done extensive testing of PC-11 prototype oils and while specific results are proprietary, he said he's not at all concerned about backwards compatibility.

"I can tell you we've been testing multiple different oils that will comply with PC-11 and we are very comfortable that as a backwards compatible product it will be fine," Iveson told *Truck News*. "We are going to a single oil strategy."

Iveson said he remains somewhat concerned about FA-4's ability to perform in Challenger's heavy-haul fleet, with the higher engine temperatures it generates, but for the most part he's eager to deploy FA-4 oils across the entire fleet.

Fleets that are waiting on the engine OEMs to declare their requirements may have to be patient. Zobairi said it's possible no formal announcements will be made until the 2017 engines are introduced to the market. Len Badal, global Delo brand manager with Chevron,

added engine OEMs may be taking a wait-and-see approach before declaring their specifications. However, this could have fleets running multiple brands having to comply with different sets of rules, adding unwanted complexity to their oil programs.

"Most fleets have mixed trucks and engines," Badal said. "You could have one brand that decides earlier and allows backwards compatibility and then all of a sudden, two others don't. Are all going to allow it? Are some going to allow it? That's where fleets get into this dilemma."

There are good reasons to switch to FA-4 engine oil across the board, if permitted to do so. The most compelling reason to make the switch is the promise of greater fuel economy, though oil suppliers are still not attaching specific claims to the new category.

"Directionally, there is a fuel economy benefit," said Badal. "Whether the fleet actually sees it in the field, that's the challenge. Even today, trying to measure fuel economy between a

10W-30 and a 15W-40 is tough. There are a lot of external factors – everything from operator behaviour to how old the truck is, tires, transmissions – and those all have big impacts on fuel economy. It's going to be a challenge for folks to see the difference but at the end of the day, if pricing is comparable and you still get the same protection and drain intervals, why not go to something that is potentially more fuel-efficient?"

In lab testing, Whitacre added, moving from a 15W-40 today to a 10W-30 provides about 1% gain in fuel economy and moving to an FA-4 could provide another half a per cent or so.

"Those benefits are real, but the ability to measure it and decouple it from all the other things that contribute to fuel economy is the challenge," he said.

Both CK-4 and FA-4 will offer performance benefits above today's CJ-4 engine oils. Operators should expect to see better piston deposit control and improved oxidation stability and overall better wear protection.

"What that equals, to a lot of fleets, is the opportunity to better extend drain intervals," Badal explained. "Or if it's a fleet that tends to keep its trucks and engines for longer periods of time, some extension on engine rebuild life."

Castrol's Zobair's suggestion is to synchronize FA-4 adoption with your asset acquisition cycle, since new vehicles may require, or come factory-filled, with the FA-4 category oil. He also said the changeover to CK-4 and FA-4 oils represents a great opportunity to revisit your entire oil program, something that too often is overlooked until a significant change in technology comes along.

"We think this is going to be an ideal opportunity for fleets to really re-evaluate their entire maintenance practices," Zobairi said. "Look at it as an opportunity not just to lower your fuel costs, but your maintenance costs as well. Every time in the past when an API specification changed it was for lower emissions, but higher costs to the fleet in terms of more expensive oils. This time around, the benefit is going to be very clear in terms of fuel economy and also lower maintenance costs in terms of longer drain intervals."

That's also the message from Petro-Canada Lubricants' OEM technical liaison, Brian Humphrey.

"We see this as not only an opportunity to improve the efficiency and reduce the carbon footprint of fleets, but also a chance to recognize the potential to cut costs and increase the profitability of fleet operations," he noted. "As with all business decisions, clear understanding and early adoption could result in a genuine competitive edge."

Stephanie Jaworski, senior field technical advisor with Imperial Oil, emphasized that the fundamentals behind an effective oil program do not change with the switch to CK-4 and FA-4 products.

"The fundamentals and best practices of the industry won't change with PC-11," she said. "What's working well to drive successful fleets today will be the same as after PC-11. A proactive approach to maintenance, using rigorous data-driven approaches if doing drain extension programs or other engine performance work, those fundamentals that are helping successful fleets differentiate themselves are going to be the same after PC-11."

Whichever of the two categories you choose to use, there will be benefits, noted Martin Emond, marketing manager with April Super Flo, which is developing both CK-4 and FA-4 engine oils here in Canada.

"The new lubricants will be simply better, helping protect trucks, (offer) lon-

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ger life span, fuel economy and reduced emissions," he said. "It will be important for customers to use the proper grade oils for their trucks and follow the truck manufacturer's recommendations." ●

## Why is a new oil needed?

It has been nearly a decade since the API CJ-4 heavy-duty engine oil category in use today was introduced, representing an extraordinary amount of time between category changes. This extended time frame is a testament to the quality of the CJ-4 specification, which in some sense was over-engineered.

"The current CJ-4 standard has lasted well beyond the life of the typical engine category," Dan Arcy, OEM technical manager with Shell Lubricants wrote in a recent paper on the subject. "Some of the engine tests required to qualify an oil are no longer available or no longer relevant to next-generation engines."

The impending GHG17 emissions rules, which mandate improved fuel economy from new heavy-duty trucks and engines, will place new and additional strains on engine oil, mainly due to the increased operating temperatures new engines are expected to produce.

"Engine changes place more stress on the oil, which has to lubricate, cool, clean and protect over long oil drain intervals," Arcy noted. "The vehicle industry is starting to recognize that oil can help to achieve an engine's full potential for fuel economy without compromising hardware durability. As engine manufacturers create cleaner, more fuel-efficient diesel engines, they will need a new generation of higher-performing diesel engine oils to protect them."

With the new API specification divided into two sub-categories, CK-4 and FA-4, each fleet should consult with its oil supplier to develop an effective implementation strategy.

"It won't affect every fleet the same way," noted Stephanie Jaworski, senior field technical advisor with Imperial Oil. "In some cases there will be virtually no impact. If you are an operator with an older fleet, with mixed types of engines, you will probably be able to migrate to CK-4 just as you migrated to CJ-4 in the past with very little impact on your operations."

Fleets looking to take advantage of the fuel economy benefits expected from FA-4 oils, however, will have to consult with their engine OEMs and oil suppliers to determine the extent to which they can deploy those oils across their fleets.

Jack Fasoli of Total Lubricants, also urged fleets to consider their future needs when developing an oil program.

"Look at the needs of your current fleet but also take into account your future needs," he advised. "For most fleets CK-4 will meet the immediate needs, and that makes sense, but we need to keep sight of the fact that FA-4 will gradually take its place in the market with the ever-changing new truck technology and new regulations."

Some good, and frequently updated online resources are available for more background info and updates. Shell has produced WhatIsPC-11.com (also accessible from WhatIsCK-4.com and WhatIsFA-4.com) while Chevron has published PC-11explained.com. Petro-Canada just announced a resource at HereComesPC11.com. All major oil suppliers have representatives available to help with your decision-making. ●

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## Cool runnings

### What to consider when buying a refrigerated trailer

If you're hauling temperature-controlled products, spec'ing the right trailer refrigeration unit (TRU) is an increasingly important decision. With regulations in the works that will require increasingly low-emissions TRUs and the tracking of cargo temperatures throughout the supply chain, choosing a substandard or outdated refrigeration unit could be a costly mistake.

We talked to some Canadian experts to find out what types of questions fleets and owner/operators should be asking before plunking down their money for a new refrigerated trailer.

#### Single or multi-temp?

Single-temp TRUs still comprise the majority of the market, but there is growing demand for multi-temp reefers, according to Don Bradd, vice-president and general manager, Thermo King Eastern Canada.

"They're becoming more popular with the larger grocery chains and for distributing into remote areas," he explained. "Sometimes it's hard to get a load of one temperature-controlled product to a grocery store in Sutton. With a multi-temperature refrigeration unit they can deliver both frozen and fresh product to individual stores."

Larger food service companies are increasingly moving to the multi-temperature units to give their equipment some added versatility.

#### Spec' enough capacity

When it comes to choosing a trailer refrigeration unit, Cettina Sciberras, sales operations manager at Reefer Sales and Service in Mississauga, Ont. says it's important to know what type of freight you're hauling before committing to one specific unit.

"There's pretty much only two different types of Carrier Transicold models," she said. "There's a universal reefer that Carrier offers that's the 7300 model. And then there's a deep frozen model reefer, called the 7500. So if you're hauling something like ice cream on a regular basis, you'll probably want to go with the 7500 unit. Everything else is doable with the 7300, like produce, fresh fruits and vegetables."

If you deliver a wide range of products including a mix of produce, per-



Make sure you spec' enough capacity for what you're going to haul when choosing a trailer refrigeration unit.

ishables and frozen food, Sciberras always advises customers to purchase the unit with the larger capacity.

"If you're on the cusp and you're in an ambient 100 degrees F and you don't know if you should get the 7300 or the 7500 always step up to the higher capacity unit," she said. "Just for the fact that it'll cool down faster, run less hours, and will reduce cost on maintenance and extend your warranty in some cases."

#### Plug it in

Most TRUs can now be ordered with optional shorepower, allowing fleets to plug in while loading and unloading. Not only does this reduce the fuel consumed by the refrigeration unit, it also cuts down on emissions.

This is becoming a must-have at some distribution centres, which have strict anti-idling policies in place. A fleet won't want to be caught without the shorepower option when one of its customers begins slapping up no-idle signs.

#### Is it California-compliant?

California has the toughest emissions requirements in North America and those extend to trailer refrigeration units as well. Is the unit you're buying lifetime-compliant in California? Some will only be permitted for seven years. Check with your supplier to ensure you will be able to get the usage that you require out of the TRU you're buying.

#### Telematics for the future

Many of the more sophisticated temperature-controlled fleets today are taking advantage of telematics to remotely monitor cargo temperatures.

"It's not standard yet, but it's getting very close to that," said Bradd. "A lot of the highly progressive fleets in North America are moving more and more towards telematics."

John Fitzgerald, regional sales director with Thermo King Eastern Canada, added telematics will soon be required in the US as part of the Food Safety Modernization Act, which will require carriers and shippers to monitor product temperatures right

through the supply chain, including while in-transit.

"Not many reefers out there will not have telematics on them in some form or another going forward," predicted Bradd.

#### Automated inspections

Another capability fleets and drivers are enjoying is the automated pre-trip feature now available on many units. This will conduct a thorough inspection of the TRU, generating a health report of sorts, before it leaves the yard. That way any problems can be addressed at the fleet's or shipper's facility rather than on the road where the risk of spoilage is higher.

Thermo King's pre-trip inspection system checks for more than 300 potential issues, including refrigerant, cooling, heating, electrical pressure, fans, etc. This can be done in minutes while a driver performs the pre-trip inspection on the rest of the tractor and trailer.

However, Fitzgerald pointed out, it's only effective when used. If the system is available, fleet managers should ensure drivers are taking the time to run the pre-trip inspection.

#### Consider the airflow

When spec'ing TRUs, Sciberras noted that air chute is an important consideration – since it will be circulating that cool air in the trailer.

"The air chute that you choose is very important to your application," she said. "We have two chutes that we recommend for the two applications."

The first is a tube chute that gets the most airflow to the back door with one attachment point in the ceiling, making it virtually damage free. The second, which Sciberras said she recommends to those running produce, is the split-finger transition chute.

"It's solid up front and then after 15 feet it goes to a transition, where it distributes the air more evenly through the trailer. I recommend it to those running produce because there is always the risk of freezing the last few pallets if you have all the airflow to the back wall."

She also recommended that when spec'ing your trailer refrigeration unit you should be sure that it has a front wall bulk head.

"It helps keep things off the front wall so you can get the return air all the way through the trailer," she said. ●

## What about the trailer?

Pete McMahon, sales associate with Ocean Trailer in Calgary, Alta. urges customers to work with a full-service dealer that can provide service, financing, inspections and a full slate of CARB-compliant extras.

He also advises buying a trailer that will keep all that cold air generated by the TRU inside the box.

"Improved thermal efficiency in the floors, walls and ceilings will result in less cost per mile and lower run times for the reefer, for greater fuel efficiency, and less wear and tear over thousands of miles and hours," McMahon said, adding "The highest-quality suspensions, brakes and wheel end systems will lower costs mile after mile."

For longer trailer life, McMahon said to spec' durable floors. Don't get caught up in the initial purchase price, he added.

"Initial purchase price is a very small component of the price of the trailer and reefer unit, especially when amortized over the life of the trailer," he said. "Over time, trailers pick up moisture, gain weight and lose efficiency. It is inevitable, due to loading and unloading, bumps and scrapes and use. Customers must look at the track record of the manufacturer and dealer so they can see what happens to five, seven and 10-year-old trailers so they can make informed decisions on purchasing new or used." ●

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When purchasing a used truck, one quarter of Canadian FLEETS now look for an automatic?

Type of transmission fleets prefer when purchasing used trucks

manual 18 speed	44%*
manual 13 speed	21%
manual 10 speed	11%
automatic	25%

\*percentage of respondents

Source: Equipment Buying Trends Survey 2015, Newcom Trucking Group

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<p><b>CAPACITY SHUNT TRUCK</b> INT 466 ENG; STK#218-16 -97359 <b>\$10,000</b></p>	<p><b>2009 INTERNATIONAL PROSTAR</b> CUMMINS ISX 485, AUTOSHIFT, 12/40's, BURNT IN CAB, FOR PARTS OR SALE. STOCK #225-05. -112675</p>	<p><b>2013 MACK CXU613</b> MACK MP8 500 HP, 18 SPD., 14/46 AXLES, 70" SLEEPER, 200,000 MILES, STOCK #225-19. -115179 <b>\$79,900</b></p>	<p><b>2013 INTERNATIONAL WORKSTAR</b> MAXXFORCE 9, AUTOMATIC, 18/40's, STOCK #217-01 -111793</p>	<p><b>2004 INTERNATIONAL 4300</b> DT466, 7 SPD., 26' BOX W/HYDRAULIC LIFT GATE, STOCK #215-13 -93286</p>
<p><b>2007 KENWORTH T800</b> CUMMINS ISX 565 HP, RTLO20918B, 18 FA W/DUAL STEERING BOX, 46 RA, HEND. AD2 A/R SUSP, LEFT SIDE CAB DAMAGE, NO BRAND. STOCK #225-11. -116268</p>	<p><b>CAT 240v 3 PHASE 100 AMP GENERATOR</b> STOCK #223-15. -111794</p>	<p><b>2002 MACK RD</b> MACK E7 460, 8LL, 20/20/46's, MACK REARS, NEEDS SUSP. WORK, EXCAV. BOX W/CAB SHIELD DAMAGE, STOCK #225-01. -112676</p>	<p><b>1993 HITACHI</b> LX200C, 8781 HRS., 28.5 X 25 TIRES, WATER IN ENGINE OIL. STOCK #219-08 -101579</p>	<p><b>2013 MACK CXU613</b> MACK MP8 500 HP, 18 SPD., 14/46 AXLES, 70" SLEEPER, 200,000 MILES, STOCK #225-20. -115179 <b>\$79,900</b></p>

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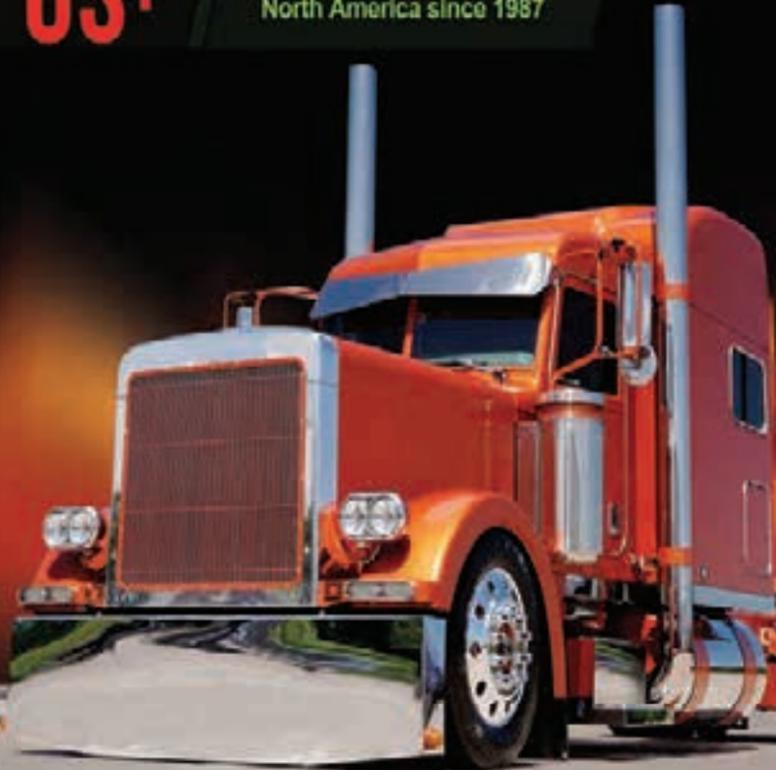
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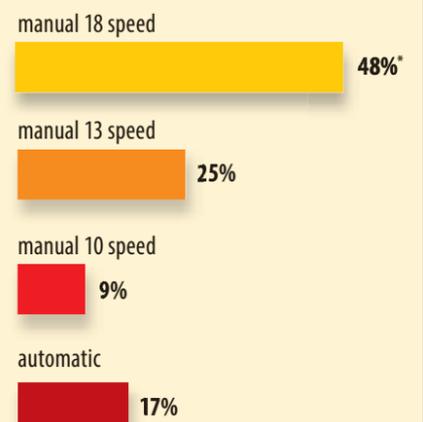
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When purchasing a used truck, most Canadian owner-operators look for a manual 18-speed transmission?

Type of transmission 0-05 prefer when purchasing used trucks



\*percentage of respondents

Source: Equipment Buying Trends Survey 2015, Newcom Trucking Group

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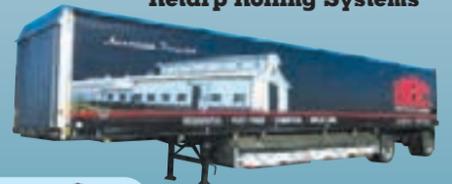


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# Mack to boost fuel economy

## Mack to significantly improve fuel economy in 2017 engines, add Predictive Cruise to mDrive

AUSTIN, TEXAS

Mack is updating its engines to provide fuel efficiency gains of up to 8.8% through the use of turbo-compounding, a new common rail fuel injection system and other enhancements.

The upgrades will be offered on the 2017 MP7 and MP8 engines; the MP8 improvements will enter production this October and the MP7 updates will take effect in January 2017. Stu Russoli, highway and powertrain products marketing manager with Mack, outlined the updates during a press event Apr. 22, on what was Earth Day in the US. The company chose Austin for the launch because it is regularly proclaimed one of the greenest cities in the US, and the changes to Mack's engine line will reduce greenhouse gas emissions from its products.

The greatest of improvements will be seen in the 445-hp MP8 with turbo-compounding. The system converts hot exhaust gas into 50 additional horsepower but rather than offering more power, Mack is taking the opportunity to improve efficiency by reducing the horsepower generated by the engine. So the 445-horse MP8 will effectively be as fuel-efficient as a 395-hp engine.

"The second turbo runs gears and puts 50 hp back into the crankshaft," Russoli explained. "We can give you 50 more horsepower on the engine, which we're not doing. We're taking that 50 hp and letting the engine rest more, so we're improving your fuel economy because it's not working as hard and the exhaust gas is putting 50 hp into that crank."

Turbo-compounding also allows peak torque to be achieved at 900 rpm, enabling further downspeeding.

Moving from an MP8 today with a non-SuperEconodyne engine and 3.08 rear axle ratio to an MP8 SuperEconodyne with turbo-compounding and 2.46 rear axle ratio will net a fleet an 8.8% fuel economy improvement, Russoli said. And, he added, that's being conservative, according to powertrain engineers who are working on the project in Hagerstown, Md. The new MP8 with a 2.64 rear axle ratio and SuperEconodyne powertrain package spec'd without turbo-compounding will still deliver an 8.1% fuel economy gain, Russoli said.

Other improvements include a new common rail fuel injection system and



a redesigned wave piston.

"As fuel is injected, it has pockets that will improve the combustion of the fuel, eliminating soot buildup in the piston," Russoli explained of the wave piston design. Also new is a two-speed coolant pump and a lighter-weight assembled camshaft.

The MP8's cylinder block will be 44 lbs lighter and the MP7 gets several features already built into its bigger brother, including shimless rocker arms and a two-piece valve cover. Those additions will improve serviceability, Russoli noted.

Mack is also offering a new 425 hp rating on its MP7, which Russoli said effectively provides 13-litre power out of an 11-litre engine. MP7 customers who move from today's offering in a non-SuperEconodyne spec' with a 3.08 rear axle ratio to the 2017 engine with SuperEconodyne and a 2.64 rear axle ratio will see fuel economy improvements of 5.1%, according to Mack. Moving to a non-SuperEconodyne and maintaining the same 3.08 rear axle ratio will net a fuel economy gain of 2.1%.

Mack also announced the introduction of predictive cruise to its mDrive automated manual transmission, which has been well received by the market; it is now spec'd on 80% of axle back Mack Pinnacles.

Predictive cruise uses GPS to memorize the specifics of up to 4,500 hills and then stores that information and in the future, optimizes fuel economy to maintain top gear and reduce fuel consumption. Russoli said the feature will offer a 1% fuel economy savings. The truck will accelerate as it approaches a hill but by no more than a couple miles per hour, Russoli said.

It will also maintain the highest available gear, reducing downshifts and will better control speed on the descent, avoiding harsh engine brake applications.

"It's really good for regional haul and long-haul, anywhere you're running repetitive routes," Russoli said. ●

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By Edo van Belkom

## THE STORY SO FAR

*Bud convinces Mark to go undercover at a trucking firm to see if he can help stop cargo thefts from the company. Mark is hired by Chenai Trucking and shows up to take on his first load for the company.*

*He makes it known he's in need of money and is soon approached by a driver with instructions on how and where to leave his truck so it can be stolen. Mark leaves the truck unattended and when he returns he finds Mother Load stolen and learns the trailer never had a load in it to begin with. A real inside job.*

Mark had been driving a Chenai Trucking company truck for four days when the call came. "Is this Mark Dalton?" the voice on the other end asked. Mark considered playing the Mark who? game with the caller but he couldn't be sure just who was on the other end of the line. "Yes, I'm Mark Dalton."

It was the police calling to say they'd located his truck abandoned in a truck yard in Vaughan just north of Toronto. After he was given the directions to the yard Mark asked if the police needed him for anything or wanted any information from him.

"Not necessary," the officer said. "But you will need the occurrence report for your insurance company."

"What? Why?"

"For your claim."

"Oh, yeah, right," Mark said. Surely it was just a formality in case there was some minor damage that needed to be repaired...like a broken door lock or smashed ignition switch. He wrote down the number on the same page as the directions to his truck and then bobtailed it to Vaughan straight away. But when he arrived, he wondered why he'd been in such a hurry. Obviously, Mother Load wasn't going anywhere. The truck showed signs of being run hard and put away wet. There were all kinds of things that had been broken on her from mirrors and windows and countless items missing, both personal stuff from the sleeper and parts of her engine.

Of course, the thieves had to have known that the trailer he'd been hauling was empty and that made the real prize Mother Load. She'd been stripped of a half-dozen or more valuable parts and everything that had made her unique and Mark Dalton's truck. For a fleeting moment Mark thought about trading what was left of her in on a new model, but that would be a terrible way for such a noble lady to go. She had given him excellent service over the years, done everything he'd ever asked of her and she deserved a much better fate than the scrap heap. Now he knew why the police had insisted he take down the occurrence number. This would be a serious and costly insurance claim, but that's what insurance was for, right? He would get Mother Load fixed, no expense spared. And if the insurance didn't cover it all, he'd make up the difference in cash. He called and arranged for a tow. Then he called Chenai Trucking and asked for an appointment to see the boss.

"I heard the police found your truck," said Sunny, the man who was running his father-in-law's trucking company while the older man was undergoing cancer treatment. "That's great news."



## Dalton Undercover

"Not really," Mark said. "There was a lot of damage."

"I'm sorry to hear that. Of course, you can keep driving one of our trucks until you get yours back. We'll give you a few loads, you know, to avoid suspicion before you are part of another sting operation."

You mean be the patsy of another sting, Mark thought.

"I was wondering," Mark said, "if you might contribute to the cost of some of the repairs to my truck. After all, the only reason it was stolen and chopped was because I was working for you to deliberately put me in a position where my truck could be stolen."

Sunny smiled, but it wasn't a very friendly smile. "Trucks and trailers get stolen all the time," he said. "If we helped with money to people who have their trucks stolen we'd be out of business in a week. Besides, you have insurance. That's what it's for. Make a claim."

Mark just nodded, not liking what he was hearing one bit. Sure, he could make a claim, and in the meantime his rates would go up and so would the insurance rates of every other driver on the road. It's bad enough these guys are having cargo stolen, they're counting on insurance companies to underwrite their whole operation. Something wasn't right here. The only way the thieves knew the trailer was empty was if Sunny told them. The man had arranged for Mother Load to be stolen, then counted on Mark's insurance to cover the loss. That made Mark wonder about how good a job Sunny was doing running the company for his cancer-fighting father-in-law. The next time Mark was in the yard, he decided to chat up some of the other drivers. After a few tries, he finally found a driver willing to talk.

"You like working for Sunny?" Mark asked a long-time Chenai driver named Narinder.

"No," was all he said.

"Why not? He's a smart guy."

"Yes, smart. Very smart."

"Is he honest?" Mark asked.

Narinder shook his head. "His father-in-law Premal is a good man. I liked working for him. Sunny is smart...and has made a lot of money since he took over."

"He must be doing something right," Mark said.

Narinder looked at him for a while, then said, "He makes money from this company three ways." Then a pause. "I have to go."

Mark wanted to ask another question but Narinder was gone, leaving Mark with some questions. How do you make money three ways with a trucking company? Well, you run the company for one, then you steal the goods you're carrying and sell them on the black market, and then you get insurance companies to cover the losses. And to convince the police and insurers you were doing everything you could to stop the losses, you hire Mark Dalton, a former private investigator to go undercover and even he gets robbed.

Obviously, Sunny needed a taste of his own medicine and the police needed to be informed about what was going on. All that came together a few days later when Mark got a sweetheart load of electronics worth close to half a million dollars. He first contacted Sunny and arranged a time and place to leave the truck for another sting, then he began making plans for a theft of his own. In his cell phone, Mark had a list of numbers for people he vowed never to speak to again. This was a time for reconnection. The man was listed in his contacts under the name "Butter" and that's the only name Mark knew him by.

"I've got a deal for you," Mark said when Butter answered the phone.

"I'm listening."

"Half a mill in electronics."

"What do you want for it?"

Mark had thought about it and had decided that \$5,000 would cover the extras needed to repair Mother Load just right. "Five thousand."

"That's a lot of money."

"I'll throw in the tractor too. Even leave it running with the cab unlocked."

"Tell me where..."

And Mark told him.

The next night, after the truck and trailer had been stolen, and Mark was richer by \$5,000 in cash, Mark called Sunny to give him the good news. "The truck's been stolen," he said. "But I didn't see who did it."

"That's okay," Sunny said. "We're insured. Just don't forget to call the cops."

"Don't worry," Mark said. "I plan to tell them everything."

"Hold on," said Sunny. "I have another call."

Mark waited a couple minutes. When Sunny came back on the line, he was an angry man. "Where was the truck stolen?"

Mark told him.

"That's not where we arranged for it to go down."

"You're right," Mark said. "It's where I arranged for it to go down... And you right along with it."

There was shouting on the line after that, but Mark didn't listen to it. Instead he hung up and called the police. There were people he needed to talk to in the auto theft bureau, frauds...and then maybe a man in hospital who needed to know what was really going on. ●

Illustration by Glenn McEvoy

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Pat Sheehan, former owner of Sheehan Truck Centre in Burlington, Ont., passed away in March 2016 from cancer.

## Truck dealer Pat Sheehan, known for his kindness, passes away

BURLINGTON, ONTARIO

In March, the trucking industry lost a former truck driver, an outstanding salesman, and a true trucking ambassador.

Pat Sheehan, who owned and operated Sheehan's Truck Centre – a Volvo truck dealership – in Burlington, Ont., died on March 9 of cancer. He was 75 years old.

According to his family, trucking was in Pat's veins. He emigrated to Canada in 1965 and starting working as a long-haul driver for several companies until 1974 when he began selling trucks for different dealerships in Hamilton and Toronto.

In 1989, he branched out with his wife, Gayle and opened a used truck shop in Aberfoyle, Ont. Two years later, they secured a Volvo franchise. Sheehan's Truck Centre moved to Burlington in 1996.

Pat retired officially in 1999 and turned the reins of the business over to his daughter Kelly and son Dennis who are now the president and vice-president of Sheehan's, respectively.

Most of all, Pat loved trucks, Kelly said.

"He liked to drive and see the country," she said. "Even after he retired, he loved to drive around in the country with mom and go looking at trucks with Dennis so he could see

his friends in the industry and play around with the trucks."

His son Dennis said he will never forget his father's dedication to hard work.

"He had the shop in Aberfoyle custom-built exactly the way he wanted it," Dennis recalled. "He started off with only four or five trucks in inventory and with hard work and dedication slowly built it up over the next year or so to 25-30, doing all the buying and selling himself."

Both Kelly and Dennis said that their father was a fair-minded salesman who would bend over backwards for each and every customer that walked through his doors.

"Dad was a kind man and often helped customers that were down on their luck to turn their situation around," Kelly said. "He believed in having a large selection of well-reconditioned used trucks in the yard at all times and promised to find you whatever you were looking for if he didn't already have it."

"If he told somebody something it was the truth and his word was as good as gold," Dennis added. "He was very fair and wanted everyone that had dealt with him to leave a happy customer."

Pat is survived by his wife, Gayle, daughter, Kelly and sons Dennis and Kevin. ●

## Safety pioneer Ken Hellowell dies

By Harry Rudolfs

ORILLIA, ONTARIO

A great man and a major figure in the Canadian trucking world has left us. Ken Hellowell, in his 85th year, passed away in Orillia on May 8. To say he will be missed would be an outrageous understatement. He was such a pillar in the trucking safety world, and involved in so many initiatives – a pioneer of truck safety in so many ways

Back in 1964 a small group of safety managers and stakeholders met at the Seaway Hotel on Lakeshore Blvd. in Etobicoke, Ont. Ken was there representing OK Express along with Stan Bond from Smith Transport and a handful of others. This was the genesis of the Transportation Safety Association and the Fleet Safety Council that carries on to this day.

I met Ken when I started working at OK Express, where he was driver-trainer-consultant, probably in the mid-1970s. But before that time he'd already enjoyed a storied career driving for Smith Transport out of Commissioners Street in Toronto, running Montreal along old Hwy. 2. His son Darren tells me he was involved with the move to piggyback trailers via rail in the early 1960s and I do recall him showing me some pictures of Smith Transport's pigs getting chained down beside the Lakeshore from those times.

Ken Hellowell taught me to double clutch, probably in 1976-77 or so, in an underpowered Hino diesel. Ken sat beside me showing me the ropes as we roller-coasted the hills on Hwy. 400. But the really interesting connection for me is that Ken used to write a column in *Truck News*, and probably inspired me to start writing about truck-



Ken Hellowell

ing and its community.

Ken had a long career as owner of Pro-Trans, his truck safety consulting business, and worked with many carriers. But Ewen Steele, past president of the Ontario Truck Driver Championships remembers him fondly from the yearly competitions.

"A fixture in truck driving championships from being a competitor, a sponsor, a president of the championships and an ambassador. Driver, fleet owner, sponsor – he knew them all – and they knew him. Rarely was there a new person show up on the scene that Ken didn't engage in conversation. The world is not likely to see another like Ken, that mold was broken long ago," Steele reminisces.

As a journalist, I'd run into him over the years at various safety awards dinners, but I was shocked to hear about his passing. He had been suffering from bone cancer and we'd lost touch.

He is survived by six children: Karen, Doug, Robin, Darren, Brent and Jody, and was a loving grandpa to numerous grandkids. A celebration of his life is being held June 5 2-4 p.m. at the Lindsay Legion, 12 York Street North, Lindsay, Ont. ●

## Celadon founder Steve Russell dies

INDIANAPOLIS, INDIANA

Celadon Group founder Steve Russell died Apr. 15, the company announced. He was 75 years old. Russell founded the company in 1985 and grew it into a major national carrier with a significant presence in Canada.

"We are deeply saddened by Steve's passing," said Paul Will, board chairman and chief executive officer. "Our thoughts and prayers are with Steve's family and many friends at this time."

The company today generates more than US\$1 billion in revenue and operates more than 5,000 tractors and 12,000 trailers. In Canada, Celadon operates Hyndman Transport based in Wroxeter, Ont.

Celadon's Will said the company has a succession plan in place.

"We instituted a succession plan several years ago to begin to plan for this date," he said. "Over the past year, we have promoted Eric Meek to president and COO and made other changes to our executive team as Steve stepped away from the business." ●

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# The Adventures of NEWLAND TRANSPORT

By Edo Van Belkom

As Vic was trying to enter Canada with a load of fruit from the southern United States, he is stopped by officers of the Canadian Border Services Agency and escorted at gunpoint from his truck into a small interview room inside the border station.



After a short wait, Vic's hand cuffs are removed and he is joined in the interview room by two CBSA officers. They are all staring at him and look as if they are ready to pounce. Vic can't help but feel that they think he is a very dangerous man.



"Can I ask what is going on?"



Vic says when another man wearing a suit and looking as if he's in charge enters the room.

"Would you like a coffee? Something to eat?"

"I would just like to know what's going on."

"All right, then," the man in the suit says. "When was the last time you visited Syria?"

"What?" Vic is stunned by the question. "I've never been to Syria."

"No, eh? What's your name?"

"Vic."

"Your full name?"

For the second time in the past hour, Vic told a border guard his full name, including each of his three middle names.

"Right," the man says.

"Your name... your **full name**, just **happens** to be on this list of people suspected of terrorism."



"That's not me," Vic says.

"So you've never been to the Middle East?"

"No."

"Never been part of an organization bent on civil unrest?"

Vic thinks for a moment about the question, then answers, "Yes!"

"When?"

"A couple of months ago I helped organize a strike by Ontario truckers who were trying to get fair wages for the job they do. You can look it up on Google."

At first the officer seems unconvinced. But after a few seconds and a long sigh, he says, "I'll be back."



The officer returns a half-hour later carrying in a tray of Tim Hortons coffees and a box of Timbits.



"I'm sorry sir. There's been a mistake. It seems your name -- your full name -- is the same as a Canadian man known to be a member of Daesh."

"Daesh, what's that?"

"What used to be called ISIS."

Vic shakes his head. "I'm not a terrorist. I love my new country."

"I know. My apologies, sir. Welcome back to **Canada!**"



Illustration by Glenn McEvoy



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# Michelin brings two new services to Canadian market

TORONTO, ONTARIO

Michelin North America (Canada) introduced its Michelin Commercial Service Network (MCSN) and Tire Care at Truck World Apr. 14, with COO Harold Phillips saying that offering the services in Canada was part of the company's global technology strategy.

"This is an innovative capability that isn't in the market today and Michelin wants to provide it," Phillips said. "We are leading the way here."

MCSN is a franchise program of commercial tire dealerships dedicated to providing quality, consistent service across Canada to local and national fleet accounts by offering a comprehensive package that includes preventive maintenance, after-hours emergency road service and online fleet tire reporting and tracking.

"Michelin is proud to bring the innovation of the Michelin Commercial Service Network to Canada and to introduce it to the industry in person at this year's Truck World show," said Phillips. "The network arose in response to a clear need from fleets for consistency and high-quality service throughout North America. The MCSN empowers Michelin-affiliated fleets to work efficiently by helping to maximize their uptime and control costs, ultimately positioning fleets to better meet their customer needs."

Michelin's Tire Care program is a monitoring system overseen by trained technicians that gather truck tire data electronically, which fleet operators can use to maximize uptime and control tire-related costs.

"This is much more than tire inspections or yard checks," Phillips said. "Canada's fleet operations and maintenance managers are looking for consistent, dependable tire monitoring and evaluation. Michelin Tire Care gives them the additional information and technical insights they need to help them get the best return on investment from their tires. Tire Care is a valuable new component of our existing service offers - all of which

are aimed at improving a fleet's performance, and ultimately its bottom line."

The Tire Care program will tender two options to customers: Fleet Ready, monitoring air pressure, tread depth, valve caps, irregular wear and a full visual inspection; and Fleet Fit, delivering the same services as Fleet Ready plus guidance on tire by wheel position and application, forecasting, budgeting and optimization.

Tire Care will also provide Canadian customers with access to Road Ready, a tire monitoring system that helps fleets protect vehicles while travelling through the US, which is exclusively available at Love's Travel Stops in the TirePass fuel lanes.

In Canada, MCSN provides On-Call 2.0, 24-hour emergency road service, which includes Livetrack event monitoring, FixPix pictures of the event, free dispatch for tires, roll-time targets of less than two hours, expanded North American coverage, service and tire pricing and a detailed event dashboard.

In addition to MCSN and Tire Care aiming to increase fleet efficiencies, Phillips said the service would also help reduce customers' carbon footprint.

As for pricing of the new Canadian offered services, Phillips said the Tire Care program would match the cost in the US, while MCSN, due to the current exchange rate, would ring in higher compared to the service south of the border. ●

# Haldex brings value parts line to North America

KANSAS CITY, MISSOURI

Haldex has launched its Midland label in North America, a value line brand that forms a new product line which includes air disc brakes, automatic slack adjusters and brake systems, as well as air treatment and suspension systems.

The launch is in response to Haldex's new customer groups in the aftermarket, and adds to the company's current products, such as actuators, air tanks, air coils and tubes, electric coils, clutches, fittings, gladhands and water pumps, as well as several remanufactured products, coined Like Nu.

Haldex says with growing demand in this segment, particularly for older vehicles, it has offered a tailored range for its customers. ●

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# Superior Propane lives up to its name

The secret behind Superior Propane's superiority? Being a national company that acts like a local one. Sonia Straface caught up with Superior to discuss how it does this and what it means to the company's employees and customers.

**W**ith a name like Superior Propane it's almost necessary to deliver the best in the business. Superior means better than the rest. Better service, better drivers, better product – and that's what the company strives for – and feels it has achieved, in the Canadian market.

Superior Propane is a household name in both the Canadian trucking and energy sector.

It's hard not to notice Superior on the road, since it is estimated to deliver 1.2 billion litres of propane each year.

The company has been in business in 1951 and has hauled propane since day one.

It says it's the country's only national provider of portable fuels, equipment and service that it delivers locally to its customers.

But Craig Whittaker, operations manager for the Atlantic region, says though the company may be a national one, its key to success is acting like a local company.

"The biggest thing that we try to get out there is that we are a nationally branded company, we service all across Canada, but we work in the communities too," he said. "So, we are a national company, we do run some things at a centralized level, but we are represented in every community we service, so we do consider ourselves a local company. And that's one thing we do try to promote out there."

Whittaker says nationally, Superior Propane services more than 10,000 communities and it makes an effort to participate in each and every one of them as best it can.

"We have the pink truck program, for example," he said. "So some of our trucks are coloured pink for the Canadian Breast Cancer Foundation. So we use those as part of our community involvement. We obviously participate in a number of charitable events and activities in our community, too.

We've done school barbecues and support golf tournaments, as well as events out on the road. We even got involved in the Canadian Hockey League sponsoring events there last year."

The company created a draw for entrants to win season tickets to a junior hockey team of their choice, among other things.

"So we try to get out in the community and show people what we're about as much as we can," he said. "It's important to us that we do these events because it gives us a sense of community both for our customers and our employees. The employees enjoy getting out there and doing that kind of stuff because it makes them feel like they are a part of something – which they are – and we want to promote that.

"As well, our customers are in the community so it gives us a chance to support them as they support us."

According to Whittaker, the company also promotes the "community" mindset in its day-to-day operations to make its staff and drivers feel less like they are one of the 1,400 employees of Superior.

"We have daily communication and safety huddles," said Whittaker on how each facility manages to have a small-company feel. "So we actually plan out 15 minutes at the start of every day and we get all the staff together and have a conversation. Sometimes it's over the phone, sometimes it's in a meeting, but every day it gets done. Some guys will find that a little tedious, but when they talk about it, it's still their opportunity to hear what's going on and talk about the challenges of the day."

To date, the company's Atlantic region has 16 facilities which operate roughly 60 trucks, with 70 drivers and technicians.

The Atlantic headquarters are located in Dartmouth, N.S., where Whittaker is based. The national headquarters are situated in Calgary, Alta.

The success of the company can also be measured by its loyal employees, most of whom have stayed for more than 15 years, said Whittaker.

"Our biggest strength is our people," he said. "We say that mainly because we've got some great industry experience here. Most of our employees have been here for over 15 years.



Superior Propane

We have numerous employees, including drivers, who have been here for 25 and even 35-plus years. They're very dedicated. They focus on key behaviours and values within our company."

Whittaker says in the Atlantic region turnover rates are less than 10%, because of the way the company is run and how involved the drivers are.

"We're competitive in our wages, too," he said. "We've got a very good benefits packages, but I think the key benefits, when I talk to my drivers, is home time. The guys are home every night.

"For the most part its local work – they're not typical highway long-haul drivers. And we've got good flexible work shifts. Typically our drivers work 10 hours a day. So we're not pushing them too hard and they don't feel too stressed when they're out there, and the shifts make it a better environment for them at home because they can be home when they need to be."

New hires are welcomed if they have some prior driving experience, as the company has mostly Class 3 driver positions, Whittaker added.

"The key for us is the majority of the work our drivers do is actually delivery and handling of the product, so industry experience is helpful – even though it's not really a requirement in the hiring process."

Superior also puts a large emphasis on safety and has recently developed a new corporate training program that helps new hires as well as provides assistance to seasoned drivers already in the fleet.

"We use it to assess our driving, too," Whittaker said. "Our trainers

are our eyes and ears out there. We spend a lot of time on safety so incident reporting, response, and how to manage your day if you do have a safety problem going on is all taught in the program. And of course compliance – so we do a lot of training when it comes to pre-trips, post-trips and handling product."

To reward its drivers, the company has developed multiple recognition programs, like years of service awards, as well as an annual payout for performance excellence.

"The latest one we put in is a value and behaviour recognition program, so when drivers, techs or anyone in our organization goes above and beyond to deliver our core values, we give them a recognition. It's a financial reward," he said.

Though Whittaker claims the company's biggest challenge is its competition, it has a solid strategy in place to come out on top of the rest when it comes to delivering propane.

"Our biggest challenge is the competition because the propane market is a growing sector for the energy business," he said. "To stay ahead of them, we are focusing on our key industry experiences. We want to make sure we service the customer to the best of our ability, and make sure that we are the best in the business. And we want to make sure that we are taking advantage of technology that is out there."

Whittaker said the company has employed new technology into the business with "everything from the back office management systems to scheduling, inventory management. The latest ones are the customer-facing web portals." ●

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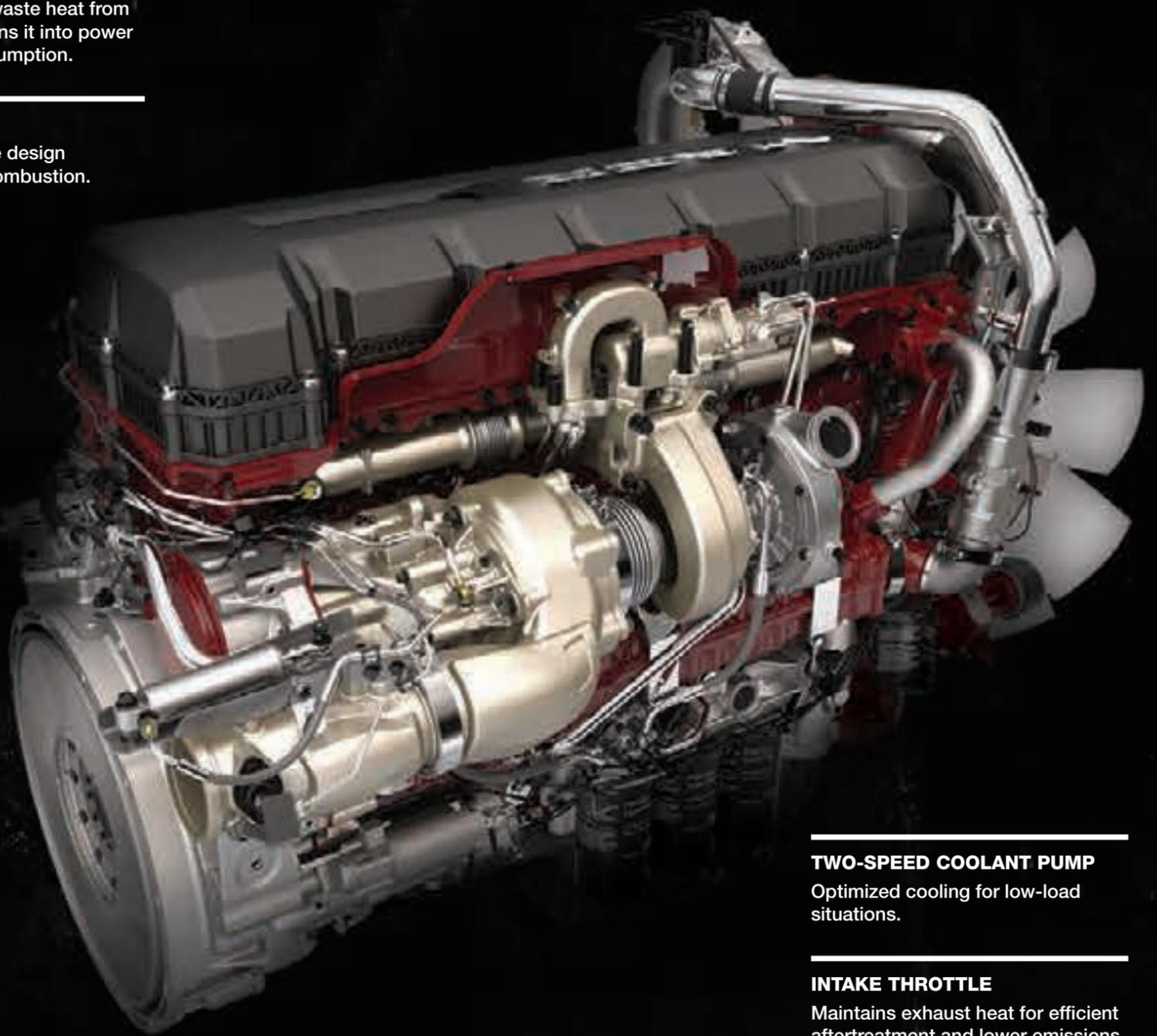
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