

# TRUCK WEST

March 2012 Volume 23, Issue 3

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

## Building the gas highway

Shell plans natural gas corridor between Calgary, Edmonton

By Lou Smyrlis

**PARK CITY, Utah** – Shell sees a long-term future in natural gas as a viable option for transportation and an Alberta project is figuring prominently in the company's plans to show fleets the potential for this alternative to diesel fuel.

Shell's Canadian Green Corridor, the company's first large-scale liquefied natural gas (LNG) project in North America, launches this March. Initially employing a mobile refueling unit to service the needs of fleets running the Edmonton-Calgary corridor, the company also has agreements in place with three Flying J stations in the corridor for them to supply LNG starting in the third quarter of this year.

By the third quarter of next year, Shell plans to be supplying LNG to the network from its own LNG plant at the Jumping Pound facility about 30 kilometres west of Calgary. The new plant would produce 0.3 megatonnes per year of LNG, natural gas that is supercooled into liquid form. Until the plant is operational, a third-party distributor will be providing the LNG.

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**GIVING BACK:** Jennifer Hawes and husband Kelly stumbled into the trucking industry and have made it a better place.

## Waste not

B.C. food haulers put brakes on waste, feed the hungry

By Jim Bray

**VICTORIA, B.C.** – A Victoria, B.C. trucking company co-owner with a passion for helping others has been recognized for an innovative charitable initiative that not only helps feed the needy, it also helps prevent perfectly good food from being wasted.

The award, issued by the Minerva Foundation for B.C. Women, was presented to Cold Star Freight Systems' Jennifer Hawes on Nov. 30, for her philanthropy, service and volunteering in the community. The way Hawes tells it, however, her good work isn't done for the applause; it's just part of how she sees doing business and living life.

Hawes not only co-owns Cold Star with her husband, Kelly, but does HR duties there as well, and she makes it sound as if all her good work isn't really a big deal. Yet the road she took to becoming a Cold Star executive and honoured philanthropist was a country-straddling one, from west coast to east coast and back again, in the process dropping her and her husband into an industry they'd never even considered to be a career path.

"Trucking came to us," Hawes says of their long and winding road. "There's no way as a young woman I ever thought that this would be the industry that I'd be working in."

The Hawes' journey to the world of trucking began in the early '90s when husband Kelly was serving in the military in New Brunswick. "I was young,

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## Looking for a good deal?



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# Have we reached the tipping point with natural gas?

There's been so much talk over the past 12-18 months about natural gas being the fuel of the future for the trucking industry, you had to expect an explosion – in the figurative sense – was imminent.

That explosion may have happened over the past few weeks.

First there was Navistar International announcing a partnership with American gas supplier Clean Energy that effectively addresses the two primary barriers standing in the way of the widespread adoption of gas-powered trucks: the cost of the trucks and availability of the fuel. In short, the two companies formed an alliance under which they'll provide fleets with gas-powered International trucks at the same purchase price as their diesel equivalents, provided fleet owners agree to fuel up at Clean Energy fueling stations. Clean Energy will essentially offset the incremental cost of the technology and then charge a premium on the gas for a period of five or six years, but all the while the fleet will still enjoy fuel prices significantly lower than diesel.

For its part, Clean Energy has committed to building hundreds of natural gas fueling stations on well-travelled highways throughout the US and eventually it vows to have a natural gas station every 250 miles. This program is feasible for Canadian carriers running south and at the announcement, I received assurance that Canadian fleets would not be excluded from the offer.

Just days later, Shell announced plans to build a natural gas corridor between Edmonton and Calgary, which will set the stage for the roll-out of a broader network of natural gas fueling stations across North America. Shell's plan doesn't offer a solution to the high cost of gas-powered trucks, but



the company did promise to offer up gas trucks for one-week trials so fleets can gain some comfort with the technology.

It's another forward-thinking initiative that should go a long way towards nudging natural gas closer to the mainstream. There's good reason to consider natural gas as a potential fuel for the trucking industry.

For one, we're sitting on vast quantities of the stuff – at least 100 years' worth – and new fracking methods are making it possible and cost-effective to extract natural gas from previously untapped depths.

There's no other way to look at it; we're sitting on a goldmine and, as natural gas advocate T. Boone Pickens said at the Navistar announcement, we'd be foolish to let the opportunity unused.

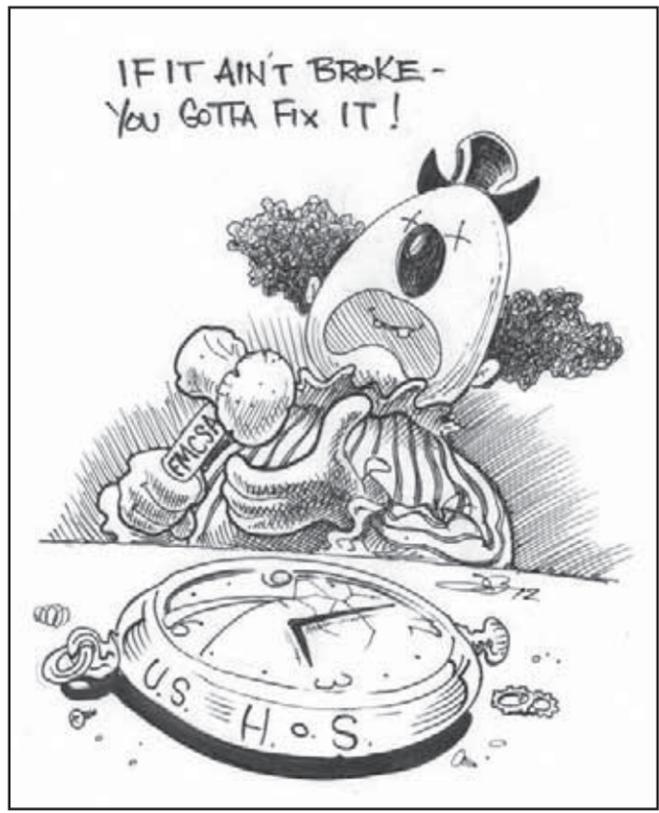
Still, lest we get too enthusiastic, there is a potential fly in the ointment for natural gas. As Dan Einwechter, CEO of Challenger Motor Freight pointed out to me in the Executive View interview you'll find starting on page 32, gas is cheap in part because there's no road tax on it. If

the trucking industry suddenly transitioned to gas en-masse, you can bet the feds would move quickly to tax natural gas in much the same way they do diesel today.

It's a reasonable point. One we need to pause to consider before we go leaping headlong into natural gas. Still, the price gap between natural gas and diesel is significant and expected to remain that way for the foreseeable future.

It very well could be that we've reached the proverbial tipping point and that natural gas is ready to take off as the fuel of the future for the North American trucking industry. □

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# History is not on your side

Recent comments from Anne Ferro, head of the US Federal Motor Carrier Safety Administration (FMCSA), that she will continue to push for a reduction in daily driving time should come as no surprise.

The FMCSA may have left the daily driving time at 11 hours when it announced its new hours-of-service rules, choosing instead to reduce the maximum number of work hours allowed per week, but it would be naive to think that the battle over daily driving time is over. That eleventh hour has been fought over since it was initially brought in back in 2003. Back then the new rule was immediately taken to court by the Teamsters union and safety advocates who lambasted the FMCSA for playing with driver health. It has actually been rejected twice by a federal appeals court since then yet remains in effect.

Motor carrier executives on the other hand have been very vocal in their support for 11 hours of daily driving time, pointing out that dedicated fleet operations in particular stand to face considerable losses in productivity should driving time be reduced. Dedicated trucking operations tend to have tightly engi-



neered runs and could stand to lose up to 12% of their productivity, according to the American Trucking Associations' hours-of-service subcommittee.

Trucking officials are quick to point out that the considerable improvement in truck safety statistics over the past decade should be accepted as evidence that current hours of service rules work fine and should not be tampered with. But that's not how the FMCSA views the situation. According to the FMCSA, research shows that crash risk increases with longer daily and weekly work hours as does the likelihood of chronic health problems. So the FMCSA feels justified in reducing the total number of hours a truck driver should be expected to work per week by 12, down to an average of about 70.

But it didn't make sense, according to the FMCSA, to also reduce the number of hours a driver is al-

lowed to drive in a day because the research did not show a "significant distinction" between the risk associated with working 11 hours versus 10 hours or nine hours.

That, however, doesn't mean the FMCSA will stop looking. As Ferro readily acknowledges, the FMCSA has a "clear preference" for a 10-hour daily driving limit. It just does not yet have the science to prove it. But as she recently told the media, the FMCSA plans to collect and examine driver log data on an hour-by-hour basis to measure their relationship to crash information.

Since the number of hours a truck driver should be allowed on the road first caught the attention of legislators back in 1936, the number has varied from a high of 15 to a low of 10. But the 10-hour daily driving limit prevailed for 64 years before being raised to 11 in 2003.

So chances are safety advocates and those within the FMCSA who agree with them will not be giving up without a fight. And history is not on the industry's side. □

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# CLASS 8 TRUCK SALES TRENDS

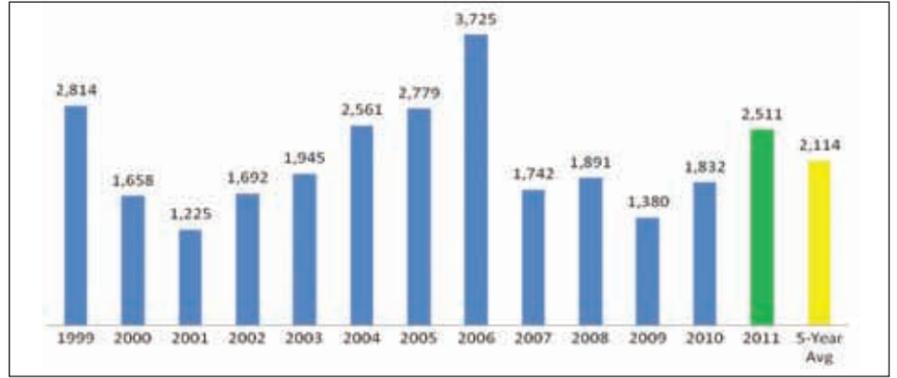
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## Monthly Class 8 Sales – Dec 11

Canadian Class 8 truck sales closed out the year with a strong December and a robust final quarter. The 2,511 Class 8 trucks sold far surpassed the monthly totals from last year as well as 2007 to 2009 and from 2000 to 2003. The total was also very close to meeting the sales posted in 2004, the start of a record three-year run. December sales also surpassed the five-year average by almost 400 units.

OEM	This Month	Last Year
Freightliner	696	510
International	288	302
Kenworth	534	295
Mack	121	136
320	308	181
Sterling	0	0
Volvo	403	301
Western Star	161	107
<b>TOTALS</b>	<b>2511</b>	<b>1832</b>

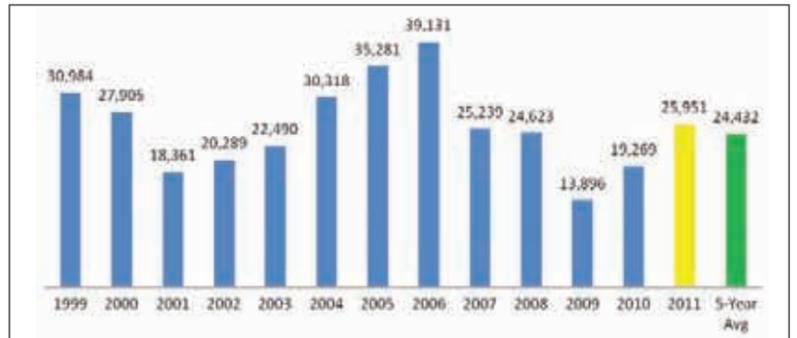
## Historical Comparison – Dec 11 Sales



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

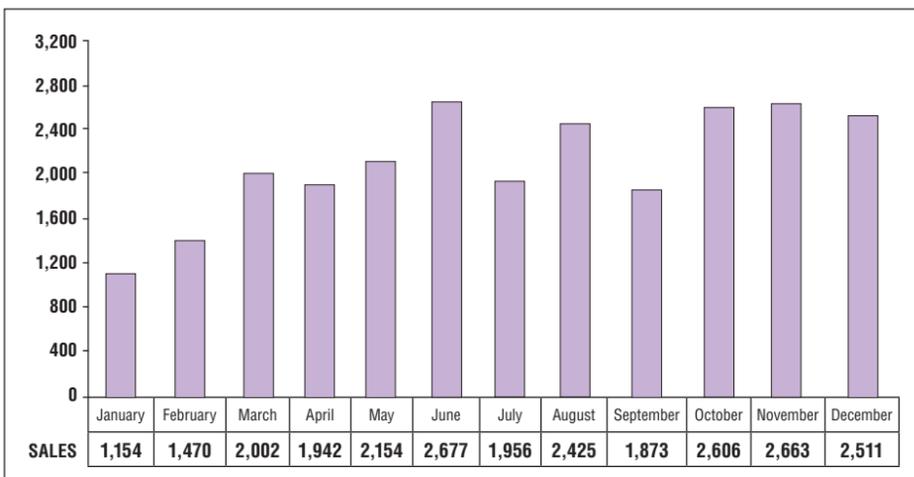
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	375	781	165	317	3,548	1,009	267	118	14	47	6,641
Kenworth	507	2,101	336	196	901	1,040	139	0	0	0	5,220
Mack	69	245	142	69	761	241	42	30	0	37	1,636
International	304	796	100	300	1,897	1,095	259	132	32	75	4,990
Peterbilt	339	948	245	302	522	400	131	31	0	0	2,918
Volvo	193	186	135	295	1,304	528	126	91	0	7	2,865
Western Star	351	557	69	31	272	256	62	71	0	12	1,681
<b>TOTALS</b>	<b>2,138</b>	<b>5,614</b>	<b>1,192</b>	<b>1,510</b>	<b>9,205</b>	<b>4,569</b>	<b>1,026</b>	<b>473</b>	<b>46</b>	<b>178</b>	<b>25,951</b>

## Historical Comparison – YTD Dec 11



The 25,951 Class 8 trucks sold in the Canadian market in 2011 surpassed the totals of the past four years as well as the totals from 2001 to 2003. With the help of a strong December they also surpassed our own forecast of 24,300. Class 8 truck sales rebounded in 2011 despite a shaky economic recovery because several years of deferred purchases – one fifth of Canada’s Class 8 truck fleet is more than 5 years old – left carriers saddled with trucks whose maintenance costs were about to become an issue.

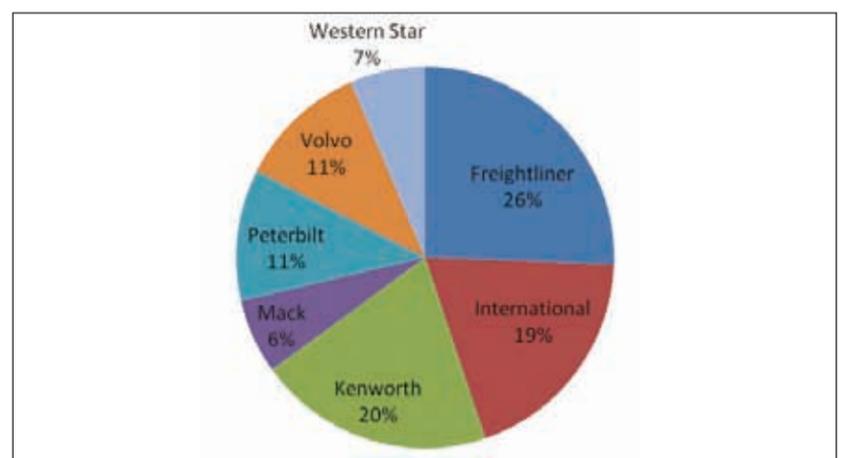
## 12 – Month Sales Trend



The 2,511 trucks sold in December made for the seventh month this year with sales above 2,000. With October and November also being above 2,000, the year that started with a whimper ended with a bang. Sales have also come within less than 200 of achieving the 2,000 mark on three more months.

Source: Canadian Motor Vehicle Manufacturers Association

## Market Share Class 8 – Dec 11 YTD



Freightliner is the clear market share winner in the Class 8 market in 2011, hanging on to its commanding 26% market share. International, a former market leader who has adopted different engine emissions technology than the rest of the OEMs, battled it out with Kenworth for second place all year long but fell to third place by the final month. 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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IN BRIEF

# Government group hopes to cut red tape for Canadian businesses

**OTTAWA, Ont.** – The Red Tape Commission, a government group working to cut red tape for businesses, has issued its final report: “Cutting Red Tape; Freeing Business to Grow.”

The Commission is made up of a dozen MPs and business stakeholders, including Denis Prud’homme, former

owner of Prud’homme Trucking and past president of the Saskatchewan Trucking Association.

The report reviews the burden federal regulations place of Canadian businesses and highlights areas for potential reform.

In 2011, the Canadian Trucking Alliance, along with its members, appeared before the Commission to recommend areas where reducing red tape can improve business efficiency and job growth.

Key recommendations in report pertaining to trucking, include:

- Eliminating administrative burden on small businesses. The report suggests Transport Canada implement plans to exempt small businesses that use smaller trucks locally from the administrative requirements in relation to Hours-of-Service (including the maintenance of logbooks).
- Increasing the uniformity in the

enforcement of the transport of dangerous goods regulatory regime and reduce administrative burden. The report would have Transport Canada accelerate initiatives designed to effect improvement in the consistency of application of program delivery and their communication to regulated parties.

- Providing a predictable and uniform business environment across Canada for the trucking industry and to reduce current compliance burden and associated costs. The report recommends Transport Canada engage its provincial and territorial counterparts with concrete proposals to advance the harmonization of regulations that pertain to the National Safety Code (including Hours-of-Service). The report suggests the department should aim to eliminate unnecessary compliance burden on inter-provincial truck commerce stemming from differences in regulatory

requirements across jurisdictions.

• Providing businesses with greater certainty and predictability through reasonable timelines and service standards. The Commission recommends Transport Canada streamline its processing of exemptions under the Motor Vehicle Transport Act.

Additionally, the Commission echoed many of the initiatives already announced by the federal government in the recent Border Action Plan, including harmonizing “trusted trader” programs with the US, and reducing border wait times by improving programs such as Free and Secure Trade (FAST).

“CTA looks forward to discussing with Transport Canada and other government departments regarding the implications of the Red Tape Commission’s final recommendations on the trucking industry,” CTA officials said in a release. □

## MTI to screen foreign drivers for B.C. carriers

**CASTLEGAR, B.C.** – With B.C.’s recent decision to open its provincial nominee program (PNP) to long-haul truck drivers, training institution Mountain Transport Institute (MTI) has launched a new program to pre-screen prospective hires before they arrive in Canada.

The company has partnered with Marmicmon Integrated Marketing and Communications of Okanagan Falls, B.C., to “facilitate the integration of foreign professional drivers into Canadian trucking companies.”

Under the partnership, Marmicmon’s Michael Patterson has agreed to work with governments overseas to recruit professional drivers with at least five years’ experience on behalf of Canadian firms. Marmicmon officials say their company specializes in the Canadian immigration process and can work with carriers across the country to fill vacancies.

Once the carriers have interviewed and selected appropriate candidates, MTI will then travel to their country and perform driver evaluations to measure their suitability for the Canadian trucking environment.

Candidates who do not have the skills to safely operate in Canada will be rejected from the program (until they can improve), while the drivers who meet the standards will then be provided with training on Canadian log books, weights and dimensions, pre-trip inspections, air brakes, etc., in preparation for their arrival in Canada.

Once the drivers arrive in Canada, they’ll be welcomed by MTI’s Castlegar facility for the balance of their training, licensing, medicals, etc., before joining their new employer. At this point, Marmicmon will assist the drivers with housing and getting them set up in their new communities, the companies announced.

“Marmicmon and MTI have partnered on this venture to help Canada’s trucking industry safely and efficiently access experienced overseas drivers without interrupting their daily business and ensuring the skills of the individuals actually match what’s on their resume,” the companies said in a release.

For more information, contact Marmicmon at 250-497-7077 or online at [www.marmicmon.com](http://www.marmicmon.com) or MTI at 877-965-3748 or online at [www.drivemti.com](http://www.drivemti.com). □



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ALBERTA

# New group aims to aid transportation planning in oil sands region

By Jim Bray

**EDMONTON, Alta.** – The Alberta government is setting up a new committee to look at current and future transportation needs in the Athabasca oil sands region, though, as constituted, it doesn't appear there'll be any trucking industry representation on it.

The committee will be made up of "municipal, industry and provincial representatives" and will "take into account the region's unique economic and infrastructure needs and the importance of the oil sands to the province's economy," according to the press release announcing the initiative.

The Athabasca Oil Sands Area Transportation Coordinating Committee will include folk from the Regional Municipality of Wood Buffalo, the Oil Sands Developers Group, the Alberta Economic Development Authority, the Fort McMurray Airport Authority, the Northern Alberta

Development Council, Calgary-Shaw MLA Cindy Ady, and the Alberta government.

The Minister responsible for the Oil Sands Secretariat, Jeff Johnson, says the provincial government recognizes "the critical importance of collaboration with stakeholders to make informed decisions on roads, highways, rail, and air in the oil sands area," and says the committee will be a powerful tool for the region in planning and coordinating the area's transportation needs going forward. He promises that it "will help support the continued growth of the entire region."

Yet it appears that when they talk about "industry representatives," they don't mean trucking, which could be seen as a major oversight by a committee that's supposedly charged with making "informed decisions on roads (and) highways." What's up with that?

According to Jessica Spratt, speaking for Alberta Infrastructure, indus-

try input will be solicited. "No individual companies are represented," she said in an e-mail response to queries, "However, we will engage with industry...as well as impacted stakeholders when necessary to facilitate feedback."

The initial membership includes representatives from: Suncor; Alberta Economic Development Authority; Northern Alberta Development Council; Fort McMurray Airport Authority; Alberta Transportation; Alberta Infrastructure; Regional Municipality of Wood Buffalo; Laricina Energy; Syncrude; and the Oil Sands Developers Group.

Cindy Ady, MLA for Calgary-Shaw, and Sandra Klashinsky of the Oil Sands Sustainable Development Secretariat (who will be non-voting), round out the seats around the committee table.

Spratt says the committee's makeup was determined from a Memorandum

of Understanding (MOU) signed last August by former Premier Stelmach, Lloyd Snelgrove (who was then-president of treasury board) and Mayor Blake of the Regional Municipality of Wood Buffalo.

"In that MoU," Spratt says, "they identified who should be included in the initial membership of the Transportation Coordinating Committee." Committee members will be paid subsistence and travel expenses "at the rates authorized for employees of the government of Alberta."

While it appears that there's a reasonable cross section of politicians, civil servants and oil sands folk on board, Don Wilson, executive director of the Alberta Motor Transport Association, wonders why the trucking industry as a whole isn't represented on the committee as well. "And then there's us, who represent a good chunk of the transportation industry," he says, "and we weren't even asked?"

Wilson says he fired off an e-mail to that effect to the Ministry, but as of this writing he hasn't received a response. Wilson says he's confident the AMTA's request will get a fair hearing, however, and says he's impressed with what he's seen in his initial contacts with the new Minister of Transportation, Ray Danyluk, who took over the portfolio when new Premier Alison Redford named her initial cabinet.

On the other hand, Wilson's also realistic about the chances of anything major being announced on the eve of a provincial election.

As for the new minister himself, Danyluk promises that "The future transportation plans for the area will truly reflect the needs of the region, industry and municipalities." He also indicated that the process will involve all the "partners," though his statement didn't indicate whether he means the partners on the committee or partners in the industry.

The new body, which will meet quarterly, is mandated to provide strategic advice and recommendations on streamlining the planning, design, funding, construction and operation of the area's transportation infrastructure. Their advice will be put in front of the Ministers of Infrastructure and Transportation, Wood Buffalo's mayor, and the Oil Sands Developers Group's board chairman.

Spratt says there's no finite limit on the committee's life, but that "its purpose and membership will be evaluated every two years."

As for the input the trucking industry – and others – could provide, Spratt says "Industries not directly represented on the committee will be engaged with through the Oil Sands Developers Group, Alberta Economic Development and the Northern Alberta Development Council when issues relevant to their industry come up for discussion."

The Athabasca Oil Sands Area Transportation Coordinating Committee is part of Alberta's 20 year "Responsible Actions" strategic plan for the oil sands which, according to its Web site, is meant to "provide secure, reliable energy to North America and beyond for decades to come, by balancing the environmental, social and economic impacts of oil sands development."

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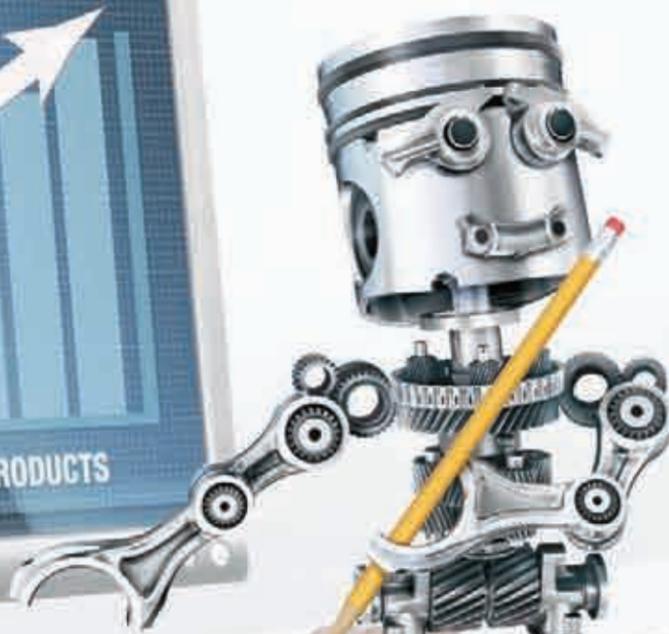
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## BORDER

# Outgoing ATD chair urges truck dealers to embrace change

**LAS VEGAS, Nev.** – In his last speech as chairman of the American Truck Dealers, Utah commercial truck dealer Kyle Treadway urged dealers to embrace the many changes affecting heavy- and medium-duty truck retailing, including the introduction of new federal regulations, technological advances and the entrance of a younger generation of future dealers.

Treadway, president of Kenworth Sales Company in Salt Lake City, has served as chairman of ATD since 2009. Ford dealer Richard Witcher, president of Minuteman Trucks in Walpole, Mass., began his two-year term as ATD chairman during ATD's 49th annual Convention and Expo, held in conjunction with the NADA convention in Las Vegas.

"Modern technology is more powerful than we all realized," Treadway said during the convention's opening general session on Saturday. "And change will come with or without our cooperation."

With the Federal Highway Administration predicting freight volumes could double by 2035 and the government wielding greater control over distribution, Treadway said dealers must be ready to adjust their business model to better support their customers, who are bearing the weight of new hours-of-service, Comprehensive Safety Analysis (CSA) and fuel economy rules.

"We need to understand the long range ramifications of these dynamics and comprehend how to adapt," he said. "What customer service extras will become 'must-haves'? How will we price

our products and transact our services?"

Treadway also noted the challenge of preparing dealers of the future for successful careers in the trucking industry. He urged dealers to "beef up" their management training programs in an effort to attract future leaders now in their 20s and 30s.

Under Treadway's leadership, ATD launched a "NextGen" program at its 2011 convention aimed at preparing the dealers of tomorrow by connecting them to other dealers with similar backgrounds and giving them the tools to share ideas and improve their business operations.

Since then, the group has grown to include representatives from suppliers and OEMs as well as future dealers. Katie Hopkins of Truck Centers in Troy, Ill., is the

group's chairwoman.

"Putting together the resources of ATD and NADA, with these future dealers and managers is an intriguing process and it's been a wonder to behold," Treadway said. "I can't wait to see what they create." □

## CTA sits in on DC border talks

**WASHINGTON, D.C.** – The Canadian Trucking Alliance had a seat at the table in Washington recently to kick-off the perimeter vision discussions stemming from last year's border agreement between Prime Minister Stephen Harper and President Barack Obama.

While no major policies were announced, CTA said it was confident that details surrounding trusted trader programs, FAST cards, pre-inspection, pre-clearance, and RFID would be released soon.

The industry would be pressured to react to the changes quickly, said Jennifer Fox, vice-president of customs at CTA.

"Participation and input by industry over the next six months regarding these matters will be critical to their success," she said. □

## N.A. surface trade jumps 12.7% y-o-y in November

**WASHINGTON, D.C.** – Trade using surface transportation between Canada, the US and Mexico, was 12.7% higher in November than in November 2010, totalling \$76.7 billion, according to the Bureau of Transportation Statistics of the US Department of Transportation.

BTS reported that the November value of US surface transportation trade with Canada and Mexico rose 30.1% from November 2009, and 26.4% from November 2008.

The value of US surface transportation trade with Canada and Mexico in November increased by 18.3% when compared to November 2006, 72.6% when compared to November 2001. Imports in November were up 64.3% since November 2001, while exports were up 83.5%.

In November, 84.8% of US trade by value with Canada and Mexico moved via land, 10.8% moved by vessel, and 4.4% moved by air.

The value of US surface transportation trade with Canada and Mexico decreased 3% in November from October.

US-Canada surface transportation trade increased compared to November 2010 reaching \$44.3 billion, a 12.2% increase.

In November trade by state, Michigan led all states in surface trade with Canada at \$5.7 billion, a 26.7% increase from November 2010. □



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**SAFETY**

# Drivers deserve PM of their own

Every professional fleet manager will recognize the importance of preventive maintenance programs. The ongoing focus on equipment health can keep trucks running like they should, maximizing performance, reducing defects and ultimately avoiding the failures that can lead to unplanned breakdowns.

A preventive maintenance program that focuses on driver health can deliver benefits of its own.

Healthier drivers are simply more alert at the wheel, less prone to workplace injuries, and enjoy added protection against everything from heart attacks to diabetes. Looking at this strictly from a business perspective, these factors could reduce everything from the number of collisions to workplace injuries and the cost of medical benefits.

Of course, the realities of trucking present a number of challenges to driver health. Hours-of-service rules lead to ever-changing bed-times that can wreak havoc with circadian rhythms, which govern sleep. Truck stops, fast food outlets and convenience stores offer plenty of temptations in the form of salty, fatty foods.

And every shipment can take a driver thousands of kilometres away from the treadmill in their spare bedroom.

I know. I've been there. As an owner/operator I faced many of these challenges, and I was losing the battle. A visit to my doctor proved that my weight was getting out of hand and I had to do something about it. Luckily, I was able to shed 30 lbs in a year and get my health back on track.

The difference can be realized with a little planning and education such as *Behind the Grille – Chewing and Changing Gears*, a Healthy Foods Facts Sheet, developed by a collaborative partnership between McMaster University Department of Family Medicine, the City of Hamilton Public Health Services, transport truck drivers and trucking industry representatives.

When I was taking regular trips to Calgary, for example, I found a pool and gym with plenty of truck-friendly parking next to the Saddledome Stadium. A pair of rollerblades in the bunk made it easy to explore local parks wherever my reset period was scheduled. Parking strategies in each truck stop offered some healthy benefits of their own. Spots found well away from the front door encouraged a short walk before and after every meal.

A restful sleep could even be protected by parking at the end of a row and lining up the wheels to ensure the sleeper did not sit alongside a rumbling reefer.

Sleepers can even be transformed into rolling gyms.

One carrier, for example, developed a DVD that leads drivers through a series of exercise routines using a set of rubber resistance bands.

The edge of a bunk becomes the exercise bench and the bands support the techniques that will improve flexibility and strength.

As important as these activities will be, they also need to be



## Ask the Expert

MATT GRAVELINE

matched with the careful choice of the right fuel.

While diesel fuel has shed unwanted sulfur to protect diesel particulate filters, a healthy diet needs to shed everything from unwanted sugar to fat and salt, all of which is identified on the side of every package or can. For that matter, a close look at a typical truck stop menu will quickly identify healthier options than burgers and fries.

An order of grilled fish with a side of vegetables will certainly digest much more easily than a heavy meal, especially when it has to be eaten right before climbing into the

bunk. Still insist on a burger? Lettuce and tomato will obviously be healthier than a layer of bacon or cheese. And an egg sandwich on a whole grain English muffin or bagel could probably do without the added sausage patty or cheese.

Snacks deserve some attention of their own. Protein-laden options like granola bars will always offer more lasting energy than the chocolate bars found on the same rack of a convenience store.

Those looking for a crunchy snack may even want to try a mixture of unsalted almonds, dried fruit and whole grain cereal. There can even be differences between one healthy snack and the next. A Greek-style yogurt, for example, usually offers twice the protein found in another yogurt.

Any sleeper could easily be stocked with healthy options such

as canned tuna, bananas and apples. Those who cross the border will simply want to keep the stickers on any fruit to prove its point of origin.

It is just one other step to consider in the trip planning process, but it may play a key role in the most important preventive maintenance program of all. □

– This month's expert is Matt Graveline. Matt is a senior risk services consultant for Northbridge Insurance, and has more than 20 years' experience in the trucking industry as both a longhaul driver and an owner/operator. 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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CARGO CRIME

# Stealing the deal

Cargo fraud is all about intelligence. Make sure you're the one gathering it.

By Julia Kuzeljevich

**TORONTO, Ont.** – Cargo fraud is a \$5-billion a year problem in Canada, (\$25 billion a year in the US), and is on the rise. For one thing, it's extremely profitable, and perpetrators have not only a low risk of being caught, but punishments are not severe enough to be a deterrent.

Rick Geller, vice-president of risk services with Northbridge, offered some recent statistics and best practices against cargo fraud at a January Toronto Trucking Association meeting.

It's not unusual, Geller reported, to receive three to four weekly alerts on the "new wrinkles and players" involved in cargo fraud.

"It's theft by deception, because organized crime takes advantage of the ambiguities in the supply chain process. It also leverages the systemic weaknesses associated with load brokering," said Geller.

While electronics and pharmaceutical shipments are always hot targets, newer targets include non-perishable food and drink, dairy products, produce and meats, cleaning products, cosmetics, shoes, paper products and diapers.

Through trickery, cargo criminals will obtain legitimate documents and then create a fraudulent storefront of sorts.

"They will create the illusion of being a legitimate carrier," said Geller.

Thieves will target loads that are being brokered out through load boards or brokers. They will then pose as a legitimate carrier by acquiring and altering documents from legitimate carriers or using these documents to create fictitious companies or subsidiaries, and then pick up the load.

Essentially, they "steal the deal," said Geller.

"They will contact the carrier and tell them they saw the load on a load board. They will be the nicest people imaginable and they will work hard to convince you that they are a viable partner who can get your load moving. They generally offer rates that are just a bit better than the going rates," he said.

Performing a cursory scrutiny, at the very least, is the ticket to protection for carriers.

He listed several steps carriers and their employees can take to protect themselves from cargo fraud and theft.

First and foremost, report all incidents, as this data can help show a pattern.

"It's crucial we get the data. You should also encourage your insurers to report," said Geller.

You can check a physical address on the Internet, through Google Maps or Street View.

Check with Canada 411 on the Web for a listed phone number.

Providing access to your certificate of insurance online is a danger, said Geller.

"We need to remember that because they are a house of cards, the

documents they give you cannot withstand scrutiny. They will never have a physical location or landline telephone," he explained.

There are also Web sites you can go to that will tell you whether a phone number is coming from a landline or cell. One of the tricks cargo thieves use is voice over Internet protocol, which makes the phone number show up as a landline.

(Cargo thieves) will be the nicest people imaginable and they will work hard to convince you that they are a viable partner who can get your load moving.'

Rick Geller, Northbridge

Currently, sites such as [www.melissadata.com/lookups/phonelocation.asp](http://www.melissadata.com/lookups/phonelocation.asp) and <http://search.toll-freenumbers.com/lookups.asp> will tell you the service provider of the number.

"Frequently I see an overseas service provider," said Geller.

You can also join an organization such as FreightWatch International ([www.freightwatchintl.com](http://www.freightwatchintl.com)) to keep informed about the latest trends and to network with other carriers.

"The trick is to try and stay current on some of the practices. We've seen absolutely everything," he said.

Validate all documents and information. Watch for "fuzzy" logos that may have been copied from the Internet, for letter fonts and sizes that may not match.

Confirm the carrier's identity with the load broker. What information do they have and what pre-qualification checks do they do?

Contact the insurer and/or broker to confirm the information they have on the certificate of insurance.

"Approach it this way: say you're holding a certificate of insurance and this is the information it contains. This way, they are able to confirm it for you," said Geller.

You can also confirm information on the carrier's profile on the Customs Self-Assessment Web site. If you're doing business with someone, advised Geller, "I'd be wanting to look eyeball to eyeball wherever possible."

Creating your own broker profile of pre-qualified, vetted carriers, and the loads it is safe to give them, is another way of saving you time and lowering your risk of exposure to theft.

Steps you can take within your own organization also help to protect you, as employee fidelity can be a major issue in cargo theft.

Know who you are providing your company information to. Shred your documents, and have a document handling process in place. Properly dispose of the hard drives in your photocopiers and report any suspicious activity to the police.

If an offer is just too good to be

true, many times, you can rest assured that it is.

Glen Clement, a detective with the Peel Regional Police Service in the commercial auto crime bureau, said that at last record there had been a 30% increase in attempted cargo frauds in the region, but the problem is such thefts occur across many jurisdictions, with reported frauds and cargo thefts handled by different departments.

Often, there is also a drug component to the crime.

"Cargo theft has a direct relationship to other crimes, like drugs and gangs. So this has increased the complexities around addressing the crimes," said Clement.

Cargo theft is still classified as a property crime, not an organized

and Peel Region has a growing file with many trucking companies now providing suspects to a provincial database.

"We have to work together. The public are the police, and the police are the public," he said.

Many cargo theft contents have been recovered because companies used GPS systems, noted Clement. Some of the thieves will use illegal GPS jammers, and Peel detects against these. Also, many cargo thieves will target a Thursday or Friday shipment, to delay a possible detection.

"The problem with satellite tracking is that there is frequently a time delay if thefts occur after hours and the tracking isn't activated until the theft has already been realized," said Clement.

Another issue around GPS systems brought up by Toronto Trucking Association attendees was that the units could be better camouflaged, for example to look like electrical boxes, document holders or lights, so that thieves could not find them and remove them.

Your usual deterrents such as kingpin locks and security systems do provide protection, (when the security system is turned on) but in terms of prevention a good background check on employees is paramount, added Clement.

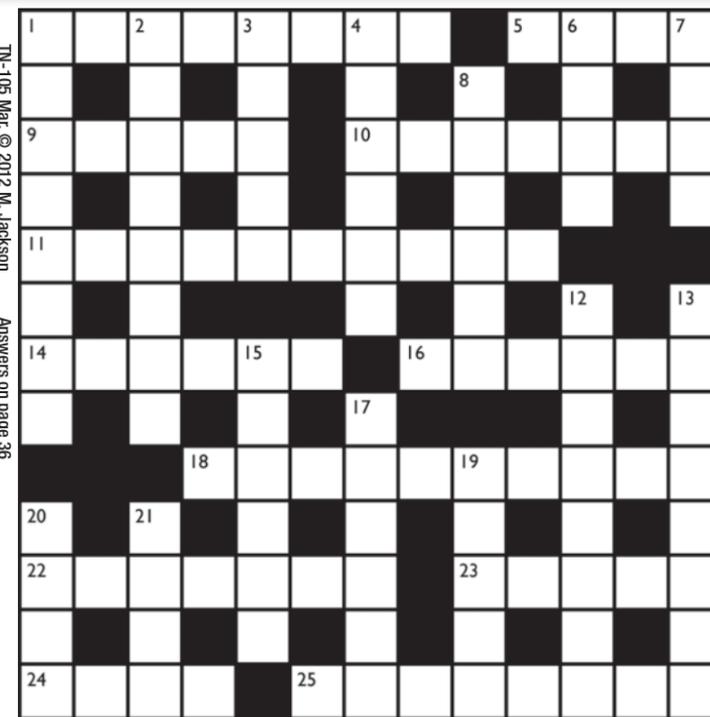
"We keep going back to this. The recurring theme of companies that haven't been victimized is that they do checks on employees, they spend money on security, and they use known partners," he said. □

crime, which also affects the way it is handled.

Police forces with cargo crime units are frequently overextended, as their duties – as is the case with Peel Region – also extend to covering chop shops and boat/trailer thefts.

Investigative techniques are largely intelligence-driven, said Clement,

## THIS MONTH'S CROSSWORD PUZZLE



**Across**

- 1. Macks, Peterbilts, et al
- 5. Michelin super-single tire (1,3)
- 9. Canadian diesel-pump unit of measure
- 10. Two-trailer rigs
- 11. '59-'68 GMC cabover nickname
- 14. CB interruptions
- 16. Big-rig exhaust pipes
- 18. Annual Kentucky truck show (3,7)
- 22. Hauled the goods
- 23. Groovy tire surface
- 24. Fast-lane maneuver
- 25. International regional-haul model

**Down**

- 1. Easy-engine-access designs (4,4)
- 2. Slang for sloped-nose rig
- 3. A slight adjustment
- 4. No \_\_\_\_, commercial vehicle sign
- 6. Certain truck lubricants
- 7. Right, on road map
- 8. Leave a CB channel, slangily (3,3)
- 12. Common insurance-claim cause
- 13. Newfoundlander or Cape Bretoner
- 15. Prescott, ON-based carrier
- 17. Truck-frame design, usually
- 19. UltraShift transmission maker
- 20. Octagonal-sign order
- 21. Short second trailers

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**NATURAL GAS**

# Shell to build Canadian natural gas fueling network

## Shell to launch Edmonton-Calgary LNG corridor in March; will lend fleets natural gas-powered truck to validate technology

**Continued from page 1**

And Shell's aspirations for converting the trucking industry to LNG don't stop with this project. It is ready to build the infrastructure beyond this corridor if there is sufficient interest.

"We are not stopping with this project. If you are going to be in this market, you've got to be in it. We have aspirations to go all the way to the West Coast," said James Burns, general manager, LNG transport Americas at a press briefing.

This year will mark the first time that Shell's natural gas production will outpace its oil production and Burns says the company sees that trend continuing.

There are several factors making LNG an attractive alternative to diesel, he explained.

The supply of natural gas in North America is abundant and has increased considerably in recent years as prolific new shale-gas deposits have been tapped, to the point where we have enough to export.

Natural gas is also one of the cleanest burning fossil fuels, capable of reducing well-to-wheel CO<sub>2</sub> emissions for heavy-duty trucks by 20%. It has very low sulphur content so SOx emissions are also greatly reduced.

Road transport uses 17% of the world's energy and contributes 25%

of CO<sub>2</sub> emissions. That can only increase as the world's population climbs from the current seven billion to an estimated nine billion by 2050.

"We need more energy and lower carbon forms of energy," said Dan Arcy, global OEM technical manager, Shell Global Solutions, adding that the reality, however, is that by 2050 two-thirds of all our energy will still come from sources currently being used (current engine technologies and conventional liquid fuels).

It takes decades for alternatives (such as electric-powered vehicles) to take root, he emphasized. Shell officials believe that diesel and LNG will be the fuels of choice for

transportation in 2050.

Shell officials provided fuel mileage comparisons to diesel for both LNG and compressed natural gas (CNG):

- One gallon of diesel gets 6.5 miles; it requires 15 gallons to go 100 miles;

- One gallon of LNG gets 3.8 miles; it requires 28 gallons to go 100 miles;

- One gallon of CNG gets 1.7 miles; it requires 58 gallons to go 100 miles.

Although diesel has the obvious advantage in mpg, Burns said what must also be taken into consideration is that LNG will be sold at about 30% below the current price of diesel and diesel pricing has the potential to climb higher still as oil supplies continue to dwindle.

There is also the benefit of GHG reductions from running LNG. Burns estimated a payback from the investment in LNG-equipped vehicles of two to three years.

One obstacle is the considerably higher current cost of LNG engine-equipped trucks (up to \$50,000-60,000 higher in cost, or more than 50%) and also the need for fuel tanks that weigh more than their diesel counterparts.

"We need to get to a tipping point where incremental costs (for switching to LNG) start to come down," Burns conceded.

Shell is teaming up with LNG engine maker Westport Innovations of Vancouver to co-market the advantages of LNG to fleets in North America. Their initial target market is large, sophisticated fleets running regionally in Alberta.

Shell officials appreciate that Canadian fleets will need to be convinced to make the switch to LNG and so it will make available to them at least one LNG truck for one-week tests.

The company is also teaming up with equipment manufacturers to raise interest in the fuel among railways, miners and the marine shipping sector. □

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Date \_\_\_\_\_

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— No. of Truck-Tractors    \_\_\_\_\_    No. of Buses    \_\_\_\_\_

— No. of Off-Road Vehicles    \_\_\_\_\_

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

14,969 kg. & over (33,001 lbs. & over)...     YES  NO

11,794-14,968 kg. (26,001-33,000 lbs.)...     YES  NO

8,846-11,793 kg. (19,501-26,000 lbs.)...     YES  NO

4,536-8,845 kg. (10,000-19,500 lbs.)...     YES  NO

Under 4,536 kg. (10,000 lbs.)...     YES  NO

4) This location operates, controls or administers:

Diesel powered vehicles...     YES  NO

Refrigerated vehicles...     YES  NO

Pickups or Utility Vans...     YES  NO

Propane powered vehicles...     YES  NO

5) Do you operate maintenance facilities at this location?     YES  NO

IF YES, do you employ mechanics?     YES  NO

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

a)  For Hire/Contract Trucking (hauling for others)

b)  Lease/Rental

c)  Food Production / Distribution / Beverages

d)  Farming

e)  Government (Fed., Prov., Local)

f)  Public Utility (electric, gas, telephone)

g)  Construction / Mining / Sand & Gravel

h)  Petroleum / Dry Bulk / Chemicals / Tank

i)  Manufacturing / Processing

j)  Retail

jj)  Wholesale

k)  Logging / Lumber

l)  Bus Transportation

m)  Other (Please specify) \_\_\_\_\_

7) Are you involved in the purchase of equipment or replacement parts?     YES  NO

8) Are you responsible either directly or indirectly for equipment maintenance?     YES  NO

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## PROFILE

# Previously wasted food now donated to the region's needy

Continued from page 1

not even 30 yet," Jennifer explains, "and I was desperate to find some kind of job because the military was very low-paying."

Her job search took her to Tim Horton's, but the reality of life in that part of the country smacked her soundly in the vocal chords, something Jennifer Hawes found a humbling experience.

"Northern New Brunswick has a lot of people who are very bilingual and I am a true West Coaster – I'm not bilingual – and I was told I wasn't qualified to pour coffee! I was a little upset."

Upset or not, Hawes now admits the Timmie's folk were right, because bilingualism was a necessary skill in that neck of the woods. Despite that setback, however, Hawes kept looking.

Desperate times, it is said, lead to desperate measures. "I turned to my husband and said 'I love you, but I'm taking our kids and I'm going home and we'll figure this out somehow.'"

The crisis actually turned out to be a positive for the young family, however, because the Forces were going through a round of budget-related downsizing at the time and Kelly Hawes sensed he was coming to the end of his military career anyway. So, Jennifer says, he decided to hang up his uniform and try something else.

But what? This is where fate, blind luck, or maybe a kind of "reverse Murphy's Law," came to the rescue. Kelly Hawes' father had been a long-haul truck driver and he and Kelly's brother brought their trucks down East and used them to help move the Hawes and four other military families who'd decided to leave the gig at that time as well. "We sold everything we didn't need," Jennifer says, "and we packed ourselves and four other families – all of whom were being dropped off by across Canada – in the truck. And we came home."

The Hawes and their two children – aged four and six – piled into their \$1,800 car and returned to Victoria. They needed work there, of course, and it seemed that an obvious path was for Kelly to get his Class 1 licence.

"My father-in-law took Kelly under his wing and in three weeks he had his licence and was working long-haul. And then it dawned on us that one of the reasons (for getting out of the military) was that my husband was gone eight to 10 months of the year, and now he's a long-haul truck driver and is gone forever! So we knew that wasn't going to work; it wasn't what we'd traded in for," Jennifer recalls.

As it turned out, Kelly didn't like the job anyway. "He's a true extrovert and being by yourself in a truck hours on end didn't really suit his personality," Jennifer says, "so he came back and begged the company for any other position there. And they hired him as an office clerk for \$10 an hour."

That was in 1993, and it proved to be another humbling experience for the family as the Hawes began to realize that Kelly's military career didn't transfer to civilian jobs very well.

"It was a huge learning lesson," Jennifer says. "There isn't a lot of call to shoot down airplanes in the civilian world! So he worked as an office clerk in the trucking company for \$10 an hour during the day and he'd come home, eat dinner, get a couple of hours sleep, and then do night shift at the Salvation Army for \$8 an hour."



**PHILANTHROPIST PAIR:** Cold Star executives Jennifer and Kelly Hawes have turned their morals into laurels, having recently won an award from the Minerva Foundation for B.C. Women for preventing good food from going to waste.

Jennifer, who taught pre-school in an earlier life, pitched in as well. "I managed to get on with a not-for-profit, pretty much doing similar work, with young families. It wasn't great money but at least we were making ends meet." Then one day, out of the blue, the dispatcher of the trucking company at which Kelly worked "Upped and walked out and quit and no one else was there so my husband walked up to the dispatch office and started dispatching the trucks," Jennifer says. "Someone had to do it!"

It fit him like the proverbial glove. "Logistics and moving things," Jennifer notes, "that's one thing you learn in the military."

They weren't out of the woods yet, though, because the company wasn't very stable. But Jennifer Hawes says fortune stepped in again when Kelly's head was hunted by a refrigerated trucking company, putting the couple's feet onto the path to where they are today.

"We call it the University of Trucking," Jennifer says. "There is no education that Kelly could've gotten any better than being supervisor and then terminal manager (at the company)." It was there that he learned about how food was handled, not just at that company but, Jennifer says, "Industry-accepted practices like things not being refrigerated properly."

Back then, Hawes says, there was little probing for temperatures, product was coming off the backs of the trucks warm and being frozen again before being delivered. She's quick to point out that it wasn't a situation of people being lazy, however, more a case of no one really watching over the trucking companies.

"Practices had been around for a long time that no one had given much thought to," she says. "Accepted practices. Food was coming out of plants where they've got smocks and hair nets on and then it's going onto a truck no one is monitoring between the plant and the grocery store."

This didn't sit well with the Hawes, and Kelly couldn't work like that.

"He couldn't marry his morals and ethics with the industry," Jennifer says, "and in the only time of his life, he basically quit. We looked at each other and wondered what we'd done, because we just literally couldn't live with what he was having to do." The solution presented itself when

Jennifer's uncle, a Chile-based businessman, asked them why they didn't just do it themselves.

"We didn't have two cents to rub together," Jennifer says, "but he was kind enough to give us a loan and Cold Star was born. We rented a 2,000 sq.-ft. refrigerated warehouse just outside of Victoria and managed to have one owner/operator agree to join us, and we begged and borrowed until we managed to get enough financing together to buy one tractor and one trailer." Kelly drove the truck as well as performing the duties of dispatcher and salesman. "We just did whatever we had to," Jennifer says.

Though she was still doing social work to ensure some money came in, Jennifer Hawes also threw herself into the young company.

"I would come in and pay bills, basically run the company with him," she says, "and then we got our first contract and knew we were on to something. We knew we were going to be accountable for the way we handled the food, we were going to put monitoring on our trailer so that you could tell what the temperature was regardless of where that trailer was. We were going to do it much differently than it had been done before."

It turned out to be their niche, and Cold Star picked up momentum from there. They couldn't afford to buy land and build their own warehouse, but they managed to find land and a landlord willing to build to suit their needs.

"We built a specialized warehouse, and put the tracking systems on the trailers, and started to grow our company," Jennifer says, noting proudly that they now have 105 employees, four terminals and yearly revenues in the \$12 million ballpark.

Cold Star now sends between 12 and 15 round-trips to the mainland every day to supply Vancouver Island. Their trucks arrive on the Island between 10 p.m. and two or three in the morning, Hawes says, at which time night crews in Victoria and Nanaimo break down the freight into different runs, which start going out by 5 a.m. "And by 8:30 the Vancouver run drivers are showing up again for the trip to pick up more food," Hawes says. "We do that every day. We're pretty proud of ourselves."

The Minerva foundation's award resulted from an initiative Jennifer Hawes calls the Community Food Project (CFP) which ensures that

some food that would be discarded otherwise for whatever reason, goes to help feed people instead.

"When I actually quit my other job and came full-time onto the company," she says, "one of the first things I noticed was that we were gathering quite a collection of food that had nowhere to go: too many boxes get shipped – someone ordered 100 and 107 got shipped – or the outside case got damaged and the receiver didn't want it anymore. Most suppliers are not going to ship it back across the water because it just costs too much."

What would happen, typically, Hawes says, was suppliers would send an Order to Dispose, then Cold Star would fill a tractor-trailer with the food in question and run it out to the dump. "I thought it wasn't right," she says. "Some of that food does need to be dumped, but a lot of it was in absolutely perfect condition."

Jennifer got in touch with several not-for-profits, including the one she'd worked for, and offered them the food.

"They were thrilled," she says, "because not-for-profits run on tight dollars and they all have programs that support what we call, unfortunately, the working poor – so you have mom and dad working and, with the cost of living, having a hard time making ends meet."

And that's how the program started, though as it turned out it isn't just cast-off food that finds its way to people in need. Hawes' "first and only consistent supplier" was a company that deals with organic fruits and vegetables.

"They don't give me their leftovers," she says, "They donate fresh, Grade A produce every month because they believe in it so much. They're an amazing organization." Hawes adds that donation to the food she has on-hand – damaged boxes, overages, and the like – and augments all that at her own expense by shopping for items that haven't been donated.

"It's always cheese," she says. "I think over the eight years I've been doing this I've probably spent \$50,000 on cheese because it's a high-protein, good nutritious food and it's really expensive. It's a treat for a lot of people – and if you sprinkle cheese on broccoli, a lot of kids will eat it."

Hawes says she buys a minimum of \$1,000 worth of food a month. The collected bounty goes to a "neighbourhood house" and "they divide it up amongst themselves and everyone gets their fair share," she says. "It's had a tremendous impact and it's fed a tremendous amount of people. And it's saved food from going to the landfill when it should be going to helping people who need it."

The media coverage generated by the Minerva Foundation's award has paid off for Jennifer's CFP program. "Within 24 hours of an article coming out in the *Vancouver Sun* I had two new suppliers call up and say they probably won't be able to donate every month, but they'll give this month and if they have anything more coming down the pike they'll send it my way."

As for her growing reputation as a philanthropist, Hawes is mostly dismissive. "It's great to have the recognition," she says, "But those people getting that food, those are the real winners and that's what so exciting. It's just great." □

Those people getting that food, those are the real winners.'

Jennifer Hawes

## USED TRUCKS

# Looking for a deal?

## Low-mileage, later model trucks are getting harder to find

There are lots of reasons to consider buying a used truck rather than a new one. You might be just starting out in the business and this will be your entry level machine; you're moving up to something better but still shy about committing to new iron; you don't like the imposed emissions standards and you're hoping to find something pre-DPF; you're a savvy owner/operator on the verge of retiring and you still want one more ride, and don't want to spend \$130,000 on a new vehicle.

No doubt, some good deals (and lemons) are available through private sales, but Jason Queenen, general sales manager for Expressway Volvo in Cambridge, Ont., suggests that it's important to go through a reputable dealer when buying a used truck, preferably a member of a used truck sales association. "That's the biggest thing, someone who will support them two months down the road when something goes wrong."

The used truck market follows a few years behind new truck sales and currently there's a shortage of low-mileage, owner/operator spec'd highway tractors.

"There's a depleted inventory of late model trucks with low mileage, and those models that are available are getting bought up very quickly," according to Queenen. "One of our biggest battles is trying to convince Canadian buyers that one million kilometres is not the same as one million miles. A million miles is equivalent to 1.6 million kilometres, and a well-maintained truck with 800,000 kms still has lots of life left in it."

Prospective buyers are often wary of trucks with the lat-



On-Road Editor

HARRY RUDOLFS

est emission controls. As a result, owners and fleets have been holding on to their vehicles longer, and this partly explains why new truck sales have been slow from 2008-2010.

"Even those pre-DPF trucks from 2006-2007 are coming onto the market with lots of kilometres. The OEMs have faced some challenges with the new emission systems, but the upgrades and updates have been done by the manufacturers and those DPF products work fine now," adds Queenen.

Vikas Gupta, sales manager for Arrow Truck Sales in Mississauga, Ont. agrees. "Most carriers want trucks that are three to five years old. The metric used to be that trucks were traded in at 500,000 to 700,000 kilometres. Now we're seeing trucks coming back with 500,000 to 700,000 miles! This is a case of educating the customer that they cannot do without DPF trucks. And more changes are on the way."

For one, Matt Cottrill, owner of Cottrill Heavy Equipment in Kincardine, Ont., is not afraid of higher mileage trucks. "In some cases you might find a truck with 800,000 kilometres that needs a rebuild, while another truck might have 1.3 million kilometres but has just been rebuilt."

Cottrill is a licensed mechanic and admits that his test drives are more like full MTO inspections without pulling the wheels



**SELLER'S MARKET:** As fleets hang on to trucks longer, used truck buyers are having trouble finding quality pre-owned trucks with low mileage.

off. "The tires, brakes, lights are all important, but these are bolt-on parts that can be replaced. The real money is in the engine, transmission and rear ends. You don't want to get the truck home and find out you need a new head gasket."

Moreover, he takes a visceral approach: listening, looking and smelling, inspecting the anti-freeze to see if there are any contaminants. "I like to start it up cold and watch it go through the changes as it comes up to operating temperature. Remove the dip stick or the oil filler cap and see if there is any blow-by. Pressurized blow-by is a red flag that usually indicates engine problems."

Listen to the turbo, he says, and he also suggests the prospective buyer load up on the engine by applying the brakes lightly while the truck is in motion and see if there is any black smoke. The clutch is another important component that can be expensive to repair.

"If it's an older truck and there's no play at the top of the pedal, it probably means that it's been adjusted as far as it will go and might need to be replaced."

Cottrill's company is heavily into conversions, often attaching booms, grain or a dump box on the back of a long wheel-base tractor for his customers. One of his specialties is transforming a sleeper cab into a day cab by cutting off the bunk, no matter if the bunk is an add-on or integral to the body.

Day cabs are hard to find, and the result is a luxury-class city truck with the potential for a long life in the city.

Cottrill's primary interest is in heavy-spec'd trucks with minimum 16,000-lb front ends and 40,000-lb rears.

He also sources trucks a little differently than other dealers, buying from fleets like Manitoulin and Penske, and late model fuel tanker tractors that have to be replaced every few years.

"Don't be afraid of fleets," he says. "A carrier like Manitoulin does an excellent maintenance job and I've gotten a lot of good stuff from them."

Joe Tavares has nine trucks and is meticulous when looking for an addition to his fleet. He's a big proponent of engine oil analysis and ECM printouts.

"You might have to pay the dealer to get the ECM readout

but will tell you everything the truck has done including the fuel consumption. I want a truck that gets at least 6 miles per US gallon, 6.5 preferably. The better the mileage, the better your fuel surcharge rebate."

Tavares thinks the \$150 spent on the oil analysis costs is a worthy investment. He also suggests taking the vehicle to your preferred mechanic and having him go over the truck very thoroughly.

"I'd rather pay \$500 or \$600 than end up having it cost me thousands of dollars down the road."

But he's not so keen on extended warranties. "After I've done all that research I'm pretty confident about the truck I'm buying," says Tavares. "You'll probably never get that \$5,000-\$6,000 per year back."

Financing is another matter that truck buyers should approach with caution. Some dealers will offer "in-house" financing but, according to Scott Taylor, vice-president of operations for Transport Financial Services in Waterloo, Ont., this may not always be the best deal.

"Just because you're buying a used truck doesn't mean you're a bad risk," he says. Taylor cites a case where a client had arranged in-house financing but hadn't read the fine print. "He was shocked when I told him the real interest rate. He went back to his bank and through his home equity line-of-credit he was able to negotiate a much lower rate."

Taylor adds the same is true when buying life and disability insurance. Dealers might offer insurance packages but so do other agents. "It pays to shop around," he says.

Used truck buyers might have a job waiting for them, but they often overestimate their start-up income, adds Taylor. "It might be a month or more before he sees a full paycheck."

Finding the truck that's right for you can be an odyssey, but getting the right fit is the most important thing.

"Never overbuy and don't underbuy," says Arrow's Gupta. "Buy only what you need for your work and forget about the chrome extras. If you're running regional you might want a mid-sized condo. But if you're running California you need bigger power and a more spacious bunk." □

## Davy Truck Sales opens for business

**TORONTO, Ont.** – Drawing on his 25 years' experience in the used truck business, Adam Davy has announced the opening of his own dealership, Davy Truck Sales.

Davy was most recently branch manager for Arrow Truck Sales' Toronto location. Under his watch, Arrow's Toronto location became the number one branch in North America, Davy says. Davy began working in the trucking industry for his family's business at the age of 12. His father, Robert Davy, was the founder of Truck Equipment and Service in Scarborough, Ont.

Davy Truck Sales will focus on providing a pleasant truck-buying experience for fleets and owner/operators, Davy explained.

"We understand that truck purchasing is sometimes seen as a necessary, but unpleasant experience," he said. "Our goal is to provide customers with an enjoyable, honest buying experience that provides them with practical, quality products to help them grow their business."

Davy said the company will back its used trucks with limited and extended warranties that are good throughout North America. He also said the company will take advantage of existing relationships with truck dealerships and leasing companies to ensure a continuous supply of quality, previously-owned Classes 6-8 trucks.

"We will be successful because we offer a pleasant commercial truck purchase environment," Davy said. "We know how to cater to our customers' needs. Aftermarket warranties along with creative financing terms will be available to all customers."

Davy will also be starting a leasing company to work in conjunction with the new dealership. Both will be located in the same facility.

Davy Truck Sales is located at 5810 Shawson Dr. Mississauga, Ontario. For more information, contact Davy at 416-802-6677. □



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## TAX TALK

# Tax Rx: Three tips for deducting medical expenses

When you're sick, the last guy you want to see is your accountant (he's probably the only person who can deliver worse news than your doctor). But as you prepare your income tax return, it's important to understand how medical expenses affect your taxes and financial planning. The reason, of course, is that health care costs can add up in a hurry. It's smart to know the rules and take any opportunity to reduce your tax obligation.

As you review your expenses, here are three questions to consider:

## Whose expenses can I claim?

Canada Revenue Agency breaks down the medical expense schedule into two parts.

The first is for all allowable medical expenses for your immediate family, meaning you, your spouse (or common law), and children who



## Tax Talk

SCOTT TAYLOR

were born no later than 1994.

The second is a separate line on your tax return for medical expenses you paid for extended family including your parents, grandparents, brother, sister, aunt, uncle, niece, or nephew who was a resident of Canada at any time in 2011.

You can also claim eligible medical expenses you paid for your children born before 1993.

## What is an eligible expense?

You're allowed to claim eligible medical expenses paid within any 12-month period ending in 2011. Notice the word is "paid," not "in-

voiced" or "billed" to you. Generally, you can claim all amounts paid, even if they were not paid in Canada.

CRA publishes quite the list of eligible medical expenses on its Web site ([www.cra-arc.gc.ca](http://www.cra-arc.gc.ca), search for Medical and Disability-Related Information).

The agency also has a list of expenses that are not allowable, like health club memberships and over-the-counter meds.

Here are three items that I get asked about all the time:

**Hot tubs:** I'm sure you've heard that as long you have a note from your doctor, you can claim the installation of a hot tub in your home. Not true. (However, if you really need swirling water to ease your back problems, whirlpool bath treatments are eligible).

**Naturalist, herbal, or organic**

**food:** If you're on a special diet because of advice from some practitioner or of your own design, the food costs are not deductible. The exception is if you have celiac disease, you can claim the incremental cost of gluten-free products.

**Travel:** If you had to travel at least 40 kilometres (one way) from your home for medical services, you may be able to claim your vehicle or public transportation expenses as medical expenses.

Likewise, if you had to travel at least 80 kilometres (one way), you may be able to claim accommodation, meal, and parking expenses as well.

Travel expenses are allowable only when equivalent medical services were not available near your home, and CRA believes the travel (including your route) was reasonable. If you're unable to go alone because of your medical condition, you can also claim the travel expenses of someone who accompanies you.

## Can I expense my insurance premiums?

If you're an owner/operator with private health insurance, in the past you could include the premiums on your tax return as a medical expense as discussed above. Now you can expense this cost directly on your business income statement.

This can be quite a bit of savings. The medical expense deduction is reduced by 3% of your net income. This carve-out greatly reduces the deduction and often, unfortunately, prevents any sort of claim. By expensing 100% of the cost, you get to save tax every year on this deduction.

Be careful, though. Like any other claim, there are rules and guidelines.

If your benefit premium includes life and disability insurance, the amounts included in your monthly payment for these should be backed out. Additionally, there are rules capping the amount of the expense you can write off for yourself, your spouse and children.

If you're not incorporated, the maximum annual claim for you, your spouse, and each household member over 18 at the beginning of the period is \$1,500 each.

The claim is \$750 each for younger members. Any non-deducted or excess premium can then be included in your medical expense tax credit.

Also, if you have employees you must balance the coverage and expense you pay for them with the coverage and expense for you.

These deduction limits do not apply to incorporated owner/operators. It's another good reason to book a check-up with your accountant and talk about how incorporating can improve your financial fitness. □

— Scott Taylor is vice-president of TFS Group, providing accounting, bookkeeping, tax return preparation, and other business services for owner/operators. Learn more at [www.tfsgroup.com](http://www.tfsgroup.com) or call 1-800-461-5970.

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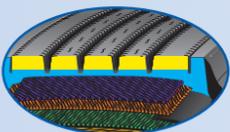
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OVER THE ROAD

# What's got me down? It's a matter of time

Last month I closed off my column saying that carriers need to find new and creative ways of attracting and holding on to drivers. Shortly after submitting that column I was asked if I had an interest in participating in a panel discussion regarding driver incentive programs.

So I thought I would wade into that topic here while it was still fresh in my mind. It also comes at a time when the Truckload Carriers Association will be recognizing the top fleets to drive for, as nominated by company drivers and owner/operators.

Several Canadian companies are in the top 20 group and you can read about them here in *Truck West* on page 24.

I work for a company that stands shoulder to shoulder with the best in the Canadian trucking industry in the way they care for their drivers and the core values that embody their operations.

In fact, a new incentive program was put in place Jan. 1 of this year for our drivers.

Despite that, I have still been experiencing feelings of discontent and anxiety over the past several months.

Colleagues have commented on the degradation of my outlook of late. A comment from a regular reader stated that although they had enjoyed a recent column they felt it was in a negative tone compared to my usual style. Another comment came from within my dispatch office regarding my negative reaction to a situation that had arisen and the feeling that it was out of character for me to react as I did.

Can I identify a single factor within my trucking lifestyle that leads to the daily stress I have been experiencing? Could a driver incentive program reduce my daily stress at the same time as providing me with a financial reward and reduce costs and improve profits for my employer?

Identifying the stressor in my daily life on the road is not difficult. It is time. Time is something I always take for granted but it comes up for me over and over again as the leading cause of tension in my life. The birth of my grandson last year led to a feeling of deep desire to spend more time with my family.

The recognition of my need to obtain regular exercise and rest requires a time commitment each and every day. My time is my most valuable commodity. When my time is being wasted or taken for granted, my immediate emotional response is usually one of anger and frustration leading to the feelings of stress and anxiety.

Then the endless hours of driving play their part as my mind locks on to those feelings and replays them over and over, building on them and strengthening them. The result is an internal conflict over the time I have available to accommodate my personal life and personal aspirations versus the huge block of time required to fulfill my professional obligations as a driver.



Over the Road

AL GOODHALL

I often feel a lack of control over my time because so much of my day is dependent on the actions of others, specifically operations and dispatch along with the shippers and receivers I deal with.

So I was excited to see that profit-sharing programs are on the leading edge of new incentive programs being developed by carriers. Why? Because they have the potential to drive a greater level of cooperation and communication within trucking companies.

Too often productivity increases have been equated with a driver doing more within a given time or

becoming more efficient with the use of their time.

Little attention seems to be paid to the fact that drivers already invest well over 3,000 hours a year in their jobs compared to the 2,000 hours most full-time workers put in.

That's before you even consider that a driver also lives in his or her workplace. An incentive program needs to reward every employee within a trucking organization for removing inefficiencies that eat up a driver's time.

Working longer and harder is not the answer. Incentive programs should lead to a driver having to spend less time accomplishing more through time-saving initiatives that are made in areas beyond the driver's control or sphere of influence. Specifically, load planning and dock retention times.

This then allows me as a driver to focus on the issues of safety and fuel management (driving!) as well as free up time for my personal use.

Recognizing that the responsibility for productivity, safety, and profitability spreads far beyond the reach of the driver is the mark of a good incentive program. Simply plopping a program into place will not resolve all, if any, of the issues at hand. Hard work and a diligent effort is required by all of us. This is a good discussion to have at an opportune time. I hope the panel discussion I mentioned at the opening takes place. I'm already looking forward to it. □

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

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OPINION

# Let's give thanks to the truck driving Neanderthals

Certain drivers give us all a bad image. But do they also create an opportunity?

Last month, I wrote about possible ways of attracting and retaining drivers. But it's a two-way street, so this month I'll address the driver. As drivers, we can't take without giving a little something back, not if we want a long-term solution.

I inhabit two different worlds; one when I am at work and one when I'm not. In one world I'm subjected to the worst in people, bad attitudes, bad language, bad food and I'm generally treated as a second-class citizen. In the other, I'm not. I bet you can guess which world is which.

My biggest problem with this is not so much what I experience; it is why I experience it and from whom I experience it. I may get a frosty reception from shippers and receivers or the person at the fuel desk once in a while, but far and away the worst offenders are my fellow drivers.

Close your eyes for a moment and imagine you're in a truck stop or at a shipper/receiver; far too many of the people around you will be scruffy obnoxious loudmouths, no matter how decent your own behaviour. These are the people who will influence others' opinions of truck drivers. It is the

You say tomato, I say tomahto

MARK LEE



same for any experience; the bad ones are far more memorable than the good ones.

Drivers moan that they don't get treated well and for the most part that is true. But sadly, far too often, they're their own worst enemy. They expect to be treated as professionals, yet they're not prepared to play the part. They don't show any professionalism when they're in the company of their fellow drivers, so you know for sure that they are not doing it when they're dealing with civilians.

We have drivers who don't have the courtesy to pull through the fuel pumps when they've pumped fuel to allow the next driver to fuel up. The worst offenders will often be found getting something to eat from a fast food joint while the poor guy behind waits in line.

They wash spilled diesel fuel from their tanks with the window squeegees; the next driver to use it ends up with oil over his win-

dows. They throw pee bottles and worse from their truck into parking lots and customer premises; they treat washrooms as if they were wild animals. They are just as bad to each other. Just try asking a question on the CB radio, for every helpful answer you'll get abused 10 times. The list goes on and on.

There are also drivers out there that wake up, fill out a log book and leave without doing a pre-trip inspection; they have no idea of the condition of their equipment, not until they get placed out-of-service at the next scale.

They also pay no attention to speed limits and complain about being ripped off when they get a ticket. They mouth off in truck stops, telling anyone within earshot about how they told dispatch or the shipper/receiver this or that. Everyone they deal with gets subjected to their belligerent attitudes, and yet they are surprised when they don't get the red carpet treatment.

These people are dragging the rest of us down. I saw this happen in Europe and now because of the behaviour of the few, everyone over there suffers. Over there, when you arrive at a shipper/receiver you check in through a small hole in the wall. They got sick of dealing with drivers face to face.

They don't allow you wait in your truck; they keep you in a lit-

tle waiting room. That way they don't have to clean up the mess that gets dumped out the truck windows. People got sick and tired of having their washrooms trashed, so the facility doesn't exist anymore. Drivers are not allowed to use break rooms or canteens because staff do not want to hear the bad language – again the list goes on and on.

We're better than that – the vast majority of us. I'm assuming that you, the reader, are too. After all, you're reading this so you have a bit of an interest in our industry. But the minority are spoiling it for us, or are they? As the driver shortage crisis deepens the better drivers will become more valuable, switched on companies will want to keep their better drivers and others will offer a premium to attract them. In some ways the Neanderthals are the best thing to happen to us, so instead of shaking your head at their obscene behaviour, silently thank them, as they make your professionalism, and therefore value, stand out even more. □

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

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## FLEET NEWS

## Yanke O/O wins new Ford F-150 truck

**SASKATOON, Sask.** – Owner/operator Sasa Gavranovic has won a new Ford F-150 truck as part of Yanke's Be the One safety program.

The program, launched by Yanke in 2009, incorporates online training, safety breakfasts, seminars, signage, logos, decals, presentations and various social media reminders – all encouraging safety. The program is targeted to all staff, both on-road operators and those working in terminals across Canada.

The company says the program focus is on safety, "but most specifically, personal attitudes, behaviours and core values, and how that impacts how you approach your work each day. Critical to this is information sharing, emphasizing the awareness of potential emotional, financial and physical loss that

might occur," Yanke officials said in a release.

"Yanke wishes to congratulate all of its professional transport operators and staff for their commitment to Be the One and helping make the roads a safer place for all of us," said Yanke president and CEO Russel Marcoux.

As part of the program, Yanke holds incentive draws for all operators that meet qualifying criteria. In addition to awarding cash prizes each month, Yanke awards a grand prize of a pick-up truck of the winner's choosing, valued up to \$50,000. This year, Gavranovic's name was drawn from 437 eligible professional transport operators as the grand prize winner. He received his prize while attending the recent Be the One safety seminar in Brampton, Ont. □

## Trimac to haul petroleum for UFA

**CALGARY, Alta.** – Trimac Transportation has landed a five-year deal to haul gas and diesel products for UFA Co-operative.

The deal is reported to be worth about \$95 million over the five-year term.

Beginning May 1, 2012, Trimac will serve UFA in northern and central Alberta.

"We are very pleased with our expanded business partnership with UFA," said Ed Malysa, president and COO of Trimac. "Trimac has an excellent relationship with UFA that spans nearly a decade. We share a common set of goals and values and are committed to providing value to UFA and its customers." □

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## Six of top 20 'Best Fleets to Drive For' competition winners based in Canada

**ALEXANDRIA, Va.** – The top 20 Best Fleets to Drive For in Canada and the US have been announced by CarriersEdge and the Truckload Carriers Association, and once again there's a strong Canadian contingent.

Six of the 20 best fleets are Canadian, including: Bison Transport; Celadon Canada; D.J. Knoll Transportation; Erb Group; Kriska Holdings; and Yanke Group. Rounding out the Best Fleets were: Best Cartage; Boyd Bros. Transportation; Don Hummer Trucking; Fremont Contract Carriers; Gordon Trucking; Grand Island Express; Landstar Systems; Motor Carrier Services; Paramount Freight Systems; Sammons Trucking; Steelman Transportation; Tennant Truck Lines; Trimac Transportation in Houston, Texas; and WTI Transport.

Also getting a nod this year as "Fleets to Watch" were: Liberty Linehaul of Ayr, Ont.; TimeLine Logistics International of Saskatoon, Sask.; American Central Transport; Epes Transport System; and Melton Truck Lines. These fleets were deemed to be worth watching as they boast some innovative driver-oriented programs.

The Best Fleets to Drive For program is administered by Canadian online training firm CarriersEdge along with the Truckload Carriers Association.

To qualify, a for-hire trucking company with 10 or more trucks must be nominated by one of its drivers or owner/operators. Nominees then undergo a detailed screening and interviewing process conducted by CarriersEdge.

Considerations include: total compensation package; health benefits;

pension plans; professional development opportunities; advancement opportunities; commitment to employee personal growth; commitment to continuous improvement; team-building activities; turnover rate; and fleet safety.

Mark Murrell, president of CarriersEdge and founder of the program said interest continues to grow.

"For 2012, we saw a heightened level of interest from the nominated fleets. It seems that everybody wants to be named a Best Fleet to Drive For," he said. "Some folks even called us before we began interviewing just to double-check that we had their current contact information."

"We saw a 35% increase in the number of fleets that not only agreed to participate, but completed all their interviews and paperwork on time to make it to the final segment of the competition," added Gary Salisbury, TCA chairman and the president and CEO of Fikes Truck Line.

Program administrators said more fleets seem to be offering profit sharing as part of their compensation packages lately. They also seem to be replacing some of their traditional safety-based bonus systems with more comprehensive programs. Drivers are increasingly being rewarded for things such as fuel efficiency, on-time delivery and training initiatives, organizers say.

Two grand prize winners – Best Overall Fleet for Owner/Operators and Best Overall Fleet for Company Drivers – will be announced at the TCA's annual convention March 4-7 at the Gaylord Palms in Kissimmee, Fla.

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

## Trimac takes stake in Northern Resource Trucking, Fortress Transport

**CALGARY, Alta.** – Trimac Transportation has entered into an agreement to acquire 29% of Northern Resource Trucking while also taking a majority interest in Fortress Transport.

The cash and share transaction for Northern Resource is valued at \$9 million. Trimac said the deal is expected to close on or about March 19. Northern Resource Trucking serves the uranium mining industry in Northern Saskatchewan. The companies have worked together for years, with Northern Resource serving as a subcontractor to support key Trimac customers.

The company has about 80 tractors, 140 trailers and 150 drivers and owner/operators and is based out of Saskatoon, Sask.

"NRT is a strategic partner that is the leader in bulk transportation in Northern Saskatchewan," said Ed Malysa, president and COO of Trimac. "By exploiting Trimac's expertise and NRT's strong market position, the acquisition is expected to provide accretive earnings to Trimac."

Trimac Transportation also entered into a letter of intent to acquire a majority interest in Fortress Transport. Fortress, based in Guelph, Ont., provides dedicated bulk transportation deliveries throughout central Canada and the United States with a focus on hazardous and non-hazardous transportation of liquid chemicals, petroleum products and dry chemicals. The assets of Fortress include 54 tractors and 130 trailers.

"Fortress has been recognized as a premium carrier in the chemical industry for a very long time and Trimac is pleased to have Bob Clement and his team join Trimac," said Malysa. "With Bob Clement's continued management and ownership position and Trimac's North American footprint, we believe this business will provide excellent synergies and growth opportunities in our chemical operations. Fortress's key assets include a team of professional drivers with a similar safety culture and high operating standards as ours, so we are thrilled to have them on Trimac's team." □



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## Navistar partners with Clean Energy to take sting out of cost of NG trucks

### Alliance addresses high purchase price of natural gas trucks, availability of fuel

By James Menzies

**LISLE, Ill.** – Two of the biggest barriers to transitioning the long-haul trucking industry to inexpensive natural gas – the cost of the equipment and availability of the fuel – have been addressed through a new partnership between truck maker Navistar International and gas supplier Clean Energy Fuels.

The companies have jointly announced a program that will allow a customer to purchase natural gas-powered trucks from Navistar at no more than the cost of a diesel equivalent and then pay for the technology through slightly inflated gas prices over a five-year period, while still enjoying fuel costs significantly lower than diesel.

To participate in the program, customers will have to agree to purchase most of their fuel through Clean Energy's rapidly growing US fueling network. Clean Energy has vowed to open 70 liquefied natural gas (LNG) fueling stations in the US by the end of 2012, with another 100 to follow in 2013.

And for its part, Navistar has promised to develop a natural gas version of every one of its medium- and heavy-duty products, so customers can choose the product that best fits their requirements, making natural

gas viable in virtually every trucking application.

Typically, natural gas-powered trucks cost \$30,000-\$40,000 more than their diesel equivalents. The higher up-front purchase price has prevented many fleets from making the transition to gas, even though the fuel costs about \$1.50 per equivalent gallon less than diesel.

Under the Navistar/Clean Energy program, customers will commit to purchasing their natural gas through Clean Energy's facilities and will pay a premium on that gas for the first five years or until the incremental cost of the NG technology has been covered. For example, a trucking company that commits to purchasing 1,000 gallons of natural gas a month through Clean Energy may pay an extra \$500 per month for a six-year period until it has covered the cost of the technology, all the while still paying considerably less than the cost of diesel.

Ideally, the program will allow the industry to transition to natural gas-powered vehicles without relying on government handouts, explained Dan Ustian, chairman, president and CEO of Navistar.

"This is going to work far differently than any other program in this field for alternative fuels," he said. "It can stand on its own and stand



**A NATURAL FIT:** Navistar plans to make virtually all its trucks and engines compatible with natural gas, including this CNG International WorkStar.

very tall and that's why it's going to be successful."

Added Jim Hebe, senior vice-president of North American sales operations: "If you do business within this alliance of companies, your cost to go from diesel to natural gas is zero."

It's a compelling proposition, since the cost of natural gas is significantly lower than diesel and expected to remain that way. *Truck West* asked Hebe if Canadian customers would qualify, to which he said: "We can make something work for them."

In order to purchase a qualifying amount of natural gas through Clean Energy's US-based sites (it does have some stations located in B.C.), it would seem the program would best fit Canadian fleets running north-south routes.

The program has already won the support of one US carrier, and it's a big one at that. Jerry Moyes, chairman and CEO of Swift Transportation was on-hand at the announcement and expressed an interest in taking part in the program. Moyes noted Swift buys about a million gallons of diesel every day and wel-

comes the opportunity to move to a less costly fuel.

"We're very excited about the potential of natural gas. We've been testing it for about a year with a couple different products and we like what we see," Moyes said. "There is a savings to it. We're very restricted on the product we can buy today, which is what is holding us back, but we're making progress in that arena...I think within three to four years (NG) could be up to 30-40% of our fleet."

Former oil tycoon turned natural gas crusader T. Boone Pickens was also at the announcement, commending both Clean Energy (of which he's a stakeholder) and Navistar for making gas more accessible to the long-haul trucking industry.

He said new fracking technologies have made low-cost natural gas more widely available than ever before. He said there is at least an untapped 100-year supply of natural gas in the US.

"The cheapest fuel in the world is in the US, so this opportunity cannot go unused," he said. "We've got to get off OPEC oil and this is the first step to accomplishing that." □

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OPINION

# Fleets, big and small, can work together harmoniously

One of the most infamous and deadliest feuds in history pitted the Hatfields against the McCoys. Although an official truce was declared in 2003, the actual feud commenced more than 100 years prior, and only lasted a little over 20 years.

Here in the trucking industry, we have an unspoken feud that exists today and has lasted much longer. This feud is still ongoing, but thankfully it has not yet resulted in bloodshed – at least not as far as we are aware.

I speak of the angry, bitter, unending animosity that exists between many small and large trucking companies.

Large companies tend to view their smaller counterparts like a teenager views a younger sibling; just a pesky little jerk that is always underfoot. Smaller carriers view their ‘big brothers’ as an arrogant bully; one who either makes up their own rules or influences others to



change them on their behalf.

Perhaps there is a shred of truth to both these assertions, if we are all open-minded enough to admit it. But there are also examples of how we can peacefully co-exist and even support each other.

As a small carrier, I will take the first hit in this debate. If you own 20 trucks or less, do not, in my advice, give in to the temptation to bid on that juicy, multi-truck contract you’ve learned about.

First, you will not be able to handle such an upswing in freight volume and commitment. Lending institutions are legendarily ungenerous with trucking companies,

particularly small ones. If by some miracle, you are able to acquire funding, who will drive your shiny new equipment?

The large carriers have full-time, aggressive recruiters, who struggle to fill seats despite their resources. As a small operation, you simply cannot compete with that level of determination. If you jump through all these hurdles and land the contract, get ready for a world of financial hurt.

Most large contracts – especially if they are with a multi-national company – come with 90-120 day payment terms, which you, frankly, can’t afford. If you do attain such a contract and fail from a service standpoint, rest assured that this opportunity will never come your way again. If this contract causes you to fail financially, you have not only lost this job, but everything you have worked for to this point.

Conversely, large carriers should avoid dealing with the smaller shippers; the ones that need a couple trucks per week. Such customers usually require a more personalized service, preferably with the same small driver pool, neither of which you, as a large carrier, can readily provide.

Familiarity with the handling of the freight is generally of far greater importance to a small shipper, which is much easier to attain with a smaller driver group. A small carrier can excel in this situation, with drivers and shippers operating on a first name basis, where the large, diversified carrier generally cannot.

If we are ever to co-exist in some form of harmony, it will require everyone to realize their strengths and weaknesses, and stay within the accompanying boundaries. Co-operation will always ultimately be more successful than defiance for everyone involved.

A prime example of this, at least in the freight boom years of the late 90s and early 2000s, was MacKinnon Transport. Rather than try to flatten any small carrier that was borne of a prior owner/operator, MacKinnon chose the co-operative route.

With plenty of extra freight to offer, MacKinnon took a number of small carriers under its wings. As long as you were timely and reliable, ran good equipment and had good customer service skills, you were welcome to participate in their success either occasionally or regularly. (Try backdooring them or delivering late or damaged freight though, and you were gone, as it should be).

Accepting outbound freight from their dispatch team was always met with an offer to load you home as well, if needed. Advice, often unsolicited, was plentiful, including how to structure freight rates with your own customers, which lanes to avoid, which lanes to strive for and how to spec’ equipment.

Although there was a fair amount of mutual trust involved – which entails some risk these days – the system worked well for both parties. MacKinnon, for its part, gained a Rolodex full of reliable, loyal, sub-contractors, who were now better equipped to be successful in the industry.

The small carriers, besides gaining a new source of available freight travelling all directions, and being paid on a regular schedule, had probably picked up half a lifetime of industry knowledge in a very short time. So good was this relationship, that several small carriers over the years have eventually devoted their equipment entirely to MacKinnon Transport, operating either under their own name, or flying the MacKinnon banner.

This is a stellar example of how we can all get along and thrive together. Unfortunately, this is a very rare example of the way we could all succeed, with maturity and co-operation. □

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

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Height:	<b>5'9" / 175cm</b>
Weight:	<b>160lbs / 73kg</b>
Eye Colour:	<b>Brown</b>
Hair Colour:	<b>Auburn</b>

Photo age-enhanced to 23 years (2002)  
Viellissement de photo jusqu'à 23 ans (2002)

Jami Furnandiz was last seen dropping her son off at a daycare in Port Perry, Ontario. Jami has a tattoo of a heart on her left shoulder, a tattoo of a black spider on her ankle, and a tattoo with the word "Stefan" on the other ankle.

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OPINION

# Paging Dr. Google

I've had a number of calls and e-mails commenting on my last column. For those of you who missed it (hard to believe, but it could happen), I wrote about the senior driver test changes that are hopefully taking place in the not-so-distant future. Thanks very much for the feedback. We'll make sure any changes to the current testing are reported on these pages as well as on our Web site, Trucknews.com. Stay tuned.

Speaking of aging, it's amazing how many little aches and pains start creeping into our lives once we hit middle age. When these things happen, our newfound G.P. "Dr. Google" is always there to lend a helping hand. Got a newfound bump on your person? Go ahead and Google it. You'll find dozens or more sites devoted to helping you

**Publisher's Comment**



ROB WILKINS

find out what that problem is. Some are excellent sources of information, others...well, most of them are suspect to say the least. Especially the ones that are made up of peoples' blogs. I'm sure these people mean well, but please don't put faith in their answers. If something's not right, make an appointment with your family doctor. He or she is the only qualified person that can make a diagnosis. Joe Blow, whose cousin's boyfriend's ex-father-in-law who had the same thing shouldn't be telling anyone that the bump you have is cancer. They don't know you, your family, or your medical history. Do yourself a favour and point your steer tires in the opposite direction of these Web sites.

Here are a few examples I grabbed from a medical blog Web site. I Googled "sore bump on shoulder." Here are some responses for your enjoyment: cancer; 'It's Ganglion. I got one on my wrist and the doctor cured it by hitting it with a book; 'Hmm...could be malignant melanoma'; 'It's Fibritas or Fibrosis or something like that'; and 'I don't know anything about that but I hope you get better.'

As I said, I'm sure the first four responses are from well-meaning people. They are, after all, just trying to lend a helping hand. But I wonder if they realize how many sleepless nights their responses have caused people? I picture a sweet old lady as number five's source – just a nice person offering up a nice get-well message. It's probably the most useful blog of the bunch.

So, the next time your health takes a turn, just remember Dr. Google isn't an alternative to the real deal. Make that call and get an educated diagnosis. □

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

PEOPLE

**Shuichi Kaneko** has been appointed president of Hino Motors Canada. Kaneko succeeds Shin Nakamura who held the position for four years before being assigned to Asia.

Prior to his new assignment in Canada, Kaneko was general manager of the Asia Oceania Division for Hino Motors, Ltd. He has 30 years of experience with Hino and "extensive knowledge of selling Hino products to the North American market," according to company officials.

During his tenure with Hino, Kaneko served as senior vice-president of Hino Motors Sales, USA and fulfilled sales and marketing assignments for the Middle East and Australia. □



## 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.



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Mark Dalton: Owner/Operator

# Man and Moose on the Loose

By Edo van Belkom

## THE STORY SO FAR:

Mark is on the Rock, behind schedule with a load of fresh fish headed for Montreal. He's got to go to the bathroom something awful, but doesn't really want to stop. Not only is he late, there's a maniac on the loose and he doesn't want to risk a chance encounter. But eventually he just has to go and he looks for some newspaper to do his business, only to hit a moose lumbering onto the highway.

The front end of Mother Load is ruined, but the engine still runs fine. Mark can't get the moose free and must cut it loose with an axe. It's a messy job but he gets it done and is back on his way. On the radio, the police are still looking for the killer...

With all the delays, he had getting underway, and the time he'd lost from the collision with the moose, Mark had missed the ferry and had time to kill before the next one was scheduled to depart. Despite looking like she'd gone a few rounds with a championship fighter, Mother Load had been running well and Mark was confident he could make it to Ontario and get his truck repaired there by mechanics he knew well and trusted.

So all that was left for Mark to do was get a bite to eat and clean up a bit before the next ferry left for the mainland. Once he was on the ferry he'd be able to do his laundry and have a shower during the more than six hours it took the ship to travel to North Sydney, Nova Scotia.

He found a truck stop about five kilometres from the dock that had plenty of fast food outlets. He decided to get something to eat first, then clean up his truck while still in his dirty clothes, then make a fresh change before heading to the ferry. After parking his truck, Mark entered the truck stop and took up a place in line to order his food. The burgers smelled good on the grille and for a moment he wondered if they served any moose here, but decided for chicken and a salad in the end.

"Can I take your..." the girl behind the counter said, her words suddenly getting caught in her throat as if she'd choked on them.

"Grilled chicken breast," Mark said. "And a garden salad with oil and vin-

egar dressing."

She said nothing in response, but her eyes told a different story. They were as wide as serving trays and tinged with a hint of fear. "Wow," thought Mark, this place is really on edge with this killer on the loose and all.

"Will...will that be for here or to go?"

"For here," Mark said, not really wanting to eat in his truck since it was so dirty and smelly.

Mark paid in cash and was soon carrying his food to a table.

As he made his way across the floor, Mark could feel a roomful of eyes upon him. People were staring at him and it was making him self-conscious.

"Never seen a driver from Ontario, I guess," he said under his breath.

He picked a spot in the corner and purposefully sat with his back to the rest of the restaurant so he could eat in peace and not have to see dozens of people gawking at him. But while he couldn't see anyone, he could still hear them talking in hushed tones like there was some big secret going around that he wasn't supposed to know about.

Mark dug into his food. At least that was good. He ate quickly and as he did the throbbing pangs of hunger that had been gnawing at him subsided. And as his belly filled, he became more at ease with his surroundings, no longer feeling that all eyes were on him. The place was quieter too, like everyone had gone back to minding their own business, or maybe finished eating and left the restaurant altogether.

Whatever the reason, Mark was able to relax. But even that didn't last.

The red dot appeared on the wall in front of him in an instant, then moved slowly left until it disappeared behind the shadow cast by his head.

"What the..." he whispered, wondering if some kid was playing with a laser pointer. But then the sound of a gun being racked very close to his head...

"Police, don't move!"

Mark wanted to remain still, but couldn't resist the temptation to turn his head and see what the hell was going on. Police. At least a dozen of them, most in tactical gear and looking ready to go to war.

"Raise your hands and get down on the floor!" came the instruction.

Mark raised his hands, saw how



Illustration by Glenn McEvoy

much blood there was still on them and realized who the police thought he was. "I'm not the guy," he said.

"Get on the floor!"

"I didn't kill anybody. I hit a moose."

But then hands were on him, pulling him to the ground and holding him there until they had him cuffed and secure. "Don't worry," he said. "I can explain."

It took almost an hour, but the police were finally convinced they had the wrong guy. They hadn't been buying any of Mark's story until one of the officers came into the interrogation room after doing a check of the parking lot.

"That your Peterbilt out there?"

"Yes," Mark said with a sigh.

"He hit a moose alright," the officer said to the one in charge. "Pretty messy. Probably had to cut it free."

"Like I've been saying, I used an axe." The officer in charge left Mark for a moment to check out Mother Load himself, and when he got back, he couldn't apologize fast enough. "Sorry, Mr. Dalton," he said, unlocking the handcuffs. "We got some pretty frantic phone calls saying you were all covered in blood...which was true. Everyone thought you were the killer, and so did we."

"I would have thought the same," Mark said, massaging his wrists.

"Just do us a favour. Clean yourself up before you get on the ferry. We don't need any more panic, especially now."

"Understood," Mark said, shaking all their hands.

Then he headed straight to the washroom to wash his face and hands be-

fore he had any more trouble. "Oh my God!" he exclaimed, as he caught sight of himself in the mirror. His face was streaked and splattered with blood and it had caked in the creases of his ears and nose. "No wonder they thought it was me."

Mark took off his jacket and shirt and began washing up. As he pumped soap into his palm, another man entered the washroom looked very much like Mark with blood on his clothes, hands and face.

"You hit a moose too?" Mark asked.

"I, uh..." The man seemed lost for a moment, unsure how to answer.

"I hit one a bunch of miles back. Went through my grille like a cannonball."

"Oh, yeah?" the man says. "Uh, that's what happened to me too."

Mark only had to study the man for a second before the realization hit him like an ice-cold slap in the face.

'It's him,' he thought. 'He's the one.'

Mark dried off quickly, but not like he was in any hurry. "See you later," he said. "Sure, see you."

'Yeah,' thought Mark. 'I'll be seeing you...in court.' He exited the washroom, and made a call. Hopefully the police weren't too far down the road. □

— Mark Dalton returns next month in another exciting adventure.

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.

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## LUBRICANTS

# Work has begun on new PC-11 motor oil category

*New category motor oil will play a role in improving fuel economy*

By Lou Smyrlis

**PARK CITY, Utah** – The development team of motor oil, additive and engine manufacturing experts tasked with creating the new PC-11 heavy-duty motor oil category has now held its inaugural meeting and begun the long process that will culminate in new motor oils by Jan. 1, 2016.

“A typical category takes about four years to develop and the next four years is going to be tight, but it is doable,” Dan Arcy, global OEM technical manager for Shell Global Solutions (US), told transportation journalists gathered for a special briefing on the future of lubricants held here at the site of the 2002 Winter Olympics.

It will be about 10 years since the current CJ-4 category motor oil came out in January 2007 by the 2016 formulation deadline. Up until 2010, motor oil manufacturers had to come up with a new oil category every time new engine emissions standards mandated by the US Environmental Protection Agency had to be met.

But the CJ-4 category was good enough that it could meet the 2010 emissions mandate without changes. That won't be the case this time around as the EPA pushes engine manufacturers in a new direction: reducing greenhouse gas emissions. Lower viscosity engine oil is one of several levers that engine manufacturers want to have at their disposal to be able to reduce GHG emissions from their engines, Arcy explained.

During that first meeting the team began considering the tests, criteria and limits that will drive the new category. Since CJ-4's introduction in 2007, there have also been changes in engine hardware with more expected as engine



**A NEW OIL:** Fleets and O/Os will be pouring a new category motor oil into their engines by 2016.

manufacturers move towards engines with lower GHG emissions. As a result, the testing protocols used on the CJ-4 oils may not be the most representative of future conditions motor oils will have to meet.

Arcy said engine manufacturers essentially want the new category to be split into two subcategories: one that preserves historical HD oil criteria and which is backwards compatible; and one that would be focused on improving fuel economy, which may or may not be back-

wards compatible.

“That's the details that still need to be worked out. It could be a year or two before we know,” Arcy said.

Likely there will need to be two different motor oils produced to meet the requirements noted above. What is certain at this point is that the motor oils engineered to improve fuel efficiency will need to be lower viscosity oils such as 10W-30s or 5W-30s.

Shell is already claiming a 1.6% improvement in fuel performance with its Rotella 10W-30 formula-

tion versus its 10W-40 and Arcy said he is seeing “a small change” in the industry moving towards lower viscosity oils. He pointed out that both Volvo and Mack are currently factory filling with 10W-30.

In addition to improving fuel performance, engine manufacturers want the new oils to improve on several other areas, including:

**Oxidation stability:** This is the ability of the lubricant to reduce oxidation, which occurs as engine temperatures rise, turning the oil acidic and causing it to thicken. Arcy said the next generation of engines could be running as much as 10 C hotter, which would cause oxidation to double, if a new motor oil formulation was not concocted to deal with this new challenge.

**Shear stability:** This refers to the oil's ability to reduce shear as a result of mechanical shearing. There is evidence, according to Shell officials, that the higher temperatures and pressures in today's engines may be shearing oils enough to drop them out of grade after a certain amount of mileage.

**Biodiesel compatibility:** There is no industry standard currently to test motor oils that will run in engines using biodiesel. With an expectation that the industry will increase its reliance on biodiesel, it's important that the new PC-11 category include tests for that.

**Scuffing/adhesive wear:** Currently there is also no test for this when qualifying a motor oil. There is concern that the thinner films of lower viscosity oils could pose an issue and so a test on scuffing and adhesive wear needs to be created.

**Aeration:** Engine OEs also want to be sure the new engine oils do not have air entrained within the lubricant, leading to foaming. So tests for this must also be updated.

In short, the industry is looking for motor oils to contribute to improving fuel economy but want to ensure there are testing procedures in place to ensure this does not compromise durability. □

## Improved fuel economy should not come at expense of engine protection

By Lou Smyrlis

**PARK CITY, Utah** – Blending new low viscosity oils that improve fuel economy is a relatively easy process; ensuring they also deliver engine durability, however, is a tougher nut to crack. That's the challenge motor oil manufacturers face as they prepare to formulate the new PC-11 category of motor oils intended to help engine manufacturers reduce carbon emissions.

Part of the problem, as Matt Urbanak, a chemist with Shell explained, is that viscosity of engine oils varies with temperature – the hotter the oil gets, the more its viscosity drops. Heavy-duty engines redesigned over the past decade to reduce contaminants have been burning hotter. And there is concern that the engines of the future which will have to be designed to deal with the US Environmental Protection Agency's new mandate to reduce greenhouse gas emissions by improving fuel performance could be running up to 10 C hotter.

“Benefits of fuel economy should not come at the expense of engine protection,” Urbanak said.

Also interesting is that although the focus in coming years will be on motor oils that help contribute to improved fuel performance, there is no formal heavy-duty engine fuel economy test for motor oils.

“It's simply understood that as you go to lower viscosity oil that fuel performance will improve. But every company has its own way to generate data and some companies may be a little less stringent than others in how they generate that data,” Urbanak said.

Urbanak said that Shell uses very high standards when it makes its fuel economy claims and that data is showing a measurable improvement in fuel performance when moving to lower viscosity oils such as 10W-30s and 5W-30s. He outlined a series of tests that Shell has conducted over a 2.5-year period pitting low viscosity oils against the higher viscosity 15W-40 oils the vast majority of

the industry currently uses.

- The Shell Rotella T5 10W-30 product showed a 1.6% improvement in mpg in comparison to the 15W-40, using a Class 7, 2006 model year test vehicle with a six-cylinder engine, under highway driving conditions over more than 2,500 miles. The test was conducted by an independent test facility in Ohio.

- The Rotella 10W-30 showed a 3.3% mpg improvement versus the 15W-40 blend in a Shell-run test using nine Class 7 vehicles (model years 2000 to 2005) and running either Cummins ISC or ISM engines. The trucks were run 40% in the city and 60% on the highway for 13,455 miles. They were switched back and forth between the 10W-30 and 15W-40 blends every month for 12 months.

- The Rotella 10W-30 showed a 1.57% improvement in mpg versus the 15W-40 blend in a test using a Class 8 vehicle running a Detroit Diesel Series 60 engine in on-highway conditions. The test was conducted by Schneider and com-

plied with the SAE J1321 method.

Urbanak added that since the company's launch of its Rotella T5 in 2009, analysis of its test truck engines, each of which have run over 800,000 miles, has shown excellent liner wear and cylinder liner bore polish protection in comparison to its 15W-40 oils while piston ring protection has been on par. Tests have also shown excellent piston deposit control at both the top (rocker arm cover) and bottom (oil pan) of the engine after 630,000 miles.

Wear results also look very promising in terms of iron, lead, copper and aluminum wear, Urbanak said. Same can be said for the viscosity control, soot handling ability and TBN retention and acid neutralization capability of the 10W-30 oils in comparison with the higher viscosity 15W-40 oils.

“We will continue to explore even lower viscosity formulations to deliver fuel economy benefits while delivering the same protection,” Urbanak said. □

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NEW PRODUCTS

# Shell rolls out rewards program for Rotella users

By Lou Smyrlis

**PARK CITY, Utah** – Shell Lubricants has launched a loyalty program that rewards truck drivers and equipment operators for choosing Shell Rotella products.

The My Miles Matter loyalty program allows members to earn reward miles by purchasing select Shell Rotella products and services.

Those miles can then be redeemed for a variety of rewards, including gift cards to popular restaurants and retailers, as well as a wide selection of merchandise geared towards truckers and their interests.

In addition, My Miles Matter members will have access to exclusive online content and offers, along with the opportunity to participate in members-only events at key industry trade shows throughout the year.

The program launches in the US in March and in Canada in September.

“We know that trucks and equipment are vital to the livelihood of many people, which is why for over 40 years Shell Rotella has delivered products that help keep trucks on the road and equipment operating,” said Chris Guerrero, Shell Rotella global brand manager.

“We want to continue the tradition of being a best-in-class brand by treating our customers to My Miles Matter, a loyalty program that rewards people for choosing the Shell Rotella brand to protect their trucks and equipment.”

The My Miles Matter program offers reward miles for purchases of specially marked bottles of Shell Rotella T Triple Protection, Shell Rotella T5 synthetic blend or Shell Rotella T6

full synthetic engine oil, or purchases of full-service oil changes using Shell Rotella T Triple Protection, Shell Rotella T5 synthetic blend or Shell Rotella T6 full synthetic engine oil at participating locations.

To receive reward miles, members can go to [www.MyMilesMatter.com](http://www.MyMilesMatter.com) to register and enter the 12-digit reward code under the cap of specially marked bottles of Shell Rotella, or the Reward Code included on the sales receipt from the purchase of a Shell Rotella oil change at a participating location.

Reward miles can then be redeemed for rewards from well-known retailers, restaurants, online outlets, as well as Shell gift cards and Shell branded items.

The engine oils are backed by the Shell Rotella Lubrication Limited Warranty program. □

# Shell introduces transmission oil

**PARK CITY, Utah** – Shell Lubricants is introducing Shell Spirax S6 GXME 75W-80, a new transmission and gearbox oil approved to meet the requirement for Volvo transmission specification 97307 for use in Volvo I-Shift and Mack mDrive transmissions.

It is specifically formulated with synthetic base oils and additive technology for improved lubrication and lower operating temperatures over longer oil drain intervals.

The company says it can help protect against wear, pitting, bearing failure and corrosion for reduced maintenance and longer equipment life.

“Shell Spirax S6 GXME 75W-80 meets the extended service requirements for Volvo and Mack by offering excellent oil life, allowing drain intervals up to 250,000 miles,” said Dan Arcy, OEM technical manager, Shell Lubricants.

Limiting fluid degradation can help to prolong oil and component life. Shell Spirax S6 GXME 75W-80 resists physical and chemical breakdown, which means that it can go on protecting components for a longer period of time, allowing for longer oil drain intervals, the company claims.

It is also claimed to remain well within the industry oxidation limits after double the normal test period in DKA oxidation test, thanks to its long-life additives, which enable the oil to keep gears protected and maintain performance over extended oil-drain intervals.

Shell Spirax S6 GXME 75W-80 has special frictional properties and high fluidity that help reduce power loss and offer higher mechanical efficiency. Shell says the benefits of Shell Spirax have been demonstrated through extensive laboratory tests and over 12 million miles of field trials.

It is available in viscosity grade SAE 75W-80 via Shell Lubricants distributors in five-gallon containers. □

# Cummins says new ISX12 will get better mileage

**COLUMBUS, Ind.** – Cummins has announced its new ISX12 engine will deliver up to 12% better fuel economy than the ISX11.9 it replaces. The company says the engine will be up to 5% more fuel-efficient than the ISX11.9 in regional haul applications and as much as 12% better in vocational applications.

Cummins credits the improvements to optimized calibrations.

“Cummins is excited about the opportunity to offer customers this evolution of our 12-litre product,” said Jeff Jones, vice-president, sales and market communications.

“Through continuous product improvements, we are able to in-

roduce the new ISX12 to better meet the demands of our customers and to provide value that only Cummins products can bring to their operations.”

In addition to improved fuel economy, Cummins says the ISX12 will also deliver better reliability and performance across a broad range of applications. Improvements will include better pulling power, excellent drivability and strong clutch engagement torque, making it ideal for rigorous duty cycles, according to the company.

The ISX12 will share some components with the ISX15, including the enhanced cooled EGR system, single variable geometry turbo and proprietary XPI fuel system. It will also use selective catalytic reduction (SCR) technology.

The new ISX12, which goes into full production in March, is available with standard ratings ranging from 310-425 hp and SmartTorque ratings from 330-425 hp. (SmartTorque ratings unleash higher torque in the two top gears, so that drivers can climb steep hills with fewer downshifts, Cummins claims). □

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## Components

Meritor has announced availability of new **reduced stopping distance (RSD) friction materials** through its parts distribution centres in Florence, Ky. and Brampton, Ont. The company says the new materials will support truck operators looking to standardize their RSD brake friction materials. Fleets can now use RSD friction materials on remanufactured brake shoes at normal service intervals, the company points out. The new stopping distance requirements went into effect last August. To comply, Meritor designed more powerful front brakes and highly effective rear-axle brakes with new, enhanced friction materials.

Meritor has introduced a second-generation version of its **aftermarket PlatinumShield brake shoe coating** that prevents rust-jacking. PlatinumShield II was introduced at Heavy-Duty Aftermarket Week three years after the introduction of its popular first-generation version, which went on to sell more than 15 million units. The new version is identifiable by its lighter platinum gray colour, the company says. It'll be applied to new aftermarket brake shoes with reduced stopping distance friction materials. It will also be used on remanufactured brake shoes. The coating resists micro-abrasion caused by the movement of the brake lining against the shoe

table during normal use, preventing rust-jacking, which occurs when rust forms on bare shoe metal under the lining, causing it to lift and crack.

## Software

Vigillo has incorporated a **Driver Essentials feature** into its CSA Scorecards, which allow users to see how specific drivers' CSA scores affect the fleet's overall score. Drivers are categorized by various CSA-related measures and fleet managers can sort through multiple list views, examine historical data, and search through the data. Managers can also export data in the form of summary reports, inspection and violation reports and crash reports. For more information, see [www.vigillo.com](http://www.vigillo.com).

Blue Tree Systems has made its new **Fuel Auditor feature** standard. The system, which was tested by Trans-Am across its 1,400-truck fleet, provides fleet managers with the ability to easily audit the fuel being consumed across their fleet and to drill down to audit fuel usage per truck and driver to investigate any discrepancies. The company says its newest solution addresses the lack of trust fleet operators have in the fuel usage data collected through engine ECMs. The Fuel Auditor feature will be made standard as a part of Blue Tree Systems' R:COM technology. For more information, visit [www.bluetreesystems.com](http://www.bluetreesystems.com).

## Trailers



Freight Wing has launched its **Aero-Flex 2012 side skirts**, with a lower price that provides a payback in under 35,000 miles, the company says. The company says customers are seeing 4-7% improvements in fuel economy. The new version is 30 lbs lighter than previous designs, weighing just 150 lbs, the company says. For more info, go to [www.freightwing.com](http://www.freightwing.com).

## Tires & Wheels

Goodyear has launched a new **Dunlop brand tire** for all positions on regional fleet and P&D vehicles. The Dunlop SP348 is described by the company as a great "all-around player" designed for optimal performance in tough regional and delivery truck applications. Features include a deep tread, providing long life, a rugged casing, enhanced shoulder



rib for improve scrub resistance and stone ejectors in the grooves. The newest offering is available in the following sizes: 11R22.5, 225/70R19.5, 245/70R19.5, 10R22.5, 12R22.5, 11R24.5, and 295/75R22.5. Two sizes – 285/75R24.5 and 255/70R22.5 – will be added during the second quarter of 2012, the company claims.

Goodyear has a **new tire for oil-field, mining and other severe-service applications**. The new G741 MSD boasts a 33/32-inch tread with wide footprint to delivery high mileage and traction, the company says. It also features an aggressive, self-cleaning tread design and cut- and chip-resistant tread compound, while tread block sipes improve traction in wet and snowy conditions. The tire will be available in May in size 11R24.5, Load Range H. □

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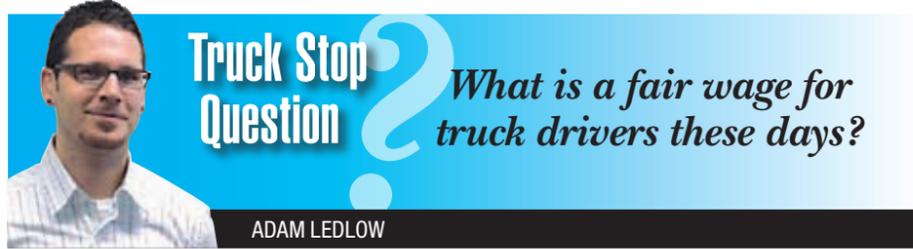
**BRADFORD, Ont.** – While there is some debate over the severity – or, according to some, the existence – of the driver shortage, there is little question that the trucking industry continues to struggle in its attempts to attract new driving talent.

The reasons behind the employment pool's standoffishness to the profession includes everything from over-regulation to long hours away from home, but one of the most significant issues may be poor pay.

A recent US study found that in order to make truck driving more attractive, average salaries would have to rise to \$60,000 per year, despite the fact that current wages hover around the \$48,000 mark.

So what annual wage would be enough to attract and retain truckers?

We posed the question to drivers at the Husky Truck Stop in Bradford, Ont.



**Ron Serink**

**Ron Serink**, a driver with Robinson Haulage out of Kilworthy, Ont., says he thinks a decent wage would be around the \$50,000 mark for a freight hauler. However, the 40-year veteran says that drivers these days need

to do more to earn their stripes as much as earn their pay.

"Training for truck drivers is very poor," he told *Truck West*. "Driving schools have the guy doing his exam on an empty trailer and when he's on the highway he is completely lost."

"It should be an apprentice program and you work your way up. Years ago, when I was a kid, I mean you started driving a small truck on your dad's farm or whatever it was. A straight truck and then you did shunting and then you finally went to a tractor-trailer. I mean nowadays they just get into a tractor-trailer."



**Brad Minne**

**Brad Minne**, a driver with Keystone Western in Ile-des-Chenes, Man., says he thinks wages are "pretty average" these days, and would like to see them rise to the \$60,000-\$70,000 range for long-haul drivers.

"That would kind of compensate for loss of family time and stuff like that," he says.

However, Minne says he believes the driver shortage is something that will never end – pay increase or not.

"This is an acquired taste, driving a truck," he says. "It takes a certain person to do it and, unfortunately, that (breed) is dying."

**James Morgan**, a driver with Fidel Transport out of Brampton, Ont., says the current pay situation for regional truck drivers is "a shame."

"In the last 15 years, truck driving salaries have not increased. I was looking at my first driving job that I had and it was paying \$18 an hour," he says.

"Now this is 2012 and nowhere in the industry for a regional or local job (will you) make over \$18 or \$19 an hour. Now isn't that a shame?"

Morgan says he'd like to see wages for pickup-and-delivery drivers be a set rate in the range of \$22-\$23 per hour.



**Dan Dusome**

**Dan Dusome**, a driver with Robtrans Systems out of Innisfil, Ont., says that while the industry seems to be a "mixed bag" in terms of pay scales, he thinks the \$50,000-\$60,000 range would be fair.

However, Dusome says the industry needs to do more to account for unforeseen problems like detention time.

"Stuff like that really burns into your income," he says.

"If you can't get to a dock and unload it quickly you are sitting there for free a lot of times. That's hard to take for drivers if it's happening on a consistent basis." □

– 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@transportation-media.ca](mailto:adam@transportation-media.ca) and we may feature your question in an upcoming issue of *Truck West*.

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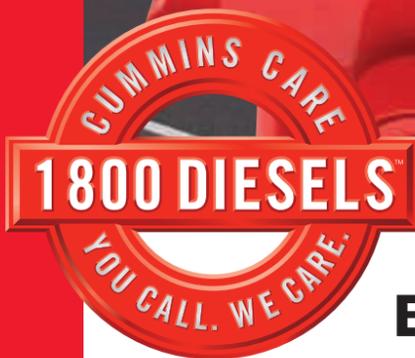
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