

# TRUCK WEST

January 2012 Volume 23, Issue 1

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

## Fuel shortage relief in sight

By Jim Bray

**EDMONTON, Alta.** – Trucking is considered by many to be the true “engine” of the economy – the driving force, so to speak – so if there isn't enough juice to power the engine of the economy's engines, it could be a big problem for everyone.

It's a situation that came very close to shutting down a major part of western Canadian trade in November, thanks to a nearly month-long shortage of diesel fuel. If it had gone on much longer – not that it's completely over yet – many trucks could have been idled and goods undelivered.

The irony is that a major part of the problem was a lack of the most common element in the known universe: hydrogen. That's because Suncor's refinery operation near Edmonton was forced into a “go slow” mode with its diesel production after the company that supplies it with hydrogen for its distillate production couldn't deliver the stuff.

The hydrogen shortage came on the heels of a fire and explosion that hit the Consumers' Co-operative Refineries operation in Regina in October, making a bad situation worse. The refinery accident affected the co-operative's bulk plant and cardlock locations across the west, forcing the company to limit purchases to 300 litres per visit per card, cut back sales to some commercial accounts and prioritize delivery

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**SHORT SUPPLY:** Truckers in Western Canada were scrambling this fall to fill their diesel tanks. Supplies ran low due to a hydrogen shortage at one refinery and a fire at another.

Photo by QMI Agency

## Canada, US sign historic border pact

**OTTAWA, Ont.** – The new Beyond the Border perimeter security and trade agreement, announced jointly by Canadian Prime Minister Stephen Harper and US President Barack Obama during a press conference Dec. 7, aims to streamline both travel and cross-border business between the two countries, with pilot projects slated to start as soon as April.

The announcement follows the Beyond the Border talks of last February and months of consultations and discussions on trade and security.

Both countries, which have already been working together closely on security, retain the power to allow people and products into and out of the country.

During the press conference, Prime Minister Harper discussed the sharing of information about who enters and exits the country, and said that Canada will also adopt two US screening measures over the next four years: an electronic travel authorization for visitors who don't need visas to travel to Canada, and a system to deny boarding to inadmissible passengers before they get on a plane.

The border security deal will also reduce duplication, said President Obama. Lack of harmonization in inspections and unaligned regulations are estimated to cost as much as \$16 billion a year, officials said.

Highlights of the Beyond the Border deal affecting commercial transportation providers include the following:

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## Extreme heavy-haulers

Where only the most rugged trailers will do



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# CLASS 8 TRUCK SALES TRENDS

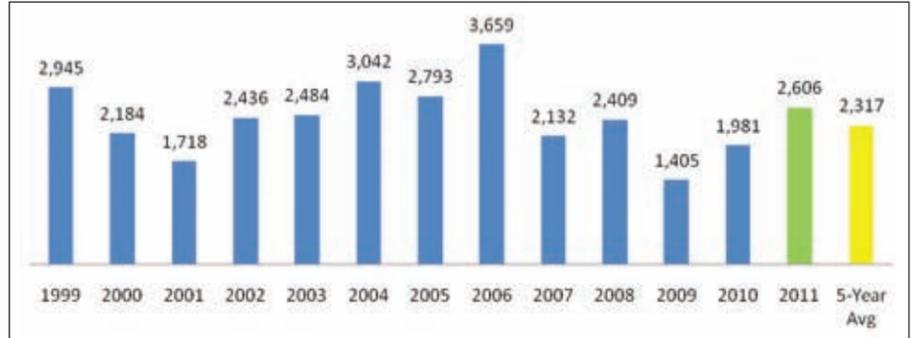
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## Monthly Class 8 Sales – Oct 11

Canadian Class 8 truck sales bounced back from a disappointing September with a solid October. The 2,606 Class 8 trucks sold in October far surpassed the monthly totals from last year as well as 2007 to 2009 and from 2000 to 2003. October's sales also surpassed the five-year average. In comparison, the 1,873 trucks sold in September was only better than 2009, 2010 and 2001 and fell below the five-year average for the first time in three months.

OEM	This Month	Last Year
Freightliner	599	630
International	656	458
Kenworth	467	294
Mack	125	98
Peterbilt	301	193
Sterling	0	0
Volvo	332	220
Western Star	126	88
<b>TOTALS</b>	<b>2606</b>	<b>1981</b>

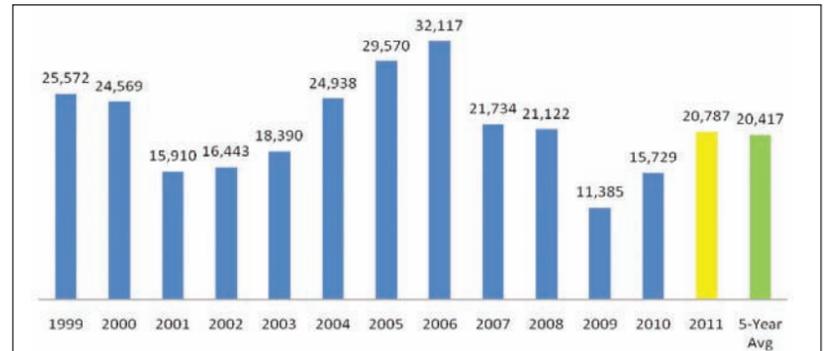
## Historical Comparison – Oct 11 Sales



## Class 8 Sales (YTD Oct 11) by Province and OEM

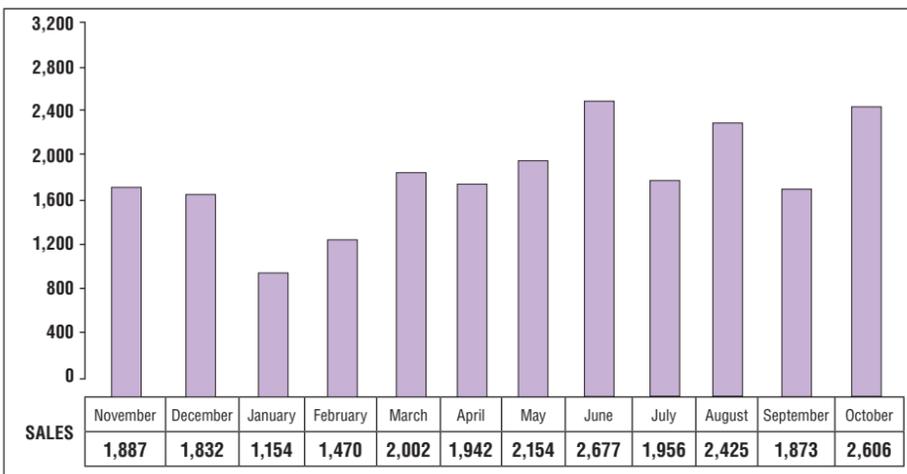
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	311	561	136	274	2,747	842	236	102	0	24	5,232
Kenworth	397	1,584	273	163	721	907	105	0	0	0	4,150
Mack	59	188	106	62	646	199	33	26	0	27	1,346
International	272	699	77	265	1,549	927	232	125	30	65	4,241
Peterbilt	278	691	187	221	461	319	109	24	0	0	2,290
Volvo	167	146	78	218	955	429	114	46	0	6	2,159
Western Star	266	459	61	27	210	217	51	67	0	11	1,369
<b>TOTALS</b>	<b>1,750</b>	<b>4,328</b>	<b>918</b>	<b>1,230</b>	<b>7,289</b>	<b>3,840</b>	<b>879</b>	<b>390</b>	<b>30</b>	<b>133</b>	<b>20,787</b>

## Historical Comparison – YTD Oct 11



Despite the economic uncertainty, Class 8 truck sales continue to rebound in 2011 buoyed by years of deferred purchases – one fifth of Canada's Class 8 truck fleet is more than 5 years old. So far the YTD sales totals are significantly better than the sales figures posted in both 2009 and 2010 and also better than the YTD results of 2001, 2002 and 2003. They're not far off the pre-recession sales totals from 2007 and 2008 and are running above the five-year average. Our forecast for 2011 was for Class 8 sales to come in between a low of 23,100 and a high of 24,300 and it appears that will prove accurate.

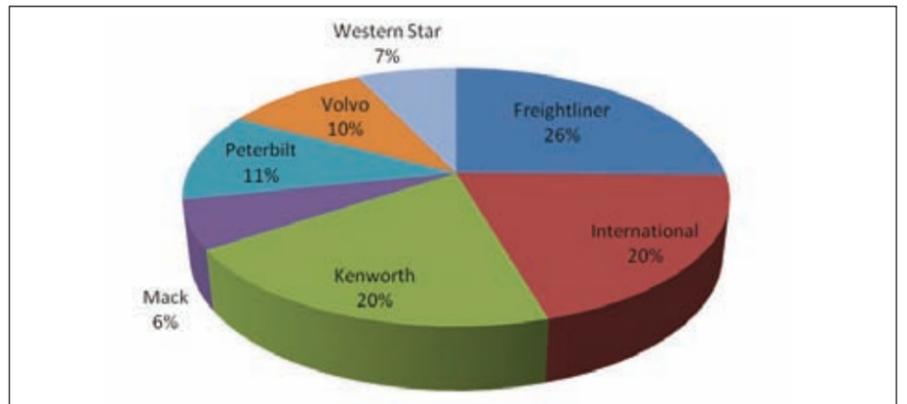
## 12 – Month Sales Trend



The 2,606 trucks sold in October made for the fifth month this year with sales above 2,000, starting the year's final quarter on a strong note. Sales have also come within less than 200 of achieving that mark on three more months.

Source: Canadian Motor Vehicle Manufacturers Association

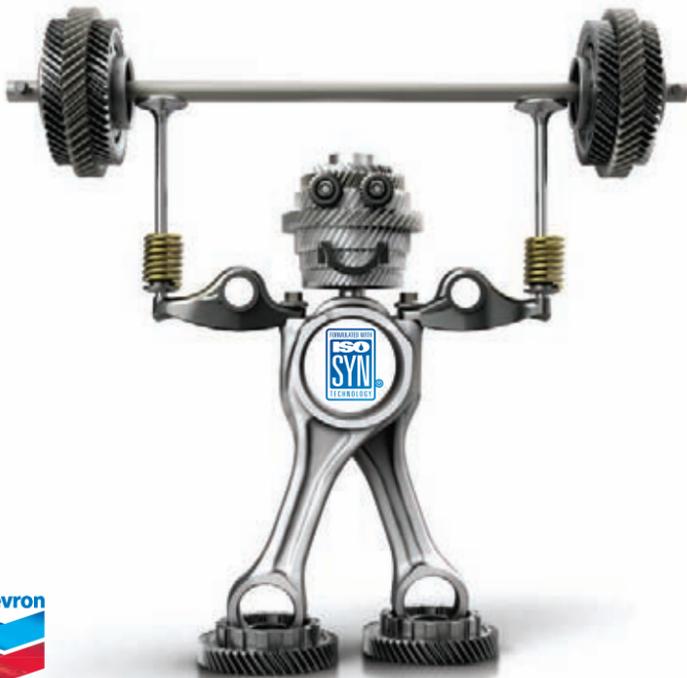
## Market Share Class 8 – Oct 11 YTD



With two months left to report, Freightliner continues to hang on to the market share lead in the Canadian Class 8 market, enjoying a commanding 26% market share. International, a former market leader who has adopted different engine emissions technology than the rest of the OEMs, is battling it out with Kenworth for second place with International having sold about 100 more trucks YTD. Peterbilt and Volvo are the only other two manufacturers enjoying a 10% or greater share of the Canadian Class 8 market.

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# The most incredible story no one wants to talk about

It was an incredible story, a real life David vs Goliath. I'm talking about the meal tax lawsuit that a handful of Canadian carriers won against Canada Revenue Agency, resulting in millions of dollars in excise taxes being returned to trucking companies and their owner/operators.

Truck West has been all over this story since the beginning when the lawsuit was first filed, right through to the decision and subsequent issuing of cheques to carriers who filed the claim. It was estimated that as much as \$15 million was being returned to owner/operators, who between the years of 1991 and 2002 ran into the US and were leased to carriers that participated in the claim. In short, the court decision found that trucking companies and owner/operators who purchased fuel in Canada and then consumed it in the US were eligible for excise tax rebates, since the fuel was essentially an exported item, and as such, exempt from federal excise taxes.

That loophole was slammed shut immediately after the initial claim was made, but the court ordered CRA to issue rebates to those carriers and their owner/operators who were involved in the initial lawsuit, which was the brilliant brainchild of fuel tax accountant Larry Babins and then steered through the courts by Winnipeg super-lawyer Israel Ludwig, who got rich off the deal and deservedly so, having taken the case on spec.

It's a great story, no? Not so fast. While some of the carriers involved, including test cases Nolan Transport and Bison Transport, have already issued refunds to eligible owner/operators (and set aside the remaining funds in a trust account until they can find the appropriate individuals), I've been hearing more and more from owner/operators whose carriers at the time are refusing to release the funds.

Some are reluctantly agreeing to



pay out their owner/operators, after deducting "administration fees" and even "lawyer's fees" (even though Ludwig already took his commission off the top). Then you have the unique case of Highland Transport, which was acquired by TransForce after the claim was made but before the funds were released by CRA.

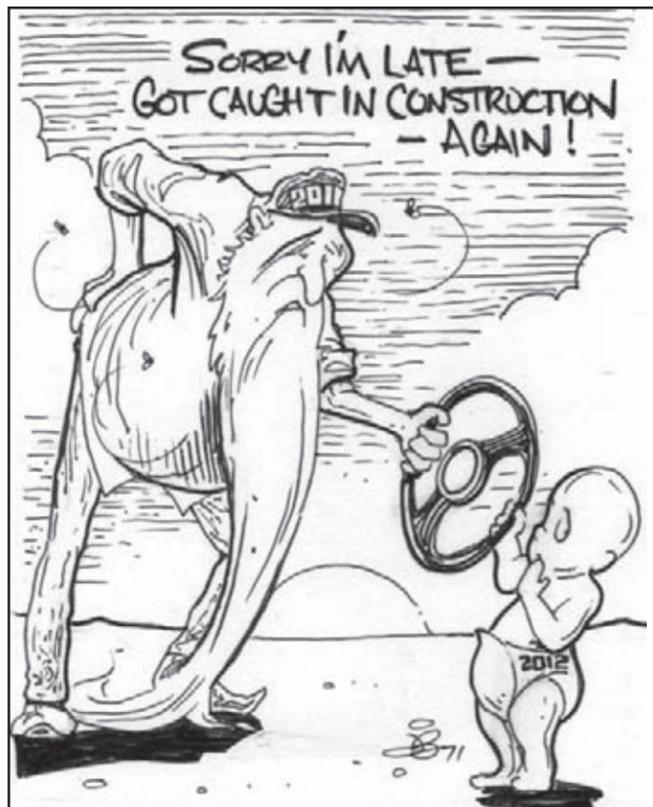
Its owner/operators have dug in their heels in an increasingly hostile dispute over the money, which by some accounts (according to the O/Os) TransForce feels entitled to because Highland capped fuel prices and by other accounts TransForce has yet to release simply because it doesn't have the necessary paperwork to figure out who should get what. TransForce itself has not responded to my request for an interview. Neither has Babins, the accountant who initiated the entire claim and is the caretaker of an invaluable, guarded list of carriers involved (right down to the truck number and all the other pertinent information), a list that even CRA would not release to me despite a formal Access to Information request.

(It should be said, Babins has courteously agreed to confirm to any owner/operator whether or not they are eligible

for a refund). Ludwig, the lawyer who represented carriers when they filed the claim against CRA, has been more forthcoming with information, however there's only so much he can divulge, since he is still representing carriers who have had their claims refused as they file their appeals.

So what you have here is what could have been an incredible story, an improbable win for the little guy against the big bad taxman, which has instead deteriorated into one gigantic mess. Let's hope the refunds get passed on to the O/Os they were intended for. We all know the cash means a lot more to them than the conglomerates that to date have withheld it. □

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## Money talks

At the start of December, a new study of 34 countries showed that income inequality is at a record high among industrialized nations and that the gap between Canada's rich and poor, although not as bad as in the US, is above the 34-country average.

The OECD research shows that the average income of the top 10% of Canadians in 2008 was \$103,500 – 10 times that of the bottom 10%, who had an average income of \$10,260. Back in the early 1990s the top 10% made only eight times more what the bottom 10% made. The richest 1% of Canadians meanwhile, saw their total share of income rise to 13.3% from 8.1% in 1980. At the same time, the top federal marginal income rates dropped from 43% in 1981 to 29% in 2010 so the richest Canadians got to keep considerably more of their earnings.

Of the 34 countries compared, the US has the fourth worst record and Canada the 12th worst but a September study by the Conference Board of Canada reported that income inequality has been rising faster in Canada than in the US since the mid-1990s.



If you are a professional driver, of course, these numbers are just proof of what your eyes and pocketbook have been showing you for years. It's a sad commentary on the plight of the US motor carrier industry, for example, that drivers make no more today in real terms (taking inflation into account) than they did in 1990. While I don't have comparable figures for Canada to share with you, Statistics Canada records show that average weekly earnings (all employees, including overtime) in the Canadian for-hire trucking industry in 2001 was \$687. By 2010, despite some of greatest growth years the Canadian economy has ever experienced, weekly earnings had climbed to \$851.

The numbers I've mentioned are not the result of the recent recession; although weekly earnings in Canadian trucking did hit their peak in 2008 they averaged just \$859. Wages in trucking have remained depressed through both good times and bad. It's a mirror into what has been happen-

ing in our country overall as income inequality has increased during both recessionary and boom periods and despite employment growth during the boom periods.

Growing income disparity is a concern (among both protesters in the Occupy movement and prominent figures such as Warren Buffett) because a growing wage gap actually hurts everyone. Countries with greater income inequality tend to see shorter, less sustained periods of economic growth, according to a paper published by the International Monetary Fund this fall.

For trucking, the consequences are even more immediate. We need to ask ourselves why it is that despite high unemployment rates across North America, we still face a driver shortage?

And then shippers, carriers and government must come together to figure out how to make the driving profession an attractive one once again because trucks don't drive themselves and an advanced trading nation such as Canada can't survive without trucking. □

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**IN BRIEF**

**'Beer Run' video wins online award**

**TORONTO, Ont.** – An episode of Trucknews.com's WebTV show *Transportation Matters* has won a silver award in the Best Video or Multimedia Feature category at the third annual Canadian Online Publishing Awards. The awards, held this year at the Gladstone Hotel in Toronto Oct. 24, are produced by *Masthead*, and recognize excellence in online editorial and innovation by Canadian magazine, newspaper, broadcast and Web site publishers.

The silver-winning episode was "Big Beer Run," which originally aired last winter and chronicled Challenger Motor Freight's 10-day trek across the GTA hauling six massive beer tanks for Molson-Coors. Also nominated in the same category were "Fergus Truck Show 2010" and "Thanks a Million," giving *Transportation Matters* three of the five nominations up for Best Video. The award was *Transportation Matters*' third win at the COPAs, having taken home the top prize in the Best Video category in the award program's first two years. Trucknews.com's other nomination came in the form of executive editor James Menzies' bi-weekly newsletter *Hooked Up* in the Best E-Newsletter category.

Entries were judged in three divisions: the Red Division for custom, religious, and public association Web sites; the Blue Division, for business-to-business, professional association, farm, and scholarly Web sites; and the Green Division for daily and weekly newspapers and sites produced by broadcasters. Trucknews.com competes in the Blue Division.

For more information or to see a complete list of finalists, visit [www.canadianonlinepublishingawards.com](http://www.canadianonlinepublishingawards.com). □



**SMALL TOKEN:** Alex Fraser (left) receives a cheque from NATG president Larry Hall. The funds were raised to reward anyone with information leading to an arrest, but because nobody came forward, the money was donated to Fraser.

**'Good Samaritan' trucker receives NATG donation**

**LUMBY, B.C.** – Alex Fraser, the 'Good Samaritan' truck driver who was beaten during a seemingly random attack last September, has been presented with an award fund that was collected in hopes of finding the attackers.

The North American Truckers Guild collected \$10,144.59 in hopes it would result in information leading to an arrest in the Sept. 21, 2010 attack. Since a year has elapsed with no arrests, the NATG has presented the funds to Fraser to help offset his expenses. Fraser remains unable to work since he was brutally beaten, after stopping his truck to help out some stranded motorists.

The RCMP has not made any arrests in the case, although they have said they believe they know who's to blame, but lack the evidence to press charges.

On Nov. 12, NATG head Larry Hall presented Fraser with the cheque. Fraser said the funds will go towards paying off some residual debt and reducing his monthly obligations, as he is unable to resume driving.

"The NATG would like to remind all travellers that the culprits who committed this act are still on the loose and that you should exercise caution especially when alone in remote areas," the organization said in a statement. "We would also like thank the many corporate and private contributors which made this fund possible, we could not have done this without their amazing support and we are sincerely grateful to them."

The B.C. Trucking Association also presented Fraser with some funds raised by the association and its partners. A total of \$15,225 was donated to Fraser by the BCTA. Meanwhile, there's still hope arrests will be made. The case remains open, and anyone with information about the attacks should contact Crimestoppers or the RCMP. □



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## BORDER

## MTA dishes out annual awards

**WINNIPEG, Man.** – The Manitoba Trucking Association rounded out 2011 by doling out a variety of awards to its members.

### Service to Industry Award

The 2011 MTA/RBC Royal Bank “Service to Industry” award was given to Earl Coleman of Big Freight Systems. Recipients of the award must have conducted themselves in such a manner as to have gained the esteem of their fellow members, and have brought credit to the industry through their contributions, according to the MTA.

The MTA claims Coleman has “diesel in his blood,” having grown up with a family in the trucking industry, eventually working as a driver himself. Coleman’s work experience eventually broadened to include accounting functions, finance, risk management and safety, maintenance and fleet assets, before being named president of Big Freight in 2006.

Coleman has also been actively involved with the MTA itself, sitting on number of association committees and participating in and supporting many MTA events and initiatives, officials said. He has sat on the MTA’s board of directors for 12 years, as well as its executive committee, holding the positions of second vice-president, first vice-president and president.

“[Coleman] has served his association and his industry diligently and with the best interests of his industry

at heart,” the MTA said in a release.

### Associate of the Year Award

Also among the MTA’s list of honorees is Larry Seel of Wajax Power Systems, the winner of 2011 MTA/Payne Transportation LP Associate of the Year. Seel is the first-ever two-time recipient of the award, having won previously in 2003. He was presented with the award at the seventh annual MTA Awards Banquet Nov. 17.

Seel began his career in the trucking industry about 35 years ago in the parts department of a local dealership, working his way up to become parts manager. During Seel’s tenure as parts manager, the dealership was presented with a National Dealer of the Year award and received the Western Region awards for the “Best Overall Performance in Parts Sales” and “Best Overall Performance in Parts Operations.”

Seel joined his current employer, Wajax, in 1990 in a parts and service sales position. He was recently promoted to major aftermarket account manager at Wajax.

“Over his many years in our industry, Larry has shown his steadfast commitment to our industry as an Associated Trades Division member,” the MTA said in a release. “He can always be seen organizing, participating, attending and providing assistance at the many MTA functions, activities and fundraising events, including those of our Vehicle Main-

tenance Council.”

Seel has served on the Associated Trades Division’s executive committee and the MTA’s board of directors. He also founded and currently chairs the MTA Careers Committee.

### Distinguished Member Award

Arnold Bros. Transport of Winnipeg took home the 2011 MTA/Shaw Tracking “Distinguished Member” award at the Nov. 17 awards banquet. The Distinguished Member award is bestowed upon a MTA member company deemed to have made a long-term commitment and noteworthy contributions to the Manitoba Trucking Association.

Arnold Bros. has been an MTA member for more than 50 years, during which time it has provided “ongoing loyalty, commitment and support,” according to MTA officials.

Over the years, many Arnold Bros. staff members have sat on the MTA board of directors and the executive committee, with one staffer serving as association president. Additional staff members have sat on MTA standing committees, ad hoc committees, working groups, steering committees, the Associated Trades Division, and the Vehicle Maintenance Council.

MTA officials say Arnold Bros. has consistently and continually supported the many MTA social and fundraising events held over the years, including dinners, trade shows, and conventions, through both attendance and sponsorships.

“An association and its members should contribute to the industry

at large and their community. This year’s recipient’s support and contributions have not been solely focused within the MTA, as this member has provided their support at the national level to the Canadian Trucking Alliance and the Canadian Trucking Human Resources Council,” the MTA said in release.

### Pioneers Club inductees

The association has also announced two inductees in to the MTA Pioneers Club for 2011: Borden Hadley of Smooth Freight and Eldon Funk of Wajax Power Systems.

To be inducted into the club, inductees must be continually employed in the trucking industry for at least 25 years and be actively and directly engaged in the formulation, direction or execution of policy in a managerial capacity of a MTA member company at the time of nomination.

“These individuals are the foundation of our industry today,” the MTA said. “It is the likes of these individuals, and those that were before them that have built (the) Manitoba industry that we have today.”

Hadley began his career in 1986 with the founding of his company, as it was known then, Smooth Movers and Delivery Co. Eldon also began his career in 1986 with a sales position with Midwest Detroit Diesel-Allison. Today, he works as territory manager with Wajax.

For their achievements, they will be receiving a Pioneer Club Member lapel pin and certificate recognizing their service. □

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OPINION

# Lessons learned from across the pond

As I've mentioned in previous columns, trucking is fundamentally the same the world over, but we all do things a little differently. Not just in the specification of our vehicles, but also in the way we do things.

I now earn my crust in Canada and in doing so I have learned some new things and as a result have expanded my horizons beyond my own little bubble. There's a lesson to be learned from that.

I can without hesitation name 10 things that we do over here that would benefit the British trucking industry and vice-versa.

As I'm writing this in a Canadian magazine there's no point going over the things that we do better over here, so I'll share some of the things I learned across the pond.

The one thing that I noticed before my first cup of Timmies had



gone cold was the different way we drive truck, most noticeably in the way we shift.

I had spent 20 years on the road, some of it as a road tester and I had never heard of 'progressive' shifting.

Over there we've had extremely high fuel costs for a long time, so fuel economy is very important. The trucks there are all vertically integrated, so a Volvo truck will have a Volvo engine, a Volvo transmission and Volvo axles. With modern electronics each component can 'talk' to another and the truck can perform to its

optimum level.

One such thing that electronics perform better than almost any driver is shifting gears. To stay with Volvo, its I-Shift will change up and down through the gears to keep the engine singing; the biggest difference from the electronic interference is that it will block change.

A transmission may have 12 (or more) gears, but that doesn't mean that every gear has to be used every time; the extra ratios are there so that for any given road speed there is a gear that can keep the engine close to the sweet spot.

On level ground a fully loaded truck with the I-Shift will pull off in 1hi then go to 3lo, 4lo, 5lo, 5hi, 6lo, 6hi. That's seven ratios; just over half of what are available.

Of course over there, before I-Shift and its competitors, we had 'girly' synchromesh transmissions,

so block shifting was much easier than it is with a constant mesh transmission.

Yet a good driver can make any transmission sing, so I just don't understand progressive shifting at all. It's supposed to save fuel and be easier on the driveline, but a block shift should not put too much stress on the driveline if it's done correctly.

So maybe it's done to save fuel, but then if that's the case, why does the truck that's been progressive shifting its way through town then waste every drop of fuel it has saved by sitting on high idle for 15 minutes while the driver gets a double-double and a Boston cream?

From what I can work out, it's about driver training, or a complete lack of driver training.

Progressive shifting is the easy way out. Within a couple of days any rookie will be able to progressive shift without grinding gears. As established professionals, surely we have raised our game by now? If progressive shifting was the best way to get down the road, why have Volvo (among others) designed a transmission not to do it?

Shifting is just the tip of the iceberg. Once the driving test has been passed, the next training a driver gets is an orientation.

In most cases this will cover specific policies at a company; idletime and maximum speed may be covered in the interest of saving fuel, but not one minute is dedicated to training a driver on getting the absolute best from a couple of hundred thousands dollars of equipment.

A long time ago a very wise trucking man replied to my question of how much his company spent on driver training by telling me that it wasn't how much it cost to train the drivers, it was how much it would cost *not* to train the drivers.

Which brings me to seatbelts. I was recently listening to a radio show that had a truck driver call in, and state that not only did he always wear a seatbelt, he also made sure he was secured in the bunk while he was training a new driver. Can you see what was wrong with that statement?

I have been through training programs with most of the truck manufacturers in the world; as a result my driving has improved considerably, even though I was pretty good at it already.

Manufacturers were confident enough in my driving ability that I could test their products and record performance and economy figures that were compared to their competitors.

As well as my own natural ability, the training I received helped me achieve the best results and during all the training programs I attended, not once was the 'trainer' asleep in the bunk. And we wonder why driving truck is seen as unskilled labour? □

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

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## CANADA

# Rebuilding an industry

With the economy on steadier ground, motor carriers are shifting their focus from survival to improving profitability

By James Menzies

**TORONTO, Ont.** – The mood at this year's Ontario Trucking Association convention was refreshingly optimistic, as some of the most influential fleet executives and suppliers from across Canada came together to share ideas and lick their wounds following one of the most challenging periods of the industry's history. While news reports remain a source of ominous forecasts and troubling prognostications, fleet managers are reporting improved profitability where the rubber meets the road.

"The reality is, business ain't bad," said Steve Russell, chairman and CEO of Celadon Trucking Services. "Pricing is based on supply and demand and the supply is going away."

Rick Gaetz, president and CEO of Vitran Corp. agreed, adding "I think the fall (season) has been okay, both in the US and in Canada. It hasn't been terrible."

And Greg Rumble, president and COO of Contrans Group, said while current conditions are not as favourable as in 2008, they represent the new reality for the foreseeable future – so, you better get used to it.

"We are kind of walking along the bottom of the economy," Rumble said. "There will be ups and downs but I don't think we'll see any significant increases over the next few years and we just have to deal with that."

Speaking as part of a panel moderated by CBC business correspondent Amanda Lang, the trio of trucking tycoons expressed optimism that declining capacity was compensating for sluggish freight growth, allowing carriers to focus on improving their margins.

"So much capacity has gone away or is going away," Celadon's Russell said, noting in the US, the 25 largest truckload fleets control about 8% of the industry's capacity and the remaining 92% is "collapsing." This theory was supported by John Larkin, managing director of Stifel, Nicolaus, who said at the OTA convention that the truckload industry has shed 20% of its capacity through the recession, three-quarters of that as a result of fleets downsizing.

While a shortage of qualified drivers and the strict CSA enforcement regime are oft-cited sources of the capacity crunch, Russell highlighted another contributor.

"In 2006, it cost \$95,000 (for a new tractor). In 2011, a new tractor costs \$125,000-\$130,000," Russell said. "If you look back to 2006, you could trade a three-year-old tractor worth \$50,000 for a new one that cost \$95,000 and you needed a \$45,000 mortgage; it was easy to get. Now, if you trade

in a six- or seven-year-old truck, it's worth \$15,000-\$20,000 and to buy a \$125,000 truck – you can't get the mortgages. So, you trade in three or four (trucks) to get one; so a 100-truck fleet is now a 60-truck fleet."

The high cost of new trucks coupled with the escalating prices of components like tires (up as

"There's no question driver wages have to and will continue to go up if this industry is going to attract the right number of professional qualified drivers,"

Rick Gaetz, Vitran Corp.

much as \$200 per tire in the last six months, according to Gaetz), are keeping fleets from adding capacity and raising the barriers of entry for new players. It is also creating ideal conditions for further consolidation, carrier executives agreed.

"It's a great time to be looking for acquisitions," said Contrans' Rumble. "You get a chance to see what the company was able to do through the toughest economic times in 25 years. If the company has done reasonably well in the 2008-2010 period, I'm willing to pay for that."

Added Gaetz: "We will never buy off your next 12 months, we will always buy off your last 12 months."

With fleets struggling to find qualified drivers, Russell said Celadon recently completed an acquisition primarily to secure a pool of experienced drivers. Celadon bought the dry van division of Dallas, Texas-based Frozen Food Express for close to \$15 million and while it took over the company's assets and customer base, it was most eager to secure its driving force. Of the 290 drivers employed by Frozen Food, 140 were offered jobs with Celadon and about 120 accepted. It may seem a high price to pay for qualified drivers, but the panelists agreed the driver shortage is not going away. They also agreed, for the most part, that driver wages must improve.

"There's no question driver wages have to and will continue to go up if this industry is going to attract the right number of professional qualified drivers," said Gaetz. "Wages are going up, but there will be a lull here. It's going to take some time."

Contrans' Rumble said the method of pay is also likely to change – eventually. "How many industries out there are still paying piecework?" he asked. "That's in effect what we do; all our work is piecework and there are not many industries left that pay that way."

With razor thin profit margins at even the best run trucking companies, it's obvious any widespread increase in driver wages will have to be generated through higher rates. Will shippers be willing to accept cost increases as capacity tightens? Celadon's Russell has worked out the typical profit his customers earn on a truckload of

of \$1.50 per mile and a 900-mile average length of haul, Russell calculated a 5% rate increase would cost a shipper just \$60 a load, which would hardly eat into its \$15,000 profit.

Gaetz said it's incumbent on carriers to educate their shippers on why rate increases are necessary and he advised them to "draw a picture" they can leave with traffic managers, who will then have something tangible to show actual decision makers higher up the chain of command.

"If you leave nothing, you will get nothing," Gaetz said.

Celadon's rates have gone up 4.5% over the past year, and Russell said "I think as an industry, if our rates don't achieve increases in the 4-5% per year range, profits are going to get pretty tough to make."

Given the wage and cost pressures facing the industry, Vitran's Gaetz figured companies will need rate increases more to the tune of 6-7% to remain profitable.

Carriers may also have to consider applying additional accessorial charges for things like traffic and weather delays.

"The industry is going to have to keep finding ways to recover costs that have become embedded in the way we do business," said Gaetz, noting some US truckload carriers are now levying 'city surcharges' when delivering into gridlocked urban centres. □

## Bison, Kurtz sign on for weight loss challenge

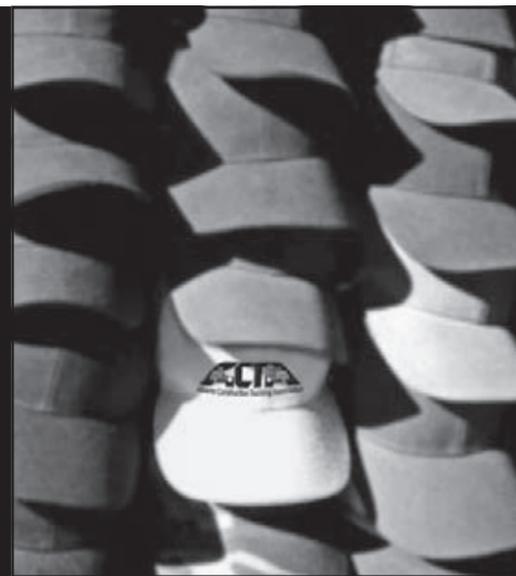
**ALEXANDRIA, Va.** – The Truckload Carriers Association (TCA) has selected 11 trucking companies to participate in Trucking's Weight Loss Showdown, a competition with prize incentives for the fleet and individual who achieve the greatest percentages of weight loss. Among the group are two Canadian fleets: Bison Transport of Winnipeg, Man. and Brian Kurtz Trucking of Breslau, Ont.

Beginning Jan. 24, the Showdown is scheduled to last 10 weeks and will be managed for TCA by Lindora Clinic, a personalized weight management company. It will stress a low-carbohydrate, low-fat, moderate protein menu plan coupled with exercise, nutrition education, and lifestyle changes.

The winners – both fleet and individual – will be announced in May at TCA's Safety and Security Division Annual Meeting. □

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OVER THE ROAD

# Coping with reporting technologies

When I switched to electronic logs a couple of years ago, I was very keen about the potential going electronic had for making my life easier. The fact I don't have to spend any time filling out log pages and performing manual recaps is reason enough for me to never turn back.

But my belief that an electronic system would make managing my time easier and less stressful has proven to be somewhat of a pipe dream. In many regards, an electronic log is an unrelenting taskmaster that does not allow you any flexibility. You have to complete your daily tasks within a given time frame regardless of the curves that are routinely thrown your way over the course of any given day. As drivers, we see lots of junk thrown our way. Weather, dock delays, equipment failure, border crossings, unforeseen traffic problems, etc.

So rather than relieving stress as I had originally believed it would, electronic logs have added a considerable amount of stress to my day and have become a means of measuring my performance. In fact, the trend seems to be towards measuring driver performance through critical incidence reporting via a truck's on-board software.

Reports are generated automatically and e-mailed to a driver's safety manager. And it doesn't stop there. Programs have also been developed and rolled out to notify a



Over the Road

AL GOODHALL

driver's manager when a driver is showing signs of fatigue so that preventive action can be taken.

I'm not even going to attempt to dispute the fact that all of this information can be beneficial for a carrier in a number of ways. It can reduce costs, ensure compliance with legislation, reduce accidents, create learning opportunities for drivers, improve overall safety and so on. But if these programs are so wonderful, why am I left feeling stressed and tired at the end of the day? Shouldn't all of this stuff be helping to make my experience on the road happier, healthier, and give me more time for myself and my family? Where is the efficiency in this system?

The fact is that all of these software solutions designed to provide greater economic efficiencies and a higher degree of safety are often not designed with the driver in mind. At least that's my assumption as an end user of this technology.

I think that drivers want the same thing as the carriers and enforcement agencies when it comes to safety and efficiency, but the parties are miles apart when it comes

to methodology and implementation of these tools. Why? Because drivers often view these in-cab systems that monitor their performance as big brother watching over them. The nature of the system reporting is a form of constant negative re-enforcement to a driver. It only tells you when you are doing something wrong, no matter the gravity, circumstance, or context of the situation at hand. That's irritating, frustrating and demoralizing. At least that's my personal feeling. There is no accounting for the hundreds, perhaps thousands, of things I do right in the course of my day.

What if an incident reporting system was developed that turned the whole thing around? What if reports were to be generated for all the positive actions that occur in the course of a professional driver's day? There would be so many e-mails generated to our respective safety departments that we may very well crash the company server. Man, it would be great to get immediate positive feedback in recognition of a job well done.

How about a resolution for 2012 that only allows satellite messages sent to the truck to be positive in nature? In addition to that, for every critical incident report generated by on-board performance monitoring software that is brought to the driver's attention by a carrier's safety department, they have to also

discuss two positive incidents generated by the driver on the same day. I think that would go a long way to relieving driver stress, improve driver morale and improve overall driver health in 2012. Imagine the effects on productivity!

There is no doubt in my mind that you can't go back to the way things were in this life. Life is impermanent in nature and changes continuously. That means that the situation at hand in the present moment is bound to change tomorrow or the next day or the day after that. I also believe we can influence that change. We have monitoring systems that feed drivers with a stream of data highlighting their shortcomings and expect improvement. But if that information isn't framed within a compassionate intention to benefit the driver, it will erode performance, not enhance it.

I know safety managers have an especially tough job these days. If they want to build trust with their drivers I believe they need to find creative ways to soften this reporting technology, embody it with a little humanity and frequently reassure their drivers that as long as they are sitting in the wheelhouse, the driver's decision is final. Cheers, and Happy New Year to all. □

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

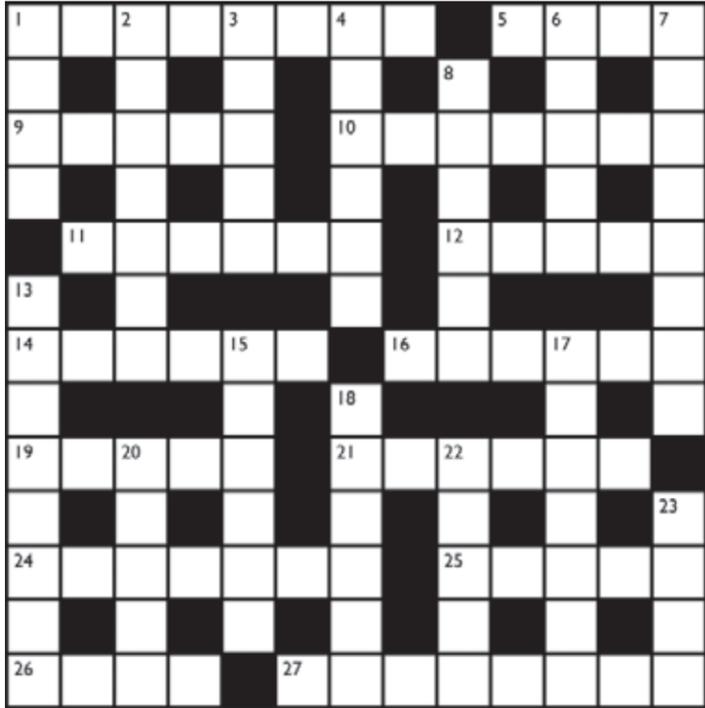



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## THIS MONTH'S CROSSWORD PUZZLE



Answers on page 27

**Across**

- Under-trailer feature, frequently (4,4)
- Or best reasonable offer, in truck-ad (1,1,1,1)
- Streets, boulevards, etc.
- Pneumatic-suspension brand (3,4)
- Haul goods into Canada
- Add some coolant or oil (3,2)
- Replace the asphalt
- Roadside weigh stations
- Toll-booth basket fodder
- Driver's-seat feature, \_\_\_\_ support
- Etobicoke, ON-based trucking company
- '80s street-side-diner TV series
- Cargo-terminal vehicle, \_\_\_\_ tractor
- Reflective safety-warning shape

**Down**

- Empty trailer or container weight
- Easy-to-open, hard-to-close item (4,3)
- Hazzard County smokey Coltrane
- Rolls along in neutral
- Goodyear's airborne icon
- Structure spanning Trans-Canada Highway
- Winter ice-road location
- '12-'77 NY-made truck with Huskie emblem
- '99-'06 Mack model
- Freight-terminal activity
- Objects in mirror are \_\_\_\_ than they appear
- Truck-stop rule breaker, sometimes
- Topless-touring Mazda
- Slangy name for PACCAR truck

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## TAX TALK

# Tales from tax court

*There are lessons to be learned from others' mistakes*

You want to learn from your mistakes, but it's way more fun (and far less painful) to learn from the mistakes of others.

That's why it's instructive to read Canada Revenue Agency's police blotter of tax-fraud convictions, which the agency posts on its Web site.

Mind you, these people didn't make mistakes as much as they cheated and got caught. But there are lessons to be learned from their transgressions, especially as we head into a new tax year and toward that April deadline for filing your 2011 personal return.

## Two books, big problem

In an age-old scam, Miles Derco of Winnipeg and his repair shop, M.J. Dominion Transmission, kept

## Tax Talk

SCOTT TAYLOR



two sets of books: one each for cash and non-cash transactions. An audit showed that for cash transactions, Derco used a receipt that had the same receipt number as an unrelated non-cash sale but he never reported those cash sales as business income. GST was also under-reported by omitting those cash sales.

Derco and the business pleaded guilty to three charges of tax evasion and were fined a total of \$140,000.

What can you learn from this scam artist?

First, CRA requires you to keep

accurate and complete income and expense records. That means recording income when it's earned and expenses when they're incurred (the accrual method is what you should be using, not the cash method). Not sure? Ask!

Second, working for cash will bite you in the end. The combination of low income and a rich lifestyle is a huge red flag for an auditor, who will dig into your personal and business bank accounts, credit card transactions, and other financial records to see how you're able to pull that off.

## Not your personal cookie jar

Two recent convictions are reminders to keep business and personal transactions separate.

Auditors determined that Transport Rolland Menard of Laval, Que., failed to report \$735,342 in business income after they found most of this money in a bank account with no record of it on the business's balance sheet.

They also discovered that the company's administrator, Guy Menard, kept business income of \$763,993 as his own and failed to declare it on his personal income tax returns. Menard may not have reported these deposits, but you can bet that his bank did.

The company and Menard pleaded guilty to tax evasion and were fined \$139,313. Menard was also sentenced to three years probation.

At Brothers & Wright Electrical Services Inc., CRA auditors found that the company claimed \$379,705 in construction expenses to build personal cottages owned by the corporation's directors. The company pleaded guilty to one count of evading GST and one count of federal income tax evasion. It was fined \$165,822 – twice the total amount of tax evaded – plus \$24,007 of input tax credits for GST related to these expenses.

Whether it's mileage for a service vehicle or office supplies that end up in the kids' school backpacks, a tax auditor wants to see that the expenses you claim were incurred to earn business income.

## It's your return

Auguste Christiane Frederich von Pfahlenburg-Marienburg ran a tax-preparation company in Vancouver. Besides having a name long enough to need both sides of a business card, Pfahlenburg had such an uncanny ability to lower his clients' tax bills that a suspicious competitor complained to the CRA.

The agency determined that between 2003 and 2007, Pfahlenburg overstated or invented business expenses on the income tax returns of 18 clients. He was sentenced to three months in jail and fined \$41,484 after pleading guilty to one count of income tax evasion.

Clearly, Pfahlenburg is the bad guy here. But 18 clients had fraudulent returns filed (they all said they were unaware of Pfahlenburg's actions). Presumably, those clients also had their returns adjusted and had to pay the tax they owed plus interest and penalties.

You are responsible for the accuracy of your tax return no matter who prepares it. Leave time to check the paperwork once it's returned to you. If it doesn't look right, ask questions. "I forgot" or "I didn't know" won't fly in court.

## Do it right

After years of working with clients in the trucking industry, I can tell you that the owner/operators who do things the right way always have something to show for their efforts.

Start the year by making sure your invoices, income slips, bank statements, and receipts are in hand. With a clear income picture, a good accountant who knows your business can point out all the credits, deductions, and exemptions you're entitled to take while minimizing the risk of an audit. Or worse, a trip to tax court. □

– Scott Taylor is vice-president of TFS Group, a Waterloo, Ont., company that specializes in accounting, fuel tax reporting, and other business services for truck fleets and owner/operators. For help or information, visit [www.tfsgroup.com](http://www.tfsgroup.com) or call 800-461-5970.



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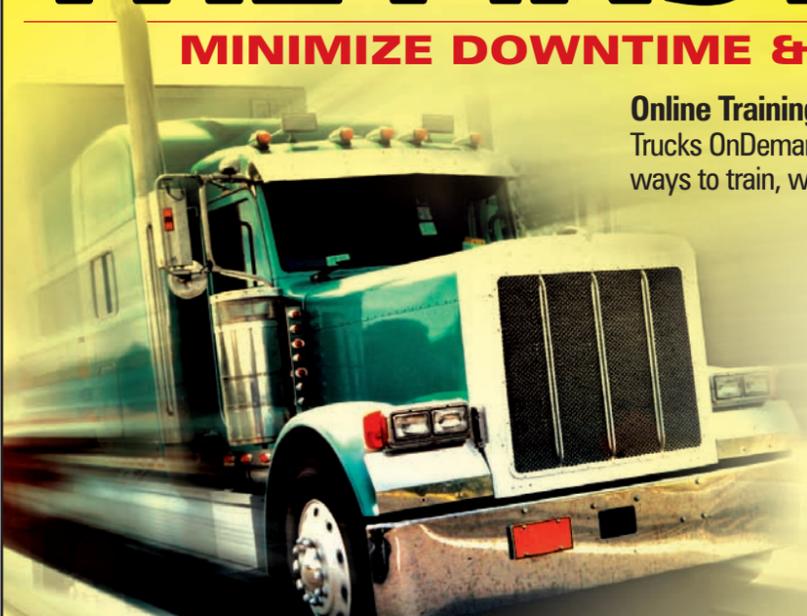
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## FUEL SHORTAGE

# Diesel fuel rationed as pumps ran dry

## Fleets forced to pay more for fuel during shortage

Continued from page 1  
of diesel products.

The impact of this “imperfect storm” was felt all across the western provinces.

“There’ve been some issues,” admitted Bob Dolyniuk, executive director of the Manitoba Trucking Association. “What we’ve experienced in Manitoba is some locations out of fuel completely a day or two at a time. Other facilities operated on reduced hours and that spread from Manitoba right through B.C.” He said the diesel shortage was more pronounced in Saskatchewan and Alberta, though all four western provinces were affected.

It got to be such a sticky situation that trucking companies were forced to look into alternative sources from the ones they were accustomed to using. Carl Rosenau of Edmonton’s Rosenau Transport, said they were going outside their normal routes, trying to find places that still had fuel.

“In the Red Deer area UFA and Shell were out, so we were going out to places like Stettler and Sylvan Lake – communities off the beaten path – to fuel our trucks,” he said. “I’d also tell my guys that if they pull into a 7-11, Domo, or the Turbo or wherever they stop and they had diesel fuel, to throw a couple of hundred dollars in, hand in their receipt at the end of the day and we had a cheque for them the following day.” It worked, though Rosenau admitted it meant they had to pay more for their diesel than usual that way.

And according to a *Canadian Press* report, a Whitecourt hauler ended up relying on radio and satellite communications to find out if fuel was being delivered to stations and, if it was, they’d try to get their trucks there as quickly as possible, hoping to be first in line to get filled up. It was a rather hit and miss solution, but it helped.

The shortage also led to some creative thought on the part of diesel dealers. “One of the dealers up in Fort St. John put a note up – if your account isn’t current you’ve been cut off,” Rosenau said. “It’s one way to collect your bills!”

Some trucking companies coped with the added costs of sniffing out the stuff by whatever means possible by putting a fuel surcharge onto their services. One of the large carriers, for example, sent out a notice that it was tacking on a temporary “Fuel Recovery Surcharge” of 1.24% to its “existing surcharge.”

Suncor’s hydrogen deliveries got back to normal on Nov. 18, though Suncor Energy’s Sneh Seetal noted that “It will take at least a few days to move product through the system to customers in Western Canada.”

Seetal said they had prepared for the supply to resume, so they could effectively hit the ground running. “During our third-party hydrogen supply disruption we kept the refinery in safe operating mode so

that when hydrogen was restored we would be able to efficiently and safely return the plant to normal operations,” he said, adding that “immediately upon receiving hydrogen, we brought our idled units back into operation.”

Things aren’t improving as quickly at the Co-op refinery in Regina, however. According to Vic Huard, vice-president, corporate affairs for Federated Co-operatives Limited, “Repairs have not yet begun as the independent investigation into cause is still underway on-site. Work to get the affected units back online will not begin until that in situ investigation is concluded.”

Huard said they anticipate that full “pre-incident production” won’t be restored until May, 2012. “We continue to work to source diesel from third-party suppliers to make the shortfall,” he said. “We are confident in our ability to source all the diesel required to make up the 20% shortfall in our own production beginning in December 2011.”

### Deja fuel?

The 2011 shortage wasn’t the first disruption to the fuel supply to wreak havoc upon the west. The MTA’s Dolyniuk noted that there

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‘One of the dealers up in Fort St. John put a note up – if your account isn’t current you’ve been cut off,’

Carl Rosenau, Rosenau Transport

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have been such incidences twice in the past few years which, he said, “brings one to the question of how confident are we in our supply chain for diesel – the production and supply.”

Dolyniuk said that, since he can’t remember shortages due to production problems before the past few years, “you have to ask the question is this a new trend? Is there going to be another shortage next year or in six months?”

He pointed out that, since 90-95% of all retail goods move by trucks (including diesel fuel), “If you don’t have the supply, the trucks can’t do what they should be doing and if it gets to that point then priority lists have to be made up of what moves first. And how do you determine that priority? From my perspective we’ve had this happen a couple of times now and that doesn’t give me a lot of comfort.”

Rosenau would like to see some homegrown solutions to ensure a stable supply to the west. “I just don’t understand it,” he said. “They’re talking about building a (Keystone XL) pipeline down to the Gulf Coast and for shipping to China, but why are we building a pipeline when we can’t supply Alberta?”

Rosenau also noted that diesel is cheaper in Mississauga than in Edmonton. “It bewilders me. We’re

the producer of this stuff and we have shortages? If we shut the pipelines off for a week and filled up all our storage tanks we could carry on.”

It’s not only an inconvenience, he said, it threatens his – and the industry’s – business. “I go back to the pipelines to other areas. We can do all that good stuff and everyone can make all that money, but the people who move goods and transportation services around the provinces should be looked after first.”

Rosenau would like to see governments get involved in a variety of ways. He noted that the federal Conservatives had promised a fuel tax reduction as an election pledge but have never delivered – yet, perhaps surprisingly, that’s okay with him.

“We’ve met with them and said ‘We know you promised, but don’t do it. If you use the money for infrastructure or for incentives for trucking companies to put on fuel-saving devices that can increase our mileage – whether it be side fairings for trailers or whatever – then that’s okay.’”

He also decried what he perceives as the Alberta government’s apparent reluctance to allow the use of super-single tires. “Super-

singles alone are just about a 7% savings in fuel mileage,” he said, “but the provincial government is dragging its feet, saying they have to check into them. Well super-singles have been in Europe for years, eastern Canada has run them for years and Alberta has to study it again?”

Alternative fuels could help truckers avoid another diesel shortage, but at what cost? “Right now the Quebec government gives you a tax credit if you convert your truck to natural gas, which is kind of costly,” Rosenau said. “The price of natural gas is reasonable, but the payback for me to convert my trucks is about 15 years. I don’t keep my trucks that long.”

On the other hand, Rosenau said he’s wary of government programs because of their high bureaucracy quotient.

His company took advantage of Alberta’s “Trucks of Tomorrow” program (a provincial program that gave rebates to commercial truck owners who improved their fleets’ fuel efficiency through a variety of methods) for his side fairings because “It was simple. All we had to do was give them a copy of the registration of the trailer we put the fairing on – and you had to be an Alberta-based company and the trailer had to be registered in Alberta – and that was about it.”

He said his company doesn’t usually even bother looking at federal programs, however, “Because they’re just so complicated. If the feds had put out a program like (Trucks of Tomorrow) I can imagine they’d want to know how many miles, how many litres, and on and on. It becomes so onerous that we just throw our arms in the air and say we’re not interested.”

The red tape and hoop jumping required by the feds is why Rosenau doesn’t participate in the federal penny per litre rebate to the trucking industry, either. “There’s so much paperwork, I just about have to put a person on staff just to get my penny a litre and it isn’t worth it.”

### Fuel saving

Companies could just stockpile their own resources in case of potential shortages of diesel, but MTA’s Dolyniuk doesn’t think that’s going to happen much. “A lot of companies used to have their own facilities,” he said, “but if you’re talking about stockpiling you’re talking about significantly sized storage tanks and then you get into cost issues.”

He also said that if a company wants more than a few days’ supply, “You’re talking some pretty big storage tanks and then you get into regulations, environmental hoops and whether there’s a cost benefit to that as far as the investment is concerned.”

He noted Manitoba’s biodiesel mandate, and pointed out that “If you bought 100,000 litres in July it would probably contain about 5% of biodiesel and I don’t think you’d want that in an unheated tank by October. Quite frankly I question whether anyone would invest such money into storage facilities at this juncture. It can be done but I just don’t see the cost benefit.”

Rosenau also wonders why, since the population across western Canada has increased so dramatically over the past few decades, more refineries haven’t been built to service this extra need – not that this would have necessarily helped in the recent situation because it also involved the hydrogen shortage.

“We should look after our own people, because we’re producing it,” he said. “Can you imagine one of my trucks loaded with hydrogen, sitting on the side of the road because there’s no diesel fuel?”

So what happens if there’s a repeat of such a shortage that isn’t fixed relatively quickly?

“If push comes to shove,” Rosenau said, “do you choose to deliver food and clothing first and parts and pieces second – and it’s the parts and pieces that produce your oil?”

Dolyniuk agrees. “If you don’t have fuel, if you can’t provide it to truckers, then how do truckers provide their services to the shipping community and the public?” he said. Dolyniuk noted that, since 90-95% of all retail goods move by trucks, “If you don’t have the supply, the trucks can’t do what they should be doing and then priority lists have to be made up of what moves first. And how do you determine that priority?”

No fueling, er, fooling! □

## TIRES

# Giving tires some TLC

*Truck tires cost more than ever. Whatcha gonna do about it?*

By James Menzies

**WINDSOR, Ont.** – When fuel prices began skyrocketing in the mid-2000s, it forced truck fleets to re-evaluate every aspect of how they consume the precious resource. Surcharges were put in place, drivers were trained on efficient driving and fuel-saving devices like auxiliary power units and trailer side fairings suddenly became mainstream. Now with tire prices charting a similar course as the result of rising raw materials costs, many fleets would do well simply to convince drivers to check inflation pressures with a tire gauge. Yet tires continue to be one of the more overlooked components when performing routine maintenance on a tractor-trailer unit.

One way to manage tire expenses is to reduce the costs of on-road failures – and that begins with trying to prevent them in the first place.

## Pressure points

Even today, many drivers judge the health of their tires and attempt to determine their inflation pressures with nothing more than a thump of a hammer. The ‘thump method’ is even taught at many driving schools. Yet, any tire expert will tell you that the only way to accurately measure inflation pressures is to use a tire gauge.

“Inflation is always the number one important factor in tire maintenance,” said Brian Rennie, director of sales engineering, Bridgestone Canada. “It’s been that way forever and I’m sure it’ll be that way going forward. Thumping the tire with a club doesn’t do the job. You need to measure the actual inflation pressure.”

To prove this point, Goodyear once assembled a collection of over-, under- and properly-inflated tires at a trade show and invited truckers to identify them based on the age-old thump method.

“The results weren’t too sterling,” recalled Mark Pillow, director of business solutions with Goodyear Commercial Tire Systems. Thumping tires to determine their inflation pressures may be the most archaic practice in widespread use today, yet few fleets have found a way to impress upon their drivers the importance of measuring inflation pressures using a tire gauge.

“I don’t know how we as an industry overcome that,” Pillow said. “Some things die hard.”

Even Morrice Transportation, which runs a very effective tire program, struggles to get its drivers to use tire gauges.

“We try,” said Jeff Reaume, manager of maintenance and properties with the Windsor, Ont.-based fleet. “Most of them are pretty well still whacking tires unfortunately. Our highway drivers are much more diligent than our city drivers are.”

Bridgestone’s Rennie said at minimum, inflation pressures should be measured with a tire gauge every two weeks. At Morrice Transportation, whenever a mechanic has a few minutes to spare, he checks the tire pressures on any equipment that’s parked in the yard. Long-haul drivers should

at least be accurately measuring inflation pressures before setting out on a long-distance trip.

“If you did nothing but keep the air at the proper inflation on a consistent basis, it would decrease your over-the-road tire failures dramatically,” Pillow said.

## Match them up

When tire failures do occur on the road, it’s important to match both tires on a dual assembly as closely as possible. This is becoming easier as tire suppliers offer more advanced emergency roadside service programs that can quickly examine the inventories of nearby tire dealers and dispatch the provider that has the ideal tire in stock.

In a perfect world, fleets should replace a failed tire with the same make and design as the tire that it will be paired with.

“The recommendation would be to match them as closely as possible at the beginning and if it’s not perfectly matched, then make the switch when you get back to the shop,” advised Bridgestone’s Rennie.

Large fleets often stock a variety of used tires at various stages of wear, so they can match up tires with similar tread depths. Tire manufacturers recommend two tires on a set of duals have no more than a quarter-inch difference in diameter, or 1/8th of an inch (4/32nds) variance in tread wear. Otherwise, the larger diameter tire will carry more of the load, possibly shortening its life while the smaller diameter tire is subject to irregular wear.

If a failure occurs on the side of the road and the surviving tire on a set of duals is worn, it’s best to replace both tires at the same time, Pillow suggested. Otherwise, be sure to notify the maintenance manager when the truck returns to the shop, so the tires can be matched up then.

Rennie said many fleets will choose to purchase a standard tire when they suffer an on-road failure (say, a premium drive tire) and then remove it when the truck returns to the shop, place it in their inventory and replace it with a used tire with a tread depth within 1/8th of an inch of its mate. It’s a constant juggling act that can add life to your tires.

## Collateral damage

Another concern when experiencing an on-road tire failure is the potential impact a blowout could have on the mate tire. In some cases, the rubber remnants from a blown tire will cause damage to the sidewalls of the adjacent tire on a set of duals or even to the trailer itself.

In the worst-case situation, this could weaken the sidewall of the surviving tire, causing a “zipper failure” in the shop. The sudden release of highly pressurized air as the tire zippers has been known to kill technicians who were tending to the tire.

Zippering can also be a byproduct of overloading a tire for any length of time. John Overing, business unit director, commercial products with Yokohama Tire Canada, suggested driv-



**TIP:** The best way to reduce roadside service costs is to avoid them.

ers resist the urge to “limp” back to the shop when they experience a tire failure.

“If there was a complete failure on one tire and the driver continued (to drive on it), it’s possible the second tire has run overloaded,” Overing said. Whenever a truck has been driven on a flat tire, Overing recommended having the mate inspected by a tire expert.

“The best practice is to remove the other tire from the wheel assembly and to inspect it to see if there is any indication of overloading,” he said. “If you don’t do that and you simply replace the tire that failed, there’s a possibility of failure on the other tire fairly soon after.”

Tire professionals will examine the inside of the tire for signs of “blueing” caused by excess heat and other indications of damage. Rennie said in many cases, the tire that suffered the initial damage could be repaired while the mate suffers irreparable harm from being overloaded while “limping” to a shop.

## Ditching the spare

This time of year, many of us have made a New Year’s Resolution to lose the spare tire around our midsections. Many fleets have already shed the extra weight associated with carrying a spare tire underneath their trailer. The cradles are still there, but they’re now frequently vacant.

Improved reliability of both new tires and retreads coupled with better roadside service availability has enabled this trend.

There are several benefits in leaving the spare tire in the shop. If you are running at full legal weights, the extra payload will be welcomed and even if you aren’t, pulling an extra tire and wheel assembly can cause increased fuel consumption.

Doing away with a spare tire could save nearly 200 lbs, which can at least partially offset the additional weight of all the emissions-busting equipment that’s been added to tractor chassis in recent years. And then there’s the cost of buying all those extra tires.

“We don’t carry them at all,” said Morrice Transportation’s Reaume. “At one time, we used to run them on a lot of our trailers. But I run 300 trailers. That’s 300x\$400 that’s sitting there doing nothing. That’s a lot of overhead that’s been absorbed by no longer having to carry spares with us.”

When Morrice does suffer a tire failure on the road, it calls Goodyear’s fleetHQ program, which has a history of getting the equipment back up and running in short order, even when

failures occur in rural areas.

Yokohama’s Overing also pointed out that theft can be an issue when carrying a spare tire. This may become a growing concern as tire prices increase. Anecdotally, you hear a lot more about fuel theft when diesel prices are high.

“You don’t want to be driving around with a brand new tire on a wheel with a \$600-\$700 value that’s really being held on by a chain that any bolt cutter could cut through,” Overing said.

## In retreads we trust

Retreaded tires get a bad rap, especially from folks outside the industry who mistakenly believe every piece of scrap rubber on the side of the road is the result of a failed recap.

Even fleets that do use retreads often limit them to trailer positions on local equipment. However, using retreaded tires is one of the most obvious ways to drive down tire costs and it won’t necessarily increase roadside service calls. Manufacturers insist retreading procedures have vastly improved in recent years, with the use of high-tech imaging equipment, and retreaded tires are every bit as reliable as their brand new counterparts.

“The quality of retreads is very high,” said Frederic Ollendorff, segment product manager, Michelin Canada. “We can say that the failure rate on a retread should not be any higher than on a brand new tire, if properly maintained.”

Sadly, retreads rarely receive the same attention as new tires when it comes to routine maintenance. So while they may be every bit as well-built as new tires, their relative neglect means they are more likely to fail, which adds to the perception they’re less reliable than new tires, Bridgestone’s Rennie explained.

“The comparison is not fair,” he pointed out. “The retreads that fail are probably, on average, less maintained than a new tire. Retreads are more likely to be placed on the trailer and if you look at the maintenance of the vehicle, the trailer probably receives the least attention. So the retread has an unfair disadvantage of failure.”

Pity the poor retread. All things being equal, there’s no need to question the reliability of a well cared for retreaded tire.

Perhaps most telling, Yokohama’s Overing said: “I think you’re as safe running retreaded tires as you are running a new tire and this comes from a company that doesn’t have its own retreading process.” □

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## Testimonial

*"They provided me with a solid start in the industry – I got excellent training and felt well prepared for the road. I've been given the opportunity to fulfill two dreams: I've started my driving career and I get to travel North America doing it. If we have a problem the issue is addressed immediately. Everyone is wonderful here; there is great camaraderie with co-workers and dispatch in particular."*

— KATHY MCMAHON / 2 YRS

## Testimonial

*"I'm proud to have been working at Challenger for 17 years. I've been treated very well – the company has been good to me. Kathy and I have always been provided with steady and consistent work. We're always running and the equipment is newer and reliable. I've had a lot of experience on the road and have seen many things. Looking back, I wish I would have started here earlier."*

— MIKE STAFFORD / 17 YRS

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## CANADA

# Canadian, US economies not so bad, leading economist says

## The US is experiencing a 'manufacturing renaissance' and wages are holding steady

By James Menzies

**TORONTO, Ont.** – Despite a steady stream of apocalyptic media reports on the economy, the US is actually experiencing a manufacturing renaissance, wages are holding steady and Canadians have hoarded away an unprecedented amount of cash. Those were some of the surprising revelations shared by Benjamin Tal, managing director and deputy chief economist with CIBC World Markets when addressing the Toronto Trucking Association in mid-November.

While Tal admitted there is still much uncertainty surrounding the North American and global economies, he suggested the economy today is nothing like it was in the months leading up to the 'Great Recession' of 2008.

"It's very tempting to compare the situation (today) to 2008; very tempting but wrong," Tal said. "In 2008, we had a situation in which the financial market meltdown led to the recession. Today, we are talking about recessionary fears leading to difficulties in the market. It's a big difference."

Tal doesn't expect the North American economy to plunge back into recession, and he said when you look at the numbers, there are rea-

sons for optimism. For one, US manufacturing has posted 25 consecutive months of growth thanks to consumers in emerging economies who are now hungry for quality, brand name American goods.

"I'm talking about the Y Generation in China, 200 million young Chinese people who have never experienced poverty in their lives. Their propensity to consume is higher than the average American teenager and what they want is not junk; the junk they send to us. What they want is quality products and brand names," Tal said. "For the first time, American and Canadian manufacturers can compete in this space because the competition is not on price, it's based on quality and brand name and that's why we see this renaissance of US exports."

Tal said American exports to emerging markets are increasing by 22% a year and stealing market share from Germany, which used to dominate the export market to emerging nations.

"Years from now when the fog clears, we will see American and Canadian manufacturing sectors that are smaller, leaner but much more dynamic and more profitable...that's the future," Tal suggested.

So if US manufacturing is on the

rise, why is the country seemingly unable to improve its dismal unemployment rate? Tal said most of the expansion seen from US manufacturers has been driven by capital spending rather than job creation.

He also said two-thirds of all jobs lost in the recession were from the construction and manufacturing sectors and those displaced workers don't have the skill sets required to transition to office work where there remains a demand for workers.

"I see a significant skill mismatch between what is needed and what is available," he noted, adding "the bargaining power of the existing labour force in the US is surprisingly high."

Tal pointed to a 'Real Hourly Wage Index' that showed wages remained steady for those who kept their jobs, marking the first ever recession in which wages didn't decrease.

On the US housing front, Tal isn't expecting to see a recovery for at least another year. He said there are 12.5 million US homes in a negative equity position and owners will continue to walk away from their mortgages. Having recently compared the US housing market today to where it stood 12 months ago, Tal said "nothing has changed."

The US consumer also has a role to play in an economic recovery, and for the most part they are sitting on their wallets, Tal said.

"We used to joke about American consumers; when they're happy they spend and when they're depressed they spend even more," Tal joked. "This American consumer is deleveraging like never before."

Tal said American consumers are saving more than they're spending, which may prolong the economic recovery but will put the average consumer on steadier ground and better able to weather the next recession.

However, thrifty consumers are throwing a monkey wrench into the plans of American bankers trying to kickstart their economy by tempting consumers with low-interest loans. And Tal explained while the Federal Reserve is making plenty of money available to banks to lend, banks are looking at the default rates and saying 'no thanks.'

As a result, Federal Reserve balances are exceedingly high and there's very little money changing hands, meaning the Obama Administration is unable to use monetary policy to drive consumer spending.

Tal said further stimulus spending in the US may provide a temporary boost, but it's not a long-term answer to the nation's economic woes. A true recovery will have to be driven by the private sector, Tal suggested.

Looking at Europe, an equally troubled part of the world, Tal said Greece will default on its debt but the repercussions of Italy going broke would be far more serious. Therefore, he expects Italy will be bailed out by the European Central Bank as it buys up Italian bonds to prevent it from defaulting.

China's growth is slowing as well, but it's a controlled slowdown, Tal said. He said China is buckling down to control inflation. But while China has the ability to effectively manage



BENJAMIN TAL

its economy, Tal said there could be trouble on the horizon. The debt-to-GDP ratio in China is reportedly a reasonable 20%, however when you include the money local governments borrowed to fund infrastructure projects (China's own stimulus spending), it's a startling 75%.

Some provinces in China, Tal revealed, have a debt-to-GDP ratio that's higher than Greece's. While China can manipulate its own economy to provide a soft landing, even a soft landing will hurt the commodities markets, Tal said. Expect to see copper, oil and gold prices soften as China sorts out its own mess.

Here at home, Tal said "life is good." Canada is outperforming much of the world. However, while the economic data is encouraging, Tal said there are still concerns lying under the surface. For instance, 40% of Canadian economic growth over the past 20 years was generated through government spending.

"You don't need to be an economist to predict that the government will not be a major force of economic growth," Tal warned. "In fact, it may be a negative force, so we have to replace it."

Private business spending accounts for only 12% of the Canadian economy with the consumer making up the remaining 50% or so. But Tal said Canadian consumers are also buckling down. In fact, Tal said Canadians are sitting on an unprecedented amount of cash, about \$135 billion which is just sitting on the sidelines.

"This is conservative money that's not looking for adventure," Tal said.

Despite having unprecedented savings, Canadians still have a debt-to-income ratio that hovers around 149%.

In the US it was at about 150% when the housing collapse occurred. But Tal isn't expecting a collapse on this side of the border. He said the two pre-conditions that could trigger a US-type housing collapse – skyrocketing interest rates and a sub-prime mortgage scenario – do not, or will not exist here.

Less than 5% of Canadians fall into a risky category with a debt service ratio of more than 40% and an equity position of less than 20%; in the US a third of homeowners fell into this category.

"My guess is the housing market in Canada over the next two to three years will stagnate," Tal predicted. He also suggested the Bank of Canada will not repeat past mistakes and hike interest rates amid such economic uncertainty, as it did in the early 90s, sparking a housing crisis. □



## HEAVY-HAUL



# Making the BIG move

**NO LOAD TOO LARGE:** Equipment Express specializes in the transport of oversized wind turbine equipment.

**AYR, Ont.** – Super heavy hauling is like no other kind of trucking. It includes anything that's tall, wide, heavy or long. And the equipment required to move everything from construction machinery, to drilling or mining equipment, to those giant windmill blades and towers, is equally as specialized.

"These are not generic trailers," says Jason Dutton, equipment accounts manager at Glasvan Trailers, the Ontario distributor for Etnyre heavy-duty trailers. "The guys that buy this equipment have it specifically engineered for what they're hauling. I had one customer who needed to get a 90-tonne rock from Warton to Kitchener."

At the low end of the scale are float trailers spec'd to haul construction equipment 35 tonnes and upward (a series 385 excavator tops out at 85 tonnes). The units operate on a yearly permit and are usually dedicated to moving excavators or bulldozers between construction sites.

These are gooseneck trailers that can be detached mechanically or hydraulically so the equipment can roll on and off the float. Some have rear hydraulics so equipment can be loaded from either end. The hydraulic controls can be operated from the tractor's PTO or by a hydraulic power pack installed directly on the gooseneck. Thirteen to 27-hp Honda hydraulic packs are popular for this kind of application. BWS trailers of New Brunswick offers a detachable option that operates pneumatically instead of hydraulically, using the tractor's air line.

Super heavy hauling also includes weights up to, and sometimes exceeding, 100 tonnes. Most heavy haulers have yearly permits that allow them to pull 65,000 kgs. Anything beyond that requires a special permit, which can involve a good deal of route planning and pilot cars. Special permits have to be okayed by the Ministry of Transport and restrictions might be placed on the times during which a load can move. Extendable trailers with 200 feet of wind turbine paddles might be problematic during rush hour in a major city.

Heavy-duty tractors with at least 500 horses and three drive axles are the norm in this kind of heavy trucking. Going up a steep grade in the

## On-Road Editor

HARRY RUDOLFS



mountains, you might see a three-axle tractor pulling a load while a tandem tractor snugs in behind to help push.

The load-bearing units are modular in nature, often with interchangeable, detachable and extendable sections. "You make the weight by adding axles, something like a Meccano set," says Dutton. "For one thing you don't want to come back on a permit, so you have to fold up various components and put them on the back of the float when you're finished the job."

The platforms are usually low-profile, double-drop decks, as height is a major consideration: low bridges, hydro wires and overhead signs must be taken into consideration.

Axle configurations can vary up to 19 axles. The configurations usually include a "jeep" and a "booster." The jeep is a multi-axle dolly which connects between the tractor and the load, while the booster does the same job at the tail end.

Depending on the length of the load, the rear axles can be steered by way of a hydraulic turntable which can be operated automatically, remotely from the pilot car, or by a handheld control. The old style of having a pilot sitting at the back on top of the load doing the rear end steering is largely passe these days.

The burgeoning wind turbine industry has posed some interesting challenges for the industry. The blades

themselves are not heavy but they are extremely long, up to 165 feet. The solution to this is an extendable trailer which can stretch that far and accommodate two blades at a time.

But the towers of the windmills pose another problem. These are heavy cylinders of large girth. The solution is the "Schnaubel" trailer, a European invention where front and rear trailer sections function as bookends to which the tower is directly bolted, so the tower itself becomes part of the trailer.

Equipment Express or Ayr, Ont. has been moving wind farm products for over 10 years and the company did pioneering work in bringing the Schnaubel design to Canada.

"We looked at what the Europeans were doing and then worked with engineers and trailer manufacturers to develop a product for our own needs," says wind manager Jack Wilkinson. Today, several manufacturers are making Schnaubel-type units, including Trail King and Temisko.

The towers sit over 15 feet high so part of the challenge is finding the most direct route which does not go under any bridges.

"The biggest tower we ever moved was 100 metres long divided into four pieces. The bottom base section was the heaviest, weighing 127,000 lbs," says Wilkinson. "Nowadays they usually cut them into four pieces instead of three, so it makes our job a little easier."

Bob Fedderly of Fedderly Transportation in Fort St. John, B.C. also thinks that smaller is better. "We've had gas plants here (northeastern B.C.) for over 50 years. They used

to ship in smaller pieces and there's something to be said for that. In some cases it might be easier to do the welding and assembly at the site. I encourage all my customers to ship regulation-sized loads if possible. Once you get into the oversize stuff it adds exponentially to the cost."

Another consideration for Fedderly is purchasing equipment that will be compliant across several jurisdictions.

"I buy equipment that will work in the west, from Saskatchewan westward," he says. "The super haul business in B.C. is up and down. You have to have enough equipment to service customers. If someone calls and has 40 loads to deliver, you're going to get all of the business or none of it."

Equipment haulage is difficult to get into because of the speciality equipment required. It's a capital-intensive business that requires a major investment. To this end, many haulers share equipment and rent it from each other. The equipment is so specialized that it might be constructed for a particular product but have limited applications afterwards. For instance, a carrier that invests heavily in extended trailers and Schnaubels to haul windmills might be left stranded should a contract dry up or get cancelled.

As can be imagined, the materials going into the manufacture of heavy equipment must meet extremely high tolerances. High tensile steel is used in the fabrication, and top quality manufacturers like Etnyre uses robot welding at its Oregon, Ill. plant. Heavy equipment manufacturers in Canada and the US are proud of the robustness of their products. Some Canadian firms ship their products as far away as Australia.

But getting the equipment may be a problem in itself. The manufacturers currently have long waiting times – up to 10 months – for delivery of equipment. The sector drew back during the last recession and is having difficulty meeting the increasing demand. The plants are in the process of ramping up, but at the same time certain industries, like forestry, are beginning to get busy.

"Loads seem to be getting bigger and bigger," says Bryan Watson, sales representative for Transit Trailer in Kitchener, Ont. "Guys are spec'ing up to 20 axles. But the big problem right now is the long lead times." □



**HIGH HP:** Heavy-haulers rely on rigorous trucks, usually with more than 500 hp.

## SAFETY

# The War of 1812 is behind us, but the border battles continue

It has been two centuries since US President James Madison and the US Congress declared war on Great Britain, starting what became known as the War of 1812. Enemies have become allies, foes have become trading partners and we now share the longest undefended border in the world.

But as far as we have come, those who haul freight into the US continue to fight ongoing battles of their own.

There is no question that cross-border security tightened in the aftermath of the terrorist attacks of 9/11. An astounding 45 separate agencies now gather data when a truck crosses the border. The US Immigration and Naturalization Service needs information on the driver, the Department of Agriculture wants details about the produce in every reefer, and even the US Secret Service gathers information on selected loads.

Today's restrictions could become

## Ask the Expert

RICK GELLER



even tighter in the midst of a struggling US economy. Protectionist interests in the US are bound to play a role in programs that affect the flow of goods back and forth across the border. Some influential American lawmakers even continue to make comments that suggest that 9/11 hijackers entered the US through Canada.

As challenging as the situation is, there are still some signs of hope. Discussions about a common "perimeter security" strategy promise to tackle some of the regulatory barriers, and administrations on both sides of the border recognize the value of trade. The Government of Canada recent-

ly released two reports on the consultations around a shared vision for perimeter security. South of the 49th Parallel, US President Barack Obama has also ordered a massive review of federal regulations with the goal of eliminating red tape.

In the meantime, fleets that regularly cross the border have also embraced the requirements of initiatives such as the Customs-Trade Partnership Against Terrorism (C-TPAT), and the voluntary Free and Secure Trade (FAST) cards to identify drivers, carriers and importers who have completed risk assessments.

The tools are hardly perfect. The trucking industry is obviously being asked to shoulder a disproportionate share of the regulatory burden. And fleets may not learn that a driver's FAST card has been revoked until they try to make their next trip across the border, leading to costly delays.

But experienced fleets are also building on these initiatives with steps that can further expedite individual crossings.

Recognizing that every border point includes a different layout, and that some rules are still open to interpretations, a fleet's driver training programs can carefully detail every step needed to process common freight, and clearly identify the physical layout of the most popular crossings. Ongoing discussions with customers, meanwhile, can help everyone to be aware of restrictions on different goods and the importance of accurate paperwork when trying to process the loads as quickly as possible.

Any work with Canada's trucking associations plays an important role of its own. These voices of the trucking industry are actively lobbying governments on both sides of the border to help improve procedures. When armed with information about specific challenges that emerge, they can set strategies that will make a real-world difference for the industry as a whole.

Of course, cross-border fleets also need to remain aware of the ever-changing rules which govern the American roads themselves. Hours-of-Service regulations offer a perfect example, and even features like 11-hour driving limits are likely to come to an end in the future.

Recently introduced CSA safety ratings, meanwhile, are tracking activities on US highways more closely than ever before.

As challenging as the CSA program may be, there are benefits to its enhanced safety ratings. We are already seeing drivers take a growing interest in the maintenance of equipment now that they know violations will be attached to their personal records. The new ratings have also led to valuable investments as carriers respond with a growing list of equipment ranging from electronic logbooks to electronic on-board recorders, speed limiters and even tire monitors.

It's important to remember that safe driving involves more than these technologies. Those who drive trucks equipped with tools such as collision warning systems or rollover stability controls can actually become complacent. But fleets that take the time to monitor the data generated by this equipment will have the chance to identify drivers who are triggering the safety systems more often than they should, and introduce the remedial training that will keep everyone safe.

Consider that to be a victory which has emerged in the midst of the ongoing border battles. □

— This month's expert is Rick Geller. Rick is vice-president of risk services for Northbridge Insurance, and has more than 30 years' experience in property, casualty and fleet insurance. To our loyal Ask the Expert readers: You'll notice a slight change. Markel Insurance, Canada's leading trucking insurer for 60 years, is now part of a larger family: Northbridge Insurance. Going forward, Northbridge Insurance will continue to provide superior service and innovative solutions to the Canadian trucking industry. For more information, check out our new Web site at [www.nbfc.com](http://www.nbfc.com).

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## OPINION

# Oversized loads, undersized rules

If Heather Murray's fluorescent safety vest and flashing traffic wand didn't catch your attention when she walked to the podium, it would have been hard to nod off during her presentation, which included some astonishing video footage and snippets of truckin' tunes. Heather, who operates Saskatoon-based Sparrow Piloting Service, and heads up the newly formed Saskatchewan Pilot Vehicle Association, is one of the regulars at meetings of the Task Force on Vehicle Weights and Dimensions, and a longtime advocate for standards, training, and harmonization of regulations affecting the people and vehicles who escort oversized loads.

Oversize and overweight loads on our roadways have become a fact of life in trucking, and with these loads comes the potential for some frightening consequences if they're not moved properly.

## Voice of the O/O

JOANNE RITCHIE



Each Canadian jurisdiction has rules for signage, lighting, and other equipment requirements for escort vehicles, and these are generally found, along with permit information, wherever each province or territory hides its information on commercial vehicle weights and dimensions.

Which brings me back to the Task Force on Vehicle Weights and Dimensions mentioned above. This national committee, made up of officials from the federal, provincial and territorial transportation departments, has the daunting task of trying to bring uniformity to the policies, regulations and enforcement practices for truck size

and weight limits within Canada.

The group has been around since the late 1980s, when transportation ministries across the country signed on to a Memorandum of Understanding (MoU) that set national standards for weight and dimension limits of heavy trucks used in interprovincial transportation.

The MoU has been expanded and amended over the years, and it's not the only game in town: there are a number of side deals, ie., an agreement among the Atlantic provinces, others between New Brunswick and Quebec, Quebec and Ontario. And most recently, the provinces of British Columbia, Alberta, and Saskatchewan agreed to agree under the New West Partnership signed in 2010.

Navigating the minefield of confusing, inconsistent, and sometimes conflicting weights and dimensions regulations just to get a truck across the

country makes you want to scream. Make it an oversize load, throw in a few bridges, and, well, you get the picture. And pictures are what Heather used to draw attention to some of the issues faced by pilot car drivers. The variety of mistaken, and sometimes creative, interpretation of the rules for vehicle signage and lighting makes you wonder: 'where's the DoT when you need them?' Indeed, for many pilot car drivers I've spoken to, lack of enforcement of existing regulations is a very big issue. But inappropriate or inadequate escorting is only part of the problem. Heather's images of some of the biggest, ugliest, and scariest loads goin' down the road with no escort at all are astounding. It gives a whole new meaning to the song 'Give me 40 acres (to turn this rig around)'. Yet incomprehensibly, penalties for infractions of this type are low, or in some cases, non-existent. For example, the fine in Saskatchewan for "not having a pilot or escort when required" is eighty bucks. I mean, really.

And then there are Self-Propelled Implements of Husbandry – SPIH in government-ese – farm equipment to the rest of us. In some provinces, SPIH don't require an escort at all, or are subject to minimal requirements for escorts and permits; in other jurisdictions, there are no requirements for pilot vehicles to accompany any type of farm equipment that is being towed or hauled by a commercial vehicle. But as Heather pointed out, "18 feet is still 18 feet, even if it's farm equipment, and it makes you just as dead when you hit it." I believe she's got a point.

Another priority for the Saskatchewan Pilot Vehicle Association and other more informal networks of pilot car drivers is training and certification.

Clearly, pilot cars are an integral component of overdimensional vehicle movements; they hold the responsibility for warning road users of the oversized load, while keeping the public, the load, and the truck driver safe.

Yet unbelievably, there are no training, certification, or special licensing requirements for the drivers of escort vehicles in any Canadian jurisdiction. Some 'best practices' handbooks suggest they take a defensive driving course, and there are a handful of obligatory industry-driven certificates, mostly related to workplace safety and first aid, but as far as the regulators are concerned, you're good to go with a regular driver's licence.

A dozen or so US states have pilot car certification programs, and anyone operating an escort vehicle in those states needs to be certified. But mostly, the top-notch pilot car drivers, like good truck drivers, get their education from years of experience and millions of miles of real-world trucking with safety always top of mind.

With increasing pressure being put on governments to modify truck size and weight regulations to keep pace with the demand to move longer, wider, higher, and heavier loads, the call by drivers for better and harmonized rules for loads requiring an escort, or more enforcement of existing regs, is often met with surprise. But clearly, when loads that take up two or more lanes are wandering free with no escort and inadequate warning devices, common sense just isn't enough. □

– Joanne Ritchie is executive director of OBAC. Are we getting ridiculously supersized? E-mail her at [jritchie@obac.ca](mailto:jritchie@obac.ca) or call toll-free 888-794-9990.



## Another notch in our growing Award Belt

Trucknews.com's WebTV show **Transportation Matters** has won a silver award in the Best Video or Multimedia Feature category at the third annual Canadian Online Publishing Awards. The awards recognize excellence in online editorial and innovation by Canadian magazine, newspaper, broadcast and Web site publishers.

The silver-winning episode was "**Big Beer Run**," which originally aired last winter and chronicled Challenger Motor Freight's 10-day trek across the GTA hauling six massive beer tanks for Molson-Coors.

**TMTV**

[www.trucknews.com/videos/](http://www.trucknews.com/videos/)

HEALTH

# Have a healthy holiday

## The Christmas season is often a time of excess, but there are healthy alternatives

'Tis the season to be jolly, falalala... Christmas is coming and this holiday season brings with it certain issues that could affect your health. Certainly, your usual patterns of eating and sleeping get disrupted. Squeezing Christmas shopping, visiting, Christmas parties and family get-togethers into your already tight schedule takes a toll on your well-being.

It's no wonder many people get run down during this time of year. Did you know that most heart attacks occur on Christmas Day or New Year's Day?

Interestingly, that's why a leading heart journal has even coined these terms: "Merry Christmas Coronary" and "Happy New Year Heart Attack." So, taking care of yourself may be one of the best presents you can give yourself and others this year.

Keep feeling your best and avoid health issues by reducing stress, eating right, exercising, and getting enough sleep. Doing this is easily said, but not so easily done. So, here are some tips to make it happen:

First, keep stress at a manageable level by knowing your limit and staying within it. Whether referring to budget, available time, or diet, monitor the present, so you won't have to pay in the future. Leaving all your preparations to the last minute can create stress; so, organize, create an agenda, write lists, and buy presents ahead of time to allow yourself flexibility when a monkey-wrench gets thrown in your plans at the last minute.

Relax. Give yourself time to unwind. Take time to connect and share a good laugh with an old friend.

Second, watch your diet without feeling deprived. Start out with a solid breakfast, even if you know you're having a Christmas lunch or dinner later.

This will jumpstart your metabolism and give you the energy you need to prepare for a busy day. If you're in a rush, pop some fruit, low-fat milk or yogurt, and perhaps some protein powder into the blender and enjoy a smoothie on your way out the door.

At this time of year, most counters are decorated with tempting bowls of candies, nuts, chips and other tasty snacks.

Before reaching for high-calorie/high-fat chips or squares, satisfy your urge to crunch with veggies and low-fat dip.

Enjoy some fresh fruit finger food, like grapes or apple slices. After that, a few salty chips or a small sweet treat will be enough to feel satisfied.

Happily, some sweets are good for you. Don't completely fight your urge for chocolate. Dark chocolate does have anti-oxidants and can be a mood-booster. So, indulge a little.

At mealtime, when pulling your chair up to the Christmas dinner table, start off with juice, salad and other vegetables. They taste good,



### Preventive Maintenance

KAREN BOWEN

fill you up, and provide the nutrition that your jellied salads and dessert won't. For sure, Christmas only happens once a year; so, enjoy all your favourites – in moderation.

Fortunately, typical Christmas fare is really quite nutritious. Turkey and ham is high in protein. Potatoes, cranberries, peas, salad, squash, and salad all provide a variety of vitamins, minerals and fiber.

On the other hand, the dressing, gravy, and desserts aren't quite so healthy, but they do add flavour to round out the meal. So, moderation is key.

Moving on to beverages – you may enjoy many different types of drinks over the holidays.

That's fine, but definitely don't forget your water. Drinking water will help keep your diet on track by helping you feel full. It also keeps your tissues hydrated, which gives you more energy and flushes toxins from your tissues more easily.

Third, get some exercise. Be creative. Why not approach Christmas shopping as a walking exercise (as long as you're not shopping online) and burn some calories as you load up with bags of gifts? Join the many people who use malls as an indoor track. Or, take a walk through the neighbourhood and enjoy the lights your neighbours have put up. Call a friend; take out the Wii or other game system you got for Christmas

a previous year and work up a sweat as you compete in a virtual game of tennis, baseball or another sport.

Fourth, make sure you get good quality sleep. Aim for seven to eight hours. During sleep, your body and mind recharge and repair. A lack of sleep can lead to catching cold or flu. So, getting enough sleep is vital.

Exercising in the day will make your body tired enough to want rest. Staying away from caffeine after supper and giving yourself a chance to unwind before jumping into bed will help your mind get ready to drop off.

Keeping your bedtime routines consistent will help as well.

So, while you're making your list and checking it twice, check out if you're naughty or nice to your own health this season.

Merry Christmas! □

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

# SOLUTIONS

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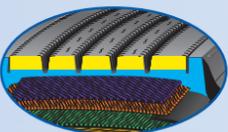
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**BORDER**

# Thinning the Canada/US border

**Continued from page 1**

Faster border crossings with commercial traffic getting more dedicated lanes and technology; wait times measured and posted ahead of border crossings; the agreement expands on programs to speed up border crossings for frequent and trusted traders, clearing cargo at the first port of entry; and companies will have a "single window" to submit data required by government for shipments.

The cargo clearance pilot project will start in Montreal and Prince Rupert, B.C. by 2013.

Consumer health products that have already been approved in the US could be approved faster in Canada, with regulatory bodies sharing information and adjusting labelling standards to make it easier to market a product in both countries.

Under the agreement, border and law enforcement efforts will be more integrated, starting with a radio system that will work on both sides of the border, all the way up to integrated criminal and intelligence investigations. The two countries will also conduct joint investigations to target security threats.

The two countries have also agreed to set up emergency management plans, as well as guidelines on who and what gets to cross the border first following major emergencies like terrorist attacks or natural disasters. They will also look at programs to strengthen cross-border critical infrastructure. The new border plan prompted a torrent of reactions from across the transportation industry.

The Canadian Trucking Alliance called the deal "a historic achievement that brings the Canada/US border into the 21st century."

"This is a great day for the trucking industry and the trade community in both countries," said David Bradley, president of the 4,500-member company trucking alliance.

Trucks are the major mode of transborder freight transport between the world's largest bilateral trading partners, said the CTA. As such, the

CTA was involved in consultations with both agencies responsible for drafting the Action Plan – the Beyond the Border Working Group and the Canada-US Regulatory Cooperation Council – proposing a number of doable measures the Alliance felt would improve trade facilitation and reduce unnecessary regulatory barriers, said the CTA in a release.

The Alliance said it also welcomed the Perimeter Action Plan's mutual recognition of the two main "trusted

security resources where the risks are highest and speed up the border-crossing process for everybody."

The Canadian Manufacturers and Exporters (CME) says the new deal could save Canadian companies between \$15 billion and \$30 billion a year, while dramatically reducing the "wall of data" separating Canada and the US.

"This announcement is not about a common border; it is about an integrated economy and our shared vi-

something about (it)...People consistently underestimate just how difficult it is to find common ground on matters so complex as information sharing and overcoming legislative constraints such as different privacy regulations."

He added: "In effect, a comprehensive deal would mean harmonizing visa and refugee policies, passing legislation to enable authorities from one country to enforce some law on the other country's sovereign territory, share information on everything from people exiting the continent to overstays and deportees, and realize that the Mexican border now effectively becomes Canada's southern land border."

And the Liberals say the border deal, which was negotiated by the Conservatives, "doesn't appear to address any of the irritants which have plagued Canada/US relations," with Liberal leader Bob Rae reducing the plan to a "photo-op" for Prime Minister Harper.

"While we are all in agreement that an efficient border and the free flow of goods and people between Canada and the United States must be a key priority for the federal government, this deal doesn't offer any real measures, and depends entirely on the availability of funding, which to date neither country has committed," Rae said.

Rae said the border deal fails to address a variety of fundamental issues, including the reduction of bottlenecks and congestion at the border and improved border infrastructure; the affects of the "Buy American" provisions, which severely limit access for Canadian companies and small businesses to US markets; and the ending of "trade harassment."

Rae also accused the Conservatives of negotiating the deal "in secret" and noted it could have a "significant" impact on the privacy rights of Canadians.

"Canadians are rightly concerned about what could be hiding in the fine print of the Conservative border deal," Rae said. "Liberals will continue to press the government for answers, and push for solutions that will genuinely improve cross border trade and travel." □

**'This is a great day for the trucking industry and the trade community in both countries,'**

David Bradley, CTA

trader" risk assessment programs – the U.S. Customs-Trade Partnership Against Terrorism (C-TPAT) and the Canada Border Services Agency's Partners In Protection (PIP), because it had been "urging greater flexibility in how each program determined carrier and shipper access to FAST lanes into Canada." Currently, companies must apply to both programs separately, despite the fact that the information required is identical.

The Canadian Chamber of Commerce praised the plan's focus on decreasing border delays and duplicative inspections for businesses.

"Christmas came a little early this year," Chamber officials quipped, saying the plan should "provide enormous benefits to citizens and businesses in both our countries that have been affected by a border that's become so much costlier, thicker and stickier in the last decade.

"By pushing our borders out and obtaining much better information on people and cargo before they have arrived on our shores, we will be able to do a much better job of intercepting threats long before they reach the Canada/US border," the Chamber said in a release. "And by taking low-risk travellers and cargo out of the line, we can target our limited

resources for good jobs, increased investment and a higher standard of living," said CME president and CEO Jayson Myers. "Canada and the United States do more than just trade with one another. We build things together. We innovate together. And now we must work together to create a collective future that puts manufacturers and citizens alike in the fast lane to prosperity."

But Myers warns that much more work must be done to ensure the plan is fully implemented.

"The economic benefits of this strategy are more significant than most free trade agreements, and should signal that manufacturing is alive and well in North America," Myers said. "Complacency, however, is not an option. Government has laid the framework and now businesses must lead the way in turning a good idea into action and bottom-line results."

However, not everyone is convinced the new border plan will be easy to implement.

According to Christian Leuprecht, Queen's University security expert and researcher with the Queen's Institute of Intergovernmental Relations, "Talking about the border is a lot easier than actually doing

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**SAFETY**

# Here comes winter, there goes traction

As a safety consultant, I am often asked by my clients to put on driver seminars this time of year. From late October till Christmas, I find myself speaking at safety meetings all over the province.

The normal topics covered include: regulations, logbooks and of course winter driving tips and getting your truck and personal equipment ready for the cold weather, which is just around the corner. Sure, drivers carry extra gloves and warm clothes...like this is something new!

However, being a part-time driver for many years with SLH Transport and now working with drivers in a consulting role, I notice one major topic is missed. As a driver, are we really ready for winter?

This time of year presents new risks and a different reality of



what it's like to drive an 18-wheeler in the snow and ice.

My baptism by fire came one night many years ago when I was asked to do a Sudbury switch in a Mack truck. While driving through blinding snow squalls on Hwy. 69, I soon realized that in the winter, the rules of driving have changed.

Ask any old-timer who has spent his nights around the Great Lakes and they will tell you that it doesn't just snow; it seems to come down by the foot at times. I remember the whiteouts where you couldn't see the bull dog on

the end of the engine hood.

In the summer months we get used to driving a certain way, braking at certain times and going around corners at given speeds. In the winter, we as drivers have to re-evaluate how fast we drive and not ask the truck to do more than it has the traction to do.

Many accidents that result in a unit skidding off the highway or that dreaded word 'jack knife' are a result of the driver not slowing down, not adjusting his or her speed for conditions.

In the winter you must drive for conditions, drive at your level of comfort. Don't be goaded into a speed where you are not comfortable, regardless of what buddy on the CB is telling you.

Perform all driving actions smoothly and drive way ahead of yourself. Do not travel in packs,

try to stay alone. If someone in front of you loses control, you could be involved if there is not enough distance between you and the other driver.

Hard-packed snow and crosswinds create their own hazards. Strong side winds can blow you into another lane or into the ditch. Hard-packed snow can bounce the truck to the point you can lose control.

When you encounter snow drifting across the highway, beware if your steer tire gets caught up in the drift. It can pull the tractor into the ditch. If you are wondering if there are icy conditions forming on the highway, open up your window and feel the back of your mirror for ice. If you can't see wheel spray coming off the vehicles that pass you or you see lots of their lights reflecting off the pavement at night, chances are you are on black ice.

For new drivers, turn off your Jake brake in the winter conditions. The Jake is so strong it can lock up your drive wheels when you let your foot off the accelerator, resulting in an unexpected skid. Bridges do not retain heat, so you can have black ice on a bridge long before you encounter it on the roads.

When crossing a bridge, I learned a little secret from an older driver: Just let up 100 rpm on the bridge and glide across.

Let the unit settle down, don't let off too much or the trailer can push you.

If you're in the north and the traction is lousy and you can't find the lane markers, try moving to the right just a little and you will find the rumble strip or the stone shoulder which will give you the traction to slow down. Remember a skidding tire has less traction than a rolling one; the skidding tire will always lead your unit. If you find yourself on ice, get off the brake. If you are hard on the brake, it will take you into the ditch most times.

If you find yourself in a situation where you can't see or maintain a speed of 50 km/h, get off the road.

You are far better being late or waiting out the storm than having to phone dispatch and explain why you're in the rhubarb. Professional drivers don't get good at pulling a truck out of a skid; professional drivers get good at avoiding skids.

We all need to come home safely; other motorists and our families are counting on it. Remember that all trucks are equipped with the most advanced anti-skid device known; it's called the "professional driver."

Have a safe winter.

— Mark Richardson is president of Canadian Safety Compliance Consulting, specializing in safety issues in the transportation industry. His services include risk analysis for insurance companies, court representation and educational seminars for both drivers and the insurance industry. Mark has provided expert advice to the trucking industry since 1987. He can be reached at [mg.richardson@sympatico.ca](mailto:mg.richardson@sympatico.ca).

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 — No. of Truck-Tractors \_\_\_\_\_ No. of Buses \_\_\_\_\_  
 — No. of Off-Road Vehicles \_\_\_\_\_

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

14,969 kg. & over (33,001 lbs. & over)...	<input type="checkbox"/> YES	<input type="checkbox"/> NO
11,794-14,968 kg. (26,001-33,000 lbs.)...	<input type="checkbox"/> YES	<input type="checkbox"/> NO
8,846-11,793 kg. (19,501-26,000 lbs.)...	<input type="checkbox"/> YES	<input type="checkbox"/> NO
4,536-8,845 kg. (10,000-19,500 lbs.)...	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Under 4,536 kg. (10,000 lbs.)...	<input type="checkbox"/> YES	<input type="checkbox"/> NO

**3) This location operates, controls or administers:**

Diesel powered vehicles.....	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Refrigerated vehicles.....	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Pickups or Utility Vans.....	<input type="checkbox"/> YES	<input type="checkbox"/> NO
Propane powered vehicles.....	<input type="checkbox"/> YES	<input type="checkbox"/> NO

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

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

- a)  For Hire/Contract Trucking (hauling for others)
- b)  Lease/Rental
- c)  Food Production / Distribution / Beverages
- d)  Farming
- e)  Government (Fed., Prov., Local)
- f)  Public Utility (electric, gas, telephone)
- g)  Construction / Mining / Sand & Gravel
- h)  Petroleum / Dry Bulk / Chemicals / Tank
- i)  Manufacturing / Processing
- ji)  Retail
- jii)  Wholesale
- k)  Logging / Lumber
- l)  Bus Transportation
- m)  Other (Please specify) \_\_\_\_\_

**6) Are you involved in the purchase of equipment or replacement parts? .....**  YES  NO

**7) Are you responsible either directly or indirectly for equipment maintenance? ....**  YES  NO

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Mark Dalton: Owner/Operator

# Man and Moose on the Loose

By Edo van Belkom

The road was desolate and cold, but what made it even more eerie in the early morning light was the fog that drifted and shifted over the pavement like restless ghosts. Mark was headed west toward Montreal with a trailer full of fresh herring, cod, turbot and whatever else they caught over Newfoundland's Grand Banks.

It was a good load, especially if he delivered it on time, but that was a task that was proving a lot easier said than done.

First of all, the load had been late getting off the dock and he'd drank three cups of coffee in the employee's lounge to pass the time while he waited for the shipper to sign off on it.

Of course, he'd fully intended to go to the bathroom before he left the fish processing plant, but by then the load was a few hours behind schedule and there was all sorts of pressure on him to, "Go! Go! Go!"

And so, like a fool caught up in all the rush and hoopla, he'd jumped into his truck and taken off down the road, racing at breakneck speed on less-than-ideal roads, all in the name of getting to his destination on time and making a few more almighty dollars. All of which had left him in a bind.

He was desperately trying to meet the next ferry leaving Port Aux Basques in less than an hour. If he missed it, he'd have to wait for the next one and that meant he'd be even further behind on his delivery time in Montreal. And late was a four-letter word to a driver like Mark Dalton.

But now the coffee was catching up to him, reminding his bladder and his body that – very much like beer – coffee was a beverage that was more rented than owned.

And oh, how it reminded him.

There was an aching sort of pressure pushing down between his legs – sharp and constant.

Every time he went over a bump or made a turn the ache would spread out from his groin in spasms that forced him to lift

himself off his seat as he drove, just to ease the pain.

Normally he'd stop and relieve himself by the side of the road, but he had to relieve himself the other way as well and he'd run out of toilet paper on the trip east. Sure, he could always do one and not the other, but Mark was afraid that if he did number one, number two might come calling with a vengeance and it would all end up in a big, big mess.

Besides that, he'd heard reports on the radio that the Royal Newfoundland Constabulary were looking for a madman who had brutally killed an entire hunting party that had accidentally trespassed on his land.

That had happened up on the island's northwest shore, but the man had slipped through the roadblocks set up by police and the authorities figured he was making his way through the bush, heading inland to hide out, or toward the ferry to get off the island.

Either way, it wasn't exactly the right time to be outside of your truck, exposed and vulnerable.

There was another option, of course, but even that wasn't available to him.

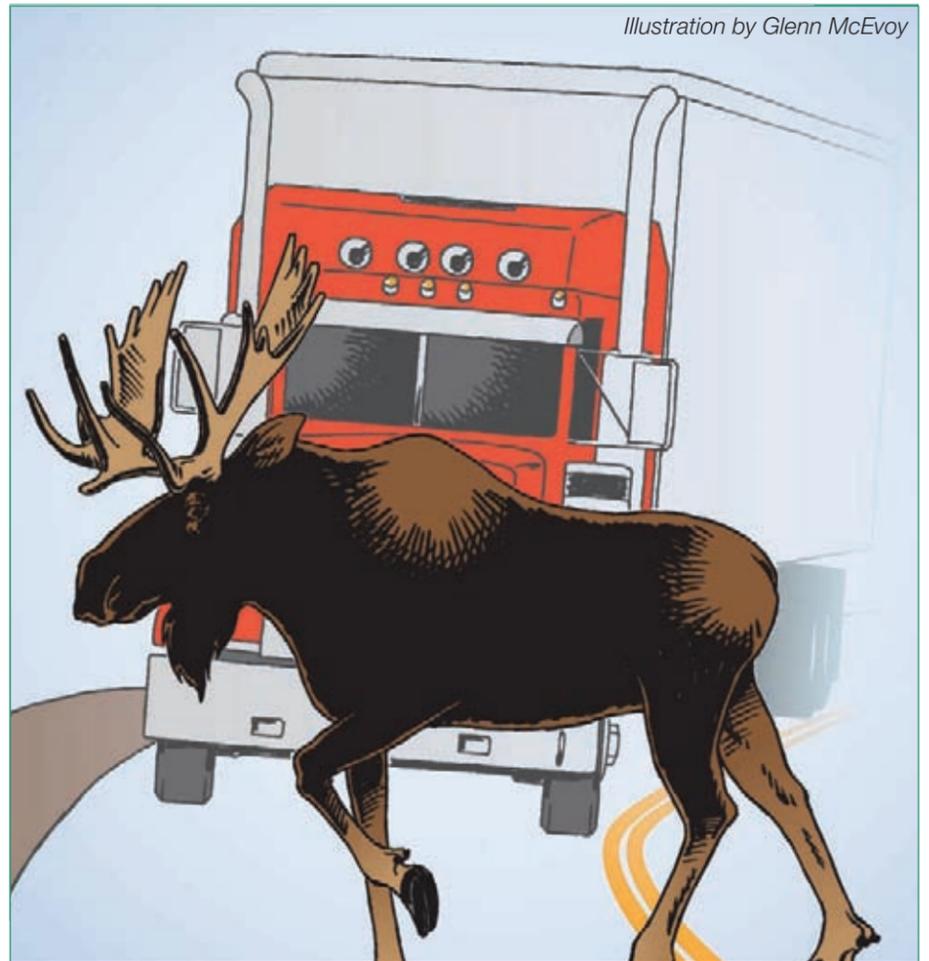
He usually kept an empty juice or water bottle handy in the cab so he could do his business inside the truck without having to wait for a rest stop or quiet stretch of road.

That would work here, except that he didn't have a bottle handy, and even if he did, the fog on this part of the Rock was so thick, that he didn't dare take his eyes off the road, not even for a second.

He'd laughed at plenty of guys who'd crashed their rigs while trying to pee into a bottle and he didn't want to be one of them.

He'd also seen more than a few plastic bottles with yellow liquid in them lying on the side of the highway and he didn't want to contribute to that sort of littering either.

In fact, he often wondered how people who made their living driving the nation's highways could be so disrespectful to the very thing



that gave them their livelihood... but that was another story.

Right now Mark had to go to the bathroom and desperate times called for desperate measures.

Daring to take his eyes off the road, he searched the cab for some newspaper.

It wasn't toilet paper, but it would do in a pinch and he could always freshen up properly at the next truck stop if he had to.

He looked around the cab. There were copies of *Maclean's*, and the latest *Sports Illustrated* swimsuit edition lying on the passenger seat, but neither one would do. One was Canada's national news magazine and the other had pages of beautiful women in bathing suits in it. 'Can't very well wipe my rear with either of those,' he thought.

He glanced quickly back at the road, then searched around some more, turning this time to check the sleeper where there was a copy of yesterday's *National Post* lying around.

Finding the paper, he put it on the passenger seat and flipped through it looking for a section he wasn't all that interested in reading, like book reviews.

Mark looked over his left shoulder to make sure he was still headed straight down the road when he caught sight of something appear out of the corner of his eye. "Uh-oh."

He snapped back around in his

seat in time to see a large animal lumber onto the highway no more than 50 feet ahead.

Foot off the gas.

Engine brake engaged.

Right foot on the brakes.

The truck remained pointed straight, but the rig's wheels locked up, getting little bite in the fog-slicked surface of the road.

Mark held his breath.

Time stood still...the moment of impact seemed to take forever to arrive.

And then it happened.

Ten tonnes of semi-trailer collided with one tonne of moose.

He could feel the animal hit, but instead of bouncing off the truck the moose seemed as if it had been gobbled up by Mother Load and had become part of its front end.

Then Mark could feel another thing...

Something wet and warm running down the inside of his thigh.

"Ah, Geez!" □

– Mark Dalton will return next month in Part 2 of *Man and Moose on the Loose*.

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

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

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OPINION

# Four New Year's resolutions

The silly season is once again upon us. As the years go flying past, I find the 'silly' in silly season has been toned down a tad.

Oh, I still can soar with the eagles, but those occasions are getting fewer and farther between. On those special occasions when I do manage to greet midnight with a glass in-hand, I find the next morning, afternoon, night and the following day a painful, drawn-out body ache. I just don't bounce back like I used to. Sorry, I regress...back to my planned subject matter for this month's column.

So we're about to welcome 2012 and with it comes the annual ritual of making resolutions. Ninety nine per cent of mine have been broken before I flip my *Truck West* calendar to the month of February.

But that doesn't stop me from making them, so here's my list for 2012. I like to make more than one in the hopes that by some fluke, one of them will actually stick (unlikely, as history has proven).

They're in no particular order of importance:

**Resolution #1: Eat healthier.** A healthy meal doesn't consist of dough, tomato sauce, double cheese and pepperoni. I'm going to limit my pizza consumption to once a week. I'm asking Santa for a pizza oven for Christmas so maybe this one won't kick in until after Super Bowl. Nothing like tucking into a slice or two while watching football.

## Publisher's Comment

ROB WILKINS



**Resolution #2: Reducing my wine consumption.** Since I often whine (no pun intended) about the morning after, I'm going to switch to a smaller glass. If nothing else, I'll be pouring more often which translates to a good workout, in my books.

**Resolution #3: Running.** Now that I've been given a clean bill of health, I'm going to start running again. Wait a minute, I never ran before. I better start with a nightly walk with my dog. No use rushing into these things.

**Resolution #4: Don't give up on the Leafs.** They will make the playoffs (click your heels three times and say it: "They will make the playoffs, they will make the playoffs...") It worked for Dorothy, so anything is possible.

So there you have it, four resolutions with a lot of wiggle room. If they don't happen, I wouldn't be surprised. They may not be life changing, but in my world that's the way I prefer it.

Happy holidays everyone! □

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

PEOPLE

Wakefield Canada has named **Randy Klein** its vice-president sales, commercial division. In his new role, Klein will head Wakefield's commercial division, with a strategic focus on the diesel exhaust fluid (DEF) and commercial lubricants segments. Before joining Wakefield, Klein served as vice-president and general manager of The Elexco Group.

Double Coin Tires has named **Perry Pearlman** its new Canadian regional sales manager. Pearlman has more than 23 years of experience in the commercial trucking and transportation industries, Double Coin announced. He will spearhead all Canadian sales efforts for Double Coin.

Previously, Pearlman was president of Conforce International and before that he was Canadian general manager of remarketing services with GE Capital.

TruckPro has appointed **Pierre Mouton** to the position of national manager for its heavy vehicle parts division (HVPD). He will report directly to Alain Masse, executive vice-president of HVPD. Mouton will be responsible for the management and the development of the TruckPro banner. He will work jointly with the TW and Traction Management in all three regions. Mouton has more than 20 years of experience in the industry, including stints at Bureau en Gros/Staples and Bauer/Nike Canada. □



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 Local  Moving

**OWNER OPERATOR?** Manufacturer \_\_\_\_\_ Year/Model \_\_\_\_\_ Engine/Size \_\_\_\_\_  
**Preferred Trailer Type (check all that apply):** Other \_\_\_\_\_  
 Flatbed  Heavy Hauling/Specialized  Moving Van  Tanker  Straight Truck  Super B  Reefer  Van \_\_\_\_\_

**Trailer Type Experience (check all that apply):** Other \_\_\_\_\_  
 Flatbed  Heavy Hauling/Specialized  Moving Van  Tanker  Straight Truck  Super B  Reefer  Van \_\_\_\_\_

**CURRENT DRIVERS LICENSE:** Do you have a Commercial License?  Yes  No Type \_\_\_\_\_ Exp Date \_\_\_\_\_  
 License# \_\_\_\_\_ Prov/State issued \_\_\_\_\_  
 Total Truck Driving Experience \_\_\_\_\_/yrs Has your license ever been suspended?  Yes  No  
 Last Employer \_\_\_\_\_  
 Name \_\_\_\_\_ Company City \_\_\_\_\_ Prov/State \_\_\_\_\_  
 Tel \_\_\_\_\_ Start/End Date \_\_\_\_\_  
 Job Description \_\_\_\_\_ Reason for Leaving \_\_\_\_\_

**CERTIFICATION / TRAINING:** Can you lift 50lbs?  Yes  No  
 Doubles/Triples  
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 Over-Size Loads  
 Hazmat  
 Air Brake (Drive)  
 Tankers

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 I am willing to cross the border  Yes  No  
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# Aerofficient sets up Canadian office

**WINDSOR, Ont.** – New trailer side skirt manufacturer Aerofficient has announced it is opening a Canadian subsidiary in Windsor. The company has also landed a major Canadian customer.

“The decision was made to open this new subsidiary so that we could better serve the high demand we’ve received from Canadian trucking companies. The demand was such that we determined that a local business versus a cross-border business was needed,” said Jim Reiman, CEO of Aerofficient.

“Although trailer fairings are increasing in popularity in the US, Canadian fleets have been using them for quite a while now. Canadians’ greater experience with fairings has made them especially appreciative of the unique features and unmatched durability of Aerofficient’s products. To meet their needs and

to assure that we can deliver to our Canadian customers the same superior service that we provide our American customers, creating a domestic Canadian company was necessary.”

Aerofficient’s fairings are made from an injection molded automotive-grade thermoplastic polyolefin material, known for its ability to withstand thermal expansion and contraction caused by extreme temperatures. It features a hinged, three-panel design providing extra strength and durability and making it ideal for dropdown docks, snow banks and road and yard hazards, the company says.

“We made our product to withstand the rigors of trucking, and our Canadian customers really put us to the test,” said Reiman. “Our sales in Canada prove that we’ve passed this test and that we are here to stay.”

Meanwhile, Onfreight Logistics

has announced it will be equipping its entire fleet of trailers with Aerofficient’s side fairings.

“We have followed a progressive growth plan that has always included the use of technology to help us not only maintain our high level of service but to also help maintain our overall costs,” said Steve Ondejko, president of Onfreight.

“We take our purchasing decisions very seriously. Once we made the decision that trailer fairings truly met the efficiencies and fuel savings the manufacturers were touting, we carefully researched the qualities and capabilities of the various offerings in the market to determine the best product. After identifying the Aerofficient product as the leader both in terms of aerodynamic performance and durability, we purchased one and rigorously tested it. Its performance exceeded our expectations.” □

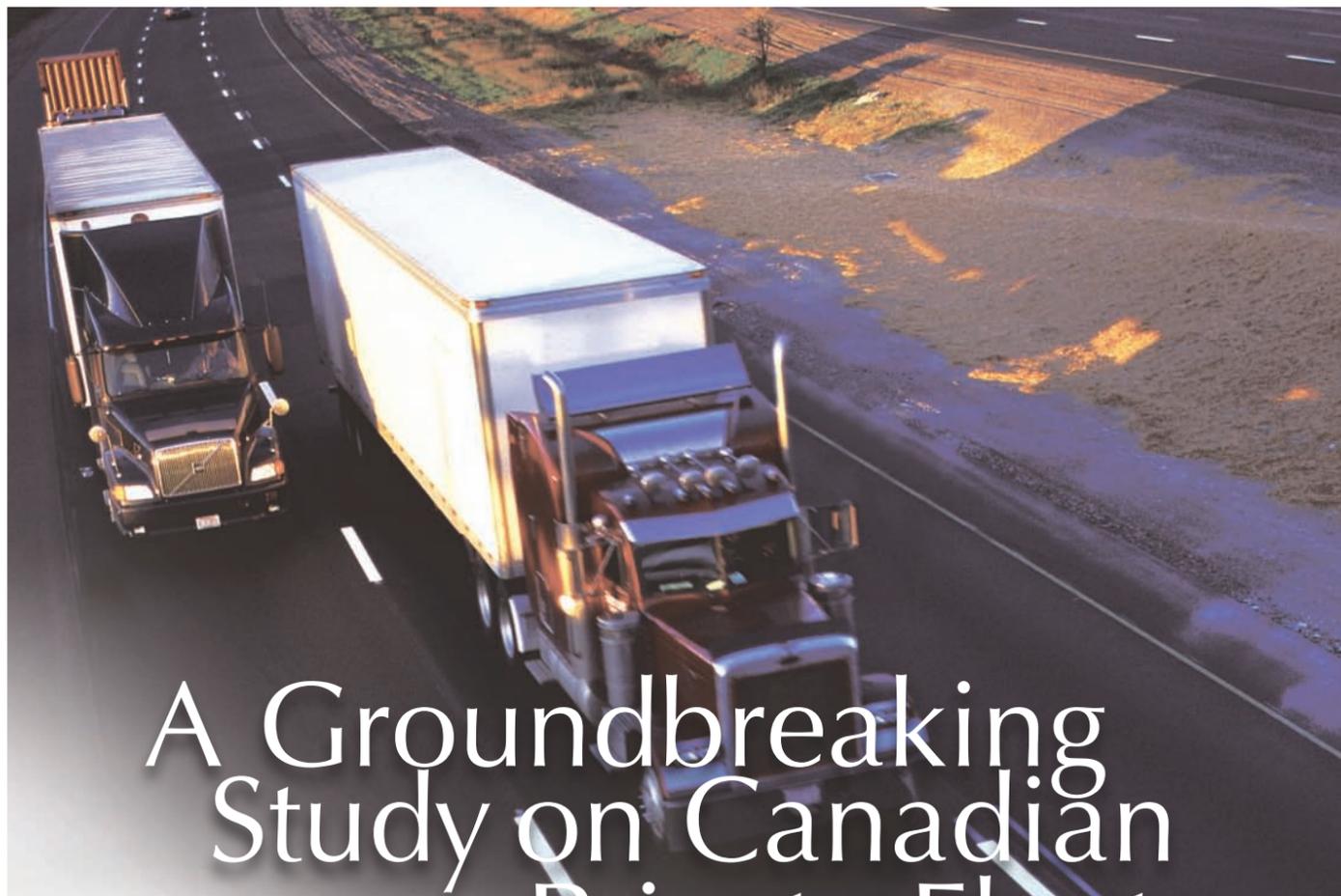
## College students can design a truck, win a scholarship

**PORTLAND, Ore.** – Freightliner is tapping into the minds of college students across North America to help design a futuristic owner/operator truck.

The Design the Future of Pride & Profit contest, invites students to submit a truck design that encompasses the future requirements of owner/operators. They’ll be judged on overall product appearance, originality, power of emotion and illustration quality. Three finalists will win an all-expenses paid trip to the Mid-America Trucking Show, where the designs will be on display. The grand prize winner will receive a \$20,000 scholarship and an option for a paid internship at Freightliner.

Freightliner officials say the competition will help generate out-of-the-box ideas for what O/Os will look for in their future trucks.

“Freightliner Trucks is the undisputed leader in cutting-edge truck design, innovation and engineering,” said T.J. Reed, director of product marketing for Freightliner Trucks. “The truck design contest will provide us with the opportunity to uncover not only some of the newest and brightest designers, but will also keep us on the leading edge as we create the next generation owner/operators’ dream truck.” □

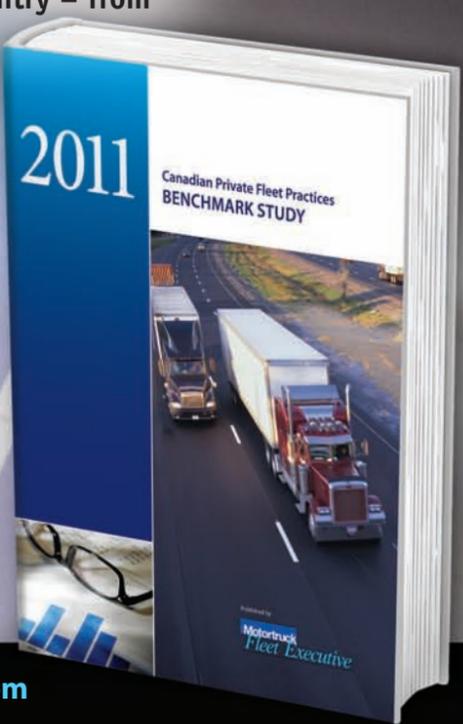


# A Groundbreaking Study on Canadian Private Fleets

This hot off the press report seeks to provide a Canada wide, detailed portrait of private carriers. The results are based on a comprehensive questionnaire completed by approximately 200 fleet managers across the country – from Newfoundland to British Columbia.

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OEM/DEALER NEWS

# Alliance Truck Parts driving growth 'momentum' with NASCAR partnership

**By Adam Ledlow**  
**MIAMI, Fla.** – It's been a banner year for Alliance Truck Parts, the all-makes, private label parts brand of Daimler Trucks North America, and one that has seen it literally off to the races.

Coming into 2011 with a full product line, but with customers unsure of who the company was or what it stood for, Alliance opted to kick off a campaign to create some attention, said John O'Leary, senior vice-president of parts and service at Daimler Trucks North America, at a press event in Miami on Nov. 19.

The goal of the Momentum campaign was threefold: to fill in product line gaps with an "assault" of new product launches, to offer dealer support like never before, and to create visibility with its target demographic.

In order to zero in on that demographic, Alliance conducted an owner/operator survey to find a common thread. The result? Alliance found a huge segment of its customer base – some 70% – counted themselves among the 75 million NASCAR fans across Canada and the US.

Armed with this information, and knowing NASCAR junkies to be among the most brand-loyal fans in all of sports (three times as likely to purchase sponsor products as casual sports fans, according to O'Leary), Alliance decided it was time it sponsored a stock car on the circuit with the help of Penske Racing. Given Daimler's existing relationship with Penske Truck Leasing, DTNA's largest customer, teaming up with Penske Racing was "hard to turn down," O'Leary said.

The new partnership got underway in April, with Sam Hornish, Jr. manning the #12 ATP Dodge at a race in Dallas.

Since then, Hornish Jr., a former Indy racing star and winner of the 2006 Indianapolis 500, has turned out solid performances for Alliance this year, including a seventh place finish during the press event in Miami and a first place finish in Phoenix the week before.

In addition to the sponsored car, Alliance also lent its name to the ATP 250 at the Michigan International Speedway this summer, reaching some 70,000 fans at the event and 2.2 million watching from home.

Other NASCAR-themed features of the Momentum campaign, with the apt slogan "A pit crew in every part," include its Victory Lane Sweepstakes, ATP gift cards, mobile marketing (via Alliance's Trucker Net app and YouTube video) and increased visibility via trade shows and trade advertising.

The end result of Alliance's endeavours has seen revenues surge 19% over the past year.

"2011 has been a success. Our Web sites have garnered a 500% increase in traffic and we have four times the number of press mentions as in any previous year," O'Leary said. "We have generated millions of dollars in media exposure from our NASCAR publicity. We have seen great redemption activity on our ATP gift cards. We have entertained tens of thousands with our mobile marketing; entertained hundreds with our trackside activities; built our product line significantly; seen revenues of ATP

grow almost 20%; and helped to lift Daimler Trucks North America's share of the HD parts aftermarket by 2%."

So where do they go from here? O'Leary says that "2012 promises to be the Year of Alliance," with further product launches,

even more racing, new Web sites and tools, and further dealer engagement, in order to "keep our competition guessing and customers happier than they have ever been."

For more information, visit [www.alliancebrandparts.com](http://www.alliancebrandparts.com). □

We have generated millions of dollars in media exposure from our NASCAR publicity. 2012 promises to be the Year of Alliance.

John O'Leary



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## Raydan Mfg to be purchased by Link

**EDMONTON, Alta.** – Link Suspensions of Canada has reached a deal to acquire Raydan Manufacturing, which produces the Air Link suspension among other products.

The deal is worth about \$4.4 million in addition to the assumption of about \$1.67 million in debt.

When the deal closes (expected to be in January), Raydan will delist from the TSX Venture Exchange, the company announced.

As part of the deal, CEO Ray English as well as Dan and Chris English, will stay on with the company for a period of three years.

Shareholders will be invited to vote on the acquisition during a special meeting Jan. 10, 2012. Ray, Dan and Chris English hold about 35% of the shares in the company and are urging remaining shareholders to approve the deal. □



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TSQ

MILTON, Ont. – A recent blog from executive editor James Menzies (Want to run nice trucks? Treat your people right, the nice trucks will follow) prompted a barrage of responses from both fleet owners and drivers.

Some owners claimed drivers are essentially pigs who refuse to keep company equipment looking presentable, while drivers cried “foul,” calling the claim an overgeneralization and noting that many company drivers take great pride in their pristine trucks. But where does the truth lie? Truck West went to the Fifth Wheel Truck Stop in Milton, Ont. to see if drivers think company truckers do enough to take care of their equipment.

Chris Wright, who plays a dual role of company driver and owner/operator, says any company truck he’s shared has always seemed to be fairly well maintained – including his current rig: “It’s like your living room inside it.”



# Truck Stop Question? Do company drivers do enough to take care of their equipment?

ADAM LEDLOW

“I have worked on and off with (company trucks) for 25 years and I have never had a problem,” he told Truck West. “They don’t give me a pig pen and I don’t take it back looking like one either.”



Larry Hathaway

Larry Hathaway, a company driver with Donnelly Farms out of Hartland, N.B., says it makes no difference whether it’s a company driver or an owner/operator operating the equipment: either they take pride in their equipment or they don’t.

“I have seen a lot of drivers that come over from Europe and met four or five that didn’t care about the truck, but the rest of them take good care of their trucks,” he says.

Wade Peacock, a company driver with Scott Woods out of Maple, Ont., says it all depends on the individual and how they prefer to be seen – and whether they choose to have a professional attitude.



Wade Peacock

“I try to keep this truck clean, but there are others that don’t care whether they’re clean or not; it’s simply a means of work (for them),” he says.



Jim Marryatt

Jim Marryatt, a company driver with GTL Transportation out of Dartmouth, N.S., says his 13 years of experience as an owner/operator helped him learn how to maintain equipment and give him a sense of pride in his “workplace” – even if he doesn’t own it.

“I know a lot of guys that take good care of their equipment and I know a lot of guys that don’t. I have a brand new Peterbilt over there and I want to take care of it,” he says. “I get him cleaned up and I bathe him, and I like to keep everything nice and neat.”



Guy Caron

Guy Caron, an owner/operator with KNT Transport in New Brunswick, agrees with Menzies’ original blog sentiment: that if you treat your drivers right, nice equipment will follow.

“I was a company driver for years and I believe I took pretty good care of the equipment,” Caron said. “If you are treated right then you want to take care of the equipment and the company’s reputation.”

Caron says the look of the equipment has a lot to do with how customers perceive a company. “If you pull into the yard and have nice looking equipment in good shape, your load is going to get there safe and you are not going to have your stuff spread all over the road. If you have bad manners as far as keeping your stuff clean and up-to-date and well-maintained mechanically, I’m sure you are not going to take care of the stuff.” □

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

Dear valued customers, readers and friends: Have a safe and happy holiday! From your friends at Truck West, Truck News & Motortruck Fleet Executive

# TRUCK WEST

December 2011 Volume 22, Issue 12

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

## Convoys for a Cure RAISE BIG BUCKS

See story, pg. 14

### One year later... A year after the attack, the 'Go Samaritan' truck driver speaks

By Harry Rudolfs

... B.C. – It's been a little more than a year since Alex Fraser's life changed forever. On Sept. 11, 2010, the 67-year-old owner/operator was heading home on a Friday night after unloading in Edmonton. It was a warm autumn evening on the Yellowhead Highway and everything was going well. The truck was purring and only about five hours from home. Then he noticed a shadow on the shoulder facing him, and what looked like a body waving arms at the road.

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