

TRUCK WEST

June 2012 Volume 23, Issue 6

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

CTA issues landmark report

Provides honest assessment of driver shortage

OTTAWA, Ont. – The Canadian Trucking Alliance (CTA) has released a new report focusing on the shortage of qualified commercial drivers, touting it as “arguably the most comprehensive and honest” attempt to tackle both questions surrounding the shortage as well as solutions for fixing the problem.

The CTA’s board of directors has endorsed the report from the CTA Blue Ribbon Task Force on the Driver Shortage, a group established in 2011 to provide leadership on what many carriers say is the industry’s greatest long-term challenge but where little consensus has emerged in terms of finding solutions to the problem.

While the report highlights “systemic issues” behind the shortage – such as driver demographics, public perceptions of the occupation, an unpopular lifestyle, not being deemed a skilled occupation, and regulations – it also holds up a mirror to the industry and attempts to incite a national dialogue within

Continued on page 27



THE FUTURE OF TRUCKING?: Will natural gas trucks such as this one be the norm in the future? A new report says the savings are real, but will the government get tax-happy?

Going to gas?

New report says there are savings to be had in transitioning to natural gas.

As long as it remains tax-free, that is.

OTTAWA, Ont. – A new Conference Board of Canada report suggests natural gas is a viable fuel for

the trucking industry, despite higher up-front costs to install the necessary technology. The report indi-

cates fuel savings of up to \$150,000 per truck – about twice the cost of the upcharge to natural gas – can be achieved over a 10-year period when switching from diesel fuel to natural gas. The report acknowledges, however, that “nearly half of these savings are in the form of fuel tax savings, as natural gas is currently exempt from the equivalent of a road diesel excise tax.”

“Our models indicate that while the capital costs are high, the savings from lower fuel costs make

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Honouring the best in the west See pg. 24



Inside This Issue...

- **Room for improvement:** Delta, B.C. enforcement officers say a recent truck blitz shows there's still work to be done. Page 8
- **Canada's GHG regs:** Canada has announced its plans to reduce greenhouse gases from heavy trucks. How were they received by industry at a conference in Winnipeg? We were there. Page 16
- **Big man, small trucks:** We profile a school teacher whose hobby involves building tiny trucks. Page 18
- **Brake check:** Thinking of moving to air disc brakes? There could be some compatibility issues you need to know about. Page 30

Mark Dalton O/O



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CLASS 8

TRUCK SALES TRENDS

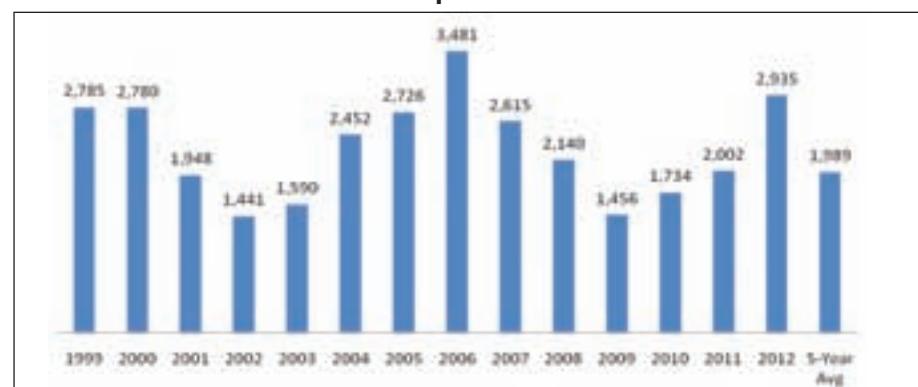
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Class 8 truck sales in Canada were enjoying a strong start to the year and March certainly did not disappoint. In fact, it surpassed expectations. The 2,935 Class 8 trucks sold in the Canadian market in March is more than 900 above last year's tally to this point and better than any other year's March with the exception of the record year of 2006. It is also almost 1,000 trucks better than the five-year average for the month.

Monthly Class 8 Sales – Mar 12

OEM	This Month	Last Year
Freightliner	779	554
International	462	422
Kenworth	581	385
Mack	171	109
Peterbilt	330	174
Volvo	429	227
Western Star	183	131
TOTALS	2935	2002

Historical Comparison – Mar 12 Sales

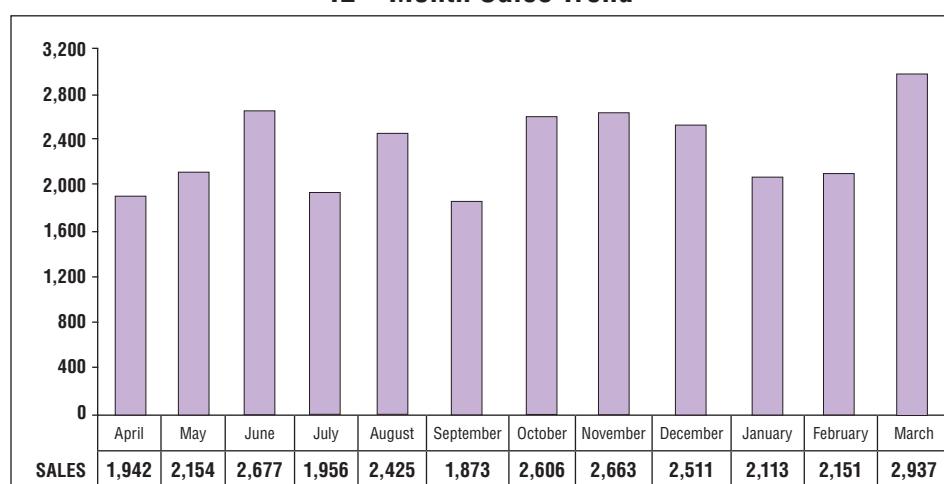


Class 8 Sales (YTD Mar 12) by Province and OEM

OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	129	158	48	177	1,125	272	33	56	0	4	2,002
Kenworth	151	683	63	51	256	247	19	0	0	0	1,470
Mack	19	79	49	23	179	72	12	5	0	3	441
International	50	159	25	84	455	263	57	20	1	17	1,131
Peterbilt	95	309	48	125	148	138	23	2	0	0	888
Volvo	56	62	22	55	381	162	20	6	0	1	765
Western Star	111	201	25	11	65	53	13	23	0	0	502
TOTALS	611	1,651	280	526	2,609	1,207	177	112	1	25	7,199

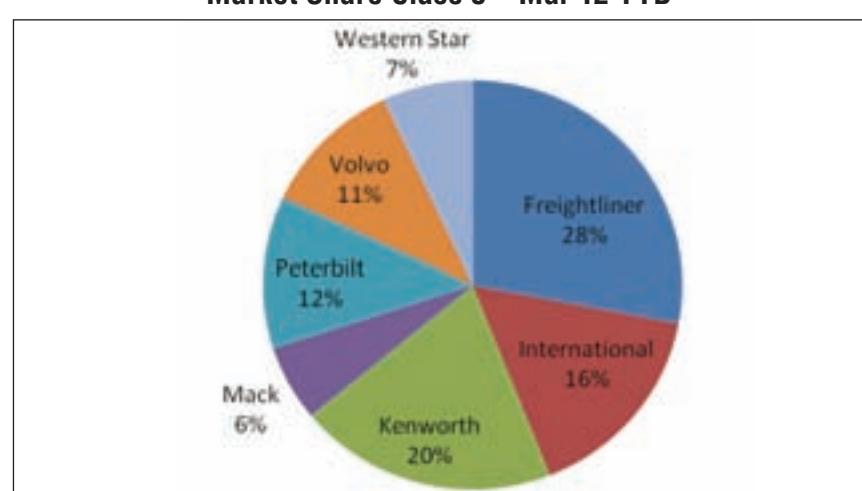
Truck manufacturers are expecting heavy-duty truck sales for North America to come in around 250,000 units in 2012, a significant increase from the 216,000 mark hit the previous year. The Canadian market is off to a strong start with almost 7,200 Class 8 trucks sold in the first quarter. That's about 2,500 ahead of last year's pace and more than 2,000 units above the five-year average. The Western provinces accounted for 43% of Class 8 sales YTD in March, with Alberta leading the way. Ontario accounted for 36% of the sales to date.

12 – Month Sales Trend



For the sixth straight month, sales climbed above the 2,000 mark, reminiscent of the industry's capacity boom years of 2005 to 2007. Our Transportation Buying Trends Survey found that 46% of Canadian carriers expect to purchase new Class 8 trucks in 2012. Question is, if most carriers are looking to simply replace older equipment rather than add capacity, how long will the buying spree continue?

Market Share Class 8 – Mar 12 YTD



Freightliner, last year's Canadian market leader, has jumped out to an early lead with a commanding 28% market share at the close of the first quarter. Kenworth wrestled the number two spot away from International last year and has started the year off with a solid lead in that spot. International's market share is at 16%, followed by Peterbilt, Volvo and Western Star.

Source: Canadian Motor Vehicle Manufacturers Association

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There's still a lot of Canada in a Western Star

Editorial Comment

JAMES MENZIES

As I write this, I'm just catching up from a trip to Las Vegas, during which I had the chance to drive a selection of Western Star trucks, the newest star among them being the recently introduced 4700, now available in both truck and tractor configurations.

This year marks an anniversary of sorts for Western Star; it's the brand's 45th year and its 10th being produced at Daimler's Portland, Ore. truck plant. This will strike some in Western Canada as a rather dubious occasion to celebrate; after all, Western Star was once our very own, each truck built largely by hand in a Kelowna, B.C. truck plant.

I visited the Portland plant when it churned out its very first Western Star truck a decade ago, and wrote at the time that it seemed likely the brand would stay true to its roots as a highly customized, hand-built truck designed for the most rugged of applications.

Ten years later, the fact there even is a Western Star is testament to that. Had the Western Star brand lost its identity, had it strayed too close to its big brother Freightliner's territory, had it failed the customers who made the truck a success in the bush, the oilfields and even on the highway, then it very well may have had a spot alongside Sterling on Daimler's chopping block during the depths of the recession.

The fact Daimler allowed the brand to continue, with its meager market share but loyal following, is testament to the uniqueness of the Western Star brand. It fills a void, even within Daimler's broad product line.

And now, it seems poised for a comeback. Fresh off the launch of the 4700, a tractor version has been spun-off and there are rumours of a brand new model to come, though company officials were tight-lipped about that.

I think we'd be foolish to think Western Star could've survived on its own as an independent truck manu-

facturer. The costs of complying with emissions regulations may have been too much to endure, and if not, certainly the two-year period during which new truck sales virtually stalled would've marked the end.

In fact, it's almost incomprehensible that Western Star did get along on its own a mere decade ago. My, how things have changed since then.

As Canadians, we lost a little something when the truck moved south, but there's still a lot of Canada in a Western Star and the brand seems to have a very bright future.

You are going to notice a couple new features in this month's *Truck West*. First, you'll find certain national stories will now be accompanied with Western Perspectives, opinions from western Canadian trucking insiders.

We realize trucking issues aren't viewed the same in Ottawa as they are in Saskatoon, and so we'll be including much more western reaction in the pages of *Truck West*.

Also new is the back page feature Jim's Brayings. Jim, our western editor based out of Calgary, will be using this space to highlight



JAMES MENZIES

community-type news from the Western Canadian trucking industry. It'll be a spot for Jim, in his own unique style, to acknowledge award winners, important announcements, charitable efforts and any other community-focused initiatives in the Western Canadian trucking industry. If you have something in mind that would be a good fit, drop him a line at jim@transportationmedia.ca.

And it won't end there. As the only national trucking publisher with an editorial presence west of Mississauga, we'll be doing more than the competition to deliver Western Canadian trucking news you can count on. And you can count on that! □

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Did Canada get it right with GHG regs?

The view with Lou

LOU SMYRLIS

the US. And that gets expensive.

I do like that, according to government estimates, by the year 2020, GHG emissions from Canada's heavy-duty vehicles will be reduced by three million tonnes per year by this legislation. This is equivalent to removing 650,000 personal vehicles from the road.

And I also like that the regulations can be met by using existing technologies for fuel efficiency, aerodynamics and idle reduction. I think that's a smart way to introduce new legislation and ensure we are getting the maximum benefit of existing technologies.

What I don't like is that Canada (and the US) have missed an opportunity to encourage even greater fuel efficiency. A prime example is that both the Canadian and US regulations don't include the trailer, which contributes a great deal to loss of fuel efficiency. The US has indicated it will do so in the next round of legislation and I hope Canada does too.

Ottawa can also do more to simplify and speed up penetration of

more fuel technologies. The Canadian Trucking Alliance's recommendations of a labelling system identifying "GHG compliant tractors" and an accelerated capital cost allowance to encourage their purchase are such no-brainers I don't understand why Ottawa isn't jumping to put them in place.

Claude Robert also raised a very valid point that while we are rightly concerned about harmonizing legislation with the US, differences in provincial legislation on items such as wide-base single tires and LCVs are frustrating fleets wanting to use environmentally sustainable practices on a national level. We've got to do something about those and we need to do it in real time, not government time.

Reducing GHGs is accomplished through improving fuel efficiency. With diesel prices spiking, it's safe to say that carriers' fuel efficiency goals are now in perfect alignment with society's desire to reduce GHG emissions.

Ottawa needs to be careful not to squander such opportunity. □

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INDUSTRY

Getting to the core of the driver shortage problem

These core values, if fully embraced, could go a long way towards solving the issue

In my column last month, I introduced the report of the Canadian Trucking Alliance (CTA) Blue Ribbon Task Force on the Driver Shortage in Trucking.

I mentioned at the time that one of the key features of the report was the adoption of a statement of core values.

Even if the industry were to start today, there is a long road ahead in attempting to solve the driver shortage.

In recognition of that, the Blue Ribbon Task Force felt from the very outset it was important to establish the fundamental core values that will guide us in the development of an action plan today and in our efforts during the years ahead.

The task force members feel

Industry Issues

DAVID BRADLEY

it is imperative that the industry leaders make a strong statement by looking inward at our industry and demonstrating to current and future drivers that they are serious about coming to grips with the issues that underpin the driver shortage.

There are those who will be naysayers, those who will question our motives, those that will doubt our commitment to addressing the problems and all manner of other roadblocks that will be thrown in our way.

No one thinks it will be easy. But if those who seek change stick to the values developed by the Blue Ribbon Task Force and keep forging ahead, we can be successful.

The following is the complete statement of core values:

- Truck drivers are our most important asset, the face of the industry – to our customers and to the public;
- They are deserving of respect;
- Their welfare is at the core of the industry's success;
- People of all ages, genders, religions, and races are welcome to work in the industry so long as they meet our standards of safe driving, performance and professional conduct;

- Truck drivers should have an improved ability to predict what their weekly pay is going to be;

- Truck driver compensation packages need to be competitive with or better than alternative employment options and more transparent;

- Truck drivers should be paid for all the work that they do and earn enough to cover all reasonable out-of-pocket expenses incurred while on the road for extended periods;

- Truck drivers should be able to plan their lives like most other employees and predict or anticipate their time away from work;

- Their time at work should not be wasted – at shipper/consignee premises, waiting for their trucks in the shop, or waiting for a response to a question of their carrier;

- They should be able to rely on their carrier not to interfere with their personal time by (for example) calling them back to work early;

- Driver wellness should be a top priority for employers;

- Driver security while on the road should also be a priority with the rise in cargo crime;

- A minimum standard of entry level, apprenticeship or apprenticeship-like truck driver training should be mandatory;

- Truck driving should be considered a skilled trade and be recognized as such by the various levels and branches of government, standards councils, etc., who certify such things;

- There should be a program of mandatory ongoing training and/or recertification (ie., TDG Act, pre-trip inspection, load securement, hours-of-service, etc.) throughout a driver's career.

Trucking is a tough business in a very difficult market. No one is denying that outside parties and mitigating factors can contribute to these challenges – sometimes extensively.

However, it is carriers – those that hire, fire, determine what and how to pay their drivers, who price their service and deal with their customers – who are ultimately responsible for their businesses and ensuring they have the right people to do the work.

That said, we are, and have always been, an industry of problem solvers and innovators. Those characteristics will be tested in the coming years.

Make no mistake, this is the beginning of a long journey, but one well worth taking. □

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



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– For more on this issue, including reaction from industry in Western Canada, see cover story and pg. 27

BORDER

OOIDA, ATA clash over highway bill's proposed EOBR mandate

WASHINGTON, D.C. – The Owner-Operator Independent Drivers Association (OOIDA) says a potential law requiring all longhaul trucks to be equipped with electronic on-board recorders (EOBRs) will cost the industry US\$2 billion.

The provision within the Senate highway bill, known as S.1813 or MAP-21, will require all longhaul trucks to be equipped with EOBRs capable of real-time tracking for the monitoring of drivers' compliance with hours-of-service rules.

OOIDA says the technology is unproven and will provide no cost benefit or highway safety improvement.

"It's exorbitantly expensive while providing no safety benefit whatsoever," says Todd Spencer, OOIDA executive vice-president. "This is being done under the guise of compliance with federal hours-of-service regulations, but it is actually a way for large motor carrier companies to squeeze more 'productivity' out of drivers and increase costs for the small trucking companies they compete with."

Spencer said electronic logs are no more reliable than paper versions.

"The device only tracks when the wheels are moving, not taking into consideration the colossal waiting times spent by truck drivers at shipping docks," Spencer noted.

"Plus, we hear every day from truckers whose companies use the devices to harass truckers into driving more hours."

Previously, the federal Court of Appeals for the Seventh Circuit agreed with OOIDA's assertion that e-logs could be used to harass drivers, requiring the Federal Motor Carrier Safety Administration to return to the drawing board to alleviate this concern.

OOIDA says the Obama administration itself has acknowledged the mandate would cost \$2 billion to implement, making it one of the more expensive regulations pursued by the administration.

"It is more than twice the cost of hours-of-service regulations, which by the way are still in flux and not truly finalized. Yet the FMCSA presses on, seeking additional authority from Congress for yet another mandate," Spencer blasted.

OOIDA made its point to key Senators in a letter.

"Currently, truckers utilize paper logbooks that are available at truck stops or from carriers for little or no charge. The on-board recorders as mandated under the Senate bill are estimated to cost between \$1,000 and \$1,500 to purchase," OOIDA wrote in the letter to Senators Barbara Boxer and James Inhofe.

The organization also said monthly service charges will total about \$50 per month for each device, meaning owner/operators will have to shell out US\$7,500 over a 10-year period.

"In addition, such tracking

devices raise serious concerns about privacy and invoke 'big brother' imagery for drivers as OOIDA has long held that EOBRs are widely used in the industry to simply harass drivers and attempt to stimulate 'productivity'

the surface transportation bill, to support the proposal to mandate electronic logging devices (or electronic on-board recorders) to ensure compliance with hours-of-service rules.

"We urge conferees in both

'We hear every day from truckers whose companies use the devices to harass truckers into driving more hours,'

Todd Spencer, OOIDA

regardless of the ramifications to a driver's ability to obtain meaningful rest and otherwise be in compliance with the law," OOIDA added.

The American Trucking Associations (ATA), for its part, issued a call to members of the upcoming conference committee on

bodies to adopt the Senate's requirement for carriers to use electronic logging devices to monitor drivers' hours-of-service compliance," ATA president and CEO Bill Graves said.

"Clearly, these devices lead to greater compliance with maximum driving limits – which is very

good for the trucking industry as a whole and highway safety."

The ATA says its member carriers have found the technology improves compliance, safety and operating efficiency.

"Many logging devices, or electronic on-board recorders, have additional functions that aid in managing fuel use, routes and other aspects of fleet operations – reducing fuel consumption and making carriers more efficient and environmentally responsible," Graves said.

"In addition, research shows that drivers at fleets using electronic logging devices report improved morale."

The ATA said Congress should require all large trucks to be equipped with an electronic logging device to further improve trucking's compliance and safety record. □



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BRITISH COLUMBIA

B.C. truck blitz shows many companies still not getting safety message

BLITZED: Enforcement officers inspect a selection of commercial vehicles at a checkpoint during a safety blitz in mid-April.

Photo by Jim Bray

Of 692 inspected commercial vehicles, nearly 40% put out-of-service during Delta blitz

By Jim Bray

DELTA, B.C. – A commercial vehicle safety initiative held over a three-day period in mid-April found that there are still far too many commercial vehicles in the area with issues that should be kept off the road.

The blitz, which ran from April 17-19, involved the Delta Police Department's Traffic Section in partnership with the provincial Commercial Vehicle Safety and Enforcement (CVSE) branch with the support of policing and regulatory enforcement agencies from across B.C.

"It was a collaborative effort from police agencies, municipal by-law agencies, traffic safety agencies Transport Canada, The Ministry of Transportation and Infrastructure, and WorkSafeBC," said Delta police Constable Ciaran Feenan, "so multiple agencies with different kind of mandates were there to assist us."

Feenan says the approximately 17 agencies from across the province contributed about 120 enforcement officers to the seven venues set up for the screening. Locations ranged over the rather large coverage area from the Nordel weigh scale at the south end of the Alex Fraser Bridge, to the ports of Delta and Surrey and various truck pull-outs in the region. "We have a vast piece of land that we cover, including two industrial areas, so we have a lot of commercial vehicle traffic through Delta itself," said Feenan.

Not only do they have a large area to cover, Fennan said, "We've got probably one of the highest ratios of commercial vehicles, if not the highest ratio of commercial vehicles in B.C., and so therefore this was probably one of the largest initiatives in the province."

They were looking for vehicles that would "not likely pass an inspection," Feenan said, including such issues as mechanical problems and driver qualifications.

"More specifically," he said, "we were looking at brakes and tires and lights, steering, load security, drivers' licensing, and driver fatigue as well."

Officers didn't flag down every commercial vehicle that passed their checkpoints, of course. In this particular blitz, they had counters there who were counting the number trucks that went through.

"What they were doing was kind of an eyeball inspection and then as

they went to the (venue), if they determined that it needed a secondary inspection, the vehicle was called in at that point and given a full inspection," Feenan said.

It was the sixth annual incarnation of the checkstop, but "This year we partnered up with the Commercial Vehicle Enforcement branch," Feenan said. "It's the first time we've partnered up with them."

Feenan noted they had about 17,000 trucks come through the checkpoints over the three days of the blitz, and of that total, "We had 692 commercial vehicles that were brought in for that secondary inspection. Of those vehicles, 268 – or 39% – were given an out-of-service designation. If there was a violation present, they were given the order to get fixed whatever it was that needed to be fixed, and if they were given OOS designation the vehicle couldn't move."

That doesn't mean there were a number of downed vehicles sitting on Delta's roadsides, however.

"The nice part is that, because we're in our sixth year of doing it, we've gotten better in terms of being able to set up arrangements with companies in the area," Feenan said, pointing to repair businesses, tire companies, tow companies and the like.

"They were all on standby to facilitate if something was needed immediately. We weren't just trying to make the roads safer, but to get (problem vehicles) back on the road, safely."

The Delta blitz followed one a couple of weeks earlier in Surrey, Feenan said.

Feenan also noted that the 39% figure indicates the message may not be getting through to the vehicles' owners yet.

"We've ranged from 42-39%," he said, "so on average it's about the same. Certainly we're trying to get the message out there."

The Delta Police Department claims to be one of only a few police departments that maintains a dedicated team of vehicle inspectors. Const. Feenan said one of the Department's strategic goals is to have Delta's roads be the safest in B.C.

"We believe initiatives like this take us closer to that goal," he said, "and we're committed to providing safe roads for our community and people who travel through our community." □



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DELTA FORCE: The Delta Police Department's Traffic Section partnered with the provincial Commercial Vehicle Safety and Enforcement branch and other agencies as part of the three-day blitz.

Photo by Jim Bray

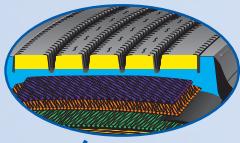
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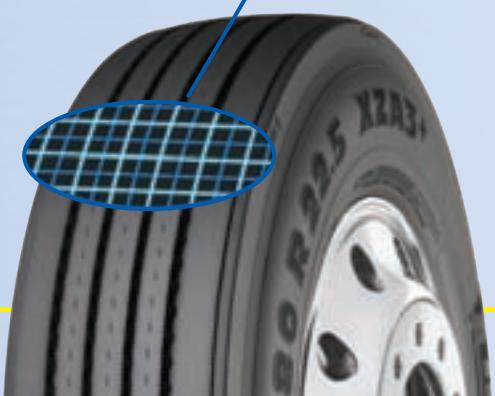
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OVER THE ROAD

Sometimes saying no is the only option

Nobody likes to say no to freight. But if you want to achieve a work-life balance, sometimes it's the only answer.

There is no doubt that if you choose driving as a career, there will be personal sacrifices you will have to make.

Longhaul work requires an investment of your time that is necessary to get the job done.

Let's face it, I can't drive to Winnipeg and home every week if I'm looking for a job with a 40-hour workweek.

Common sense dictates that you will never be happy in your work as a professional longhaul driver if your mind is constantly craving to be at home or dwelling on the frustrating elements of this work that pop up on a regular basis.

There are options of course. You can still drive locally or regionally to reduce or eliminate having to sleep in your workplace. That being said, you don't have to give up all of your personal aspirations and goals on your bucket list just because you drive long-haul for a living, nor should you.

You have to be careful in this industry not to allow others to possess total control of your time.

A good example of this is the carrier that operates on the basis of maxing out a driver's 70-hour workweek.

We should always remember, especially if you are new to this

Over the Road

AL GOODHALL

industry, that the 70/7 driving maximum was put in place as a safety standard, not an employment standard that employers can force their employees to meet as they see fit.

Finding a balance that keeps you fit both mentally and physically while reaping the benefits of the freedom and joy this driving lifestyle can bring you is truly the sole responsibility of the individual driver. There are times when you need to say no to the freight and say yes to some personal time in order to look after yourself.

Your employer can benefit from that decision just as much as you will. After all, a happy and healthy driver is a productive driver.

This point was driven home to me after working out at my health club the other day.

First, let me give you a little background. If you visit me in this space with any regularity you know that I stepped on the road to health and fitness a decade ago

and it is an important part of my daily life.

I put the time I need each day to care for myself at the top of my priority list and it changed my life. But I always struggled in the winter months to maintain my fitness. The cold and snow I encounter on the road to Winnipeg every winter is not conducive to walking or running.

So I decided to join a fitness club this past winter to maintain my health. It's a national club with locations in cities I drive through regularly; a perfect solution for the winter months.

I work with a personal trainer at my home club and for the past two sessions we were stepping into the next phase of my training, searching for the perfect resistance on each machine that would see me not quite able to lift the weight on the last couple of repetitions on the last set of exercises for each muscle group.

On the squat machine this happened to be 100 lbs of weight. As I was driving to Winnipeg the following day, it hit me that I had almost lost 100 lbs of weight off my body since the autumn of 2001. Ten years ago that 100 lbs was a burden that I carried with

me every day.

With a family history of heart disease, I was a ticking time bomb and it was then that I set a goal of reaching a good state of overall health by age 50. I not only met that goal I surpassed it and continue to reach new highs that 10 years ago would have seemed more like fantasy to me than a realistic set of goals.

In effect, that 100-lb burden I carried on my body has become a level of resistance that is now contributing to my health and wellbeing. What a beautiful example of how taking a little time for yourself can benefit you over the long run. I'll remember this every time the thought 'I don't have time' arises in my mind.

So, have the times I've had to say no to the freight in order to have some personal time to fulfill my own personal goals been worth it? You bet they were. Has my employer benefited from these results? Of course they have.

As professional drivers we need to take possession of our time and not allow others to dictate its terms of use. I'm convinced this is the path to a balanced life on the road. Nobody else will do this for us. □

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

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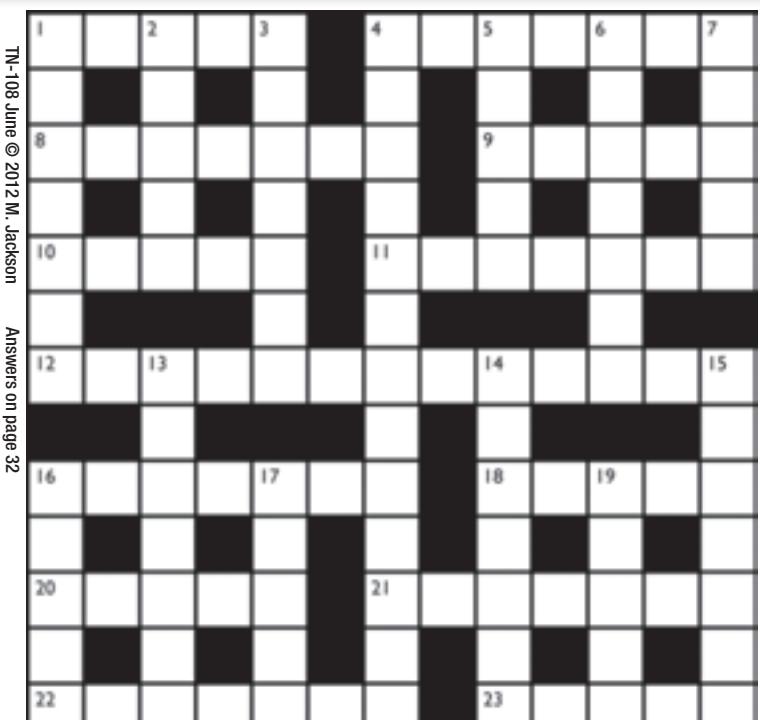
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THIS MONTH'S CROSSWORD PUZZLE



Across

1. Irving Big Stop site at NB-NS border
4. Freightliner conventional model
8. Shifter selection
9. CB OK
10. Broke a truck-stop rule, perhaps
11. Auto-hauler's load (3,4)
12. Driver-recruitment incentives, sometimes (4,2,7)
16. Radiator liquid
18. Hwy. 401's rush-hour traffic speed
20. Word following head or tail
21. See "Grand Canyon State" plates here
22. Brand on some 3-Down items
23. Road inclination

Down

1. Semitrailer-and-pup rigs (1,6)
2. Highway feature, ____ crossing
3. Inter-truck communication tool (1,1,5)
4. Driver-hiring condition, commonly (5,8)
5. Directional indicator, often
6. Indicates intention to turn
7. Tire-sidewall scuffers
13. Peach-plate state
14. Lovers' Lane in-car action
15. Junked-truck repository, ____ yard
16. NASCAR's "Cale" Yarborough, actually
17. Above-cab van-body portion
19. Word on Hawaii's plates

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Answers on page 32

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PMTC CONFERENCE

JUNE 20 & 21, 2012

TECHNOLOGY ■ INNOVATION ■ AWARDS ■ NETWORKING ■ EDUCATION ■ TRAINING

WEDNESDAY, JUNE 20

- 8:30 a.m. **Registration & Coffee**
- 9:30 a.m. **Seminar I: Social Media in Trucking**
Social Media is the newest communications tool for trucking and everyone needs to know what it is and how to use it. We'll delve into specific examples of how to, and not to, use social media to promote your business or build relationships with colleagues and customers – all trucking specific.
- 10:30 a.m. **Seminar II: The Future of Emissions Regulations**
2014 brings yet another new set of restrictions on truck emissions throughout North America. In this seminar, Environment Canada will explain the main elements of the proposed regulations under the Canadian Environmental Protection Act for medium and heavy duty vehicles.
- 11:30 p.m. **The Conference Exhibitors' Showcase**
Visit with our conference exhibitors and network with fellow registrants. Meet old friends, make some new ones, and see products and services that can make your fleet more effective.
- 12:15 p.m. **PMTC – Huron Services Driver Hall of Fame Luncheon**
Be on hand as the best of the industry's drivers are inducted into the Hall of Fame. These drivers have amassed exceptional safety records over many years and this is your chance to recognize their professionalism.
- 1:45 p.m. **Seminar III: Is Natural Gas the Answer for Your Fleet?**
There are many considerations on both sides of this question. We'll have the experts from Westport HD on hand to discuss all the variables, provide us with a complete understanding, and answer your questions.
- 2:45 p.m. **Seminar IV: Mandatory EOBR's – Are They Coming?**
Peter Hurst, Chair of the CCMTA Steering Committee studying the EOBR question will update us on the committee's work to date, and review the draft proposals that are under consideration.
- 3:30 p.m. **Networking and Reception in the Exhibitors' Showcase**
Another opportunity to network with your peers, continue conversations, and visit with exhibitors as we prepare for the Fleet Safety Awards Dinner.
- 5:30 p.m. **The Chairman's Dinner Evening**
The first day of the conference wraps up over dinner during which we will present the PMTC – Zurich Private Fleet Safety Awards to some of our best in class fleet operators.

THURSDAY, JUNE 21

- 8:15 a.m. **Registration and Coffee**
- 8:45 a.m. **Seminar V: The Canadian Private Fleet Benchmark Study**
We present an overview of the benchmarking study that was conducted and published by Motortruck Fleet Executive magazine in conjunction with PMTC. This detailed portrait of Canadian Private Carriers operating from coast to coast is laid out in a variety of categories, including a best practices section. Gerald Bramm, will present key elements of the study, with copies available at a special discount to attendees.
- 9:45 a.m. **Seminar VI: Technology Evaluation and Monitoring**
PMTC has entered into an agreement with PIT-FFP Innovations, a not-for-profit group of professionals, to provide expertise for our members on a lengthy list of subjects. Among its host of services PIT evaluates products to confirm the accuracy of manufacturers' claims, and provides engineering assessments of existing technology to determine if it can help your fleet. This seminar will explain how your company can access PIT's services to address your special needs.
- 10:45 a.m. **Seminar VII: Behavioral Assessment – The Newest Tool for Successful Hiring**
Hiring the right people may be the most challenging part of any business, but help is at hand through the Predictive Success model. John Lobraico will describe a proven method of behavioral matching to help you identify the right person for the job.
- 11:30 a.m. **Exhibitors' Showcase Reception**
One more opportunity to meet with our exhibitors and conference supporters, and collect the contact information you will need to follow-up with them after the conference.
- 12:30 p.m. **Annual Meeting & Vehicle Graphics Awards Luncheon**
The annual PMTC – 3M Canada Vehicle Graphics Design Awards are the feature of this closing luncheon. Join us as we celebrate creativity and imagination in vehicle graphics – it's always the best show in town!
- 2:30 p.m. **Conference Adjourns**

PMTC 2012 ANNUAL CONFERENCE REGISTRATION FORM

3 WAYS TO REGISTER: 1. EMAIL TO INFO@PMTCA.CA 2. ONLINE AT PMTCA.CA 3. FAX TO 905-827-8212

REGISTRANT INFORMATION

Name: _____

Company: _____

Phone: _____ Email: _____

Additional registrants:

1. _____ Email: _____

2. _____ Email: _____

Non-PMTC members please complete the following:

Address: _____

City: _____ Province: _____ PC: _____

INDICATE HOW MANY WILL ATTEND EACH EVENT

WEDNESDAY

- Seminar I: Social Media in Trucking
 Seminar II: The Future of Emissions Regulations
 The Conference Exhibitors' Showcase
 PMTC - Huron Services Driver Hall of Fame Luncheon
 Seminar III: Is Natural Gas the Answer for Your Fleet?
 Seminar IV: Mandatory EOBR's - Are They Coming?
 Networking and Reception in the Exhibitors' Showcase
 Chairman's Evening and Zurich Private Fleet Safety Awards

THURSDAY

- Seminar V: The Canadian Private Fleet Benchmark Study
 Seminar VI: Technology Evaluation and Monitoring
 Seminar VII: Behavioral Assessment - The Newest Hiring Tool
 Exhibitors' Showcase Reception
 PMTC - 3M Vehicle Graphics Awards Luncheon

CONFERENCE FEES

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\$175 + HST = \$197.75

¹ Includes all events and meals.

ADDITIONAL TICKETS

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Fleet Safety Dinner

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Graphics Luncheon

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Note: Those cancelling prior to June 1, 2012, will be entitled to a refund less a \$50.00 processing fee. No refunds will be offered after June 1, 2011.

Questions? Call 905-827-0587 or email info@pmtc.ca

ROOM RESERVATIONS

Reservations can be made by calling the Kingbridge Centre directly at 1-800-827-7221.

Be sure to mention you are with the Private Motor Truck Council Conference.

The room rate is \$180.00 per night plus tax.

Rooms are allocated on a first-call, first-served basis, so reserve your room as soon as possible.

If you have any questions regarding room reservations, please contact Kingbridge directly.

OPINION

What, exactly, is the definition of 'cheap freight'?

Sometimes, you have to take the cheap freight to get you back to the decent paying freight. It's all about knowing your costs.

I had an encounter with Mr. Super-trucker last week. I was running up from California and he came blasting by at around 5 mph above the speed limit.

An hour later he came by again, and a couple of hours later there he was again, hammer down in the left lane. He was driving a classic truck with all the lights and chrome.

It was a sharp looking truck for sure, but for one thing, a decal on the rear doors that read: "Say NO to cheap freight."

A few hours later I pulled off to get some coffee and here he was again, taking on some fuel. I pulled into the parking lot and he parked next to me.

We got talking and I said I was going inside for a coffee. He joined me and we got talking about the job again.

I mentioned the decal on his trailer and he went off on a rant for five minutes about how people were running around for peanuts and ruining the job.

I sat back listening for a while and then thought I'd have a little fun, so I asked him what he considered to be cheap freight?

He stated that he never took a load that paid under \$2 per mile. I then asked what he did if he was in an area without freight that paid that much?

He told me he would sit for a day or two and then if nothing happened he would deadhead to a load that did pay well enough.

So I asked him how much per mile he was earning sitting for up to two days in a truck stop? I got a frown, then I asked how much he got paid to deadhead?

Again, the frown. After a moment he started off again, this time about how people hauling 'cheap freight' made it so that he had to sit for two days or deadhead hundreds of miles.

I then explained that someone hauling the same lane he was deadheading for a buck a mile was earning more than him and he told me I didn't know what I was talking about.

Before it turned nasty I decided on a different approach.

This time I asked him what his fuel mileage average was?

He didn't know! I would say he was getting under 5 mpg as he was doing an admitted 5 mph over the limit everywhere and we were out in Utah with a 75-80 mph limit. On hearing this, he told me that it never mattered because of the fuel surcharge, so I asked him what figures the surcharge he was getting were based on?

Again, he didn't know.

At this point I decided to give it up, as it would, no doubt, soon turn ugly.

Now here's the thing, there is no one number that classifies a load as 'cheap freight.'

If you have a \$300,000 custom

You say tomato,
I say tomahto

MARK LEE

truck and trailer and tear around at 80 mph between stopping at truck stops every couple of hours

would be excellent so it would lower your costs – but it still costs you.

So if you can find a load that just about covers the fuel and your daily fixed costs that gets you to either city, you're then back to the good rates and it never cost you anything.

You didn't make money on that

'There is no one number that classifies a load as cheap freight.'

and want to sit around waiting for the right rate for days at a time, then \$4 per mile is not enough to turn a profit.

Yet an operator with an 8 mpg truck, that is bought and paid for, can make decent money at a buck fifty, so which one is hauling cheap freight?

In much the same way that you don't need to win every battle to win a war, you don't need to turn a huge profit on each load to make money.

In extreme cases you could even take a load that only just covers your costs (which you should know down to the last penny), which will take you to somewhere that will get you a good paying load.

For example, you get a good paying load from Winnipeg to Halifax. Once there you can't find anything to take you back to Winnipeg, so you look at Montreal or even Toronto and there's plenty of good rates coming out of both.

Now, you could deadhead to either one – your fuel mileage

leg, but the next load that you run out west will, so by the time you get back to base, you've made a decent profit.

Where's the cheap freight in that?

We live in a very different world than we did in the good

ol' days. Technology and many other things have made most industries more efficient, yet some within our industry are still using business practices from back in the day.

To earn a decent living today we need to focus on our cost of operation.

The days of charging a rate that would allow us to make money regardless of what it costs us to do the job are long gone.

We now need to control our expenses and operate as efficiently as possible.

That way we make money all the time, and when we're lucky enough to pick up some really good rates we make even more and laugh all the way to the bank. □

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


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OPINION

WATCH for the signs

Truck drivers have been watching out for years, calling in drunk drivers, traffic accidents, and suspicious activity at rest areas and truck stops. Now PACT-Ottawa, a non-profit organization committed to preventing human trafficking, is calling on drivers to use that “something-is-not-quite-right” sixth sense that most of them have, to be part of the solution to a devastating problem.

We helped Persons Against the Crime of Trafficking in Humans (PACT-Ottawa), launch its Truck-STOP campaign at Truck World in April, where campaign coordinator Kim Howson and volunteer Ian Thiesson joined us to introduce the program to drivers. Not only that, we got to introduce *them* to hundreds of drivers, which just confirmed their hunch that truck drivers can make a valuable contribution to combating human trafficking.

Voice of the O/O

JOANNE RITCHIE



Wait a sec. Human trafficking? In Canada? For many people, this is a crime that conjures up bad stuff that happens somewhere on the other side of the world. They’re shocked to learn that in the True North Strong and Free, it is indeed a serious problem. Men, women and children – Canadian citizens, permanent residents, new immigrants and refugees – are bought and sold here every day.

Because it’s an underground crime, it’s difficult to determine the extent of human trafficking, both in Canada and worldwide. Numbers vary, but even on the low end of the scale, they’re shocking. The International

Labour Organization (ILO) estimates that 2.45 million persons are currently being exploited as victims of human trafficking.

The crime of trafficking in human beings is extremely lucrative. The United Nations estimates that human trafficking is currently one of the most profitable criminal activities worldwide, with total revenues as high as \$42.5 billion annually.

But while numbers may differ, law enforcement and other agencies all agree on one thing: human trafficking is one of the fastest-growing crimes in the world and shows no signs of slowing down.

The RCMP gives a conservative estimate that 800 to 1,200 people are trafficked into and through Canada every year, but other organizations would peg the number as high as 15,000. Canada is considered a source, transit, and destination country for men, women, and children trafficked for the purposes of prostitution and forced labour, with a large number of victims trafficked through

Canada to the US.

These statistics don’t include a growing number of domestic trafficking cases involving Canadian women and girls, and even then, those we know about likely represent only a fraction of the actual number of human trafficking cases. Due to threats, violence or coercion, most trafficking victims are unable to come forward.

In 2005, Canada introduced laws against human trafficking, but as of February this year, there have been only a paltry 10 convictions. At the moment, there are 57 more cases before the courts involving at least 91 accused and 156 victims. The majority of these victims are Canadians, trafficked for the purpose of sexual exploitation.

Some of this scary stuff hits pretty close to home. In 2009, an Ottawa woman was the first female convicted of human trafficking in Canada. She pled guilty to trafficking three young women for the purpose of sexual exploitation. The girls were drugged, tethered inside a Gatineau, Que. apartment for periods of several days, and forced into prostitution. Their attempts to escape were met with brutal punishment.

All three girls were minors at the time they were abducted. And two of them were abducted from a women’s shelter where I volunteer, not a 10-minute walk away from my home.

As well, forced labour cases, involving foreign nationals, are being more frequently identified in Canada.

In April this year, a Hamilton, Ont. court brought down convictions in the first successful case of international victims trafficked into Canada and the first successful forced-labour case. A family trafficking ring recruited people from Hungary to work in construction for little or no pay, keeping them in the family’s basements and taking their travel documents. Nineteen victims, none of whom spoke English when they were recruited, were forced to claim refugee status and apply for welfare, which went to the family.

So what’s this all got to do with trucking? Transportation is a key element of human trafficking, as traffickers move their victims frequently to isolate them and to avoid detection. Truckers, who drive the same routes as victims are shuttled along, are an untapped resource. They’re the “eyes of the road” according to PACT, and there’s a high potential for drivers who are knowledgeable about human trafficking to notice suspicious activity and alert the appropriate authorities.

The TruckSTOP toolkit includes an audio CD that provides truck drivers with information on signs they can look for to identify possible human trafficking activity.

After handing out more than 400 CDs at Truck World, the PACT gang hit the road to distribute posters and 3,000 more CDs to truck stops in southern Ontario. If all goes well, PACT hopes to develop a network to roll out TruckSTOP nationally.

You can visit the PACT Web site at www.pact-truckstop.org to get more information on the campaign and to see TruckSTOP locations. Get informed. Watch for the signs. You can help put the brakes on human trafficking. □

– Joanne Ritchie is executive director of OBAC. Are you WATCHing? E-mail her at jritchie@obac.ca or call toll free 888-794-9990.



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SUSTAINABILITY

Policymakers seek industry feedback on GHG rules, get an earful

By Lou Smyrlis

WINNIPEG, Man. – Ottawa has encouraged industry feedback on its proposed legislation mirroring the US mandate to reduce heavy-duty truck GHG emissions and government officials got an earful here Apr. 30 at a conference hosted by the University of Manitoba Transport Institute.

Canada's proposed regulations (*see related story, this page*) are designed to reduce emissions from the whole range of on-road heavy-duty vehicles and engines, including large pick-up trucks, short- and long-haul tractors, cement and garbage trucks, buses, and more, for the 2014 model year and beyond. As a result of implementing the proposed standards, Ottawa anticipates that greenhouse gas emissions from 2018 heavy-duty vehicles will be reduced by up to 23% from those sold in 2010. By the year 2020, GHG emissions from Canada's heavy-duty vehicles will be reduced by three million tonnes per year. This is equivalent to removing 650,000 personal vehicles from the road, according to Ottawa.

Both the Canadian and US regulations do not include the trailer in their legislation, however. Industry stakeholders attending the Heavy-Duty Vehicle GHG Emissions and Fuel Efficiency in Canada Conference took issue with that.

"Without the trailer, the rules are actually meaningless," said Dr. Siddiq Khan, a senior researcher at the American Council for an Energy-Efficient Economy in Washington, DC.

Louis-Philippe Gagne, the lead engineer working on the development of regulations to limit GHG emissions from new on-road heavy-duty vehicles with Environment Canada, explained there were two reasons for keeping trailers out of the legislation this time around. One was the decision to align Canada's legislation with that of the US and the Americans decided not to address trailers.

"That said, the US is going to look at trailers in the next round," Gagne added.

The second reason he gave was that the Canadian trailer industry is very complex with hundreds of manufacturers.

"We have to see this as a first step and it's a step in the right direction. Vehicles made here are sold in the US and vice-versa. It's important not to have standards that would impede Canada-US trade," Gagne said.

Jairo Viafara, research associate with the Transport Institute and organizer of the conference, wasn't completely buying into that argument. He pointed out that although Canada's trailer market does indeed include many small operators, the largest number of trailers come from a small group of manufacturers.

Claude Robert heads up Groupe Robert, one of the most environmentally progressive fleets in Canada. He wasn't buying into all the logic behind the government's plans either.

"The world is a little larger than Canada and the US. Other countries are using different environmental technologies and have been doing it for years," he said pointing to much greater fuel efficiency gains realized on European trucks.

"Why should we try to reinvent the wheel? Why not standardize with the world? What are we trying



GOING GREEN: A recent conference looked at ways to reduce Canadian trucking's GHG contributions.

to prove? That we are second, third or fourth best?"

The new standards are quite modest because they are focused on using existing technologies, acknowledged Stephane Couroux, acting chief, Greenhouse Gas Regulatory Development and Marine Analysis Section Transportation Division, for Environment Canada. But he also pointed out that European truck technology while better in terms of reducing GHG emissions is not as stringent as North American standards on NOx. He also emphasized the cost of a "made in Canada" approach.

"If we were to go ahead of the US, that means truck manufacturers would

have to certify their vehicles for Canada and the US. That would be very expensive," Couroux said.

Mark Nantais, president of the Canadian Vehicle Manufacturers Association, also stressed the need for harmonization of regulations between the two countries in his presentation. He argued that the Canadian market is not large enough to warrant a uniquely Canadian approach without great cost to manufacturers, which would get passed on to purchasers.

"North America-based vehicle manufacturers are global companies. Harmonization of vehicle legislation is very important to them. A patchwork of regulations is not only too complex

but more importantly it will delay implementation of new technologies," he said.

Robert, however, pointed out that Canada should be just as concerned about harmonizing legislation among the provinces as it is between Canada and the US. Differences in provincial legislation on items such as wide-base single tires and long combination vehicles (LCVs) remain a thorn in the side of trucking companies wanting to use environmentally sustainable practices on a national level, he said.

Gagne acknowledged that was a valid point but said he believes the provinces are supportive of Ottawa's plans on GHG legislation. □

Canada announces GHG standards for heavy trucks Program aligns with US standards

By Lou Smyrlis

BOUCHERVILLE, Que. – Canada's Environment Minister, Peter Kent, announced proposed regulations last month to reduce greenhouse gas emissions from new on-road heavy-duty vehicles.

The proposed regulations are designed to reduce emissions from the whole range of on-road heavy-duty vehicles and engines, including large pick-up trucks, short- and long-haul tractors, cement and garbage trucks, buses, and more, for the 2014 model year and beyond.

As a result of implementing the proposed standards, it is anticipated that greenhouse gas emissions from 2018 heavy-duty vehicles will be reduced by up to 23% from those sold in 2010.

Kent said the new regulations can be met by using existing technologies for fuel efficiency, aerodynamics and idle-reduction.

The proposed regulations are also designed to align with those of the US.

"Canada and the US have a deeply integrated automotive industry and there are significant environmental and economic benefits to aligning our emission standards for new on-road heavy-duty vehicles," said Kent. "Today's announcement means that, by the year 2020, greenhouse gas emissions from Canada's heavy-duty vehicles will be reduced by three million tonnes per year. This is equivalent to removing 650,000 personal vehicles

from the road."

Canada previously worked closely with the US to establish common North American standards for greenhouse gas emissions regulations for light-duty vehicles for the 2011-2016 model years, and is working towards proposed regulations for model years 2017 and beyond.

The response from the Canadian Trucking Alliance was favourable. CTA president David Bradley said the announcement is consistent with the direction the industry is already headed in.

"It would be advisable that the regulations allow for some flexibility to take into account differences in the Canadian truck market versus the situation in the US, but the industry supports this initiative," Bradley said. "The way you reduce GHGs is through improved fuel efficiency and with diesel prices continuing to increase year by year, motor carriers are motivated to burn less. In fact, at no time in our industry's history have our companies environmental goals been so aligned with society's desire to reduce GHGs."

Under the proposed regulations, heavy truck tractor and engine OEMs will be encouraged to meet average GHG emission targets as a percentage of their total fleet sales over the 2014-18 period.

Compliance measures in the US will include a system of bankable and tradable credits and possibly penalties. The regulations will not

deal with existing tractors. Nor will they cover existing or new trailers, although the US Environmental Protection Agency has indicated it could regulate GHG emissions caused by trailer drag in 2018.

It is hoped that by model year 2018, GHG emissions from new heavy trucks will be 20% less than 2010 models.

"That would be a good thing," said Bradley. "But time will tell whether the market will respond."

He said CTA has been encouraging the Canadian government to accompany the regulation with a labeling system identifying "GHG-compliant tractors" and accelerated capital cost allowance to speed up the penetration of those trucks into the marketplace.

"The regulation is flexible in that it does not prescribe what has to be done to reach the GHG reduction targets as was the case with the smog emissions mandate," he said. "That is not a bad thing since the trucking industry is not homogenous in terms of the type of equipment used to transport various commodities, the terrain, etc., but it does not provide the truck buyer with an Energy Star type labeling system identifying the most fuel-efficient product."

Reducing emissions from the transportation sector is integral to Ottawa's overall climate change strategy for Canada.

The strategy aims to reduce greenhouse gas emissions by 17% from 2005 levels by 2020. Transportation is responsible for 24% of Canada's GHG emissions. □

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FEATURE

BIG man, little trucks



MADE BY HAND: Dave Gordanier creates lifelike replicas of heavy trucks and other machinery. *Photo by Adam Ledlow*

Dave Gordanier pours patience into each and every model truck

By Adam Ledlow

HANOVER, Ont. – For many truck drivers, the trucks themselves hold no special meaning, nothing but mere metal and glass and rubber and the rest, a literal and figurative vehicle for

them to perform their professional duties. But for some, especially owner/operators, it's so much more. It's their home away from home, their pride, and, often, their hobby.

So it makes sense that many delight

in the idea of having a scaled-down, but highly detailed, diecast model of their own trucks – a tiny toy version of their much larger toys.

That's where Dave Gordanier comes in. The elementary school teacher and recent first-time father grew up on a farm near Orangeville, Ont., an experience he says spurred his love of big equipment. About six years ago, Gordanier was on a search for a replica of his father's combine, but after finding a model with an "astronomical" price tag, he decided he would try and create one himself.

After successfully completing the model, Gordanier found he had unwittingly amassed a fan club of sorts for his work.

"People started asking me, 'Well, can you do this tractor and I have this truck on the farm that we haul grain with, can you make a model of it?' So I did that and I gradually got interested in the big trucks and big farm equipment," the deep-voiced, but soft-spoken Gordanier told *Truck West*. "I just find it interesting; the size of it, what it can do, the power of it."

So how does one go about creating custom diecast truck models at 1/64 scale? Well, much like a real truck, Gordanier is able to order a mould of each truck's make and model with basic spec's, but it's taking the time to replicate the personalized details that make the finished product truly unique.

"Basically it's the exact same process as if you were doing a real truck," Gordanier says. "You first of all choose whatever truck you want to do, choose your fenders, choose all of the other details. Choose all of your colours and where, if you wanted more chrome or you wanted it blacked out. It's essentially the same process."

"I've recently started to strip the truck completely off and do minor modifications with tiny bits of body fill and sandpaper. Stuff like shaving the roof lights or changing the contour of the fender."

While most graphics are next to impossible to replicate due to size, Gordanier has someone who can create simple door or trailer decals, while he focuses on paint and line work. But he admits the devil is truly in the details.

"It's hard to get a nice tape line on it to make it look good because the details; if there's 25 rivets down the side of the truck, there's 25 rivets in an inch, so to get a piece of tape in there, sometimes you get a nice seal, but sometimes it's difficult. So that's the most difficult part, that's what I am trying to get better at – the graphics or maybe a little design or something."

Those details are a model-maker's bread and butter, which is why rush jobs and shoddy workmanship will rarely result in a satisfied customer.

"I really do take a lot of pride and patience in building a model for myself or for someone else," Gordanier says. "As a beginner, I was just happy to be able to make something that was unique or different than what someone else had. Like most beginners, I was not as concerned with the little details or even doing a good job. I was practicing, trying to get better."

"As I did it more and more, I began to challenge myself to create a model with more detail, better paint jobs and a smoother overall look. I really began to learn from each one so I could apply what I learned on the next and make it better than the last."

Gordanier says that while his specialty at Custom Canada, the name given to his custom 1/64 DCP (Die Cast Promotions) and farm toy business, is likely custom grain trailers ("Because I haven't seen anybody else that does them or if I have seen one, it's not done very well"), his favourite projects so far have been the model of his Dad's combine and another recent model of a neighbour's tow truck.

"When I can replicate something that actually exists, that's what I like better. To do a neat show truck with whatever pieces I have, it's like, yeah, you just kind of put it together, but... things like the combine and the tow truck took a lot of measurements and pictures and a lot more timing. I get a lot more out of that because it's like, here's a picture and then here it is: here's the exact same, but smaller."

In the end, that's who he's catering to: the guys who want to see their truck the same, but smaller, and display it proudly. And while his creations are as true to form and detailed as his time and talents allow, being the humble man he is, he doesn't like to make a "big" thing of it.

"It can be challenging sometimes with my sausage fingers trying to assemble these trucks, putting small pieces on and doing detail painting in small areas. People have joked and wondered about how someone so big and generally clumsy can manage to build something so small and detailed? I just laugh and say that any skin or fingertips stuck to the model only adds character and is free of charge," he jokes.

"It certainly is ironic that a big guy like me can build something so small and detailed. I find it very relaxing to build them, when things are going smoothly (sometimes they don't) and completing a unique truck and/or trailer is a rewarding experience."

For more information, visit Customdcp.webs.com. To view a video of Gordanier's workshop and see him in action, look for a future episode of *TMTV* at Trucknews.com. □



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FLEET NEWS

Consolidated Fastfrate to build new Regina cross-dock facility

REGINA, Sask. – Consolidated Fastfrate (CFF) has announced plans to move into Regina's Global Transportation Hub with a 10,000 sq.-ft. cross-dock facility. It will be co-located with CP Rail's intermodal yard with construction set to begin this spring. The facility, on 10 acres of land, will be up and running by fall of 2013.

"The relocation of Canadian Pacific (CP) and its intermodal facility to the GTH is significant to CFF," said Ron Tepper, Consolidated Fastfrate executive chairman. "The relationship with CP started in 1966 and through this partnership over the following 20 years, Fastfrate became the largest boxcar shipper of LTL freight in Canada."

"In 1998, a co-location program was then created to move Fastfrate from boxcar to intermodal, this re-

quired Fastfrate to invest into new facilities across the country and did so with CP intermodal," added Tepper. "The result today is that Fastfrate has the newest and largest LTL infrastructure, and this has allowed the company to grow to the largest privately owned LTL shipper in the country handling in excess of two billion pounds of freight and over 600,000 shipments annually by rail."

CP president and CEO Fred Green welcomed Fastfrate to the hub.

"In many ways CFF and CP pioneered the intermodal co-location strategy which facilitates streamlined transload processes between trucks and trains," Green said. "For a number of customers, including CFF, co-location dramatically reduces costs, lowers transit times, and allows for new market growth." □



CARAVAN OF CASH: Pictured (l-r): John Iwaniura, president, Caravan Logistics; Ola Iwaniura, project manager, Caravan; Jayne Gunn, recruiter manager, Caravan; Bob Workun, vice-president, Caravan; Helen Thorpe, Caravan city driver; Sonia Merena, marketing and PR, Caravan; and Aaron Lindsay, fleet service manager, NAL Insurance.

Caravan donates \$2,000 to Trucking for Wishes

By Adam Ledlow

TORONTO, Ont. – Trucking for Wishes' Money Booth did more than

just muss up some hair during its recent appearance at Truck World.

The air-charged booth, which gives participants 45 seconds to collect as many wind-blown bucks as possible for a chance to win cash and prizes, also served to blow away event organizers, NAL Insurance, when Caravan Logistics offered its collection of booth money – a whopping \$2,000 – as a donation to the five-year-old charity.

"How can you not jump in there and help children with life-threatening illnesses?" said Sonia Merena, an inside sales and marketing staffer for Caravan who braved the money booth. "NAL has been doing such an amazing thing with Trucking for Wishes and over the past five years they've raised \$200,000, so why not allow Caravan to be a little helping hand in benefiting these children? A driver and myself jumped in the booth together and both combined, collected \$2,000. It's pretty amazing – I didn't know there was that much money in there."

"We are so thankful to receive this huge donation from Caravan Logistics. It was truly unexpected and greatly appreciated," said Aaron Lindsay, event coordinator and founder of Trucking For Wishes. "It's companies like this who have helped us raise over \$200,000 for Make-A-Wish in the past five years." □

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Schneider reduces cargo theft by 35%

GREEN BAY, Wis. – Schneider National says it reduced its cargo theft rates by 35% last year, its fifth straight year of decreased incidences even as cargo theft escalates across North America. FreightWatch's *International 2011 Annual Cargo Theft Report* indicated cargo theft was actually up 8.3% last year. Schneider says it has bucked the trend, with the 35% decline marking the largest drop in its history.

Schneider credits its success to a "multi-layered approach consisting of proactive communication with shippers, Schneider drivers and owner/operators, methodical procedures and top-notch technology."

Schneider National has produced a white paper, case study and other resources on cargo theft prevention which is available at Schneider.com (visit the Knowledge Hub). □



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TAX TALK

The keys to allocating shares in your company

One of the most misunderstood questions about incorporating is, who owns the trucking business?

I'm not talking about what you call yourself on your business card or who controls the day-to-day operations.

The issue is how you allocate shares when you set up your corporation, especially when your spouse is involved. It's a decision you need to take seriously. Because let me tell you, the government sure does.

I know an owner/operator who asked a lawyer to incorporate his business for him. The lawyer gave the owner/operator one share and his wife one share for no reason other than that's just the way the lawyer handled all his clients. The wife had a full-time job and played no active role in the company.

Fast-forward a few years. The own-

Tax Talk

SCOTT TAYLOR

er/operator's wife gets laid off by her employer. She submits an application for Employment Insurance benefits.

When you file an EI claim, Service Canada will review the total earnings you've been paid in the last 26 weeks ending with your last day of work. Included in this total is any income you receive as an officer of a corporation.

So the government reviewed the claim and saw that the laid-off spouse was a shareholder and officer of a corporation. Because she owned 50% of the company, the spouse was deemed to be self-employed. Service Canada clawed back her percentage

of the corporation's weekly earnings from her benefits.

Service Canada sees plenty of scams where a corporation earns income while the owner/operator does not and files an EI claim. In this case, the wife hadn't taken a dime from the business. Yet Service Canada attached a portion of the company's earnings to her overall income and reduced her EI benefits.

I've written before about the dangers of cookie-cutter solutions, and the carelessness of this lawyer who slammed together a corporation without asking any questions really hurt this couple financially.

I don't know if the owner/operator got the corporation cheaper, but whatever money they may have saved was lost when Service Canada stripped away part of the wife's EI income. (This owner/operator and his wife happened to be incorporated,

but the same thing could happen in a sole proprietorship or partnership).

Shares with care

A corporation is collectively owned by its shareholders. Many owner/operators hold 100% of the shares – they don't have any other partners or investors, just themselves. Others issue shares to their spouse because he or she is employed by the business in some way or otherwise contributes to its success. Others still give shares to a spouse purely as part of a tax strategy – they want to lower their individual tax obligation by splitting income. Each of these is a valid approach depending on your situation and priorities.

If you're concerned about a Service Canada clawback yet want to preserve the potential tax benefits of income splitting, consider this strategy:

When we set up corporations where the spouse has no active role in the business, we'll give the owner/operator 1,000 shares and the spouse only 10.

Her 1% share ownership is such a small percentage that her exposure to Service Canada is minimal. Yet she's still entitled to dividends at any time.

Another approach is to issue different types of shares. Typically, common shares truly own and control the company and special shares are issued to investors.

You could own the common shares and your spouse would own the special shares. Dividends are issued on a per-share basis and each share type can receive a different amount. So why would you want you and your spouse to own the same type of share and the same amount and receive the same dividend?

For instance, your 1,000 common shares at \$5 per means a \$5,000 dividend in your pocket and tax return while \$2,000 per share for 10 special shares means a \$20,000 dividend to your spouse. There are other important things to consider when allocating shares to a spouse.

What if you divorce or one of you dies? The shares in the company have value. Would you or your spouse be able to buy the remaining shares?

Are you trying to hide something? That's what Canada Revenue Agency, Service Canada, and your spouse's divorce attorney will ask if your company is flush with cash but your personal income is low.

How many times have you heard owner/operators telling you that their wives own the business even though they have nothing to do with running it? Typically, they do this to hide income or assets from an ex-spouse or collection agency.

When you set up your business, you have to be concerned with what's best for today and tomorrow. If your spouse is a vital part of the operation, maybe he or she should own half? If you're only doing it for tax planning, then you need to talk to your accountant or business advisor about the range of possibilities. □

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

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AWARDS

Canadian Petroleum Products Institute honours best in West

By Jim Bray

CALGARY, Alta. – It's back on top again for the folks at Wheeler Transport.

The Coquitlam-based carrier, which has been in the tanker business for about 60 years, scored a two-fer at the 2012 Canadian Petroleum Products Institute Fuel Carrier Safety Awards, Western Division, luncheon in Calgary on Apr. 26.

It was named not only the Best Overall Carrier, but was also singled out for the Reduced Product Mixes Improvement award. The awards bring Wheeler back to the top of the CPPI's proverbial heap after a year away from the limelight.

The seventh annual awards presentation also recognized Edmonton's Westcan Bulk Transport with a pair of honours.

John Skowronski, CPPI director and event host/presenter, told the guests assembled that it's key for his organization to recognize carriers for safe performance over the past year. He pointed out that the awards aren't meant necessarily to honour the absolutely best performers, but "the best improvement over the past year," and that their focus is on "the reduction of incidents as well as really trying to add some recognition to the guys who made this happen – the drivers who are out there every day."

The awards committee was made up of Skowronski, Heinz Nagel of Husky Energy, Shell Canada's Peter Penstone, and Perry Covillo of Suncor Energy. "We meet in the first quarter of the year and use objective, numerical and rational data for the key performance awards," Skowronski said.

Criteria for eligibility include a company being a contracted carrier (not a branded one), and carriers need to have hauled a minimum number of loads over a couple of years. "You can't be a one-hit wonder," as Skowronski put it. The nomination has to come from a CPPI member company as well.

"For the Improvement awards, we look at mixes, we look at spills, vehicle accidents and personal injuries," Skowronski said, noting they weren't able to award a personal injury award this year. In the case of the Best Overall award – which, strangely enough, has nothing to do with clothing – a subjective element is also taken into account that Skowronski said incorporates "input from a specific CPPI member who may nominate a carrier, but who also gets acknowledgement from other members that the nominated carrier is worthy of the award."

The awards were given out as follows: Improvement award for reduced product mixes, Wheeler Transport; Improvement award for reduced product spills, Westcan Bulk Transport; Improvement award for reduced vehicle accidents, Westcan Bulk Transport; and the award for best overall carrier who excelled in all safety performance areas, Wheeler Transport.

These carriers contributed to what the CPPI says were over 70,000 deliveries in 2011 on behalf of member companies in



WHEELER'S WINNERS: Wheeler Transport walked away with a pair of safety awards from CPPI in late April, including Best Overall Carrier. Pictured from left to right are Wheeler president Darrell Spring, vice-president Tony Spring, general manager Grant Allen, and safety supervisor Kelly Stead.

western Canada.

The CPPI defines the award categories this way:

- Product Mixes – an unplanned, unintended or unauthorized contamination of one product or material through exposure to or combination with another product or material.
- Product Spills – an unplanned, unintended or unauthorized release of product or material.
- Vehicle Accidents – Work-related incident involving a vehicle, which results in damages excluding normal wear and tear.
- Personal Injuries – An injury to a person in a work-related incident including: fatality, total or partial disability, lost workdays, or restricted workday. A medical treatment case that involves neither lost workdays nor restricted workdays and one-time minor first aid treatment, even when performed by a medical professional, are not considered personal injuries.

Skowronski brought along a graph showing that carriers have been displaying nearly constant improvement over the past 15 years. There was a bit of an uptick in 2011, from 2010's 0.27 incidents per 1,000 deliveries to 0.3, but that's still below the CPPI's Benchmark of 0.4/1,000 deliveries, a number the CPPI had lowered from 2008's 0.5/1,000 to reflect a declining frequency of incidents overall.

Upon receiving its awards, Wheeler Transport's general manager, Grant Allen, said, "We're very proud to have won this award previously and to take it again. We do take safety very seriously, kind of for selfish reasons, because there are a couple of things we really like to do in our business and one of those is to sleep well at night."

Allen credited the team and the manner in which they do business for their success. "We have faith in the training, we have faith in the guys," he said. "Those trucks don't just stop at six o'clock; they're running around the clock and we want to get a good night's sleep and to have a good safety record makes it a heck of a lot easier."

Allen noted that besides good

sleep, Wheeler also likes to be profitable. "The only way you can be profitable at the rates we have to run for today," he said, "is to run a safe operation, so safety really does come into the bottom line. So if we get a good night's sleep and we can make 50 cents when the day is over, then we consider it a success."

It's a formula that Wheeler has adopted over time. Speaking after the awards event, Allen, joined by president Darrell Spring, his brother and Wheeler's v.p. Tony Spring, and safety supervisor Kelly Stead, reminisced briefly about how safe operations helped Wheeler get to where it is today.

But he started the trip down memory lane with a more recent anecdote to illustrate the philosophy: "We were at a safety conference in Houston put on by one of the oil companies recently, and one of the speakers asked everyone in the room to take 20 seconds and think about the ramifications at your house if you didn't come home tonight. Everyone sat there and thought about it, and that message got across. Sure, we're in the transportation business and we're all focusing on doing that the best we can, but we do have to get everyone home safe."

Stead – who was a driver for 18 years before taking on the safety portfolio as part of his duties – says their attitude has evolved over the years. "We've learned and we've grown," he said, "and we know what to take to the drivers and how to set up deliveries, because procedures are so important."

Stead said that one thing they discovered was that braking procedure is the number one cause of incidents, "so we get the driver to recognize the gaps out there, and we train them all the same way. Having five different trainers training all differently confused the drivers, so now we have one system."

According to Allen, one of their customers helped convince them to adopt a single system of training. "One of the oil companies brought in the Smith driving system," he said, "and they wanted to see everyone train their drivers with it." Allen said they weren't familiar with Smith's collision avoidance

and driver training regimen at first, and weren't particularly keen about adopting it. They were also worried about how much it would cost them in time and money.

But they went with it anyway, and it has paid off. "After the first year we saw a direct return on investment," Allen said. "We saw that the little stuff – the little fender benders that, in the trucking industry, are so expensive – had just disappeared and now we even save money on insurance."

Wheeler's success there prompted them to look at other safety issues as well. "A spill in this day and age is huge cost," Allen noted, "and mixes are ridiculous, with the gasoline and the ethanol – it's even more expensive than it used to be and if you can just eliminate that stuff you can run a successful business."

Allen also noted that good things happen if you take care of your employees. "You have to pay your people well," he said, "you have to be careful, and you have to be sure that your people aren't pressured to the degree that they feel they have to work at an unsafe level to be profitable to themselves. You want these guys focused on safety and then everybody wins."

One of the things that "Wheeler's dealers" credit with helping their drivers concentrate on the task at hand is the auto-shift transmission. "We've found that, especially when you're just doing town work, the automatics are a real asset," Allen said, "in that the driver is really focusing strictly on the hazards you encounter with the traffic just driving around town and he's not having to worry about shifting as well." He also noted that drivers tend to come home fresher at the end of a shift.

Allen said auto-shift trucks are winning over some of their old-style drivers as well. "We had some guys who thought (it wasn't really driving) and just recently Tony had a truck up at our Kamloops location for a week and it changed their minds. They want one now."

The Wheeler management has also come to realize that it takes more than just being a safe operation to attract customers: you – and your people – have to be efficient as well. "It's our job as management to hire the guys who are going to put in the efficient times that allow you to be competitive within the industry," Allen said. "No matter how you do it, you still have to monitor it, work at it, and stay on top of it."

Wheeler's leaders were unanimous in crediting their hands-on operating style and their open-door policy when it comes to their staff of some 65 souls. "They can walk in and talk to any of us, anytime," Allen said. "And (the four of us) are all together, too, so if something's going on somewhere, the communication filters through very quickly and everything gets jumped on pretty quickly." They also have a staff meeting every Wednesday to help keep open the lines of communication.

It appears the folks at Wheeler Transport are, indeed, on top of it – and on top of their game – to the point where they don't have to lose sleep over it anymore. □

OPINION

It's truck show season

So May is finally here and we find ourselves once again smack dab in the middle of show season.

From a publisher's perspective, these shows represent an ideal opportunity to meet and talk with our readers. The feedback we get is always appreciated and helps us determine what the important issues really are.

I judge the success of any show by how many times I check my watch. A poorly attended show makes for a very long day. In the past, I've attended shows that were so slow the exhibitors have actually abandoned their booths in favour of a card game in another booth a few aisles over.

I once witnessed a soccer game (of sorts) break out between competitors at an automotive parts show and many times, I've seen the local bar chalk full of exhibitors while the only person at the show was the security guy/gal guarding the displays and the tumbleweed that blew across the cheap carpet covering the aisles.

Talk about slow, even the show managers went home! The thing that really ticked me off is, these show organizers still made a decent profit regardless of how successful the show was (or wasn't) since the exhibitors all paid in advance. Anyway, it's been years since I've seen disasters like this. The shows today are better organized, better advertised, and most importantly, better attended.

The recent Truck World show was a great show. Our booth was hopping for the entire three days and the cappuccino man we hired earned his keep.

Next up for us is the Road Today show and then on to Fergus. In the fall, the staff is splitting into two groups, one attending the Capital Truck Show in Ottawa and the other making the trek out to Abbotsford for Truxpo.

The show in Ottawa is the new kid on the block. I haven't heard how exhibit sales are going, but I do know the organizer is bound and

Publisher's Comment

ROB WILKINS



determined to make the show a success. Truxpo is now run by Master Promotions, the people who bring us the Atlantic Truck Show.

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

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PEOPLE

Former L.E. Walker president **Julie Tanguay** has been named executive vice-president and general manager of Consolidated Fastfrate's drayage and trucking arm, CDI.

Reporting directly to Manny Calandrino, president and COO of Consolidated Fastfrate, Tanguay will be responsible for every aspect of CDI's operations across Canada.

"Julie built L.E. Walker from the ground up and has a depth of understanding about the truckload transportation market that will be extremely valuable in taking CDI to the next level," Calandrino said. "CDI has been a pretty well kept secret and under Julie's guidance, that's about to change."

Meritor has appointed **Barry Eckel** to the position of director, OEM sales and Canada, as a member of the Meritor DriveForce team. Eckel is responsible for leading the Meritor DriveForce sales and service organization for truck and trailer in Canada. □

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HUMAN RESOURCES

CTA report issues set of core values for industry

Continued from page 1

the transportation community. CTA says the report purposefully does not shy away from discussing some of the more contentious issues linked to the driver shortage, including compensation (which the report says "is inescapably the overriding issue" that needs to be resolved) and the need for organized immigration strategies.

The report cites the "traditional 'piece work' pay system" as one of the key reasons for the driver shortage, explaining that it "places the burden of inefficiencies of the freight system created by others onto the backs of drivers" and states that compensation packages for truck drivers – especially long-haul operators – "are no longer competitive with other industries" competing with trucking for a share of the shrinking labour market pool.

While the report acknowledges that an hourly pay system may be a "relevant consideration" in some segments of the industry where driving is the sole function or in short-haul/city P&D operations, it is not a solution for the industry at large.

The "reality is that drivers do inevitably arrive at some sort of per hour calculation of what they are paid," the report says. "Carriers must be competitive with each other. The key is not necessarily how drivers are paid, but how much they are paid." At the same time, the report says the industry needs to do a better job compensating drivers for additional work they do as well as make pay packages more transparent in order to help drivers predict what their pay will be from week to week.

A key feature of the report is a core values statement by the Blue Ribbon Task Force to "guide the industry in the development of an action plan now and its efforts in the future."

According to the task force, "industry leaders need to make a strong statement demonstrating to current and future drivers that we are serious about coming to grips with the issues that underpin the driver shortage."

In addition to demographics, compensation, and driver quality of life, driver qualification is also identified as one of the key underpinnings of the shortage. To address that, the core values contain the recommendation that "a minimum standard of entry level apprenticeship or apprenticeship-like truck driver training should be mandatory" and there should also be a program of "ongoing training and/or certification" throughout a driver's career.

The report concedes there is merit – at least in the short-term – in the argument that a driver shortage is good for the industry in that it creates tightness in capacity which in turn places upward pressure on freight rates.

The report acknowledges "there will be no quick fixes, no magic bullets" and that "in the short- and medium-term, the situation and its resulting impact on capacity

is unlikely to change."

However, the report states that in the longer-term the capacity imbalance is not sustainable and that "the combination of a shrinking labour pool and economic growth will, at some point in the future, create a situation where the industry will not be able to meet the standards of service that have been the hallmark of trucking's rise" to dominance. The report goes on to state that that drivers are the industry's number one resource, declaring, "Without them there is no industry."

Furthermore, the report states that the trucking industry should not look to other groups to solve its own labour problems.

"The onus for creating solutions lies with the carriers – the entities that hire, fire, determine what and how to pay drivers; who price their service and deal with their customers; and who are ultimately responsible for their businesses and for ensuring they have the people to do the work."

Other stakeholders, such as customers, associations and government, also have roles to play but "will be of only limited assistance until the carriers first take action themselves."

CTA CEO David Bradley says that addressing the driver shortage will require a long, multi-year effort. "The Blue Ribbon Task Force is providing the necessary leadership and has scoped out a coherent direction that the CTA board has now endorsed," he said. "But, the report is not the final word on the matter; it is the beginning of a long journey. Ultimately, it is market forces and how all motor carriers and their customers respond which will determine how the issue is resolved." To obtain a full copy of the report, e-mail Marco.Beghetto@ontruck.org. □

Western Perspective



"At least CTA had the guts to get something going, because we have to cope with this driver shortage. It's driving rates up and if we don't have drivers we don't have an industry. So we've got the ball rolling, now we have to come up with something."

"Years ago we kind of shot ourselves in the foot, by saying things like you have to be 25 and have experience and all that stuff. We screwed that up. Who at age 25 is going to join the industry? You've already got the direction you're going in at age 25 and it's not going to be truck driving anymore."

"And instead of being a 'truck driver,' they should call it a 'commercial vehicle operator' or something. It's a skilled job. You're guiding a computer worth a quarter of a million dollars; when a driver hooks a tractor-trailer and the load together they're running a half million dollars down the road for me – and I expect them to get paid well for it. We have to step up there."

"I don't lose drivers to my competitors I lose them to other industries. And in Alberta, we're unique in that we've got to compete with oil companies' wages. We have to become a recognized trade, not a profession. And that will help with the immigration laws. I've brought over a probably a grand total of 30 drivers and I have four left. They springboard into being a mechanic or construction worker, or even a cook. There should be a requirement that if you come over to work in the trucking industry, you should stay at it for a certain length of time."

– Carl Rosenau, Owner, Rosenau Transport

Western Perspective



"Drivers want to feel respected and valued in their company. They want to be more than a number. They want to have a say in how their lives are run while they are on the road. We think that is an even bigger issue with them than just financial compensation: we have one of the best pay packages in the industry and we have found that it is not always about the money. The biggest thing around compensation is paying a driver for everything they do, not just the miles they make."

"Another issue we see happening is with the driver training schools. Their main focus is getting a person their driver's licence, which we all know is the first step to becoming a truck driver, but they also need to teach the person how to load freight safely and correctly, hours-of-service rules, DoT rules and regulations, as well as all the proper paperwork. In other words, the best truck driver training school would do more than spit out unqualified drivers that have a licence but absolutely no practical driving experience."

"Without that, only the large companies with dedicated driver training departments are an option for people. Smaller trucking companies don't have the resources or manpower to train a green driver. Also, a lot of the driver training programs benefit the company and not the new driver where, just as one example, they have to run team with another person for up to a year and at a reduced rate (of compensation)."

– Troy Stimpson, Director of Safety & Compliance, TimeLine Logistic

NATURAL GAS**Natural gas can deliver significant savings, Conference Board of Canada claims****Continued from page 1**

natural gas an economically viable fuel for the trucking sector," said Vijay Gill, co-author of the report, entitled *Cheap Enough? Making the Switch From Diesel Fuel to Natural Gas*. "Trucking firms could reap significant net benefits in operating costs while also reducing their environmental impact."

The report focused primarily on liquefied natural gas (LNG), since it outperforms compressed natural gas (CNG) in terms of range. Historically, the report indicates, natural gas has traded at about half the price of crude oil and the gap has widened and continues to grow.

The report acknowledges that natural gas does contribute to greenhouse gas emissions, but it is still "cleaner" than diesel. In fact, the report concludes GHG would be reduced by as much as 50 tonnes per year for every truck.

The potential for a road tax to be slapped on natural gas if the trucking industry makes the transition remains a concern.

"Uncertainty over whether natural gas could lose its tax exemption compounds the disincentive created by the high capital cost of converting to natural gas engines," the report says.

It calls on federal and provincial governments to state their plans for taxation.

"Clarity from federal and provincial governments – sooner rather than later – would help carriers and energy infrastructure providers make informed investment decisions," the report says.

The lack of fueling infrastructure also remains a deterrent for truck fleets. Still, the report concludes the benefits of transitioning to natural gas are still there, despite the headwinds.

"While carriers willing to convert their fleets to natural gas face significant capital costs and continuing risks related to relative fuel prices, availability of fueling infra-

structure, and tax policy, they could reap significant net benefits in operating costs while also reducing their environmental impact," the report concludes. □

Western Perspective

"I am very skeptical about this whole initiative as more a move by Encana to find a market for natural gas. It's no doubt an interesting option but far too expensive for a small operator like myself."

"And another engine add-on to deal with? I give up – it seems like we've been dealing forever with EGR valves, DPFs, failing re-gen systems, and now urea tanks and fluids that freeze when they are not supposed to, wiring harnesses that wick oil into the computers, wastegates on turbos and so on – let alone tow bills and buying warranties and researching coverages and selling off trucks powered by engines we can't keep out of the repair shop."

"For this to get any legs in the industry, governments will need to be partners to prevent us from being raped by the tax man. We also need to know the reduction in greenhouse gases and whether it would be worth the expense. If all levels of governments would repower their own equipment, from gravel and garbage trucks to backhoes and street cleaners, then the transition would be shared by taxpayers directly instead of indirectly through freight bills paid by the consumer."

"Besides, I am not interested in having a vehicle with a big heavy bomb tied to the side that I can't take onto a ferry or put into an underground unloading facility – or heaven forbid someone gets hit by a train and we blow everyone within a mile into kingdom come."

– Dean Paisley, President, Lethbridge Truck Terminals

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Western Perspective

"Are Petro-Canada, Chevron and all those other places going to carry natural gas?"

"It isn't feasible just to put a tank in our yard because we haul pretty far and they aren't going to be coming back to Calgary just to fuel up."

– Jennifer Singer,
Operations Manager,
Ron Singer Truck Lines



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BRAKES

In pursuit of better braking

Fleets are finally warming up to air disc brakes. Now one supplier is voicing concerns about compatibility issues with drums.



EASIER TO SERVICE: Technicians appreciate that an air disc brake pad replacement can take as little as 15 minutes compared to an hour with drum brakes.

By James Menzies

It was an introduction to Canadian trucking that Mark Lee, *Truck West* columnist and a longtime professional driver imported from the United Kingdom, will never forget.

"I was behind the wheel of a big truck before the Timmies I bought at the airport had gone cold," Lee recalls. "I pulled out of the yard and when I got to the first stop sign I was shocked to find that the middle pedal didn't work properly. I pushed it down, it just didn't appear to be connected to the brakes, so I pushed it some more and it slowed down a

little. By the time I reached the stop sign I had to do a panic stop."

Turns out, Lee was simply getting acquainted with drum brakes. Air disc brakes, which are pretty much standard in Europe, provide more responsive braking and other benefits, but they come at a higher price that Canadian fleets have traditionally been reluctant to pay. As a result, drivers here have simply come to accept the comparably spongy feel of drum brakes.

"If I had used the same pedal pressure on a disc braked truck, I would've been chewing on the steering wheel way before the stop sign," Lee claims.

While disc brakes are popular in other parts of the world, they're just now catching on in North America, where the almighty dollar and poor past experiences have caused most fleets to persistently hang onto the familiar drum brake.

Drum brakes have served the trucking industry adequately for many years, but now under pressure to reduce the stopping distances of heavy trucks, vehicle manufacturers are beginning to more aggressively promote disc brakes, which cost more at the outset but provide more effective braking as well as maintenance savings over the life of the equipment.

Last year, Peterbilt became the first truck manufacturer to make disc brakes standard on the front axle of all its Class 8 truck models. Now, *Truck West* has learned, about 60% of disc brake-equipped Peterbilt trucks are rolling off the assembly line with discs on only the steer axles while the other 40% are fitted with disc brakes at every position, a testament to how quickly customers have warmed up to the technology.

It wasn't always that way. In the mid-1980s, disc brakes were thrust into the market with disastrous consequences.

"This is not the same disc brake we saw in the past," Steve Bell, engineering manager, air disc brakes with Bendix, claims. Early generation disc brakes featured undersized rotors and didn't have the ability to absorb the energy generated by heavy vehicles. Overheating resulted in cracked rotors and a lot of unhappy customers.

"We understand that phenomenon much better now," Bell says of high temperatures and other challenges which tainted an entire industry's perception of air disc brakes.

Despite their early shortcomings, redesigned air disc brakes are making a comeback, largely because of new regulations mandating shorter stopping distances for heavy trucks. Disc brakes aren't needed to comply with the 2011 National Highway Traffic Safety Administration (NHTSA) stopping distance requirements, which called for a 30% improvement in heavy truck braking capabilities. Larger, more effective drum brakes can meet the new requirement, but as drum brakes become bigger and more expensive, the value proposition for disc brakes grows stronger. That, and the willingness of truck manufac-



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turers to promote – and in some cases, standardize them – has resulted in a sharp increase in demand for the products.

Gary Ganaway, director of the foundation brake group with Bendix, said from 2005 to 2011, the company produced 250,000 air disc brakes. This year alone it will build 155,000 units.

"Interest in air disc brakes has grown immensely and we think that's largely attributable to the fact fleets are paying more attention to their brakes," Ganaway says.

One of the biggest deterrents to disc brake adoption has been purchase price, which remains significantly higher than the traditional drum brake alternative. Conventional wisdom suggests higher production volumes should soon translate to lower purchase prices, but that has not yet materialized.

"We haven't really seen that so far," Ganaway admits. "We've maybe seen some opportunity-taking on the part of the vehicle manufacturers."

Even at today's higher prices, however, a strong case can be made for the investment, even in the most cost-sensitive fleet operations. Fleets interested in disc brakes have been encouraged to spec' several of their new trucks with disc brakes on either the steer axle only, or better yet at all positions, and then run them alongside traditionally-spec'd tractors for direct comparisons.

Over time, the repair and maintenance savings on the disc brake-equipped tractors will usually deliver a return, Ganaway says.

"Our rule of thumb is in line-haul applications, a fleet can expect to double their lining life with disc brakes and the expectation is the rotor would last two pad cycles, typically," he says. "So, if a fleet is getting 400,000 miles they should expect to get about 800,000 miles. But that number is not absolute; every driver is different, every route is different and every load is different, so there's a lot of variance in there."

It also takes less time to change the pads on a disc brake; about 15 minutes compared to an hour on a traditional drum brake. The maintenance savings are influenced by many variables, but the performance advantages of disc brakes are difficult to dispute in any application. Disc brakes simply work better than drums; they are more resistant to fading and they offer more responsive braking, as Lee can attest.

For that reason, owner/operators are actually outpacing fleets in adopting disc brakes, Ganaway claims.

"The owner/operator is actually driving the equipment and he or she gets to enjoy the benefits of that added feeling of safety – the better feel – and typically owner/operators keep their equipment longer than fleets do, so we find it's a pretty attractive option to them," he explains. "They're willing to spend a little more because they're going to enjoy the benefit of the utility of the technology."

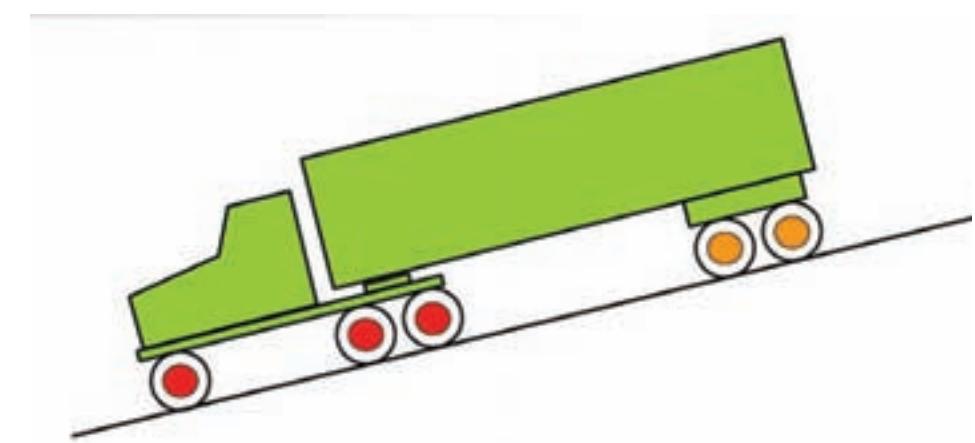
Transitioning to disc brakes, however, isn't without its risks, at least according to TMD Friction,

which produces OE and aftermarket linings for disc and drum brakes. Shabbir Hakim, vehicle program manager, commercial vehicles with TMD, warns that compatibility issues can arise when mixing and matching disc and drum brakes, a common practice as many fleets begin their transition by spec'ing disc brakes on the steer axle of a tractor and drums on the drives. That's to say nothing of the trailers, the vast majority of which are equipped with drum brakes.

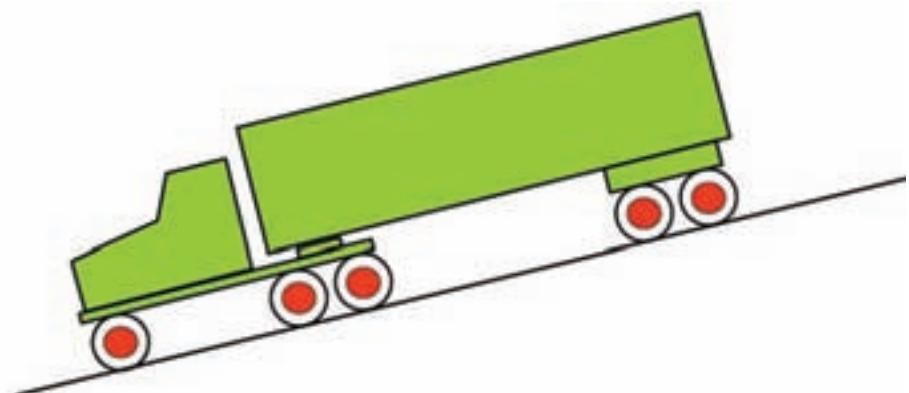
According to Hakim, problems can arise when drum brakes fade, which tends to occur when subjected to high heat such as when descending a grade. As drum brakes fade, the disc brakes on the steer axle could be forced to take on too much of the load and could crack or fail as a result.

"The compatibility issue really comes in when you use disc brakes in combination with drum brakes," Hakim warns. "When you use disc brakes, you have to be very careful that they don't do all the work and that the drum brake also puts in its fair share of work. Otherwise, what's going to happen is the disc brakes will get worn out and they'll get a bad reputation in the market and people will say disc brakes don't work, when in fact they're working too much. The point is, you have to use the right type of friction material for the disc brake that is compatible with the properties of the drum brake."

Typically, an air disc brake uses a metallic lining where friction is sustained, allowing the brake to produce torque to temperatures of up to 1,500 F. Drum brakes, on the other hand, utilize a friction material bound together by high-temperature resins, allowing the brake to produce torque only to temperatures of about 600 F before fading occurs.



Disc Brake Equipped Tractor with Drum Brake Trailer



Drum Brake Equipped Tractor with Drum Brake Trailer

CAUSE FOR CONCERN?: These illustrations, provided by TMD, indicate that a tractor-trailer with all drum brakes (lower image) 'work shares,' so each brake fades evenly. The top illustration shows that the disc brakes don't work share, they simply continue taking on a disproportionate amount of the work as the drum brakes fade.

formulated a disc brake material that works with the drum brake. When the drum brake starts losing effectiveness, we don't want the disc brakes to continue working very powerfully. This system is such that they both work together."

In essence, TMD has developed an air disc brake friction material designed to fade in sync with the drum brakes, which seems counterintuitive. Not everyone is a believer in the concept. Count Bendix's Bell among the skeptics.

'(RP 628) really is asking for the fleets to take on the role of brake system engineers and that always comes with some peril,'

Gary Ganaway, Bendix

The disc brake's resistance to fading is one of its strongest attributes, but this same characteristic can result in it taking on torque loads it wasn't designed to withstand.

These concerns, if valid, are heightened in Canada with the prevalence of mountainous terrain and the industry's widespread use of multi-trailer combinations.

The issue has been recognized by the Technology & Maintenance Council, which in response developed Recommended Practice (RP) 628, establishing guidelines for aftermarket friction material for disc brakes. TMD is thus far the only supplier to develop a friction material that meets the RP 628 specification, with its Textar T3070 product.

"We have looked at it using a systems approach, as opposed to a one-brake approach," Hakim explains. "We took into consideration the drum lining, the materials used in drum brakes and we

"I don't understand why one would want to pay additional money for disc brakes and then want it to fade to perform like a drum brake," he says. "It's unfathomable to me."

"I completely agree with Steve," Ganaway adds. "I have always been less than enthusiastic about RP 628. Bendix's recommendation has been for fleets to reline with the material they began with, that's always the safest bet."

Ganaway says fleet managers and technicians should resist the urge to overthink the science that goes into developing friction materials.

"(RP 628) really is asking for the fleets to take on the role of brake system engineers and that always comes with some peril," Ganaway claims.

Still, Bendix officials admit there are some applications where more than the bare minimum number of positions will need to be fitted with disc brakes. For

instance, some heavy-haul applications with multi-axle trailers, Super-Bs and long combination vehicles will require disc brakes on more than just the steer axle. With this in mind, fleet managers would be well advised to discuss their application with their dealer to ensure they won't be placing too much strain on a set of disc brakes.

"In our approval process, we have it set up such that...it's gross combination weight-dependent," Bell explains. "We do take that into account and limit the approval based on the number of disc braked axles in a (configuration)."

The TMD folks, on the other hand, insist that ignoring the risk of incompatibility issues between disc and drum brakes could lead to another bad experience with air disc brakes, and threaten their widespread adoption.

"TMD knows that the existence of a large numbers of air disc brakes will likely lead to compatibility issues between disc and drum brakes," Jim Clark, director of engineering with TMD said during a recent presentation on the subject. "Very simply, incompatibility issues seen in Europe when disc brakes were introduced in large numbers will be repeated and likely will be worse here in North America."

While warnings of compatibility issues may give some fleets cold feet, drivers who've driven trucks with both types of braking systems will have their preferences, and many will decidedly favour discs. Just ask Lee: "If I could make one transplant (from the European experience), it would be the braking system," he says. "Those drums would be junked in favour of a set of discs all around." □

OEM/DEALER NEWS

Volvo expands XE powertrain offerings; develops LCV spec'

By James Menzies

TORONTO, Ont. – Volvo Trucks has expanded its XE (exceptional efficiency) powertrain package to include two new 16-litre offerings, including one aimed at long combination vehicle (LCV) applications.

"This is the first integrated fuel-efficient powertrain, specifically aimed at the heavy on-highway long combination vehicle," Ed Saxman, drive-train product manager with Volvo told *Truck West* when announcing the new packages at Truck World. Volvo's award-winning 13-litre XE13 powertrain package was introduced last September for mainstream, 80,000-lb applications.

The XE13 and XE16 packages are comprised of a set of specifications – central to which are the Volvo I-Shift transmission and Volvo engines – which through a process dubbed 'downspeeding,' allows the engine to turn 200 rpm slower than normal, delivering fuel savings of up to 3%.

The XE16 package is available in two configurations, one aimed at 80,000-lb GCW ratings running 70 mph and a heavier-spec' version suitable for GCWs of 143,000 lbs and running at 62 mph. Both versions are powered by the Volvo D16 engine with 500 hp and 2,050 lb.-ft. of torque, a new rating for Volvo's D16.

The LCV spec' features an 18-inch heavy-duty rear axle with a 3.21 axle ratio, rather than the 3.73 ratio most commonly spec'd in LCV applications, Saxman explained. The package re-



MADE FOR CANADA: Volvo chose to introduce its XE16 powertrain package at Canada's Truck World, since the truck is ideal for this market.

duces cruising speed from 1,425 rpm to 1,225 rpm at 62 mph (100 km/h), providing fuel savings of about 3%, the company says.

"The XE16 directly addresses the needs of two important market segments that historically have had very few fuel-efficient powertrain options," said Saxman. "The beauty of Volvo's XE powertrain is that it delivers the full power and low-end torque needed for higher weight applications while saving fuel by running at a lower rpm."

The XE16 package has been tested in Canadian LCV fleets and is also

compatible with other on-highway, heavy-haul applications, such as conventional B-trains.

Interestingly, the XE16 package boasts greater torque than the 550-hp D16, which Saxman said "helps mitigate the extremely tall gearing." Peak torque is available even while running as low as 1,000 rpm, contributing to excellent low-rpm drivability, Volvo claims. The new package was developed very much with Canadian customers in mind, Saxman explained, noting the company researched in detail the spec's most commonly used in

LCV applications.

"Both XE16 packages provide unheralded fuel efficiency for customers requiring high horsepower and torque," Saxman said.

The 80,000-lb version of the XE16 package (actually approved for 88,000 lbs), is designed for applications where the truck will typically run 70 mph, which is not uncommon in certain States but illegal in Ontario and Quebec, by virtue of their speed limiter laws, and in most other provinces as well, according to the signs on the side of the road. □

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Fontaine opens new DC in Alberta

CALGARY, Alta. – Fifth wheel parts provider Fontaine Parts Connection has opened a new distribution centre in Alberta. Fontaine has contracted with FMi Logistics to fulfill parts orders for the region from FMi's Calgary warehouse.

"Adding this distribution centre enables our customers throughout Western Canada to obtain their fifth wheel replacement parts more quickly and efficiently," says Toby Harris, vice-president of sales and marketing for Fontaine Parts Connection. "Instead of waiting several days for an order to arrive from the US or Toronto, customers now will be able to receive most of their parts within a day."

FMi offers regular same-day shipping on Fontaine parts and can handle emergency rush orders, the companies announced. Customers are also able to pick up parts at the warehouse, located at 7151 44th St. SE in Calgary.

"Working with FMi will help Fontaine offer its area customers improved service levels," says Dennis Gwilliam, general manager of warehousing and distribution for FMi Logistics. "We run an efficient, nimble operation and treat our customers' goods as if they were our own." □



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OEM/DEALER NEWS

Meet fleetHQ: Goodyear officially rebrands Truckwise program

Comprehensive program offers much more than roadside service, Goodyear announces

By James Menzies

TORONTO, Ont. – Goodyear has officially rebranded its Truckwise program to fleetHQ, offering members consistent branding and service throughout Canada and the US while promising to expand and strengthen the network.

The transition has been underway in recent months, and was made official at a Truck World press conference in Toronto.

Rebranding the program will “create a consistent business solutions brand that offers products, services and information tools for trucking fleets and owner/operators throughout North America,” the company announced.

Truckwise, now fleetHQ, has provided customers – both big and small – with comprehensive support ranging from advice on proper tire selection to emergency roadside service. It’s an all-encompassing program that’s offered free of charge to Goodyear customers who elect to sign up.

“The decision to transition from Truckwise to fleetHQ will expand and strengthen the fleetHQ brand throughout North America,” announced Dwight McGill, general manager, commercial tire centres.

One of the more compelling reasons to join is fleetHQ’s emergency road service, available through its fleetHQ Solution Center.

Built four years ago, the Solution Center has a proven track record of getting trucks and trailers with roadside tire failures back on the road quickly, boasting an average “roll time” of two hours and 12 minutes in 2011, which the company says is the best in the industry.

Last year, 195,000 trucks were serviced through fleetHQ’s Solution Center. The program also provides consistent pricing and assures the most appropriate tire for the vehicle is located and delivered.

Goodyear reps said all invoicing is handled through the fleetHQ Web site and local dealers, so drivers aren’t asked to dispense with their cash on the side of the road or overcharged for tires.

Another feature is TVTrack, an online program that allows fleet owners and managers to manage the cost of their tire program by collecting, documenting and then presenting important tire-related data in an easy-to-read dashboard format.

fleetHQ also includes Trailer-Readiness, a new service that allows fleets to develop custom trailer surveys and receive reports on essential vehicle systems. The new offering allows them to manage the yard checks of their trailers before they hit the road.

Gold Medallion retreads are offered through the program. And Tire Pix provides snapshots of any tire that was replaced roadside, so the fleet owner or maintenance manager can examine the replaced tire without requiring the driver to haul it back to the shop.

Fleets and owner/operators can sign up for the program, and then

choose the options they wish to take advantage of.

There are fees charged for certain services, but membership in the program is free.

One of the greatest advantages, Goodyear officials said, was that small fleets and owner/operators can now receive the same level of support traditionally only enjoyed by large national fleets.

Bruce Woodruff, director, business solutions marketing with Goodyear, said the program was borne out of a desire from customers to be better educated on tire selection and maintenance, so they could get a better return on their tire investment.

“Saving time and saving money

are two of the most important things to fleets,” Woodruff said. “Solving problems was the driving force behind creating Truckwise, and now fleetHQ. Customers were saying ‘I need you to make me smarter, help me make better business decisions and give me actual data that can help me reduce my overall operating costs.’”

To paraphrase a line from another corporation, membership seems to have its benefits. Brian Brandenburg of ThyssenKrupp, told Goodyear in a testimonial that fleetHQ helped it reduce its overall tire expenses by 40% or more over the past five years.

There are currently about 2,000 participating fleetHQ dealers through the US and Canada, about 120 of which are located north of the border. McGill said the company will be expanding its fleetHQ dealer network, but it doesn’t



MAXIMIZING UPTIME: A truck driver receives roadside service from a fleet-HQ provider.

happen overnight as their participating dealers must meet stringent service standards and undergo an audit before being welcomed into the program.

“It’s not just a sign,” McGill said. “There’s a level of service that comes with that and an audit process before they can become a fleet-HQ dealer.” □

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TODAY!

Mark Dalton: Owner/Operator

Taxes can be so taxing

By Edo van Belkom

The Story So Far...

Mark visits his post office box and finds another letter from the Canada Revenue Agency. He's been receiving more and more of these in the mail, but has ignored them all. He's had bad experiences in the past and didn't want to hear any bad news. Reluctantly he opens the letter and finds the government has done an audit and he owes more than \$20,000 in back taxes.

He calls his accountant, who thought he'd taken care of the problem months ago. The accountant says as long as Mark has all his records and can prove his expenses, he'll be fine. However, when he goes to see Bud and get the records Bud has been storing for him, he finds they are missing...

•
Mark had five days of dread before his meeting with the tax agent. His office was in Mississauga just below the 401 on Hurontario. Mark parked Mother Load in the building's parking lot and waited till nine before putting on his best clothes and heading into the office building for his reckoning.

Mark had no records with him, only copies of the tax returns his accountant had prepared for him.

Despite looking everywhere in his office for Mark's files, even in the basement of his home, Bud couldn't find the papers anywhere. Mark had no other choice but to show up at the tax office – cap in hand – and ask for mercy... and several months to pay his fines.

"Ah, Mr. Dalton. My name's Max Levy. Did you find the office alright?" the tax man asked when Mark arrived.

"No problem. I slept in my truck overnight in the parking lot to be sure I wouldn't be late."

The agent looked at Mark skeptically, one corner of his mouth curled up in a sneer. "Of course you did."

Mark wanted to protest, saying he did too spend the night in his truck, but he knew it wouldn't do him any good. Without his records he was cooked.

The agent spread Mark's last return out on the desk, then turned to Mark, looking at him over the glasses resting on the end of his nose.

"Your fuel, truck washing, insurance and just about every other expense that has to do with your truck are much higher than the average for the indus-

try. It's one of the reasons your returns stuck out from the crowd."

"I live out of my truck," Mark said.

"Yeah, so you've said," the agent said without even glancing at Mark. "Here, for example."

He put a paper on the desk in front of Mark. "Your meal claims are enormous. The Government of Canada is already being generous with longhaul truck drivers by allowing them to claim 80% of their meals on the road compared to people in other industries who are away on business, who are allowed to claim just 50%. But you, you've claimed meal expenses that are more in line for what three people would claim in a year, never mind one."

"That makes sense," Mark shrugged. "Because I live in my truck I have to pay for every breakfast, lunch and dinner I eat. If you have to buy three meals a day for a year, meal expenses would end up being high, wouldn't they?"

"Yes, they would."

Mark felt he'd scored a victory. "Well, alright then," he said with a nod.

"Do you happen to have any proof – any proof at all – that you do in fact live out of your truck and have been working continuously over the course of the last year?"

There was that word again. Proof. Mark looked around as if proof was something that might just be lying around the room, previously unseen.

"No," Mark said at last. "No proof. The place where I stored my tax returns was renovated and the box with my records in them was moved somewhere where we can't find them."

"Isn't that convenient?"

Mark ignored the remark, knowing the man had every right in the world to be skeptical. He sighed, "Without the records, all I have is my word."

The agent smiled politely.

"Mr. Dalton, would it surprise you to know that there are people out there, Canadians just like you, who lie to the government in order to pay less taxes?"

Lie was a strong word and Mark couldn't be sure if the man was accusing him of lying or not. But since Mark himself might have stretched the truth on a few expense reports in the past, he



Illustration by Glenn McEvoy

replied, "No, it wouldn't surprise me."

"Would it surprise you to know that there are some people who transact business in cash solely in order to avoid any record of their business dealings and forego paying tax money to a government which needs that money to provide essential services to those very same people?"

That one was easier.

"No," he said. "I wouldn't be surprised by that at all."

Over the years he'd had all kinds of people quote him two prices for their services. Truck washers were good ones for that; \$35 with a receipt, \$20 without. Well, when profit margins were razor thin, who wouldn't take that deal? Mark Dalton, that's who.

He had his truck washed so often that no one would believe he spent so much on cleaning his rig.

He always got a receipt because he knew that if he were ever audited, he'd be able to show that he'd actually spent every one of those dollars on cleaning his truck. The problem was, he didn't have those receipts and if there wasn't a receipt it was like it never happened at all.

"And would it surprise you that over the 24 audits I've done this year on truck drivers, I've been bang on with every one of them?"

"That would surprise me, yeah," Mark said.

"Twenty-four for twenty-four. A perfect record." A wry smile. "And I don't think there's any danger of me not going twenty-five for twenty-five."

"Always a first time for everything, right?"

The agent smiled. "I don't think so."

They continued on until lunchtime, the agent accusing Mark of making false expense claims and Mark saying he lives in his truck.

"I think we need a break," the man

said, his patience clearly being taxed by Mark's insistence.

Outside of the building for lunch, Mark drove to McDonald's – saving money for his tax bill already – and took his time getting back to the office. After all, what was the rush?

When he returned, the agent looked pale...as if he'd eaten a bad burrito for lunch. And as he entered the office it all made sense. Bud, of all people, was there, and there was a big cardboard box on top of the desk.

"I finally found your records last night," he said. "Funniest thing...during our reno, one of the contractors hit a sprinkler and a lot of stuff got wet. Somebody changed the box and didn't mark it. Nobody told me either."

"So it's all there?" Mark could barely get out the words.

"Yes, and I've just been showing Mr. Levy the first three months of last year, you know...matching up your invoices with your meal expenses, showing him that you were truly on the road for the first 90 days of the year. We'll do the rest of the year too, and the four previous years too. As long as he's got nothing to do for the next couple of weeks."

"Okay, okay, so you live out of your truck," the agent said, looking at Mark. "I'm still having a hard time believing it." His eyes narrowed. "Are you crazy or something?"

Mark was about to answer, but Bud cut him off. "I can answer that one for you. Absolutely!" □

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. Both are also available in audio book format.



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SAFETY

It is time to welcome Big Brother's watchful gaze

Those who insist that electronic monitors are invading privacy will often refer to Big Brother – the all-seeing evil leader who George Orwell created in the book *1984*. In the novel, rulers spy on their citizens to maintain a tight grip on power. The information is hardly meant for the greater good.

The monitoring systems on a modern truck deserve a better reputation. And managers who watch over the data should probably be seen as helpful siblings; the kinds of brothers who offer important advice.

Consider the valuable information that would be possible if fleets embraced the Global Positioning Satellite (GPS) technologies which support the navigation systems in family cars. If these systems were combined with electronic logbooks, truckers could be alerted when they were running out of driving time, told about truck stops that they can reach before running out of hours, or fed directions to a parking area that might otherwise be forgotten on a nearby secondary road.

It is hardly the stuff of a science fiction novel. Many valuable electronic monitoring tools are already available today. And I know of at least one fleet owner who refers to each new piece of technology in the company's sales tools, showing potential customers exactly how the business will manage and care for every load.

Ultimately, all of the related data can offer the insight to address real-world problems.

Electronic On-Board Recorders (EOBRs) can certainly eliminate many of the common paperwork errors that leave unwanted scars on a cross-border fleet's CSA safety ratings. Some fleets have balked at the idea of mandating these recorders – largely because the tools offer an unflinching look at exactly when a truck was operating, and whether a driver was complying with hours of service rules – but the benefits outweigh any risks.

Today's electronic monitors could even help to protect loads from theft. The same GPS technology that offers directions can be used to support 'geofencing' systems, which will sound an alarm whenever a truck or load strays outside a specific area. This kind of watchful eye can be particularly useful to those who haul high-value cargo like alcohol, electronics and pharmaceuticals. I know of one fleet that uses the systems to inform dispatchers whenever equipment passes through the yard's gate. Another fleet in Brampton, Ont. gives customers access to the data, making it possible to locate a shipment at any given point in time.

Granted, fleets that offer this kind of access will also need to be transparent and truthful when reporting the location of any load. It is tough to make up an excuse for a late shipment if a customer can see exactly where their freight is sitting.

Electronic monitors are hardly limited to tracking a truck, either. Telematics can be used to feed fleet personnel data about everything from tire pressures to reefer temperatures, no matter where the truck may be.

Ask the Expert

DAVID GORUK

Real-time data can even make a difference in how equipment performs on the road. The sensors and controls in stability control systems help to keep trucks upright on every off ramp, while the sensors that feed the latest generation of automatic transmissions help to deliver a perfect shift every time – improving fuel economy and allowing drivers to concentrate on making safe turns rather than finding the right gear.

Like any other technology, these transmissions have improved over time. Once drivers lift their foot off the brake pedal, today's systems will

still hold the brakes in place until the drivetrain begins to apply torque. There is no worry about the truck rolling uncontrollably down a hill. Shift points can also be reprogrammed by fleets that switch from heavy loads to lighter commodities, further maximizing their fuel economy.

The search for valuable information doesn't always require an added investment. At least one monitoring tool is already found on each and every engine. The Electronic Control Module (ECM) offers data that can identify issues like high speeds or hard-braking events, and that is the type of insight which can be used to refine driver training programs.

Like any other tool purchased by a fleet, new monitoring technologies will need to be reviewed to identify the potential return on any investment. But the costs of this equip-

ment can often be offset by the savings that emerge when addressing long-standing challenges, whether problems involve the state of equipment (such as tire pressures), thefts, paperwork errors, or even collisions.

It is the type of support you might expect from a trusted big brother. □

– This month's expert is David Goruk, risk services specialist. David has served the trucking industry for more than 25 years providing loss control and risk management services to the trucking industry. Northbridge Insurance is a leading Canadian commercial insurer built on the strength of four companies with a long standing history in the marketplace and has been serving the trucking industry for more than 60 years. You can visit Northbridge's Web site at www.nbfc.com.



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Jim's Brayings

COMMUNITY NEWS FROM THE WESTERN PROVINCES

We're kicking off a new feature this month, a quick look at some interesting items from across the west that we think will interest you. If you have some news you think will be a good match for this column, pop me off an e-mail at jim@transportationmedia.ca. We can't run everything, of course, but we'll try to get in as much as space permits.

Walking for cancer

Kathy Penner, *Truck West* associate publisher, is putting her feet where her mouth is – and not the way politicians do it – by joining Team Bison in CancerCare Manitoba's Challenge for Life. It's a 20-km fundraising walk on Saturday June 9, 2012, in Winnipeg. She'd love you to join her either by registering or by sending along a donation.

Kathy says: "I am walking in memory of my parents, who were both lost to this terrible disease. I have joined Team Bison and we are committed to rallying the transportation community in support of Cancer Care research."

You can make an online donation and receive an instant tax receipt by surfing to <http://www.cancercarefdn.mb.ca/netcommunity/kpenner>

The Bison Team is committed to raising at least \$1,000 each – and since there'll be more than two dozen Bison stampeding along the walk route, that should end up being a nice little total. It's never enough, of course, so surf over and make a pledge.

An auction-packed weekend

Ritchie Bros. Auctioneers has announced its third annual Corporate Kids Challenge, a one-day fundraising extravaganza meant to benefit KidSport BC. It's being held this year on Saturday Sept. 15, and this year's theme is Canadian 80s, eh, so put on your Bob and/or Doug McKenzie costume and come out to meet, greet and compete with Olympic athletes as well as Lower Mainland celebrities. There'll be sports day activities and an exciting Ritchie Bros. live charity auction (and no, they aren't going to auction off a live charity)!

The organizers say you'll be able to partake in a complimentary lunch and other refreshments. If you want to enter a corporate team of 10-15 employees all you have to do is cough up a \$5,000 donation per team. All proceeds, naturally, go to KidSport BC. Last year, the Corporate Kids Challenge raised more than \$530,000 for KidSport BC, which gave 2,700 kids the chance to play a season of sport.

For more information, get in touch with Megumi Mizuno, at 778-331-5252 or mmizuno@rbauction.com.

The event's Web page is at www.rbauction.com/web/rba/kidsschallenge

Award-winning companies

Congratulations to Edmonton Kenworth for driving away with its third



BY JIM BRAY

Kenworth Dealer of the Year award for the US and Canada. The award, presented recently at Kenworth's annual dealer meeting in Columbus, Ohio, was for the 2011 year.

According to Gary Moore, vice-president of Paccar and Kenworth general manager, "Edmonton Kenworth sold and leased a very significant number of Kenworth trucks, achieved strong market share in both heavy- and medium-duty truck sales, operated excellent facilities, and provided exceptional customer support." And isn't that what it's all supposed to be about?

As for Gary King, president of Edmonton Kenworth, he said of the honour that "There are many outstanding Kenworth dealers, so this award is certainly a very special achievement. We especially thank our many customers for their business."

Alberta figured prominently in the awards, with Calgary's GreatWest Kenworth also among the finalists. Besides copping its third Dealer of the Year award, Edmonton Kenworth has also won eight Gold Awards and a Kenworth Customer Support Dealer of the Year award – and it all happened over the past 11 years.

Kudos, too, to Quality Move Management of Vancouver, for snagging two of the top awards at Allied Van Lines' US Operations Conference in Lombard, Ill. The company was named both the 2011 Cross Border

Agent of the Year and the 2011 Safety Agent of the Year. It was the fifth year in a row that Quality Move Management earned the Cross Border Agent of the Year award, which is meant to recognize the agency with the highest volume of US-Canada cross-border tonnage. QMM beat out more than 400 Allied Van Lines agents in North America, hauling over 6.5 million pounds across the border in 2011. That was an increase of 20% from 2010. QMM also achieved a quality score of 4.63 (out of a possible five), which put them firmly in the "Excellent" category of agents.

Bill Lyon, v.p. and General Manager of Allied Van Lines said of the occasion that "Once again, Quality Move Management continues to set the standard for our cross border agents. Being recognized multiple times for both awards is indicative of a culture that can successfully perform at the highest level." Way to go!

PIC-ing a winner...

And congratulations to Dean and Doug Paisley and the folks at Lethbridge Truck Terminals – not surprisingly located in Lethbridge, Alberta – on being named the province's latest PIC carrier. The Partners in Compliance program now boasts 42 carriers in all, with over 9,500 units operating in various sectors of the marketplace, from school bus companies to heavy haul, road construction, oilfield service – and even a county.

According to the PIC program director, Lorri Christensen, it really isn't that hard to become a PIC carrier: you just need a burning desire to excel, to be the best of the best. Way to go, guys and gals! Well, that's it for the first loud Brayings. See you next month! □



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Prov/State _____ Postal/Zip _____ Email _____

Home Tel _____ Cell _____

BEST WAY TO CONTACT ME:

Home Tel Cell E-Mail
 Other _____

WORK PREFERENCES:

Owner Operator Hwy Team Hwy Single/Company Driver
 Lease Purchase Driver Trainer Other _____
 Local Moving

OWNER OPERATOR? Manufacturer _____ Year/Model _____ Engine/Size _____

Preferred Trailer Type (check all that apply):

Flatbed Heavy Hauling/Specialized Moving Van Tanker Straight Truck Super B Reefer Van _____

Other _____

Trailer Type Experience (check all that apply):

Flatbed Heavy Hauling/Specialized Moving Van Tanker Straight Truck Super B Reefer Van _____

Other _____

CURRENT DRIVERS LICENSE: Do you have a Commercial License? Yes No Type _____ Exp Date _____

License# _____ Prov/State issued _____

Total Truck Driving Experience _____ /yrs Has your license ever been suspended? Yes No

Last Employer _____

Name _____ Company City _____ Prov/State _____

Tel _____ Start/End Date _____

Job Description _____ Reason for Leaving _____

CERTIFICATION / TRAINING: Can you lift 50lbs? Yes No

- Doubles/Triples
- Air Brake Adjustment
- Over-Size Loads
- Hazmat
- Air Brake (Drive)
- Tankers

CROSS BORDER TRAVEL: I am able to cross the Canada/U.S. border to haul international loads Yes No

I am willing to cross the border Yes No

I am FAST approved Yes No

Would you like to be contacted by driver agencies? Yes No

By filling out and signing this application, I agree to abide by Driverlink's terms and conditions and consent to the use of personal information according to the Driverlink privacy policy.

Signature: _____ Date: _____

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