

TRUCK WEST

Western Canada's Trucking Newspaper Since 1989 • July 2014 Volume 25, Issue 7

Page 16 **O/O problems:** Mark Lee considers his anti-idling options as he embarks on a new career as an O/O.

Page 18 **Becoming a Best Fleet:** What do the Best Fleets to Drive For do that makes them stand out from the rest?

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trucknews.com



Saskatoon's Rodger Nelson finished fourth at the Shell Rotella SuperRigs with this truck. See story, pg. 5.

Port plan put into place

By Carolyn Gruske

VANCOUVER, B.C. – Mediator Vincent Ready has released his recommendations in light of the strike by container truck drivers working out of Port Metro Vancouver.

Ready was appointed to mediate the situation by the federal and B.C. provincial governments as part of their Joint Action Plan (JAP) to end the labour stoppage by the unionized members of Unifor-Vancouver Container Truckers' Association (VCTA) and by the non-unionized owner/operators who belong to the United Truckers Alliance (UTA).

In releasing his recommendations, Ready acknowledged just how complicated the situation is at the port, and how difficult it will be to implement fixes.

"We make the recommendations acknowledging that some of the commitments made will have to be implemented in the shadow of Marine Act requirements and lawsuits. That said, it is our view that immediate action must be taken with respect to wait times. To date, drivers have not been compensated for wait times and in our opinion, it is necessary to provide recommendations to assist in facilitating such compensation," he wrote.

Ready provided a formula for paying drivers for wait times, and established that the fee must be forwarded to drivers, and not retained by the trucking companies.

"Port Metro Vancouver will establish a mechanism for directing the Terminal Gate Efficiency Fee (ie. waiting time fee) to be paid to the trucking companies who will be required to pass the fee on to independent owner/operators. Starting seven days after a return to work, the Terminal Gate Efficiency Fee shall be paid at \$50 per trip for time spent waiting at port terminals (Deltaport, Fraser Surrey Docks, Vanterm, Centerm) after 90 minutes of waiting time. At two hours of waiting time, an additional \$25 fee will be paid per trip. At two-and-a-half hours of waiting time, an additional \$25 fee will be paid per trip. Each additional half hour will be paid at a rate of \$20."

He also compiled a list of where the drivers need to be located at each terminal before the wait time calculations kick in.

Ready looked at the issue of trucks lacking GPS technology that can be used to track locations and wait times.

"We acknowledge that PMV has worked hard to expedite the GPS pro-

Continued on page 10

AMTA gathers for annual bash

Mortgage burning for Edmonton facility among the highlights of conference

By Jim Bray

BANFF, Alta. – It may not have the cachet of the famed Fairmont Banff Springs Hotel, but for the Alberta Motor Transport Association, the Rimrock Resort up the mountainside turned out to be just what the doctor ordered.

That's the upshot from interim president and CEO Richard Warnock who noted that 2014's version of the organization's annual Management Conference saw some new carriers turn out for the event, even though its overall attendance was down slightly from last year. The event, held over the last weekend in April, saw a variety of business sessions, a spousal program that featured "wine and cheese, twinkle toes, games," a sand and surf-themed casino night, the AMTA's AGM and, sprinkled throughout the weekend, a number of awards to drivers and other industry folk

(see pg. 12).

As for the return to the Rimrock after a couple of years at the more legendary venue farther down the valley, Warnock said it seemed to have been a popular move.

"Everyone I visited with really liked the format this year and being back at the Rimrock," he said. He reported that the business sessions went over well, and "there was a lot of interest in our commercial driver training standard (report) and of course you can't say enough about Pinball (motivational speaker Mike Clemons); the guy's absolutely outstanding as a speaker and he really brought the crowd into it. You hear a pin drop in the room."

Clemons spoke of his life and his experiences as someone judged initially as too small to play a contact sport such as football, touching on the

Continued on page 12



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Reducing the risk of cargo theft

Editorial Comment

James Menzies



Last month, you may have found within your issue of *Truck West* a special supplement on cargo security. It was sponsored by SGI Canada and can now be viewed in the Knowledge Centers section of our Web site, Trucknews.com.

We continue to build out this module, with the addition of video to further raise awareness about cargo theft and how it can be prevented.

As part of this project, I recently visited with Norm Sneyd, v.p. of business development with Bison Transport. We spent a couple of hours discussing cargo theft and what Bison does to prevent it. Norm also took videographer Brad Ling and I on a tour of nearby yards to see how trailers can be properly parked to reduce the risk of a theft.

We learned a lot from Norm, and you can watch video interviews we conducted with him in that same Knowledge Centers module I referenced above. They'll be online within the next few weeks. For now, here are a few tips from Bison Transport on how to reduce the risk of cargo theft.

For starters, back loaded trailers up tight against a wall. There's more than one good reason to back up tight to a wall or other fixed object when parking a loaded trailer. Of course, it makes it much more difficult to open the trailer doors when you can't get at them, and that's the obvious benefit, but parking this way also protects the seal.

A disgruntled driver or good-for-nothin' scallywag who can access the trailer door with little to no difficulty can snip off a trailer seal, possibly rendering the value of the cargo inside worthless – especially if the trailer's carrying perishable product.

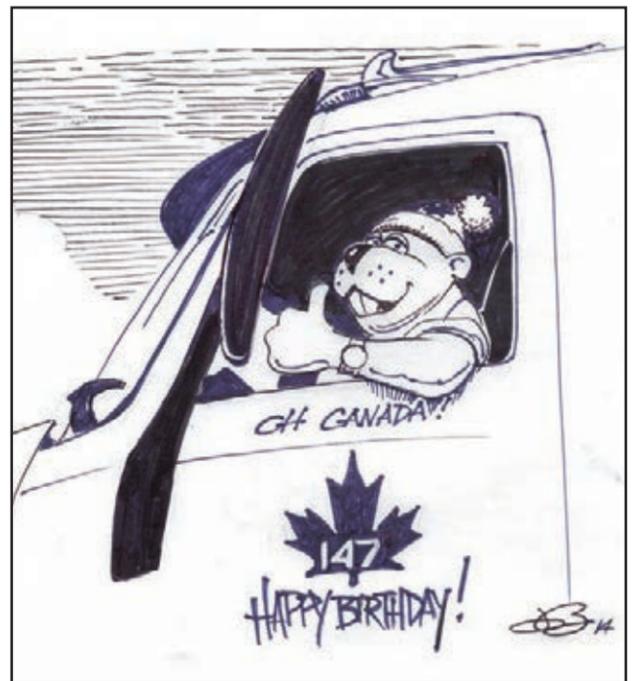
Bison has gone so far as to erect concrete walls along the rows of lots where it parks a lot of trailers, so that trailers on both sides can be parked with their rear doors directly against the concrete barrier.

I also learned drivers really shouldn't stop for breaks near the border. Norm said drug-runners have been known to hang out at truck stops near the border, looking for south- or north-bound trucks.

When they see a parked truck, they'll slide under the trailer bolt on a box containing contraband, follow the truck across the border and then remove their goods the next time the truck stops. The truck driver is unwittingly taking on the risk of a lengthy stint in prison.

Also, drivers should always keep an eye out for anything that seems unusual. Think you're being followed? Pull off at a rest area, drive through and then re-enter the highway. Did the suspicious car do likewise? Chances are good they're tailing you.

This may seem far-fetched, but one Bison driver did this recently and report-



ed the suspicious vehicle. The police apprehended the car's occupants who were armed and dangerous.

Bison also employs a Neighbourhood Watch program, so that drivers and staff are encouraged to report suspicious activity. If their tips lead to an arrest, cash prizes of up to \$5,000 are given to tipsters.

Cargo theft was once a taboo subject in the trucking industry. Finally, the industry and law enforcement have acknowledged they have a problem here and are taking steps to prevent it. **TW**

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

Step up to the Healthy Fleet Challenge

Trucking is known for its long hours, time away from home and stressful situations – all of which can lead to unhealthy eating and exercise habits. And those unhealthy habits can ultimately result in illness and premature death for too many of our industry friends and associates.

Heart disease is the leading killer of men and women in North America and being physically inactive boosts your chances of developing heart-related problems. Nearly 40% of the people on this continent do no spare-time physical activity at all. That figure is probably higher within the trucking industry, which requires long periods of sitting.

It's time we tackled this issue head on. And it's nowhere near as daunting as it may seem. Did you know that just 30 minutes a day of moderate-intensity physical activity can improve your health and decrease your risk of heart disease? It's something I would like everyone in our industry to know.

To spread the word, we have joined with Healthy Trucker (a division of NAL Insurance) to announce the Healthy Fleet Challenge. Our goal is to collectively have all industry part-

The view with Lou

Lou Smyrlis



ners walk a combined total of about 25,000 miles during the month of July – effectively circling the Earth – as a way to promote the importance of better health and wellness in the trucking industry.

Walking is an easy way to work physical activity into your regular routine. It's something everyone can participate in and is that first critically important step towards a healthier lifestyle.

All fleets and allied trades are invited to participate in this event to promote the importance of getting more active. The entry fee for each team is a \$1,000 donation with proceeds going to the Heart & Stroke Foundation and Make-A-Wish Canada.

This isn't a competition, although with team results posted on www.healthyfleet.com I think there will be a few fun rivalries heating up the month of July.

Each team can register up to 10 individuals (O/Os, drivers or employees) to participate in this event. To

participate, team members will need to download an app to their iPhone or Android device, or purchase a Fitbit device, which will help track the steps participants take each day. I've already got my Fitbit. It's easy to set up and I've been having a great time seeing my daily results (and making sure they're higher than associate publisher Kathy Penner's – not that we're competitive with each other or anything).

Companies can register for the event at www.healthyfleet.com or call 855-422-8333.

Participants can upload their logo and team information to an online leader board to show their support of the event and see how they're doing compared to other companies. And they can turn to www.trucknews.com, TMTV, *Truck West* and our Twitter feeds for fun and educational updates on the challenge.

So let's get ready for a fit and healthy summer and some great summer fun. Together we can make a healthier industry. **TW**

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CLASS 8 TRUCK SALES TRENDS

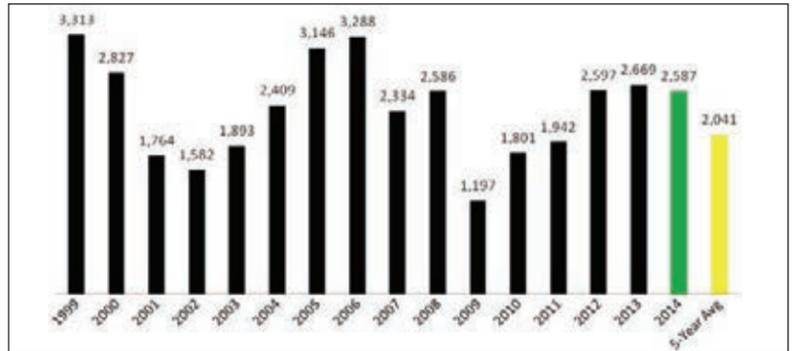
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Monthly Class 8 Sales – Apr 14

Class 8 truck sales, after starting the year on a mildly positive note with January surpassing last year's totals, have dipped below the previous year's pace for three straight months. The month's sales totals, although surpassing the 2,000 mark, fell about 80 short of last year's total. Last year's market leaders Freightliner and Kenworth both suffered setbacks in April, falling behind last year's totals.

| OEM | This Month | Last Year |
|---------------|-------------|-------------|
| Freightliner | 660 | 744 |
| International | 364 | 344 |
| Kenworth | 405 | 449 |
| Mack | 251 | 187 |
| Peterbilt | 338 | 371 |
| Volvo | 410 | 384 |
| Western Star | 159 | 190 |
| TOTALS | 2587 | 2669 |

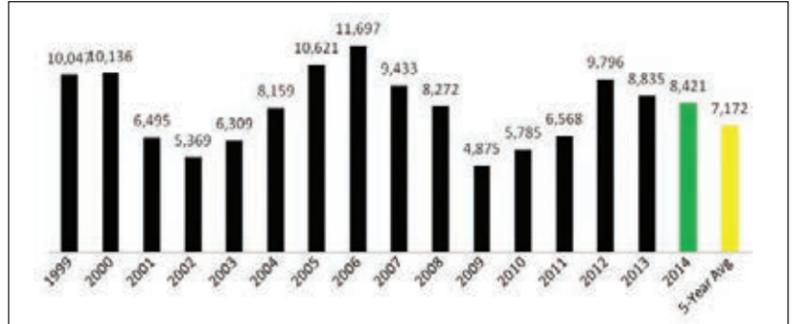
Historical Comparison – Apr 14 Sales



Class 8 Sales (YTD Apr 14) by Province and OEM

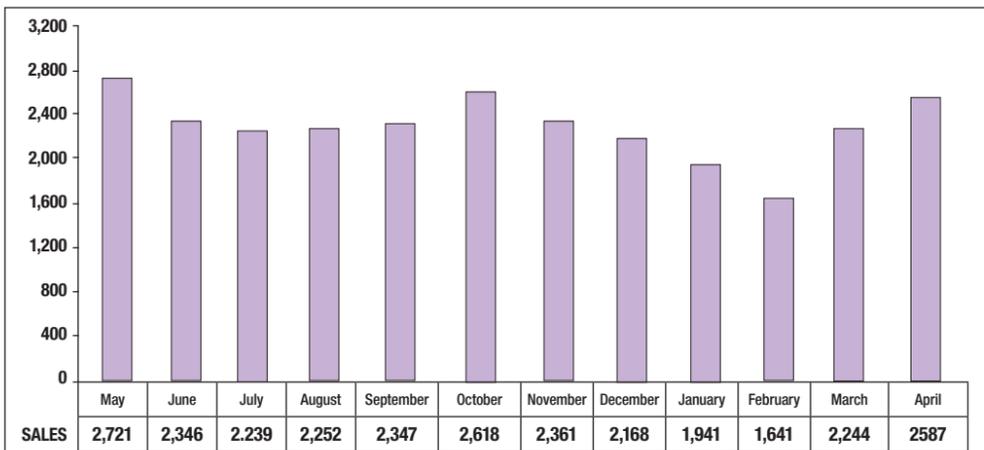
| OEM | BC | ALTA | SASK | MAN | ONT | QUE | NB | NS | PEI | NF | CDA |
|---------------|------------|--------------|------------|------------|--------------|--------------|------------|-----------|----------|-----------|--------------|
| Freightliner | 164 | 268 | 73 | 112 | 947 | 347 | 92 | 28 | 1 | 11 | 2,043 |
| Kenworth | 185 | 572 | 129 | 1 | 227 | 255 | 24 | 0 | 0 | 0 | 1,393 |
| Mack | 46 | 113 | 52 | 29 | 338 | 82 | 6 | 10 | 0 | 7 | 683 |
| International | 44 | 196 | 27 | 46 | 563 | 233 | 58 | 20 | 5 | 13 | 1,205 |
| Peterbilt | 182 | 408 | 113 | 47 | 258 | 160 | 53 | 6 | 0 | 0 | 1,227 |
| Volvo | 147 | 191 | 28 | 93 | 464 | 203 | 52 | 17 | 0 | 1 | 1,196 |
| Western Star | 118 | 282 | 22 | 26 | 96 | 93 | 12 | 18 | 3 | 4 | 674 |
| TOTALS | 886 | 2,030 | 444 | 354 | 2,893 | 1,373 | 297 | 99 | 9 | 36 | 8,421 |

Historical Comparison – YTD Apr 14



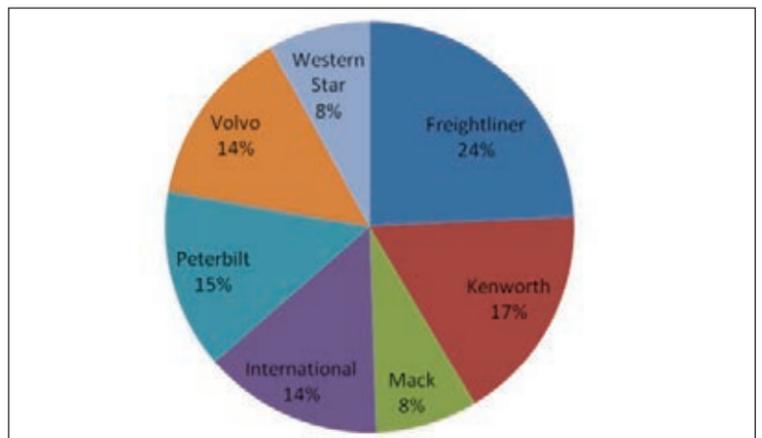
There was optimism for an improvement in Class 8 truck sales in 2014 after 2013 proved a disappointing year. But unless numbers pick up in the second half, 2014 will be a worse sales year than 2013, which wasn't a particularly strong one itself. YTD numbers are nowhere close to those of 2012, the best year since the recession for Class 8 sales, but they are ahead of the five-year average. As we have noted in our research talks across the country, although large and medium-sized carriers are in a buying mood, small carriers are not and that may be contributing to the lackluster Class 8 sales results.

12-Month Sales Trends



After 10 straight months of sales coming in above the 2,000 mark, reminiscent of the industry's capacity boom years of 2005 to 2007, they dropped slightly below 2,000 in January and considerably further in February. Good news is that they bounced back in March and April, topping the 2,000 mark both months. Also, with the US economy regaining its stride and the value of the Canadian dollar dropping against the US dollar, economic forecasters anticipate exports will lead the Canadian economy in 2014. That may spark increased truck sales as trucking will be the main beneficiary of improved business volumes with the US.

Market Share Class 8 – Apr 14 YTD



Freightliner, last year's Canadian market leader, controls almost a quarter of the Class 8 truck sales after the first four months. Kenworth finished 2013 in the number two spot for market share, enjoying the fact that its strong western network is able to tap into the stronger western economy. But the company has faltered in the first quarter and currently sits with 17% market share, followed by fellow Paccar manufacturer Peterbilt at 15% of the market.

Source: Canadian Motor Vehicle Manufacturers Association

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Rodger Nelson of Saskatoon, Sask. finished fourth in the tractor division at Shell SuperRigs.

Saskatchewan represented at Shell SuperRigs

By Carolyn Gruske

CONCORD, N.C. – Pouring rain and stormy skies created a grey, dreary and wet backdrop at the Charlotte Motor Speedway during the opening day of the Shell Rotella SuperRigs competition, but those conditions just made the orange and blue paint scheme that much more visible.

The two-colour treatment – complete with highly-polished chrome and stainless steel accents – was Rodger Nelson’s personal pick for his 2013 389 Peterbilt. Orange is Nelson’s favourite colour, and blue matches the eight-axle double-drop trailer he pulls behind the truck.

Nelson, who has driven for Titan Transport in Saskatoon, Sask. for 19 years, thought he finally had a truck worthy of entering in the international custom truck show, and he wasn’t going to let a downpour stop him from getting his ride cleaned and polished and ready for judging.

He had entered the Peterbilt in two previous shows, including one in Walcott, Iowa where he won first place among trucks of the same year.

Even though the truck is by no means finished yet – Nelson intends to customize the interior and change the seat coverings, adding more blue and orange as he goes, and as he is able to afford it – he’s proud of his truck and the way people perceive it.

In fact, while the truck, which is led by a chrome lady perched on the top of the grille, doesn’t have an official name, it does have a catch phrase painted on the exterior.

“There is a country and western song called ‘She thinks my tractor is sexy,’” explains Nelson. “We were listening in a nightclub one night, and one of the girls said, ‘That’s the name of your truck, you have to put it on there,’ so I did. And it looks pretty good.”

Although he didn’t place first, Nelson won fourth place in the SuperRigs tractor division, and took home \$500 in prize money.

To watch Nelson point out some of his updates and customizations see <http://tinyurl.com/ShellSuperRigs> TW



Bill Rethwisch won Best of Show for the second straight year at Shell SuperRigs.

It’s a SuperRigs repeat for Bill Rethwisch

CONCORD, N.C. – For the second straight year, Bill Rethwisch’s rig won Best of Show at the Shell SuperRigs competition. The prestigious truck show, held May 15-17 at zMAX Dragway in Concord, N.C., awarded \$10,000 for the top honours from Shell, another \$5,000 from MAC Trailer and 50,000 Shell Rotella MyMilesMatter reward points. Reth-

wisch’s 2013 Peterbilt 389 also won the Best Engine and Best Interior categories. Last year, he won Best of Show with his orange and white 2012 Pete 389.

Austin Ashley took Best of Show runner-up (pocketing \$4,000 from Shell and \$3,000 from MAC Trailer) for his 2007 Pete 379. That rig also won Best Chrome and Best Theme.

Rounding out Best of Show honours was second runner-up Paul Rissler and his 1996 Pete 379.

In all, about \$25,000 in cash and prizes was awarded at the show, which attracted working trucks from across the US and Canada. Twelve trucks were selected to appear in the 2015 Shell Rotella SuperRigs calendar. TW

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Trucking rates to go up 4-6% this year, FTR predicts

BLOOMINGTON, Ind. – Shippers in the US are continuing to deal with extremely tight capacity, according to the latest FTR Shippers Conditions Index.

The March reading was unchanged from February, at about -8.7, indicating “extremely tight capacity available to haul goods,” FTR reported.

The freight forecaster said it expects capacity to moderate slightly in the coming months, unless freight demand increases. Any additional improvements in freight tonnage could create a “critical stage,” forcing shippers to incur added purchased transportation costs, FTR reported.

“Shippers learned that it doesn’t take much for a market that is operating with slim excess capacity to jump into the driver’s seat for rate increases,” said Jonathan Starks, director of transportation analysis with FTR.

“The strong spot market rate increases seen during January, February, and March highlighted how quickly the environment can change on them. Just one year ago, several industry sources were showing that general rate increases were actually below year-ago levels; shippers were getting rate reductions!

“A fairly static economy allowed that to take place, but the introduction of new hours-of-service (HOS) rules for drivers back in July 2013 changed that. Add in the potential for further economic acceleration in 2014 and we find it very unlikely that shippers will be able to get the rate reductions that they achieved last year.

“FTR expects to see general rate increases of between 4-5% for the year for truckload with national rate figures hitting 6% or higher versus last year during the middle of 2014.” **TW**



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US truck tonnage up 1.5% in April

US for-hire truck tonnage inched up 1.5% in April, representing a year-over-year gain of 4.8%.

That marks the largest y-o-y gain of 2014, according to the American Trucking Associations For-Hire Truck Tonnage Index. Year-to-date, tonnage is up 2.9% in 2014.

“April was the third straight gain in tonnage totaling 4%,” said ATA chief economist Bob Costello. Tonnage is off 1.4% from the all-time high in November.

“I’m pleased that tonnage has been making solid progress after falling a total of 5.2% in December and January,” Costello added. “And April’s nice gain was better than the contraction in industrial production and the lackluster retail sales during the same month.” **TW**

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Is your MCS-150 data up to date?

One way that shoddy trucking companies stay a step ahead of the law is to ditch their old identities and apply for an authority under a new name. These reincarnated companies are called chameleon carriers, and in the United States the FMCSA has been working on a new Unified Registration System designed in part to screen out these unsafe or unsavoury operators.

This vetting process will try to identify carriers with “chameleon

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Sandy Johnson



attributes” by analyzing databases like SAFER, EMIS, MCMIS, and Dun & Bradstreet. If you have a record of a severe crash, an out-of-service order, an unsatisfactory or unfit rating, or a bankruptcy, it will factor into how you’re assessed.

This system only works if those da-

tases contain valid, up-to-date information. For instance, the FMCSA is placing greater emphasis on cross-checking new MCS-150 applications against existing carrier records, looking for companies with a shared address and other clues about the applicant’s true identity.

It begs the question: if you have a USDOT number, when was the last time you checked your Motor Carrier Identification Report (MCS-150)?

Keeping current

Your USDOT number is a unique

identifier for agencies that collect and monitor information about audits, compliance reviews, crash investigations, and inspections involving your business, vehicles, and drivers.

By law, all motor carriers operating commercial motor vehicles in interstate commerce must update their MCS-150 information every 24 months based on a schedule in §390.19 of the Federal Motor Carrier Safety Regulations (FMCSRs), although you can update it whenever you need to (for instance, if there’s a change of address or the number of vehicles or drivers you have). Even if the information on your form has not changed, you still must file a biennial update.

Canadian carriers who travel to the US fall under the very same regulations and have to keep their MCS-150 up to date.

This rule also applies to intermodal equipment providers and hazardous materials safety permit holders and applicants. Starting in October 2015, it will apply to freight brokers, freight forwarders, and cargo tank facilities as well.

What if I don’t update my MCS-150?

If you fail to keep your MSC-150 profile current, the FMCSA will issue a federal out-of-service order and set your USDOT number to “inactive” status, as if you’re no longer in business.

Without an active USDOT number, your vehicle registration may be suspended or revoked. You may also face fines of up to \$1,000 a day for non-compliance and be subject to citations if you’re caught operating without a valid USDOT number.

How do I update my MCS-150?

You should get a warning letter 30 days before the deadline for your biennial update with instructions and a PIN so you can update the information online (applicants who file electronically must submit a valid credit card number as their electronic signature). FMCSA wants you to use the online application process since it has simple yes-or-no questions and automatically checks for errors. It’s also faster: biennial updates are processed immediately if done online but can take three or four weeks to process by fax or mail.

Of course, you can view and update your information any time using the FMCSA PORTAL at <https://portal.fmcsa.dot.gov/login>. If your information is more than 24 months old, update it right away.

Keeping your MCS-150 profile current is simple and it’s free, but it’s easy to forget about because you only need to do it every two years. If you don’t stay current, you could be seen as having chameleon attributes – and be stripped of your USDOT number. **TW**

Sandy Johnson is the founder and managing director at North Star Fleet Solutions in Calgary. The company provides vehicle tax and license compliance services for trucking operations ranging from single vehicles to large fleets. She can be reached at 877-860-8025 or northstarfleet.com

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Seeking port peace

Continued from page 1
gram and we understand that it is PMV's intention to have all trucks fitted with electronic monitoring devices in early

July, 2014. That said, it is clear to us that as each day passes without a mechanism for tracking wait times, the issue respecting how to gather, enforce and pay the wait times for those trucks which do not have GPS devices becomes more and more complex."

To address that issue, he said the port needs to create a manual mechanism for tracking wait times, and that must happen before May 28. He also suggests that method remain in place until all trucks accessing the port are equipped with GPS units.

Ready stated in no uncertain terms that drivers should be paid for their time, and that there should be serious consequences if that doesn't happen.

He did, however, make one series of exceptions when it came to paying for wait-times.

"We recommend that wait times relating to double ended moves and events beyond the control of the terminals (weather related events, power interruptions, and terminal operating system outages) be exempt from the wait time calculations," at least until such time as those issues have been further studied and solutions can be put in place to address those situations.

Responding to Ready's recommendations, federal minister of transport Lisa Raitt, and Todd Stone, British B.C.'s minister of transportation and infrastructure issued a joint statement expressing their appreciation for the recommendations.

"Mr. Ready has submitted recommendations to Transport Canada officials, which will be acted upon quickly. These recommendations allow for wait times to be measured and truckers to be compensated accordingly, consistent with the Joint Action Plan.

"It doesn't end here. Discussions on further steps to implement the Joint Action Plan and on long-term solutions for stable and efficient trucking operations at Canada's busiest port will continue. We are confident all parties will continue to work together to achieve long-term stability at the port."

A Unifor spokesperson also issued a statement on behalf of its members.

"This announcement clears the way for wait time payments to start flowing freely to truck drivers despite the efforts of some groups to obstruct the plan for stability," said Gavin McGarrigle, Unifor's BC area director.

"We believe this announcement should send a strong message to all stakeholders that the Joint Action Plan will be fully implemented and that stability is preferred to chaos. It's time for those opposing this plan to get with the program and realize that the days of undercutting and downloading costs onto drivers are over." **TW**

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AMTA convention wrap-up

Continued from page 1

importance of teamwork (performing for the other team members instead of merely for oneself) and the potential we all have to achieve our dreams despite adversity. His address was leavened with good-natured humour and surprisingly deep emotions as he showed by example how to live by putting your heart into everything you do in life.

But before that, the AMTA bash kicked off with a luncheon address from new Alberta Minister of Transportation Wayne Drysdale, who outlined the Progressive Conservative government's strategies for roads and infrastructure in a province that grows by some 100,000 people each year. Saying the province had to make some tough choices over the last couple of years, which included \$900 million in budget cuts for the portfolio, he promised the province would invest \$9.7 billion into transportation and infrastructure over the next three years, a 30% increase over 2013's provincial budget.

The heavy lifting out of the way, a sand-and-surf-themed dinner and evening bash followed, which included music, dancing and people lining up to grab a stack of AMTA funny money as the organization rolled out blackjack tables and other gaming implements with which people could lose their shirts without actually going bankrupt in real life.

One of the highlights, particularly to the AMTA bigwigs, was the mortgage burning – the second in only a couple

of years since they torched the mortgage for the Calgary facility at one of the Banff Springs-hosted events. This year's contract conflagration was to do the deed for the AMTA's Edmonton operations, which opened in 2012.

"We had a very small mortgage (on the Edmonton facility)," Warnock said, "so it was a very great milestone for AMTA to have both of our centres of excellence paid for and I think that just goes to show that there is a need and a desire for (the training and utilization (we offer))."

Warnock said the group isn't planning any more such centres, but there's an initiative to move forward with truck driver training simulators.

"They're very expensive," he noted, saying they're trying to work two truck driver training simulators into their budget, one for Calgary and one for Edmonton. "We are definitely looking at what's in the marketplace and what other member carriers are using," he said. "We feel there are a lot of companies that would like to use such a program but can never afford to buy (a simulator) because of their budgets. So our goal is to have one stationary in Edmonton and one mobile based in Calgary, the mobile one to be taken to the small centers, the small carriers, and through program developments they can use them in their training."

As for the AGM, if anyone was looking forward to fireworks at the Saturday morning meeting in the wake of the change from former executive director

Don Wilson to Warnock, they would have been sorely disappointed because there was nary a peep.

There was also no kerfuffle about the changing of the monikers of some board members and the executive director – where the president, v.p.'s and past presidents were renamed as Chairman (etc.) of the board and the executive director became president and CEO. "I think it was explained well enough," Warnock said. "The big thing I want to make sure is clear is that the position doesn't change, the accountability doesn't change. All it is, is a title change for the association."

Current president and CEO Warnock, interim though the title may be, also finds himself wearing a board of directors hat.

Conference is always synonymous with awards season (see related story, this page) but this year there was an extra bit of icing on the cake, thanks to the naming of Bison's Robert Wells as National Driver of the Year. The award, sponsored by Volvo Trucks Canada, was bestowed in Banff basically for reasons of logistics and finances.

With the 2014 version of the AMTA's Management Conference in the record books, Warnock says they're looking at ways to improve for next year. "I think the (committees) are going to look at our business sessions and see how we can add to that," he said, adding that he'd like to see more people turn out. "I think our focus will be...to do a blitz for 2015 to get more carrier involvement," he said, noting that "better sessions brings out more carriers." **TW**

AMTA doles out the hardware

By Jim Bray

BANFF, Alta. – As with every AMTA Conference, a number of honours were awarded to drivers and industry movers and/or shakers, with a special addition this year of the National Driver of the Year. Here's a rundown of this year's honourees:

National Driver of the Year

Robert Wells, Bison Transport: A lease/operator for Bison Transport, Wells doesn't have a regular run – he's apparently more than happy to go wherever the job requires. He also has a rich history behind the wheel, one that includes lease/operator, trainer, Bison's Driver Advisory Board and the original AMTA Road Knights team representing the Alberta trucking industry.

Wells has been with Bison for 15 years, but has driven for 42 in total and has a reputation as the consummate professional. He's also a safety leader, with a driving record and professional attitude that make him a role model and the perfect driver trainer. "The rules are there for a reason – follow them," he said. "Relax, enjoy the countryside, but be aware of your surroundings – and watch out for other drivers. You may have your wits about you, but that may not be true of the next driver you encounter."

Whenever he can these days, Wells travels with a co-pilot, 11-year-old grandson Cole who, during school breaks, has crisscrossed the continent with him – learning lessons on the road that Wells said more than make up for the odd day of school he misses.

Alberta Driver of the Year

Harvey Wadill, Northern Truck Services: Harvey brought 32 incident-free years of experience to Banff, experience he comes by honestly: his father and uncle drove logging, wood chip and gravel trucks, another uncle drove gravel trucks and three of his four brothers – and some cousins – are all professional truck drivers.

Wadill's devotion to safety came about after a handful of close calls, one of which in particular stays with him: while driving a cement mixer down a highway hill, his unit experienced a front tire blowout and subsequent loss of steering. In bringing the rig under control, he twisted his ankle and suffered a series of pulled muscles on his left side – but he did it.

Asked what advice he would have for those new to the industry, Wadill said, "When you are out of your comfort zone, slow down. If you're not fit to drive because you are tired or ill, don't drive. Don't let dispatch or anyone else push you. You are the one out on the road; you are the one that knows all the variables."

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Associate Trades Award

Ken Rodberg, Trader Corporation: Ken Rodberg has been an account manager at Trader Corporation for 30 years, maximizing advertising and marketing opportunities in print and digital formats for truck and trailer companies. He works out of his home, but spends a lot of time on the road, visiting clients and discussing creative ways he can help them increase their sales. Rodberg also does what the AMTA referred to as a 'heckuva' job of promoting the association's events, including the Annual Northern Golf Fund Raiser and the Edmonton Draw Down Dinner.

Rodberg likes rubbing shoulders with individuals who aren't his clients, including representatives from carriers and other segments of the industry such as tire reps, engine reps, and the like.

"It's a form of professional development," he said, noting that "learning what carriers want and need, and what new developments are coming from equipment distributors can only help me in my position."

When asked how he felt about receiving this award, Rodberg said he was "honoured and, quite frankly, shocked."

Historical Award

Dean Paisley, Lethbridge Truck Terminals: Paisley got his start in Saskatchewan back in 1966, hauling livestock with his brothers. In 1970, he and his wife Trish bought their own truck and

he embarked on his career as an owner/operator, a gig he kept up until 1973 when the family moved to Alberta and he got on with H&R Transport.

In 1978, the couple sold the truck and Paisley shifted into operations, where for the next 10 years, the urge to be his own boss gnawed at him. So in 1989, the Paisleys purchased Lethbridge Truck Terminals, which at the time consisted of four trucks and four employees. Today, the company boasts

'There are a lot of talented trucking executives out there.'

Dean Paisley

17 trucks and 25 full-time staff.

Paisley served two terms as president of the AMTA and was at the forefront of numerous of their initiatives including making the association self-sustaining financially, harmonizing rules and regulations across the west, the PIC program, and the Professional Driving Championships, or 'Roadeos.' Since finishing his term as Past President he has stepped back somewhat from his association work.

"At 69 years of age, it's time I gave the younger people a chance," he said.

"There are a lot of talented trucking executives out there and now it's the next generation's time."

Service to the Industry Award

Willie Hamel, Diversified Transportation: The AMTA's immediate past president, Hamel's career spans 32 years. Since his days growing up in a southern Saskatchewan farm community, Hamel was fascinated by transportation, specifically logistics, which he likens to a challenging chess match. After graduating from UBC with a degree in Transportation, he headed off on a 10-year career with the Hudson's Bay Company.

Hamel eventually went back to school and earned an MBA, then spent the next 22 years of his life with Trimac.

"I loved the company, I loved the people," he said, "They're like family to me." Recently, however, he accepted an opportunity with Diversified Transportation as general manager of its Fort McMurray operation. "The scope of the new position really excites me, and Diversified's slogan, 'Safely Home,' permeates the company's culture and speaks to what I'm all about."

His year as AMTA president was a "fantastic" experience and Hamel's

quick to share the credit. "While I very much appreciate this award, it is the result of great teamwork and I thank everyone involved," he said, giving a special tip of the hat to Trimac's management team, particularly president Ed Malysa, and Diversified's executives, especially Mark Hanna, for their unwavering support during his presidency.

Safety Person of the Year

Bernie Pyra, Ferus: Pyra brings more than 30 years of experience in the transportation industry, the last 20 in safety. He believes passionately that safety is much more than a few rules to be followed and that it should be part of a company's fabric. It's a belief he brought with him to Ferus when he started there 10 years ago as the company's only safety person. Since then, he has been instrumental in the success of Ferus's safety program including the safety manual, training program, emergency response procedures, permitting procedures and other related programs. He has also been invaluable in creating and fostering the company's positive safety culture and, as one of the organization's HSE coordinators, he works with eight other committed individuals on the team.

Pyra has chaired the PIC Standards Committee and sat on the PIC Advisory Committee, PSAC Transportation Issues Committee and the Enform Oilfield Drivers Certification Committee. **TW**

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Alberta continues push for new training standards

By Jim Bray

BANFF, Alta. – Anyone can drive a truck. That, at least, appears to be the opinion of many people outside the industry. It flies in the face of the reality, of course, but the public seems invested enough in it that the profession of driving a truck has gotten a stigma attached to it, as if it's a lesser occupation, not to be taken seriously. To help change that perception, while at the same time making the province's roads safer, the Alberta Motor Transport Association has come up with a policy position it plans to put before the province that outlines what it thinks minimum standards for commercial drivers should look like. And the organization took the opportunity at its Management Conference in Banff to outline the proposals to members, prompting a lively discussion from those on-hand.

The Saturday morning session was hosted by director at large Dan Duckering and Brian Bell, the AMTA's director safety and operations, the latter of whom told the packed room that, "Essentially, we are proposing a seven-course minimum standard that every driver who operates a commercial vehicle has to have." He said that if they make the courses part of a minimum standard, "Then everybody gets to play on the same field and we are increas-

ing the safety of drivers and other vehicles that use the roads in the province."

Noting that it's important to recognize how integrated trucking is with the public, Duckering said, "It doesn't make sense that we can have people that for a living are on our roadways every day with no minimum training standard." He pointed out that the proposed definition for a commercial driver covers operators of "trucks, tractor-trailers, or any combination thereof that weighs more than 4,500 kgs for the purposes of carrying property for hire, or a bus that is built to seat more than 10 persons including the driver."

That covers a lot of territory. Duckering explained the broader brushstrokes by arguing that it makes sense, for the sake of public safety and the industry itself, that even someone driving a cube van for a job in all types of weather should be trained to some minimum standard.

"Minimum standards are not specific to any area of the industry," he said, "but they apply to anybody who's a commercial driver. What we're really looking for is recognition that if you're driving on the highways commercially, you're required to be trained."

This, he said, shifts part of the onus to the driver to show – before being put to work – that the proper minimum training has been received. Individual companies can take it from there.

The seven pillars proposed, the courses the AMTA would like to see written in stone, cover: PDIC/GODI;

hours-of-service; pre-trip inspection; weights and dimensions; cargo securement; TDG and/or WHMIS; and fatigue management.

The "basic training" could be available from the AMTA or other accredited sources. "We want to make sure that whatever course you take, whether it's hours-of-service from a company or from a school, that it's going to be the same level of standard so that everybody who has taken (that) course has a standard they have to meet," Duckering said.

As for a possible grandfathering for existing drivers with clean records – or for people who don't really drive for a living (such as farmers or the garage operator who only goes out on simple test drives), Duckering said, "the committee fully anticipated there are going to be some scenarios where they'll be exemptions. What we looked at was for the commercial driver designation to be on the licence regardless of class."

He speculated there could be some exemptions from the commercial designation, but "they would still be required to have a specific class of licence, so they're trained to drive that class (of vehicle), but the designation is really intended for people to drive commercially."

Drivers wouldn't have to take those seven specific courses over and over again to stay current, but the AMTA's proposal would see drivers showing proof of "continuing education" credits upon licence renewal.

"We feel there should be this continuous education component in whatever career path they're taking," Duckering said, "so they can take something specific to their carrier." These courses would be over and above the basic minimum standard ones, and a standing committee would come up with a way to assess proposed or existing courses to determine their value.

"We recognize that some of our membership have fantastic training programs that do a really good job and we don't want to take that away from you," he said, stressing that these proposed requirements aren't meant as a gold seal standard, just minimums, and that more specialized duties, for example driving an LCV, would still require the appropriate certification.

One of the committee's goals was to put together a proposal that would achieve its goals but not be so difficult to implement that it never gets dealt with.

"If it doesn't make sense for everybody, the sector it doesn't make sense for will push back," Duckering said. "The big thing for us is, our roadways need to be safer for the public. Our industry needs to have a higher (minimum) standard; what is the best way to implement that, taking away as many hurdles as we can, is something we talked about a lot."

A session attendee wanted to know how the standards will affect the small independent who only has a couple of trucks, and if there'd be a phase-in period. Duckering noted that the courses they're pushing as minimums should

be a part of a company's carrier profile already and that if they aren't, "they're flying under the radar."

He said such drivers would be able to renew their licence, but without the new commercial driver designation endorsement.

"The point where they get in trouble is if they get pulled into a scale or pulled over by DOT," he said. "They wouldn't be licensed to be driving commercially." As for how the new rules will affect drivers from other provinces, it appears they wouldn't unless the driver wants to get an Alberta licence, in which case the standards would apply.

When asked if there are any talks going on with other provinces about developing a national standard, Duckering said there's been some discussion, but "there is some skepticism on Alberta's proposal because it encompasses all classes. Every other province is focusing on Class 1 and that's it."

He said Alberta's broader focus came due to the Transportation Ministry's request that the AMTA come up with a proposal "that makes sense," and that the committee had wrestled with the issue. "In the end, they agreed it doesn't make sense to have someone who's driving commercially, who is required to operate under hours of service, that's required to deal with fatigue management, all of these things, and not recognize they should be trained for that. If this is what they would do for a living they should be trained for it."

Duckering said that, while he thinks the public will be interested in the issue from a safety perspective, "really, the drivers are impacted (most) and so we invested the effort to get the feedback from them because we feel it's important for them to have their say."

That feedback, via a University of Alberta survey, found drivers overwhelmingly in agreement with mandatory training.

"I was really grateful there was so much in favour of this direction and think that bodes really well," he said. "I think there's frustration when (drivers) see other people cutting corners and making you look bad. Just because another guy isn't following the rules doesn't mean (the rest of us) aren't and I think that's going to go a long way toward helping sell the idea."

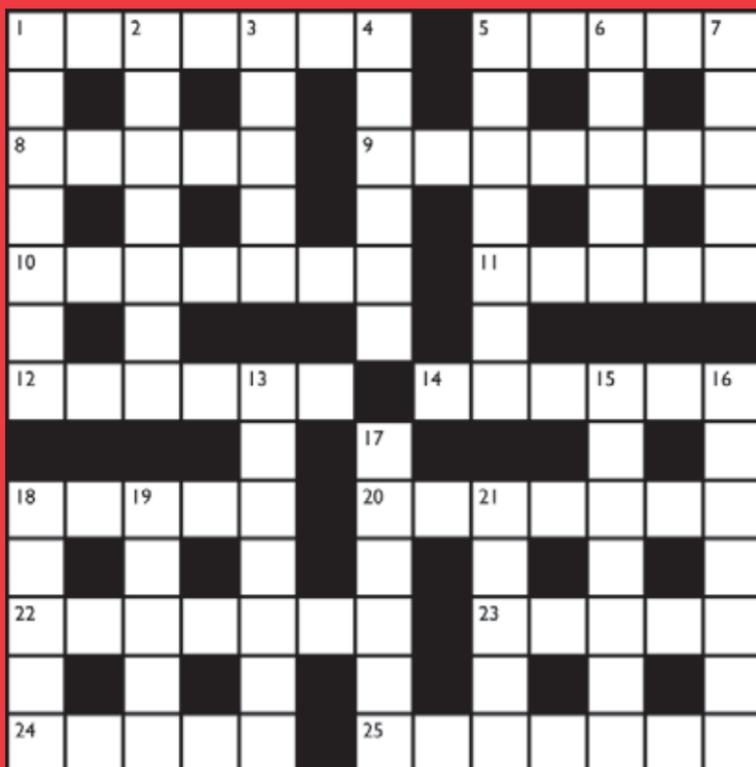
There are undoubtedly some monkey wrenches to be thrown into the process before all is said and done, but Duckering thinks it'll be worth it.

"I really believe that at the point we have a minimum training standard in Alberta we'll be much further ahead than where we are today" he said, adding that such standards would bring tremendous benefits to public safety, road safety and to the industry itself. "This is a huge step for the benefit of everybody. We really believe we have a good proposal. The committee has put a lot of hours, a lot of debate and a lot of passion into this. We've met with a ton of different stakeholders to get their feedback and their thoughts and to create a proposal that's all-encompassing. It took a lot longer than we wanted, but we wanted to do it right." **TW**

THIS MONTH'S CROSSWORD PUZZLE

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- 18 Unpaid truck-plant worker
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- 25 Smokey's radar-gun target

Down

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Mental health discussed at AMTA conference

By Jim Bray

BANFF, Alta. – Companies often face issues involving employees' physical well-being, but they should also consider the impact of their mental health on the workplace and the business itself.

That's according to Morgan Craig-Broadwith, a certified mental health works trainer with the Canadian Mental Health Association in Calgary. Craig-Broadwith told the Alberta Motor Transport Association's Management Conference in Banff that mental health has a profound impact on an organization, that it's "tied to your bottom line, to your business, to remaining a profitable and enterprising employer."

It's an issue that affects more Canadians and businesses than one might expect.

"About 500,000 Canadians miss work in any given week due to mental illness," Craig-Broadwith claimed, noting that the figure represents about 3% of the working Canadian population. Paying for all that missed work adds up, of course, but there's also a human cost.

"It takes a toll on your managers, it takes a toll on you to continuously have to address these issues," Craig-Broadwith said, noting that mental health is also a human rights issue. "There's a concept of discrimination, which is a big reason in why people don't seek out help. We often call it a stigma when it comes to mental illness, but really it's just discrimination against people who

have an illness."

Craig-Broadwith claimed that 20% of Canadians will experience mental illness at some point in their lifetime, "so even if you're one of the other four (in five) who isn't suffering from mental illness, chances are you're that person's co-worker, partner or friend. You're impacted by this and it can be quite profound and present significant challenges."

She also claimed that two out of three people won't seek help, perhaps because of the stigma attached to mental health, or they may not even know they have an issue. Others might consider it to be their own problem and just want to suck it up and get on with the job.

"Working is actually part of recovery," Craig-Broadwith noted, adding that "recovery is ongoing. And we want to get people back to work because work does a lot for us. Work gives us money, a sense of security, contribution."

The challenge is not only how to deal with mental illness in the workplace, but how to even figure out it's there in the first place.

"We want to get the skills to notice change in people and then get the tools to know how to ask someone what's going on," Craig-Broadwith said, "because the sooner we intervene, the earlier we are aware of an issue, we can actually reduce the disability time and the treatment time and that's a cost savings to you. And furthermore, if you work to create a supportive culture, it can actually reduce the onset."

She noted there's a difference between mental health issues and personal problems, which may not impact the workplace, however. "If someone is telling you about daycare challenges or things like that, you can be a supportive listener, you can be a supportive employer and human being, but is not your responsibility to address that."

One way to keep tabs on possible mental health issues in the workplace is to watch people's behaviour. "Behaviour is information," Craig-Broadwith said. "We like to use the iceberg analogy, in that what we see in a co-worker or an employee or a family member is the behaviour at the top of the iceberg. But we don't see underneath all that."

She pointed out that mental health, a diagnosed medical condition, can be different for everyone. "We all worry, we all have fear," she said. "That's normal, but it can sometimes translate into paranoia or hyper vigilance," the latter of which she illustrated by describing a co-worker who, while living with depression, would obsess over things like the font size of a document she had just handed in.

"What you need to look at isn't necessarily the fact that (since) you're having insomnia that means you're going to experience a mental illness," she said. "We have to look at how long you've been (there) and if it's causing issues at work and at home. Is it impairing your function? How long have you been away from balance, from what's normal for you?"

Behaviour changes can include absenteeism, emotional outbursts, dramatic weight loss, changes in appearance or hygiene, a lack of involvement (for example, an extrovert who retreats into a shell), and the like. They can also be showcased by a change in job performance, for better or for worse.

Craig-Broadwith also pointed out there can be also be a physical component to mental illness; for instance, some patients can feel as if their head is splitting open or on fire.

Making the situation more challenging is the fact that, just because somebody's behaviour has changed it doesn't necessarily mean there's mental illness there; the person could just be going through a rough patch in life, or could have just decided to, for example, lose weight. In other words, there's no easy diagnostic tool – and your diagnosis could also be affected by what you, yourself, bring to the task at hand. Craig-Broadwith said that, as a manager facing such situations, you need to take a moment to step back and think about what you're bringing to the table before you even have a conversation with the employee.

You should be careful how you put things, using language such as "I wonder," rather than "I've noticed," because, as Craig-Broadwith said, "it isn't judgmental. It's exploratory and you're using objective behaviour – not 'I'm mad at you' or 'I'm frustrated' but 'I've noticed X and I'm wondering Y'." **TW**

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Exploring my idle reduction options

I had thought long and hard before I took the leap into becoming an owner/operator, to the point where I was certain about which truck I was going to buy, how long I was going to keep it, where I would get it serviced, who I was going to lease on with and which areas I wanted to run.

But there was one thing I was still undecided about: idle reduction technology. I was certain that I did not want to idle my truck. That is just not an option on the newer engines – the emission

**You say tomato
I say tomahto**

Mark Lee



control systems do not respond well to idling and the last thing I want to do is tempt fate. I may have a full warranty, but I do not want to put it to the test with something that could be prevented.

The alternatives to idling are not cheap, but neither is idling. My truck uses about half an imperial gallon of

fuel per hour of idling, so in the heat of summer or the depths of winter that could well mean 30 to 40 gallons of fuel a week, so that's a cost of around \$150 on diesel alone.

Multiply that by 20 to cover an extreme winter (this is Canada, after all) and a reasonable summer and that's \$3000 taken care of. Three grand is not a fortune, but it's on par with a fuel mileage loss of 0.5 mpg and that sheds a completely different light on the subject.

Three grand a year over the projected four years of my ownership of the truck just so happens to work out to the same price as having a diesel-powered auxiliary power unit (APU) fitted, so it's a wash – except it isn't.

An APU also requires servicing and routine maintenance, but those costs can be put against the increased wear and tear and increased frequency of servicing the big engine, so as a ball-

park figure you can say it's still a wash.

But this is not just a simple pen and paper exercise. The cost of an emissions system breakdown can run into thousands, even if it is covered by warranty. The chances of a breakdown happening in my yard are pretty slim, so I'll be out on the road somewhere; at best I'll lose a day's revenue, at worst it could be a week or more. This would likely require the load I'm under to require repowering and the cost of that could be passed on to me. Then there are hotel bills and other unexpected expenses.

Of course I can always stay out and make up the lost time and corresponding revenue, but I don't want to have to do that.

The whole reason for buying a truck was to give my family a better life and while some days my wife would tell you she wishes I was out on the road longer, deep down she doesn't really mean it. Well, maybe she does, but that's a whole different story.

Okay, so I'm joking a little there, but the point I'm making is a serious one. We're out there for long periods of time as it is, so prolonging that is not something any of us really want to do. We may do it to earn a little more, but to have to do it puts it up near the top of my list of things I don't want to do, right up there with going in a submarine. And believe me, I really would put up a fight if you tried to get me in a submarine.

Now my reference to submarines wasn't as random as it first appears. You see, a submarine uses its main power source to produce and store electricity to power its ancillaries, so I considered that method.

I could hook up a separate bank of batteries and use them to power the bunk heater in winter and a small portable air conditioner for the summer. I could fit a block heater to help cold starting and even run a heating element on the main batteries to ensure they had plenty of juice on a cold winter's morning, or I could even go the whole hog and buy an electric APU.

Either method would be cheaper than a diesel APU – both to purchase and operate – so instead of it being a break even, it would actually save me money and every penny I save is pure profit.

The winter part of it scares me though. Yes, a bunk heater is more than capable of keeping me warm, but if we have a winter like the one we've just experienced and I'm sat for a day or two because of a shutdown, that electricity is going to dwindle down to the point that I need to fire up the big engine and we come full circle back to the potential problems that idling can cause.

So I'm getting a diesel-powered APU. I've narrowed my choices down to two manufacturers; they both have a good dealer network, they're both very involved with the small diesel engine market and they're both around the same price.

It looks like I'm going to have to toss one of the Loonies I'll be saving and let that decide for me. I just need to decide which one is heads and which one is tails. **TW**

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.



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How to create a fleet drivers want to work for

By James Menzies

KITCHENER, Ont. – For someone who has never run a trucking company or been a professional driver, Mark Murrell sure knows a lot about what drivers are looking for in an employer. The president of online training firm CarriersEdge is also co-founder (with partner Jane Jazrawy) of the Truckload Carrier Association's Best Fleets to Drive For competition and as such, has conducted thousands of driver surveys and hundreds of fleet interviews over the six years the contest has been run. One of the objectives in launching the program was to recognize the best driver-focused programs employed in the trucking industry, but also to share those best practices so that the industry as a whole could make itself more appealing to drivers and prospective drivers.

To this end, Murrell has conducted a cross-Canada seminar series each of the past four years, through which he shares some of the best programs and initiatives unearthed during the Best Fleets to Drive For selection process.

Truck West and Transportation Media are sponsors of the series.

We caught up with it May 14 in Kitchener, Ont.

The trends

The driver surveys and fleet interviews

conducted each year serve to identify emerging trends, including driver compensation. Murrell noted income for company drivers has been increasing about 2% each year, primarily due to a corresponding increase in miles run.

Owner/operators have fared better, seeing their income increase while their miles have decreased. Among the Top 20 winning fleets, average annual income for company drivers was \$58,355 and gross income for O/Os was \$175,077.

Company drivers with the Best Fleets averaged 113,812 miles per year in 2013 while O/Os averaged 115,186 miles. One of the themes that emerged in last year's driver surveys is that most drivers prefer to be paid extra based on performance rather than seniority. A strong majority (80.53%) said bonuses should be paid for performance, not tenure.

Murrell discovered another interesting trend: that commonly-offered referral bonuses aren't that important to drivers. Of the drivers surveyed, 77.3% said they'd refer their company to other drivers and 67.73% of them said they were not influenced at all by the existence of a referral bonus. Only 11.7% of drivers surveyed said they were "strongly influenced" to recommend their company to other drivers because of a referral bonus.

In 2013, Murrell noted many of the programs that were innovative and progressive during the initial years of the

Best Fleets to Drive For program have become mainstream.

"There's a new normal in terms of programs drivers are being offered," Murrell said. He offered driver scorecards as an example. "We're pretty much to the point where everyone's doing it," he said. "If we come across a

uncovered through the Best Fleets to Drive For evaluation process stood out as being truly unique and innovative. Load One Transportation & Logistics of Taylor, Mich. has implemented a loyalty program for drivers. They earn points for doing things well (ie. safety, fuel economy and on-time deliveries), which they can then redeem for a wide range of prizes.

Central Oregon Trucking is a flatdeck fleet that built a cargo securement training facility at its terminal, where drivers can be trained on and practice tarping and tie-down procedures. A harness system was built into the roof to keep them from getting hurt.

But the fleet that stood out for providing the most driver-focused programs was Prime Inc. Its home terminal offers everything from

'If we come across a fleet that *doesn't* have driver scorecards, that's more of a surprise.'

Mark Murrell

fleet that *doesn't* have driver scorecards, that's more of a surprise."

The use of social media has also become commonplace within the industry.

"It has really gotten to the point where everybody we evaluate has a Facebook page," Murrell said.

The biggest trends to emerge last year that may become mainstream in future years, is the provision of technologies to drivers for business and personal use. As an example, Springfield, Mo.-based Steelman Transportation, identified last year as one of the top five Fleets to Watch, gives every new owner/operator a free laptop computer.

Grand Island Express gives every company driver and O/O an Android tablet and Emerald Park, Sask.-based DJ Knoll equips drivers with iPhone 5s.

"They're putting good technology in everybody's hands," Murrell said.

Taking it a step further, Murrell said some fleets are developing their own apps to assist drivers and O/Os with things like document scanning. Prime Inc. is one such fleet and 4,000 of its 6,000 drivers have taken advantage of it and downloaded the free app, putting to rest the idea that truck drivers are not technologically adept.

"Building mobile apps is a lot cheaper than it used to be and my bet is that over the next year, we'll see more fleets going in this direction," Murrell noted.

Another trend discovered in 2013 is that fleets are now employing trainer rotations, ensuring every new hire gets seat time with each of the company's driver-trainers. This way, the newbies get access to the strongest elements of each trainer's repertoire and they're less likely to pick up bad habits passed along by a single trainer.

Carriers that were identified as the Best to Drive For are also doing more in the area of public image campaigns, Murrell said, revealing a correlation between community outreach and happier drivers.

MVPs: Most Valuable Programs

Some of the driver-oriented programs

a daycare centre to a full-sized basketball court. When the swimming pool required \$60,000 in repairs, owner Robert Low asked drivers if they'd prefer the pool to be fixed or for the money to be spent constructing a new outdoor park with picnic table and grills. Asking for their input meant a lot to drivers who participated in the survey, Murrell said.

Prime also has taken steps to make fleet managers more accountable, including linking more than half their compensation to the performance of the drivers they oversee.

"At Prime, fleet managers are incentivized to ensure their drivers are making money," Murrell explained. "All those fleet managers spend time coaching drivers, capturing data, working with drivers and sharing best practices."

Prime also makes affordable education available to all its employees. Rather than just donating money to a local university, as it once did, the company now sets aside a portion of that money to go towards tuition for its employees.

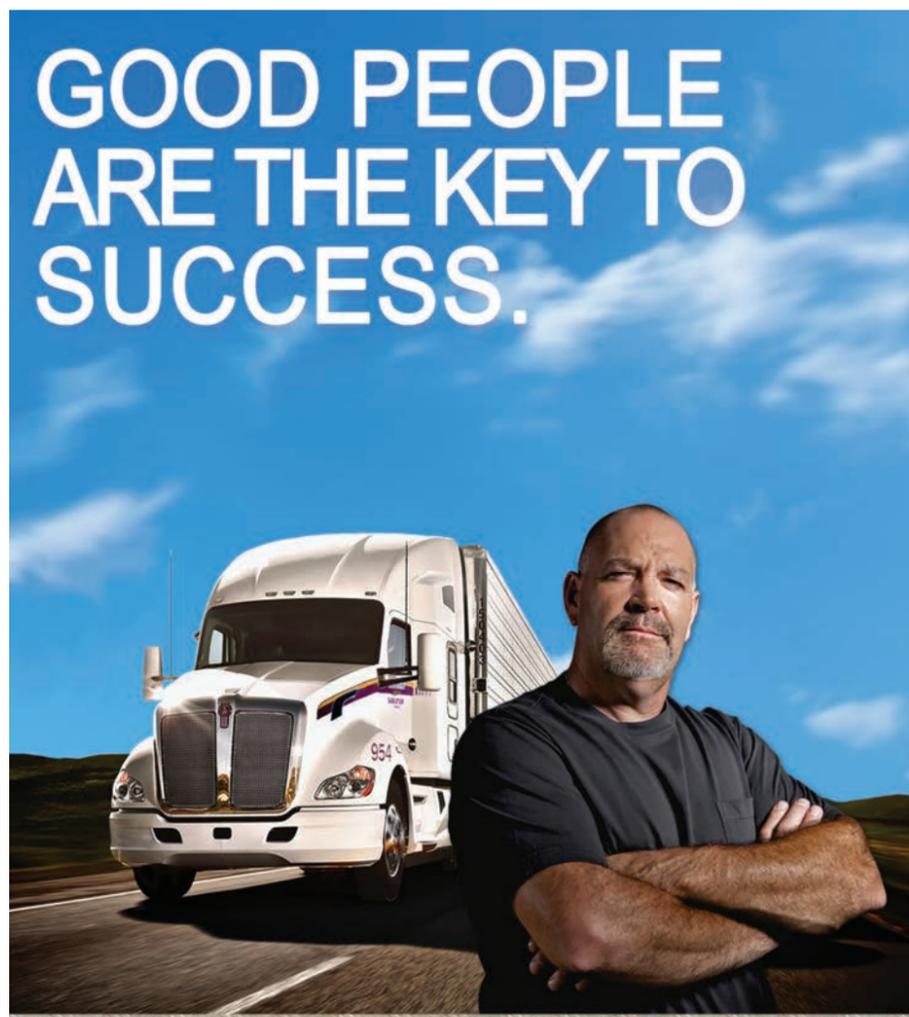
The Bison benchmark

As administrator of the Best Fleets to Drive For program, Murrell is often asked by fleet managers what they can do to become a more driver-friendly fleet. In Canada, the question he hears most often is "How do we beat Bison?" Bison Transport has been a four-time winner in the competition and this year was named overall winner in the company driver category.

"They think differently," Murrell said. "The view the world in a different way and they approach the business in a different way."

He pointed to their Winnipeg headquarters, which is more representative of a tech company HQ than a truck terminal. Companies participating in the Best Fleets program are scored across a wide range of metrics and Bison achieved an overall score of 96.27% – the highest ever seen since the program was launched six years ago.

"They are really setting the bar high in all these different areas," Murrell said.



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One of the successful programs employed by Bison is Flex Time, which gives drivers the ability to work a schedule that fits their lifestyle – whether it's 25 days a month, or one.

The size of Bison allows it to offer regional, long-haul, LCV, domestic and cross-border runs – whatever type of work a driver is looking for. Murrell also said the idea is to be able to retain drivers as their needs change throughout their career. When a young driver starts a family, they can exchange long-haul work for local runs, or as their skills develop, train to become an LCV driver.

Bison also pays shift premiums for night and weekend runs.

"Drivers are incented to do the things they didn't want to do before," Murrell said. "Now, Bison doesn't have nearly as much trouble getting people to do those runs."

Bison also has a Neighbourhood Watch program that ensures drivers aren't subjected to hostile environments. Drivers are encouraged to report abusive shippers and other not-so-trucker-friendly facilities.

And Bison involves drivers in key decisions through its Driver Advisory Boards.

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Why didn't we win?

While some fleets wonder how they could improve their workplaces and look to Best Fleets winners for guidance, others bellyache about not being selected. The selection process, Murrell pointed out, begins with a driver nomination. Any North American for-hire fleet with 10 trucks or more qualifies for nomination.

From there, the fleet must decide whether or not to participate in the evaluation process. Last year, 89 of 98 fleets nominated agreed to play along. (Murrell noted the percentage of nominated fleets that agree to go through the exhaustive evaluation process has increased each year).

Best Fleets administrators then conduct driver surveys as well as interviews with the nominated carriers.

A list of finalists is decided upon, which is then broken down into peer groups.

The finalists are scored on their programs, driver satisfaction and results (ie. safety records and retention rate).

Categories that are considered include: compensation; HR strategy; operational strategy; performance management; driver development and career path; and work/life balance.

"It's more than a popularity contest," Murrell said.

The sophisticated scoring process even takes into consideration the impact flatdeck work, or a fleet's willingness to employ new entrants, has on turnover. Each year, the scoring mechanism is modified to reflect emerging trends.

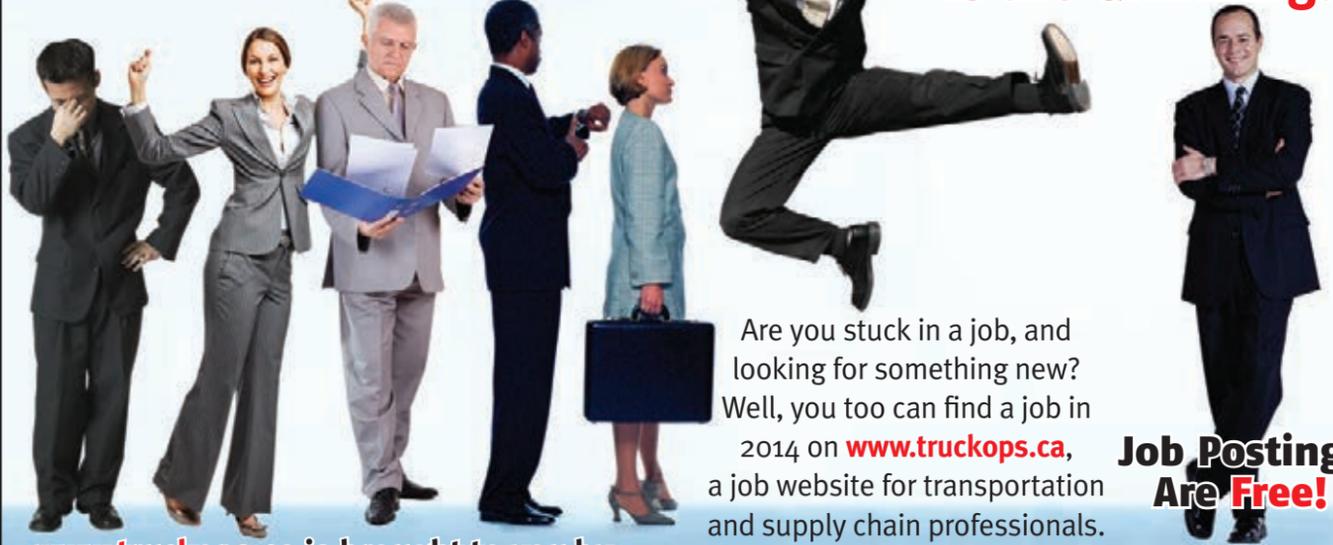
Perhaps the biggest change to the scoring process will come next year, when instead of naming overall winners in company driver and owner/operator categories, the competition will instead create small fleet and large fleet categories.

This is because the number of carriers who run owner/operators exclusively is small in comparison to those that hire company drivers or a mix of both.

The new categories, Murrell said, will also create more opportunities for small fleets. **TW**

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What's in a name? Everything

Maybe we're just getting lazy about dotting our i's and crossing our t's, but simple mistakes with names on tax forms, finance contracts, insurance documents, and other official paperwork can make life extremely complicated.

Whether you're a sole proprietor or an incorporated trucking business, there may be several names tied to your business.

There's the legal name you got when you registered your company. Maybe you have a DBA ("doing business as") or you're under another carrier's authority and have its name on the side of your truck.

In any case, putting the wrong name on a form can lead to processing delays, missing paperwork, incorrect financial calculations, and raise the risk of an audit, fines, and other penalties.

Truthfully, the mistake may not even be your fault.

And just as truthfully, you're the one who will face the frustration due to the person at your bank, equipment dealership, carrier, or other supplier not



Tax Talk

Scott Taylor

being diligent about completing documents accurately.

Get your name right

Let's say you incorporated as 1234567 Ontario Inc. after many years as a sole proprietor owner/operator. A year goes by and here comes Canada Revenue Agency to do a GST/HST audit of your corporation's first-year quarterly filings. You've got all your documents ready for the auditor to go through.

Everything looks good except one thing: your carrier didn't update its records and contract to include your new corporate name right away. Most of your broker settlements still have your old name on them.

It didn't seem like a big deal at the time. The carrier caught the error and fixed it. However, the CRA auditor is most likely going to deny claims for the GST/HST paid on fuel, repairs, and other deductions on those statements.

Why? Simply because the name on the "receipt" (your broker settlement) is wrong. Your GST/HST refund was filed under your corporation's name so all invoices must be paid by your corporation.

Remember that engine job you had done four months ago? And the new steer tires you bought in January? You've been dealing with that shop for years. You're like Norm from *Cheers*: everybody knows your name.

That's right, they know your name. You're not 1234567 Ontario Inc. at the shop.

Did you remember to give them a copy of your Corporate Certificate when you incorporated? Did they update their records so that your corporate name appears on the invoices and statements? They didn't? Guess what? All those GST/HST input tax credits are also going to be denied.

What about the new trailer you're about to lease or buy? Will the folks at the finance place use the correct name on the documentation? You'd better make sure.

Even though the payments will come out of your corporate bank account, you should expect a hassle from CRA if your personal name is on the documents.

Beyond CRA

This is not some made-up scare tactic. I've seen owner/operators denied large parts of their refunds because of this type of technicality.

Being diligent about legal names is

not just for CRA.

In our business here we also help clients get their Canadian and US operating authorities. I have a sole-proprietor client who goes by his middle name. He put that down as his given name when he applied for his operating authorities instead of using his legal first name. I have another client who applied for his operating authorities using a non-registered trade name. Their insurance companies are not happy so we're going to re-do their applications to avoid any confusion in the future.

No matter how your operation is structured, make it a habit to use your legal business name on everything you provide to clients, vendors, or a government office.

This includes invoices, contracts, business cards, letterhead, your Web site, marketing materials, and of course tax forms and other government paperwork.

When you get named personally in a lawsuit because the plaintiff did not know (or claims not to know) that you're doing business as a corporate entity, or you rush to the bank to cash a cheque but get turned away because it doesn't have your legal business name on it, you'll wish that all your i's and t's had been in order. **TW**

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

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ANNOUNCEMENTS

Jeff Jones, vice-president, North American engine business and marketing communications is set to retire from his position at Cummins on June 30. Jones joined the company in 1977 as a regional service manager. Since then, he changed positions from customer-facing roles, to OEM account management. Taking his place as leader of the North American engine business is **Amy Boerger** who will be responsible for national accounts, field sales and OEM business. She joined Cummins in 1984. **Lori Thompson** will take Jones' place as vice-president - engine business marketing. She will have the responsibility for global marketing and growth opportunities. She joined Cummins in 1979.

Tallman Truck Centre has announced the hiring of **Chris Hutter** as vice-president of sales for its Mississauga location. Hutter brings to the position more than 20 years of experience and success in a variety of senior leadership roles, Tallman announced.

The company said he'll be tasked with growing International's market share in the Greater Toronto Area.

Hutter will also oversee Tallman Truck Centre's new trailer sales business in the GTA.

Trailer Wizards has named **Anne McKee** executive vice-president.

In her new role, McKee will work on providing customer-friendly, timely service and on developing the company's commercial trailer business across Canada, Trailer Wizards announced. McKee has worked at Trailer Wizards since 2011 and helped integrate Lions Gate Trailers, PTR, Pixar and TIP assets into the rebranded Trailer Wizards.

Bison Transport's **Rob Wells** has been named Canadian Trucking Alliance and Volvo Canada's Driver of the Year. The award honours a man or woman on the road who drives safely, gives back to their community and enhances the image of the trucking industry, organizers say.

There is new leadership at the British Columbia Trucking Association (BCTA). The organization held an election to pick its board of directors, its executive committee and its incoming chair for the 2014-2015 year.

Kevin Johnson, vice-president of Coastal Pacific Xpress Inc., was chosen to lead the seven-member (including Johnson) executive committee as the new chair.

A member of the executive committee since 2009, Johnson started as an owner/operator doing overnight deliveries for Coastal before becoming a driver trainer. He then took on the positions of driver resource manager, operations manager, director of corporate governance and finally vice-president.

Working alongside Johnson on the executive committee are the first vice-chair **Trevor Sawkins** of Coldstar Freight Systems Inc. in Victoria, second vice-chair **Ken Johnson** of Ken Johnson Trucking Ltd. in Langley, secretary/treasurer **Gerry Cullen** of Western Star & Sterling Trucks of Vancouver Inc. in Surrey, immediate past chair **Greg Munden** of Munden Ventures in Kamloops, the associate members' representative **Ben Boon** of Chevron in Vancouver, and director-at-large **Phil Bandstra** of Bandstra Transportation Systems. **TW**

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Riders' realm rocks: Rosseker

Al Rosseker, executive director of the Saskatchewan Trucking Association talks optimistically about the state of the province and how it's a good place to be

By Jim Bray

REGINA, Sask. – It's a good time to be in Saskatchewan, a province that's experiencing boom times after many lean years.

That's according to Al Rosseker, executive director of the Saskatchewan Trucking Association (STA). In a conversation with *Truck West*, Rosseker was positively bullish about the province – and not only because most Saskatchewanians have been on cloud nine since the Roughriders' CFL championship run last season.

"There's an optimism (here)," Rosseker said with a chuckle, noting, however, that "it would have been totally awful if the Riders hadn't won the Grey Cup."

But beyond the province bleeding green and white, Rosseker claimed there are plenty of other good things happening there, as businesses expand and road and infrastructure works try furiously to keep pace. "The Global Transportation Hub is humming along," he said, hinting at rumours of more announcements coming soon in terms of tenants for the Regina-area facility. He said the Hub has also been granted Authority status – similar to an airport authority – and that gives its powers that-

in terms of warehouses and things like that."

He also said some trucking companies may be looking at relocating to the Hub, expanding the industry presence that's there already. "Fastfrate, which is kind of an arm's length partner with CP Rail – container shipping and stuff like that – has its facility up and running," he said, "and I think they're looking at phase two pretty soon."

As for the infrastructure projects designed to help get the increasing amounts of stuff into, around, and out of the province, "we're getting some bypass planning and construction going on, trying to keep more trucks out of (Regina), which is good," Rosseker said, though he also noted that "our north-south stuff still isn't that good."

And since the Canadian dollar hovers around 90 cents US currently, he thinks that will help business even more because "Saskatchewan is basically an export province, whether it be wheat, oil, machinery, or whatever," he said, "so that should bode well for our north-south traffic in terms of things going into the States."

Rosseker said that, to help facilitate the increasing traffic heading across the 49th parallel, the province needs

to look at doing some highway twinning, but he noted that in the near future such work will only help as long as the trucks stay north of the border.

"The problem is that we unfortunately are the only province in Canada of those bordering the US that doesn't have (easy) access to their Interstate

system," he said, "so when we go south here, you do some dippy doodling around on single-lane highways. So for us to even consider putting a highway to the border could be okay, but why would (the government) give better access when it's the same old, same old on the other side of the border? It doesn't seem like a priority for us."

That doesn't mean there's nothing that can be done in the meantime, of course.

"There's a lot of oil patch activity and freight activity, so what they're doing is putting in some passing lanes and stuff for traffic which, of course, would eventually, hopeful-

ly, turn into a twinned highway," Rosseker said. And while the STA is supportive of the upgrades, he said it's also trying to be realistic. "We realize there's only so much money to go around, and there's a bridge needed in Saskatoon, there's a possibility of a bridge needed in Prince Albert, there are Trans-Canada Highway issues, so it's a matter of our government really having to set priorities. Sometimes we get some input into them and that's a good thing, but I don't envy a finance minister or a highway planner at all."

Rosseker said that, in a way, the whole province is really playing a big game of catch-up. "You'd be surprised at a province that for many, many years kind of had its nose pressed up to the glass looking in," he said. "Now we've got a lot of commodity production – we had the biggest wheat crop ever. Unfortunately, we can't find rail to ship it because rail is tied up with a lot of the oil we have, too."

So it's boom times, a potential embarrassment of riches for a once "have-not province," and Rosseker said it has helped create a spirit of can-do optimism and innovation in Rider Nation.

"It's called 'This is the new way of doing things,'" he said. "It's called a

robust economy and it's something."

He noted that, as a province, Saskatchewan didn't really develop as it could have in years past, and pointed his finger at the NDP regime that held power for many years.

"We had a socialist government that was certainly not aggressive in terms of attracting business," he said. "We now have the Saskatchewan Party, which is a hybrid of a number of political parties including some PCs and some Libs, and it's taken off. Brad Wall is the most popular premier in Canada, and the population... has grown by 100,000 in six years."

Saskatchewan's gain may be Alberta's – traditionally Canada's job magnet – loss, in what could very well be a case of turnabout being fair play. Or maybe it's just karma evening things out.

"The joke in Saskatchewan used to be that the province's third largest city was Calgary," Rosseker said, "but you're finding that a lot of the kids who left for Calgary are coming home now, a little more seasoned in business and starting businesses, or being transferred in for oil companies and stuff like that."

That, he said, is putting a real spring in the step of people in the province. "It's a good place to be right now." **TW**

"You'd be surprised at a province that for many, many years kind of had its nose pressed up to the glass looking in."

Al Rosseker, STA

be a lot of flexibility. "They're kind of their own municipality, in that they govern what they do," he said, "and so they're setting up their own zoning bylaws which will allow them to do a lot of other things."

Currently, the Hub hosts CP Rail's container operations (which Rosseker described as being "pretty slick") as well as a Loblaws distribution centre that eats up about a million square feet. As far as expansion is concerned, Rosseker said "they've got some warehousing going in and (a developer/financer) is developing some industrial office space and certainly looking around for partners



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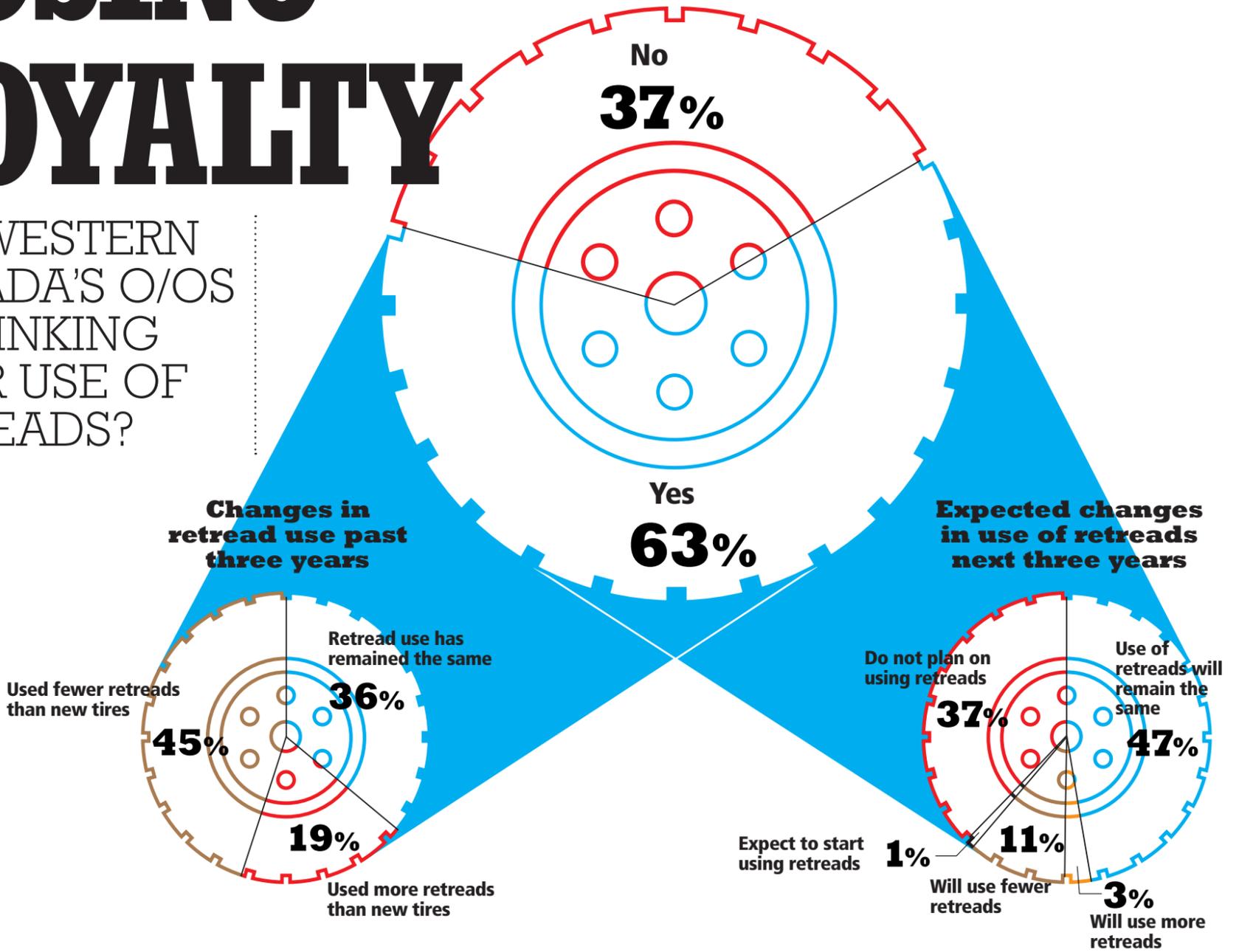
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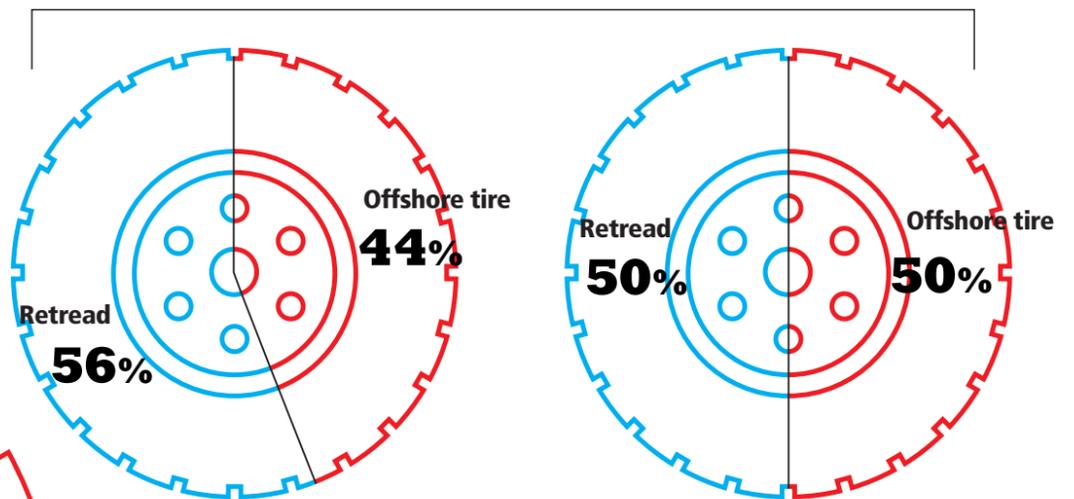
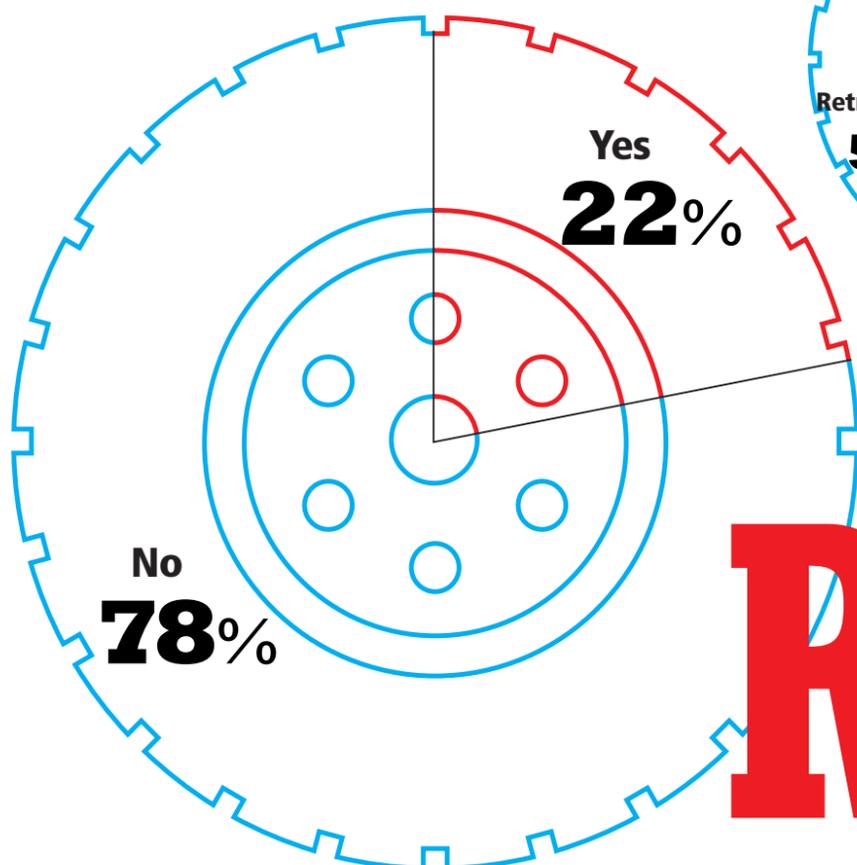
ARE WESTERN CANADA'S O/OS RETHINKING THEIR USE OF RETREADS?

Western Canada Use of retreaded tires past three years



Retread vs "offshore" tire if both same price

Willingness to use offshore tires rather than retread name brands



Retreading tire casings is one of the most effective tire management strategies. It has, however, come under threat from increased use of offshore tire brands, made in countries such as China and India and sold at considerably lower cost albeit with sometimes questionable quality. Transportation Media Research has been tracking this development annually since 2006. Owner/operators are particularly willing to make a decision based on price. Only 6 in 10 Western Canada owner/operators responding to our Tire Buying

Trends Survey indicate they retread their tires and 45% indicated their use of retreads has declined over the past three years. Almost half (48%) expect to either use fewer retreads or no retreads at all over the next three years. In addition, 22% of them report they're willing to purchase offshore tires rather than retread the established name brands. Half say they prefer to use offshore brands versus retreads in the trailer axle position if price is equal while 44% prefer offshore brands to retreads in the drive axle position. **TW**

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Daimler launches fully-integrated Detroit powertrain

By James Menzies

DETROIT, Mich. – Daimler Trucks North America (DTNA) has upped its fuel economy game once again, assembling a fully integrated powertrain that utilizes downspeaking.

The company has set an ambitious goal to improve its fuel economy by 5% every two years. It did so when moving from the Freightliner Cascadia to the Cascadia Evolution two years ago.

The next step up comes in the form of a new Integrated Detroit Powertrain (IDP) that combines Daimler's DD15 engine, its DT12 automated mechanical transmission and front and rear Detroit axles. When spec'd as a 6x2, the package will provide fuel savings of up to 7% over today's Cascadia Evolution, Detroit officials announced during a press briefing at the company's Redford, Mich. plant. A more traditional 6x4 package will still deliver savings of about 5%, they said.

The announcement culminates a long-term goal of Daimler's, to unleash the full potential of vertical integration.

"The Cascadia Evolution was our first real effort at integration," said David Hames, general manager, marketing and strategy with DTNA. "It has been a tremendous success and our first demonstrable example of what vehicle integration really was."

Detroit is now bringing downspeaking to the table. The DD15, DT12 and Detroit steer and drive axles with a 2.28 ratio (for 6x2s, 2.41 for 6x4s) allow the truck to cruise at 1,200 rpm (compared to 1,350 before), providing fuel savings. Further improvements come in the form of a six-blade fan (compared to nine today) that produces less parasitic loss when on. It also runs quieter, officials said.

"We now have all the ingredients together and can take vehicle integration to a new level," Hames said.

The IDP package will be aimed at on-highway applications. Officials said the company is looking to simplify the spec'ing process for customers. The goal is to provide customers with the lowest "real cost of ownership," Hames said, which takes into account driver profiles, turnover,

types of loads and how frequently a truck is running empty or full.

Brad Williamson, manager, engine and component marketing with DTNA, said the new integrated powertrain will initially be offered with a 400 hp/1,750 lb.-ft. rating. Customers will be able to achieve 8 mpg or thereabouts in typical linehaul applications. The new powertrain marks the first time DTNA has taken advantage of downspeaking.

"This is our first venture into downspeaking," Williamson said. "We think we've done it better than anybody."

The new package also represents Detroit's first 6x2 axle offering.

"We know they've been coming on," Williamson said of 6x2s. "They're really where we're going if you want fuel economy. You're going to get less rolling resistance because you have one dead axle and the second thing is less weight, about 400 lbs less weight than what a standard 6x4 weighs."

There are complications in Canada, however, where 6x2s are technically illegal. A Memorandum of Understanding signed onto by the provinces defines 6x2s as liftable axles – even if the tag axle does not lift – since weight can be automatically shifted to the driven axle in low-trac-



Detroit is now offering a fully-integrated powertrain, including the DD15 engine, DT12 automated mechanical transmission and Detroit front and rear axles.

tion situations.

Still, for US fleets or other customers who want the benefits of a 6x2, this offering will be available with Meritor Wabco's Electronically Controlled Air Suspension (ECAS) load transfer technology, to provide traction in slippery conditions.

But even when choosing a traditional 6x4, Williamson noted customers will still see a fuel economy improvement of up to 5% compared to today's vehicles.

The new package will be available to order on the Freightliner Cascadia Evolution in January 2015 and on the soon-to-be-launched Western Star 5700 later next year.

A new app will go live in June, available for Android and Apple devices. The slick app, previewed for members of the trade press, allows customers to explore the benefits of vehicle integration and each component that comprises that new integrated powertrain. **TW**

National Tank Services opens new facility

REGINA, Sask. – National Tank Services (NTS) is opening a new service facility in Regina to better meet the needs of their growing customer base.

The new location is more than 34,000 square feet and has six drive-thru bays.

It will provide inspection, maintenance, repairs and cleaning services to tractors and trailers in southern

Saskatchewan.

To celebrate the new service facility, NTS is hosting a grand opening at the location on June 20th that runs from 11:00 a.m. to 4:00 p.m. There will be a ribbon cutting ceremony at 2:00 p.m. that day.

The new facility is located at 705 Henderson Drive in Regina. **TW**

Trailer Wizards moves into bigger Saskatoon location

SASKATOON, Sask. – This month Trailer Wizards' Saskatoon branch is relocating to a new full-service location complete with modernized offices, bigger yard space and a two-bay shop.

"These improvements will allow

Trailer Wizards to meet customer needs in a much more efficient manner," said Gary Myroniuk, vice-president of Trailer Wizards' Prairie region. "The Saskatoon Branch will now be able to provide on-site maintenance and repairs, as well as supply

a wider variety of newer equipment. We thank our existing customers for their support over the last two years and look forward to serving them at this new location."

The new location can be found at: 4 Cory Lane in Saskatoon. **TW**

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Shell updates PC-11 progress

By Carolyn Gruske

GREENSBORO, N.C. – Assuming things go according to schedule, the new PC-11 diesel engine oils should be ready for purchase beginning in April 2016.

For that to happen, the final product specifications need to be delivered by the American Petroleum Institute's (API) New Category Evaluation Team (NCET) by the end of Q2 2015, explained Dan Arcy, global OEM technical manager and industry trade association liaison for Shell Global Solutions.

During a technical briefing for trucking and transportation journalists, Arcy outlined some of the thresholds and benchmarks, the new, yet-to-be named (the PC stands for "proposed category") oil will have to meet.

All engine oil currently on the market needs to pass a number of tests before it can be approved for use by engine manufacturers, and the PC-11 oils will be no different. Seven of the existing tests will be carried over to the new standard and used as part of the evaluation process. But PC-11 oils will also have to pass three new tests and one modified test.

The first of the three new tests is an aeration test performed on a Caterpillar C-13. The second is a Mack T-13 oxidation test, which Arcy called "a very severe test, more severe than we've ever had in the category."

The third is a shear stability test with more stringent requirements than have existed in the past. Shear stability is measured by what is known as a Kurt Urban 90 pass test.

The current pass is set at 9.8 centistokes (cSt). The proposed standard will likely be around 12.8cSt for all xW-40s except 0W-40 which will remain at 12.5cSt. (xW-30s will stay in grade.)

The modified test is expected to be a scuffing/adhesive wear test performed on a Detroit Diesel DD13. The engine will be run for an extended period of time (125 or 150 hours, the final standards haven't been set yet).

The power level will gradually be stepped up to a maximum of 510 hp. There will be a four-hour hot soak every 25 hours, and the engine will be equipped with non-coated, but otherwise production-standard piston rings. The test will evaluate how long it will take for scuffs to appear on the liner how much top ring weight loss occurs.

"Oils will get thinner because engines are getting hotter, and because we're running thinner oils to start with," said Arcy. "Customer don't want to give up engine life to get better fuel economy."

According to Arcy, there is likely to be a split standard for the new category. PC-11A high temperature high shear (HTHS) oils are expected to be fully backwards compatible with existing engines. They will be evaluated when operating at 150 C as opposed to the 100 C operating temperature used to test CJ-4 oils. In comparison to current CJ-4 oils, which have a viscosity of 3.5 centipoises (cP), the PC-11A oils will be rated at 4.2 cP.

Lower temperature HTHS oils will fall under the PC-11B category. These lower viscosity lubricants won't likely be backwards compatible and will only be used in 2016 or 2017 and newer model year trucks. They are expected to rate between 2.9 and 3.2 cP and provide the best fuel economy while maintaining

engine durability.

While NCET is still working on finalizing the tests and developing the benchmarks, Shell has been conducting field trials of its own experimental oils — oils designed to meet the PC-11.

"We've been taking CJ-4 additives, blending them down into PC-11 levels and putting them into field trials," said Matthew Urbanak, lead formulator for Shell Rotella heavy duty engine oils.

At present, Shell has more than 200 vehicles participating in the test, with more than 25 million accumulated miles. The vehicles belong to fleets operating across North American, in a variety of conditions.

"Our testing indicates low viscosity oils can maintain engine durability, even at 10% extended oil drain intervals above 500,000 miles," said Urbanak. **TW**

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6) Are you involved in the purchase of equipment or replacement parts? YES NO
 7) Are you responsible either directly or indirectly for equipment maintenance? YES NO

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By Edo Van Belkom

THE STORY SO FAR...

Bud is off for a couple of days so Mark gets a load from his replacement. It's a sweet load of cowhide into California. Mark is concerned that the trailer he's given to use is not compliant with the SmartWay program that is mandatory in California, but the shipper convinces Mark that the trailer is compliant and everything will be alright...

Mark drove through British Columbia without incident and found himself at the Pacific Highway Crossing that linked Surrey, B.C. to Blaine, Wash. The wait was about half an hour, which was average for this time of year, and when his turn came he kept to the right and pulled up for primary inspection.

Fortunately, all of Mark's paperwork had been processed ahead of time so this was likely going to be his only stop at the border. Still, the US Customs officer seemed to take an extra long look at the papers in front of him, then took a leisurely glance at the trailer behind Mother Load.

"Load's going to California, huh?"

"That's right. Is all the paperwork in order?"

"Paper's all okay," the officer said. "You planning on driving all the way there?"

It was an odd question, but Mark knew better than to be smart or act like a know-it-all. One time crossing the border in Niagara Falls, he made the mistake of being a smartass and the Customs officer pulled him over for secondary inspection and basically tore his rig apart piece by piece looking for who-knows-what. From that experience, Mark knew it was best just to answer the questions that were posed to him.

"Yes, sir," he nodded. "That is my intention."

"You know there are a lot of new regulations for long haulers operating in California... and not just for companies in California. They apply to anybody who is hauling loads in the state."

"I'm aware of that, sir."

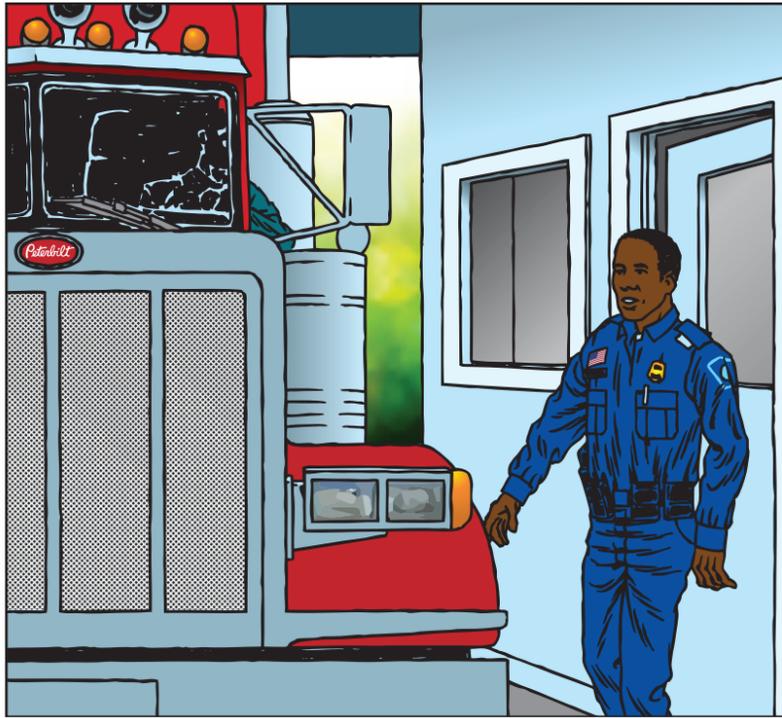
"Your trailer doesn't have any skirts on it. That's a dead giveaway. State trooper will be able to spot you a mile away."

"I don't expect to avoid the keen eye of law enforcement, sir," Mark said, laying it on a little thick, but if it saved him further investigation or hassle, it was worth it. "Besides, the company I'm hauling for ships to California all the time and they've assured me that their retrofit schedule complies with the requirements."

The officer smiled at that, a smirky sort of smile that left Mark feeling uneasy.

"Do you have any paperwork that says the company is complying with the SmartWay regulations, or did you just take someone's word for it?"

Now Mark was genuinely worried. Judging by the way this border officer was talking, he'd seen his fair share of truckers entering the US absolutely unaware and unprepared for what was waiting for them in California. One thing was for certain, Mark was not going to admit that he had simply taken the shipper's word. He flicked



Mark learns the SmartWay

PART 2

his head toward Mother Load, "The trailer's got a SmartWay thing stuck to the front of it."

The smirk on the man's face grew wider. "Stickers are nice," he said, "but a Large Fleet Compliance Plan would be way, way better."

Mark's worry landed in his gut like a boulder. What the hell was a Large Fleet Compliance Plan, and why didn't he have one? Still, he wasn't going to let this man see him sweat. Instead of commenting on the compliance plan, or a lack of one, Mark pressed on.

"Does this mean you're not going to let me into the country?"

He shook his head. "No, 'course not. All that California stuff is state law. You're still welcome in the United States, but there could be a roadside check at the California border."

"Really?"

"Oh, yeah. They're gettin' real strict on all that environmental stuff down there. More and bigger fines all the time."

"That's good to know, thanks."

"You're welcome. Have a nice day."

Later in the day, at a truck stop in northern Oregon, Mark took the time to look up the California Air Resource Board regulations regarding SmartWay-compliant long-haul trucks. But no matter which article Mark read, or from what source, it appeared that everything the shipper had told him about being SmartWay compliant was true.

As far as he could discern, SmartWay regulations required 53-foot or longer dry van and refrigerated trailers, as well as the tractors pulling these trailers to be outfitted with Environment Protection Agency SmartWay approved technologies.

A SmartWay-certified trailer is one that's equipped with low rolling resistance (LRR) tires, side skirts and front or rear fairings. Refrigerated vans need side skirts and LRR tires, with all the other fuel-saving devices recommended but not required. The idea behind all of this was to reduce fuel consumption through efficiency (namely, less aerodynamic drag and rolling friction) with the ultimate goal being a reduction in greenhouse gas emissions from all heavy-duty vehicles.

It was an honourable goal and if anyone was going to get the ball rolling by forcing the trucking industry to get more efficient it would have to be an industrial and economic powerhouse state like California. Sure, it would all pay off in the long run, but in the short-term these regulations put the screws

to small operators using older equipment, who had to retrofit their fleets, and thereby adding expense and shaving revenue off already slim profit margins.

The regulations also applied to all tractors and trailers travelling in California regardless of where their home base may be. That meant every truck coming into California from Mexico, Canada, and every other state in the union, must also comply with the California law. The net effect was that either everyone would become compliant, or carriers might opt out of California routes because they just couldn't afford to get their fleets into compliance.

Mark found himself somewhere in the middle of all of it. Mother Load didn't have a SmartWay birth certificate, but she'd been retrofitted with the required items, as well as a few that were nice-to-have but not a requirement, like fuel-tank fairings and aerodynamic bumpers and mirrors.

Past that, as long as 75% of this guy's trailer fleet complied with the regulations he should be all right. If he had 46 trailers like he said he did, then only about 36 or so needed to be SmartWay compliant in 2014. That meant that he could have ten trailers yet to be retrofitted and still be all right. If he had just three yet to do, he was probably around 90 or 92% compliant which was way ahead of the game.

Then why was it that each mile closer to California, Mark became more and more unsure of himself?

As he crossed the California border and got onto US Interstate 5 there was no roadblock and no California Highway Patrol waiting for him. Past the border, at the first weigh station he drove through, he got nothing more than a friendly wave from the officer in the coup.

That had to be good, right? **TW**

- Mark Dalton returns next month in Part 3 of Mark learns the SmartWay.

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.

Illustration by Glenn McEvoy



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Winners of first-ever Top Fleet Employers program announced

OTTAWA, Ont. – Ten of the best workplaces in the Canadian trucking industry were recognized as part of the inaugural Top Fleet Employers program, organized by Trucking HR Canada. The program examined employee recognition, compensation, lifestyle, employee engagement, wellness, professional development and recruitment and retention initiatives, employed by fleets of various sizes.

Winners include: Bison Transport; Erb Group of Companies; Home Hardware; J&R Hall Transport; Kindersley Transport; Kriska Transportation; Logikor Inc.; MacKinnon Transport; SLH Transport; and Transpro Freight Systems.

Through the evaluation process, several best practices were identified, organizers say. For example, Bison connects with personnel through a monthly

newsletter, Transpro surveys employees before launching a new initiative, and J&R Hall has a confidential open-door policy to ensure employee concerns are addressed. Kriska was recognized for its deferred profit-sharing plan, Logikor offers an RRSP for drivers and MacKinnon has a fuel bonus. Home Hardware, meanwhile, has a performance bonus program that looks beyond rates per kilometre. High-scoring recognition programs include Erb's honours for retiring employees, Kindersley's VIP recognition program and SLH's recognition of milestone anniversaries.

Trucking HR Canada plans to issue a Top Fleet Employers 2014 Best Practices Report, on www.TruckingHR.com. Applications for the second year of the program will be accepted beginning in December. **TW**

Samuel invests in Winnipeg

WINNIPEG, Man. – More than \$16 million is going into an expansion project for Samuel, Son & Co.'s Winnipeg facility. The project will last 12 months with its first phase to be completed by August 2014.

A 25,000 sq.-ft. expansion is planned to the current 80,000 square foot facility, in order to house a Bradbury Cut-to-Length line that produces product from coil.

"These additions and upgrades to our levelling capability show our commitment to the Winnipeg market and will allow us to provide the most consistent quality product available in the industry today," said Tom McGrogan, president of Samuel, Son & Co. in a statement. "The added processing capacity delivers the level of service that our customers deserve and grown to expect from Samuel." **TW**

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Welcome to Jim's Brayings, a quick look at some interesting community news 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...

How are your politicians working out? Here in Calgary, our whacko city council (which spends more time debating whether to be called Aldermen or Councillors than they do on how to find ways to live within their means) are putting their hatred for motor vehicles front and centre.

Yessirree, the more left wing among them have suggested gassing the final section of the city's ring road so they can build more projects to support their delusions of grandeur and their smug knowledge that they're smarter than the rest of us (which is undoubtedly one of the reasons they want so much to be loved by the Glib, er, *Globe and Mail*, whereas I, like many Albertans, couldn't care less if the east loves us. Heck, I grew up back there and there's a reason I've stayed in the west for more than 40 years!

Anyway, the puerile poobahs want to get rid of that soon-to-be major truck route and pour that money – which is the province's and not theirs anyway – into stuff like our Light "Rapid" Transit system. Yeah, that's the ticket: herd more and more supposedly free people into cattle cars so you can control where and when they travel. They've also, in their never-logical way, rammed through a "pilot project" that will shut down a lane on several downtown streets so they can turn that valuable driving and parking space over to – bike lanes! For both of Calgary's bicyclists.

That'll sure help get goods delivered efficiently! And ease gridlock. And road rage...

Okay, spleen venting over, it's time to look at more pleasant things.

Hey, at least I didn't just whine about the weather again!

Bison's "Best of the Best"

Bison Transport shows once again why it's one of the biggest and highest profile fleets around with its performance in driver awards across the west. Alberta's Rob Wells was named by the Canadian Trucking Alliance and Volvo Canada as National Driver of the Year, in a ceremony at the AMTA's annual Banff bash, an award that's chosen from all the provincial recipients of the Volvo Truck Driver of the Year award. It's presented annually to a Canadian professional transport driver who holds a collision-free driving record, demonstrates a high level of professionalism both on and off the road and demonstrates courtesy within the industry and the public arena.

Rob's in good company, as Mark Tricco, who boasts 33 years of accident-free driving, won Manitoba's Driver of the Year award (as presented by the Manitoba Trucking Association and Volvo Trucks Canada). Not only that, but Jack Fielding was named North American Driver of the Year in the Truckload Carriers Association's "Company Driver of the Year" contest, in which winners are acknowledged for enhancing the public's perception of the industry, contributing to their communities and – last but certainly not least – operating safely on the roads.

Bison bigwig Rob Penner said, "we are extremely proud to have three of our drivers honoured as the best of the best on the provincial, national and international stage. Mark, Robert and Jack exemplify safety and professionalism and we truly appreciate their leadership and commitment to us and our industry." And I'm quite confident he isn't trying to buffalo anyone with those words.

Charity bash gives "Maxi-mum" benefits

Now that's performance! It only took two-and-a-half hours for Maxim Truck & Trailer to raise \$26,500 for charity during its annual barbecue on May 22. Some 800 guests donated to the CancerCare Manitoba Foundation in return for good food and live entertainment. It's far the most raised through Maxim's charity BBQ's yet.

President Doug Harvey said "Though we can give the weather some credit, we really couldn't have had such a successful event without the unwavering and continually generous support of our vendors, suppliers, customers, employees, and everyone who came out." Maxim's team has now raised \$47,000 in total, including the funds generated from the BBQ, exceeding its goal by \$11,500.

Well done, Maxim's Mavens!

Distracted Trucking

Speaking of driving excellence, this entry from the Trucking Safety Council of B.C. (via its Web site safetydriven.ca), looks at distracted driving saying fully one quarter of all vehicle crashes that occur in B.C. each year are attributed to drivers being distracted. The organization describes distracted driving as "when a truck driver, who should be focusing all attention on the road and truck, instead begins to spend time and energy on other tasks" and outlines four types of DD: Looking at something other than the road



Canadian Driver of the Year Rob Wells of Bison Transport picks up his winnings at the AMTA Convention in Banff. He's pictured in the centre with his wife Marlene, along with (L-R): Terry Warkentin, Volvo; Richard Warnock, AMTA; and Wayne Drysdale, Alberta Transport Minister.

(ie. a vehicle accident); Listening to something not related to driving (ie. a phone conversation); Handling something other than the wheel (ie. drinking a cup of coffee or adjusting your stereo); Thinking about something other than driving (ie. a disagreement at work or at home).

The organization is recommending that companies adopt their own distracted driver program and have a written policy or some kind of rules government the use of hand held devices while driving. It also offers some sample policies on its Web site.

SafetyDriven explores excellence in safety

Perhaps not surprisingly, the Trucking Safety Council of BC's 2014 Annual General Meeting and Conference had as its theme "Safety: It's Your Bottom Line," looking at the issue from the perspectives of the law, good business practice, and the human spirit. Yep, it was "ghost to ghost networking!"

According to the organization, speaker Norm Keith, a nationally recognized lawyer who specializes in occupational health and safety law, described a trend in Canadian law to seek penalties for employers who violate safety regulations (in other words, trying to ensure the buck stops there), and outlined the extra costs such violations can cause – not only financially but in terms of bad publicity that can ruin a company's reputation. Shaun Garvey and Tim Courtney of ICBC's commercial insurance service gave a business cost/benefit perspective

to safety, while Josh Dueck, Canadian Gold Medalist at this year's Paralympics Games in Sochi, wrapped up the conference describing his journey from a life-altering accident that left him paralyzed to Olympic medalist. He stressed the importance of personal values in overcoming adversity and achieving one's goals regardless of whether they're in life, athletics, or the safety field.

If you'd like more information about SafetyDriven, check out its Web site at www.safetydriven.ca.

Road rules rule

The BCTA has a new guide for trucking employees that they say gives them "an overview of the environments in which professional truck drivers from 10 countries earned their chops." It's meant as a way to evaluate a prospective driver's skills before they're inflicted on B.C.'s roads.

The International Trucking Reference includes pointers on recruiting drivers from Canada's immigrant labour pool in Canada as well as tips for "finding, recruiting and interviewing good candidates from another culture." Contact the BCTA for more information. **TW**

That's it for another of Jim's Brayings – ramblings, rants and raves from a somewhat diseased "Brayn." Remember, if you know of an item you think the industry here in God's Country (Manitoba and points west, mostly, of course), feel free to fire off a fusillade of facts to jim@transportationmedia.ca. I'll try to fit in as much as I can.



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