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 We recently drove the new Cascadia, Freightliner's next-generation, tech-packed highway tractor.

Optimism abounds

Why 2017 could be the year that makes trucking great again

By James Menzies

TORONTO, ONTARIO

For many Canadian trucking companies, 2016 was a year to forget. An anemic economy and sluggish freight growth had too many trucks chasing too few skids. And a hoped-for manufacturing resurgence resulting from the low value of the Canadian dollar never materialized. Opportunistic shippers put pressure on rates, squeezing carriers' margins.

But as the calendar flips to 2017, there's a general feeling that rates have bottomed out and that the year ahead could see a rebalancing of supply and demand and a much-needed pricing correction.

Reasons for optimism

Fleet executives we spoke to pointed to two primary reasons capacity should rebalance in 2017: Class 8 order activity and impending legislation that will require fleets operating in the US to deploy electronic logging devices (ELDs) to monitor driver hours-of-service. Class 8 orders have been down sharply this year, well below replacement levels. The implication is that fleets aren't even order-

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Could it work?

Trevor Milton, through Nikola, wants to change the face of trucking and put drivers back in the driving seat where they can control their fate, not just the truck

By Steve Sturgess

SALT LAKE CITY, UTAH

Nikola Motor Co. has shown artist renderings of its revolutionary cabover for months at its website www.Nikola.com, but on Dec. 1 company founder and CEO Trevor Milton pulled the wraps off the real thing - an all independent-suspension electric-drive cabover using current generated by a hydrogen fuel cell. And the only emissions from this high-performance heavy truck tractor is a little water.

Water is the by-product from the power generated by combining the hydrogen with oxygen in the air, in the proton exchange membrane (PEM) fuel cell that is directly charging the lithium-ion storage batteries.

The all-independent suspension truck is revolutionary. Yet that is only part of the story that unfolded recently at the Nikola reveal in Salt Lake City.

There is a burgeoning but patchy hydrogen fuel infrastructure in the US but Milton has a bigger vision for trucking. Hydrogen will be dispensed at 364 Nikola fuel station/truck stops, which are to be built concurrently with the start-up of production of the Nikola One over-the-road tractor. This will give the upcoming Nikola customers an assured and stable price for the fuel, said Milton, of his visionary plan. The plan also calls for sales of hydrogen fuel to owners of the new Toyota Mirai, Honda Clarity and Hyundai ix35, for instance, which will help make such cars viable for long distance and cross-country use while improving the business model for Nikola. For them, the hydrogen will equate to around US\$1.50 (per diesel gallon equivalent)

said Milton. For Nikola One truckers, the cost will be zero.

One of the highly attractive parts of Milton's Nikola vision is customers will pay nothing at the pump. The plan is to offer the trucks on a six-year lease that folds in all maintenance, service and consumables like tires, windshield wipers and even fuel for one million miles. The cost of that lease will be finalized in the two-plus years before the truck reaches the market, but Milton says he is shooting for a lease between US\$5,000 and \$7,000 per month.

According to guests - hundreds of owner-operators and small fleets - at the Salt Lake City launch, this could work well. Many have demonstrated their faith by ponying up a US\$1,500 deposit for early production slots. At the reveal, one said the economics will prove a winning investment especially for teams because they can get more revenue miles per month.

One of these eager onlookers, though hardly a small fleet operator, was Max Fuller, chairman and founder of one of the nation's largest trucking fleets. He has pre-ordered so many that his company name - U.S. Xpress - was emblazoned on the Nikola One at the reveal. He said that he was particularly excited by the truck in its first iteration, though things will have to change some to fit in with practical operations. But in a video, he said that he has been more than a few times to the Nikola headquarters to offer his opinions on what real-world conditions dictate.

U.S. Xpress is an over-the-road fleet with team drivers and such team operations are targets of the Nikola One

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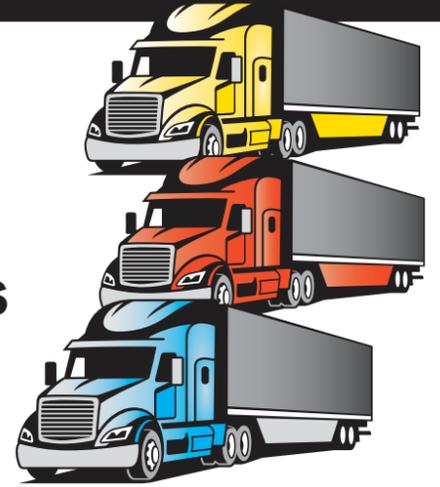


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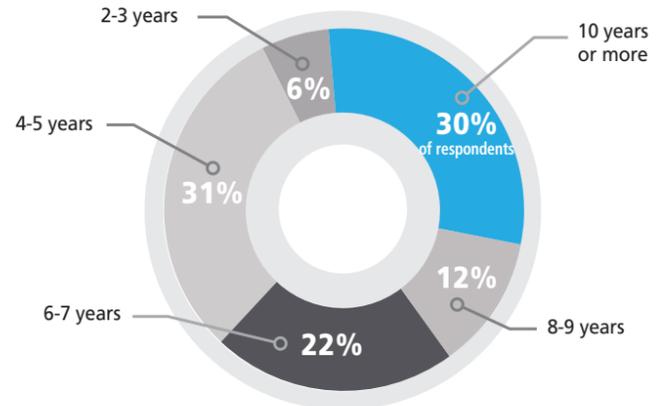
REVVING FOR RENEWAL

Eastern Canada's carriers warming up to renewing their fleets in 2017

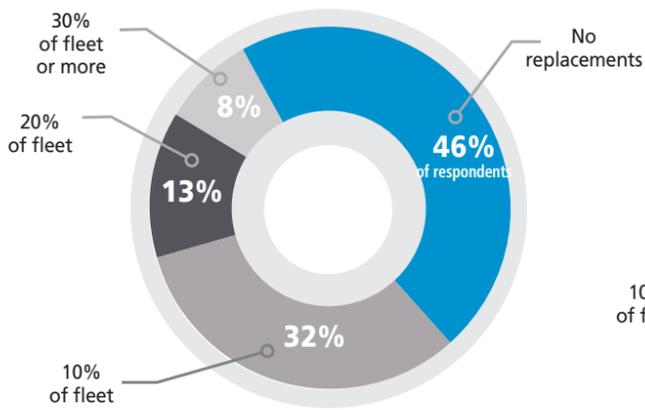


Motor carriers from Ontario to the Maritimes look to be more optimistic about their heavy duty truck buying plans for 2017, according to our annual Equipment Buying Trends Survey. Only 17% of carriers surveyed had no plans for replacements next year while almost half (48%) expect to renew at least 10% of their fleet.

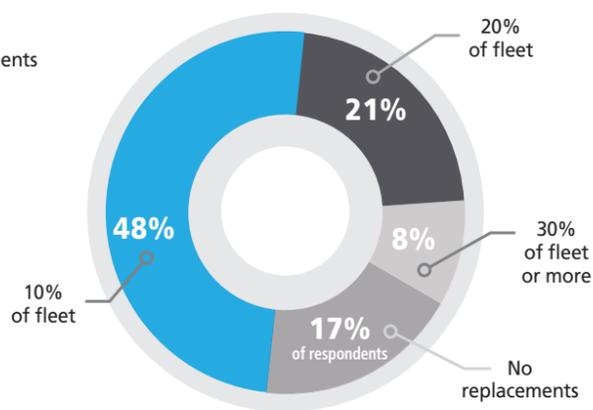
Current trade-in cycle for heavy duty vehicles



Percentage of fleet expect to replace by end of 2016



Percentage of fleet expect to replace by end of 2017



Main brand of heavy duty vehicle currently in fleet

Freightliner	27% of respondents
International	18%
Kenworth	11%
Mack	6%
Peterbilt	9%
Volvo	16%
Western	8%
Other	3%

Plans to purchase new trucks in 2017 by fleet size (Canada wide)

Top carriers (500+ trucks)	100% of respondents
Large carriers (100-499 trucks)	88%
Medium carriers (25-99 trucks)	87%
Small carriers (5-24 trucks)	80%

Plans to purchase new trucks in 2017 by region

Maritime Canada	79% of respondents
Central Canada	84%
Western Canada	71%
Overall	79%



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Bring on the electronic logging devices, and the efficiency and pay increases that should go along with them, writes Mark.



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CHAIRMAN AND FOUNDER
Jim Glionna
PRESIDENT
Joe Glionna

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Melissa Summerfield

CONTROLLER
Anthony Evangelista

DIRECTOR OF CIRCULATION
Pat Glionna

PRODUCTION:

Carolyn Brimer, Beverley Richards

CIRCULATION MANAGER:
Pat Glionna

Subscription inquiries

Lilianna Kantor
Phone: 416-614-5815
Fax: 416-614-8861
Email: lily@newcom.ca

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Joe Glionna
PRESIDENT
416-614-5805
joe@newcom.ca



Lou Smyrlis
GROUP PUBLISHER
416-510-6881
lou@newcom.ca



Kathy Koras
ASSOCIATE PUBLISHER
416-510-6892
kathy@newcom.ca



Tony Hohenadel
PUBLISHER
truckandtrailer.ca
416-614-5800
tony@newcom.ca

EDITORIAL



James Menzies
EXECUTIVE EDITOR
416-510-6896
james@newcom.ca



Sonia Straface
ASSOCIATE EDITOR
416-510-6890
sonia@newcom.ca



Derek Clouthier
TRUCK WEST EDITOR
403-969-1506
derek@newcom.ca



Julia Kuzeljevich
CONTRIBUTING EDITOR
416-510-6880
julia@newcom.ca



Dan Robinson
DIRECTOR DIGITAL MARKETING
416-510-5123
dan@newcom.ca



Brad Ling
VIDEO PRODUCTION
416-442-5600 ext. 3620

ACCOUNT MANAGERS



Heather Donnelly
NATIONAL ACCOUNTS MANAGER
416-614-5804
heather@newcom.ca



Nickisha Rashid
NATIONAL ACCOUNTS MANAGER
416-614-5824
nickisha@newcom.ca



Delon Rashid
SALES & MARKETING CONSULTANT
— WESTERN CANADA
403-713-1054
delon@newcom.ca



Denis Arsenault
QUEBEC ACCOUNTS MANAGER
514-938-0639 ext. 2
denis@newcom.ca



Doug Copeland
REGIONAL ACCOUNTS MANAGER
905-715-9511
doug@newcom.ca



Paul Beelien
REGIONAL ACCOUNTS MANAGER
416-614-5806
paul@newcom.ca

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Editorial
Comment

JAMES MENZIES

Embrace technology,
it isn't going away

It's that time of year again, when we all find ourselves making small talk with strangers by the fireplace with an egg nog in hand. Usually, these conversations start with, or at least circle around to, work. For me, this conversation will at some point include, "You write about *what* every month?"

And the inevitable follow-up questions, "How can you find enough to write about?"

For those outside the trucking industry, it comes as a huge surprise that there is enough happening in the world of trucking to fill a monthly publication. The real struggle, I tell them, is finding enough space to get in everything I'd like to include.

The pace of technological advances in the trucking industry over the course of the past couple years has been nothing short of mind-boggling. Think about it.

We've seen Daimler's autonomous Inspiration Truck, a truck that can drive itself. We've seen a self-driving

truck from Uber-owned Otto deliver a load of beer while the driver looked on from the sleeper cab. There are fully driverless trucks operating in underground mines in Sweden.

I've even seen ZF demonstrate the ability to back double trailers into position using nothing more than an app and a tablet. (Where was this when I was learning?)

We have seen many platooning demonstrations, in which the lead truck controls the ones following them, allowing the trucks to travel in the slipstream and reducing the total pack's fuel consumption.

And now, this month, you can read about the Nikola One, a zero-emissions electric truck that just may work.

It has, at the very least, established credibility with the support of respectable companies such as Meritor and Ryder and its CEO and founder Trevor Milton won over more than a few skeptics at the truck's glitzy launch event.

You can count among them the author of the comprehensive piece in this issue. Steve Sturgess has covered the trucking industry for decades and is a mechanical engineer. He's not easily tricked.

Those of us who cover this industry have truly been spoiled and the pace of change doesn't appear to be slowing. But it's one thing to write about it, quite another to adapt to it.

Some or all of the technologies we see being demonstrated today will work their way into production and will have a dramatic effect on your livelihood and/or your future success. As with any sudden change, there will be winners and losers.

The winners will be the ones who figure out how to use these technologies to their advantage. The losers



will be the ones who do nothing with the opportunities they create. ●

James Menzies can be reached by phone at (416) 510-6896 or by e-mail at james@newcom.ca You can also follow him on Twitter at @JamesMenzies.

The view
with Lou

LOU SMYRLIS

Taking step back on
efficiency is for 'losers'

Smart government policy challenges industry and the public to create and embrace products sensitive to the needs of our environment while recognizing the need for business to remain profitable.

Legislation that doesn't meet both these goals falls short of the mark.

Over the past few years I have been quite proud of the many advances the trucking industry has made in reducing its greenhouse gas footprint and improving profitability as a direct result. So I shuddered at the news that US president-elect Donald Trump appointed Scott Pruitt, Oklahoma's attorney general, to head the US Environmental Protection Agency. Pruitt, like Trump, vociferously rejects that greenhouse gases generated by the burning of fossil fuels is heating the Earth to levels that will result in long-term damage to our planet's ecosystems.

That two people in such positions of power can be so proudly ignorant of overwhelming scientific consensus on this matter is, to use Trump's own limited vocabulary, "sad." To put it mildly.

Pruitt and Trump will likely roll back much of the legislation that has driven greenhouse gas reduction and clean air initiatives over the past few years. Pruitt has spent the last six years waging war against those EPA initiatives.

I hope the trucking industry will not fall for this lazy, ignorant, and unimaginative approach to policy. I hope it will continue on the impressive path of innovation it has adopted in recent years.

I am speaking of a path that includes experimenting with autonomous vehicle technology and truck platooning. Recent demonstrations of truck platooning our editors attended showed trucks traveling

in a platoon formation will average fuel savings of 7%, ranging from 2% for the lead truck to 11% for the next in line and 9% for the tail truck. Traveling in a tight formation reduces wind resistance and also makes better use of road space.

I am speaking of a path that continues to push the envelope on aerodynamic improvements. Such improvements could increase fuel efficiency by up to 8%, according to ACT Research's recently published *North America On-highway CV Engine Outlook*. These aerodynamic improvements include air-smoothed hood and roof designs, new bumpers with integrated air dams, new mirrors, revised fender skirts and rear cab mounted air fairings to better manage the air gap ahead of the trailer. Even greater fuel savings are possible when industry tackles the other major part of the

puzzle: the trailer. And I'm also speaking of smart legislative moves such as the one announced at the start of December harmonizing the requirements for long combination vehicles across Ontario, Quebec, New Brunswick and Nova Scotia. Or even longer-term projects such as Nikola Motor's plans for an electric-drive cabover using current generated by a hydrogen fuel cell and emitting only water.

What Trump and Pruitt miss in their attempt to turn back the clock on climate and clean air legislation in the world's largest economy is that it is exactly this kind of challenging legislation that spurs innovation. Without government showing such leadership we are left in the ridiculous position of advocating for the coal industry - a fossil fuel best suited for the 1800s. Don't know how else to put this but to again borrow from the stunted Trumpian vocabulary, in my books that makes them a bunch of "losers." ●

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

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2017 Calendar of Events

January

- Jan. 14-18 – **National Private Truck Council's Private Fleet Management Institute** – Omni Jacksonville, Jacksonville, Fla. www.nptc.org
- Jan. 17-20 – **World of Concrete** – Las Vegas Convention Center, Las Vegas, Nev. www.worldofconcrete.com
- Jan. 20 – **Toronto Transportation Club Ski Day** – Craighleith Ski Club, Blue Mountains, Ont. www.torontotransportationclub.com
- Jan. 22-24 – **Retail Industry Leaders Association's Leadership Forum** – The Ritz-Carlton Beach Resort Naples, Naples, Fla. www.rila.org
- Jan. 23-26 – **Heavy Duty Aftermarket Week** – The Mirage Hotel, Las Vegas, Nev. www.hdaw.org
- Jan. 23-27 – **Commercial Vehicle Safety Alliance's COHMED Conference** – Savannah Marriott Riverfront, Savannah, Ga. www.cvsa.org
- Jan. 25-27 – **SAE's Government/Industry Meeting** – Walter E. Washington Convention Center, Washington, D.C. www.sae.org

February

- Feb. 8-9 – **Cargo Logistics Canada's Expo and Conference** – Vancouver Convention Centre, Vancouver, B.C. www.cargologisticscanada.com
- Feb. 11-18 – **Toronto Trucking Association's Annual Convention** – Riu Palace Antillas, Aruba. www.torontotrucking.org
- Feb. 15-16 – **TTSOA's Striving for Excellence Conference** – Centre for Health and Safety Innovation, Mississauga, Ont.
- Feb. 27-March 2 – **Cold Chain GDP & Temperature Management Logistics Summit** – Hyatt Regency Toronto, Toronto, Ont. www.coldchainpharm.com
- Feb. 27-March 2 – **TMC Annual Meeting & Transportation Technology Exhibition** – Music City Center, Nashville, Tenn. www.trucking.org

March

- March 2 – **Women with Drive Leadership Summit** – Sheraton Toronto Airport Hotel and Conference Centre, Toronto, Ont. www.truckinghr.com
- March 14-16 – **Green Truck Summit** – Indiana Convention Center, Indianapolis, Ind. www.ntea.com
- March 14-17 – **The Work Truck Show** – Indiana Convention Center, Indianapolis, Ind. www.ntea.com
- March 19-21 – **IWLA's Convention and Expo** – Hyatt Regency Indian Wells Resort and Spa, Indian Wells, Calif. www.iwla.com
- March 23-25 – **Mid-America Trucking Show** – Kentucky Expo Center, Louisville, Ken. www.truckingshow.com
- March 26-29 – **Truckload Carriers Association's Annual Convention** – Gaylord Opryland, Nashville, Tenn. www.truckload.org

April

- April 2-5 – **Truck Renting and Leasing Association's Annual Meeting** – Hyatt Regency Coconut Point Resort and Spa, Bonita Springs, Fla. www.trala.org
- April 4-6 – **SAE World Congress Experience** – Cobo Center, Detroit, Mich. www.sae.org
- April 6-7 – **National Heavy Equipment Show** – International Centre, Toronto, Ont. www.nhes.ca
- April 7 – **Manitoba Trucking Association's Annual General Meeting and Spring Gala Dinner** – RBC Convention Centre, Winnipeg, Man. www.trucking.mb.ca
- April 20-22 – ExpoCam – Place Bonaventure, Montreal, Que. www.expocam.ca**
- April 21 – **B.C. Trucking Association's Associate Dinner** – Sandman Signature Hotel, Langley, B.C. www.bctrucking.com
- April 27 – **Toronto Transportation Club's Taste of Toronto Transportation Night** – Palais Royale, Toronto, Ont. www.torontotransportationclub.com

May

- May 1-4 – **Advanced Clean Transportation Expo** – Long Beach Convention Center, Long Beach, Calif. www.actexpo.com
- May 4-6 – **Quebec Trucking Association's 66th Annual Conference** – Hilton Lac Leamy, Gatineau, Que. www.carrefour-acq.org
- May 10 – **Western Women with Drive Leadership Conference** – Delta Calgary Airport In-Terminal Hotel, Calgary, Alta. www.truckinghr.com
- May 27 – **Toronto Regional Truck Driving Championships** – Powerade Centre, Brampton, Ont. www.facebook.com/toronto.rtdc
- May 28-31 – **CTRF's Annual Conference** – Radisson Hotel Winnipeg Downtown, Winnipeg, Man. www.ctrf.ca
- May 30 – **PMTC's Spring Golf Tournament** – Dundas Valley Golf and Curling Club, Dundas, Ont. www.pmtc.ca

June

- June 2-4 – **BCTA's Annual General Meeting and Management Conference** – Delta Grand Okanagan Resort, Kelowna, B.C. www.bctrucking.com
- June 4-7 – **Canadian Council of Motor Transport Administrators' Annual Meeting** – Yellowknife, NT. www.cmmta.ca
- June 9-10 – **Atlantic Truck Show** – Moncton Coliseum, Moncton, N.B. www.masterpromotions.ca
- June 10 – **Central Ontario Regional Truck Driving Championship** – Kitchener, Ont. www.cortdc.com
- June 13 – **TTC's Lunch and Learn for Women in Transportation** – Palais Royale, Toronto, Ont. www.torontotransportationclub.com
- June 15-16 – **PMTC's Annual Convention** – Crowne Plaza, Niagara Falls, Ont. www.pmtc.ca
- June 17 – **Manitoba Truck Driving Championships** – Manitoba www.trucking.mb.ca
- June 21 – **OTA's Council Summit** – Toronto, Ont. www.ontruck.org
- June 30-July 2 – **Great Lakes Trucks Club's Antique and Classic Truck Show** – Clifford, Ont. www.greatlakestruckclub.com

July

- July 8 – **Ontario Truck Driving Championships (Skills Competition)** – Powerade Centre, Brampton, Ont. www.otdc.ca
- July 15 – **Southern Alberta Truck Expo and Job Fair** – Lethbridge Exhibition Park, Lethbridge, Alta. www.southernalbertatruckexpo.ca
- July 21-23 – **Fergus Truck Show** – Fergus, Ont. www.fergustruckshow.com

August

- Aug. 3-6 – **Rodeo Du Camion** – Notre-Dame-du-Nord, Que. www.elrodeo.com
- Aug. 7-11 – **North American Inspectors Championship** – Hyatt Regency Orlando, Orlando, Fla. www.cvsa.org
- Aug. 13-16 – **PeopleNet/TMW Systems' in.sight User Conference** – Gaylord Opryland Resort and Convention Center, Nashville, Tenn. www.tmwsystems.com
- Aug. 24-26 – **Great American Trucking Show** – Kay Bailey Hutchinson Convention Center, Dallas, Texas www.gatsonline.com
- April 28-29 – **Alberta Motor Transport Assoc. Leadership Conference** – Rimrock Hotel, Banff, Alta. www.amta.ca
- April 30-May 2 – **NPTC Educational Management Conference & Exhibition** – Cincinnati, Ohio www.nptc.org
- April 30-May 3 – **Warehousing Education and Research Council's Annual Conference** – Fort Worth Convention Center, Fort Worth, Texas. www.werc.org

September

- Sept. 7-9 – **North American Trailer Dealers Association's Trade Show and Convention** – Indiana Convention Center, Indianapolis, Ind. www.natda.org
- Sept. 12 – **B.C. Trucking Association's Golf Tournament** – Meadow Gardens Golf Club, Pitt Meadows, B.C. www.bctrucking.com
- Sept. 12-14 – **FTR Transportation Conference** – www.ftrconference.com
- Sept. 15-16 – **National Truck Driving Championships** – Manitoba
- Sept. 15-16 – **Lesco Distributors Pro Show N' Shine** – Castrol Raceway, Edmonton, Alta. www.lescodistributors.ca
- Sept. 15-16 – **National Private Truck Council's National Safety Conference** – Dulles, Va. www.nptc.org
- Sept. 18-21 – **TMC Fall Meeting & National Technician Skills Competition** – Orlando World Center Marriott, Orlando, Fla. www.trucking.org
- Sept. 25-28 – North American Commercial Vehicle Show – Georgia World Congress Center, Atlanta, Ga. www.nacvshow.com**

October

- Oct. 4 – **TTC's Night at The Races** – Woodbine Racetrack, Toronto, Ont. www.torontotransportationclub.com
- Oct. 11 – Surface Transportation Summit – International Centre, Mississauga, Ont. www.surfacetransportationsummit.com**
- Oct. 11-13 – **National Trailer Dealers Association's Annual Convention** – TPC Sawgrass Marriott, Ponte Verda Beach, Fla. www.ntda.org
- Oct. 20 – **Fleet Safety Council's Annual Educational Conference** – Centre for Health and Safety Innovation, Mississauga, Ont. www.fleetsafetycouncil.com
- Oct. 21 – **STA AGM and Gala Awards Banquet** – Saskatchewan www.sasktrucking.com
- Oct. 21-24 – **ATA Management Conference and Exhibition** – Orange County Convention Center and Hyatt Regency, Orlando, Fla. www.trucking.org
- Oct. 25-26 – **Waste and Recycling Expo Canada** – Scotiabank Convention Centre, Niagara Falls, Ont. www.messefrankfurt.com
- Oct. 25-27 – **CITT's Canada Logistics Conference 2017** – Delta Montreal, Montreal, Que. www.citt.ca

November

- Nov. 3 – **MTA's Annual Fall Awards Gala** – Winnipeg, Man. www.trucking.mb.ca
- Nov. 8-9 – **Ontario Trucking Association's Annual Convention** – Ritz-Carlton Hotel, Toronto, Ont. www.otaconvention.ca

December

- Dec. 7 – **Annual Toronto Transportation Club Dinner** – Toronto, Ont. www.torontotransportationclub.com

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BEST FINANCED COMPANIES

Drivers and mentors connect at Women with Drive networking forum

By Harry Rudolfs

TORONTO, ONTARIO

Women are hugely underrepresented in the trucking industry. They account for 48% of the Canadian workforce yet only 3% of truck drivers are female – but Trucking HR Canada wants to change that. At a recent symposium held on Nov. 12 at Toronto's Sandman Signature Hotel, the non-profit industry advocacy group brought together drivers, mentors, trainees and other stakeholders in a panel discussion and networking forum. "Driver Connect and Share" is a new event from Trucking HR Canada and part of its Women with Drive initiative.

"This is the first time we've done something like this," said Angela Splinter CEO of Trucking HR Canada. "At our Women with Drive Leadership Summit in March, what we heard from drivers is that they wanted the opportunity to come together with other drivers and network."

The event was moderated by Stan Campbell from Trucker Radio and the opening address was given by Joanne Millen-Mackenzie, a "star" in her own right. Millen-Mackenzie, a driver for Highland Transport, was named 2016's Highway Star of the Year by *Today's Trucking* and was the first female driver to receive the award. She's also a tireless advocate for breast cancer research as is evident by her custom-decaled "Trucking for a Cure" Peterbilt.

Millen-Mackenzie recalled her own introduction to the occupation.

"Twenty-four years ago I had a mentor who believed in me. Back in those days

there was a real gender gap," she said. "But he pushed me hard and was able to see beyond my gender. Things have changed since. We have more and more women in leadership roles, and the door is now open."

Mentorship figured largely in the discussions, as two-thirds of women in the industry think it's important to have a mentor, according to Trucking HR Canada figures.

"Some women actually do better with a man as mentor. It all depends on compatibility," added Millen-Mackenzie. "But the key thing is that some companies are putting forth the effort to make their driver-trainers into mentors, and that they have to be more compassionate about women's needs. Make sure your mentors really want to do their job, because they are going to make a difference in someone's life."

Michele Joslin, an instructor at Humber College, suggested that women are sometimes better students than men.

"They're easier to train on the stick shift," she said. But Joslin also thinks that, "women are their own worst enemies" when it comes to considering trucking as a career. "They look at a truck and say, 'I couldn't possibly drive that.' But you get them in a cab and adjusting the mirrors and they realize it's not so hard."

Another panelist, Shelley Uvanile-Hesch, a driver for Sharp Transportation, thinks that recruitment should begin in the schools, and a special appeal should be made to high school girls. "Right now, it's not even considered a part of their career path," she said.

Uvanile-Hesch, who is also CEO of

the Women's Trucking Federation of Canada, suggested that once a company has hired women drivers, they should do what they can to retain them.

"Talk to your drivers and find out what they want and what they need. Reach out to them, this is an important resource."

The event was also attended by 11 bright young women who are being sponsored by the Community MicroSkills Development Centre in west end Toronto. This non-profit organization actively reaches out to unemployed

MicroSkills has put something like 80 women through this program in the last four years with a 70% success rate, according to Corrina Leblond, Women in Transportation program coordinator.

"The women are carefully vetted and we don't hide anything from them. We're preparing them for long-haul jobs, among others, because that's what's out there."

One of the panel members was a recent graduate of the MicroSkills-sponsored program and had just been hired by J.G. Drapeau Transport. Lorraine Lewis is a former machine operator and forklift driver and was paired with mentor Bill DeJong, a trainer for the company.

Lewis admitted to being nervous about being her new job.

"Every Sunday night I can't sleep because I'm thinking about what I'm going to have to do on Monday morning. Then, as the week goes on I get feeling more confident."

She stressed how important it is that she should could phone someone she trusted when problems arise, or just to ask for directions to get into a customer's loading dock.

But overall Lewis thinks she has made the right career choice.

"I've always wanted to drive truck," she said. "I've raised my children and now I'm doing what I want."

Sponsorships like MicroSkills and better mentoring might be keys to getting more women involved in trucking.

"Our Women with Drive program is one of our most popular and mentorship is a critical part of that," said Angela Splinter. ●

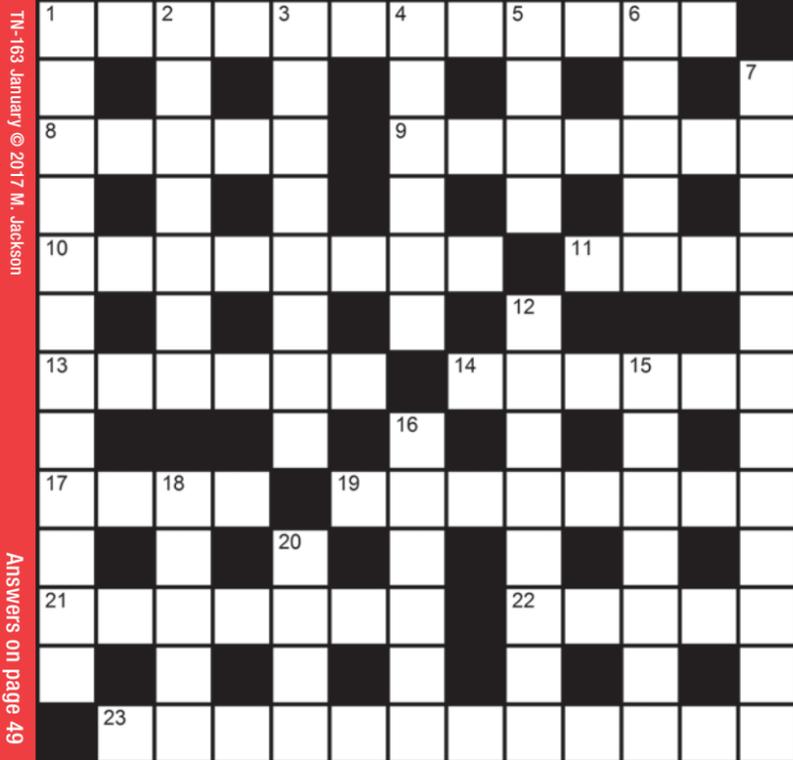
Make sure your mentors really want to do their job."

Joanne Millen-Mackenzie

or under-employed lower income women and sets them on a path towards getting their A/Z licence and achieving employment in the industry.

The sponsorship is part of MicroSkills' Women in Transportation program, and includes eight weeks of upgrading after which the women are directly enrolled with other students in a seven-week A/Z driving course at the Humber College Transportation Centre, or another OTTA driving school. This is followed by two weeks of unpaid placement at a transportation company, and another 12 weeks of job search support services if needed.

THIS MONTH'S CROSSWORD PUZZLE



TH-163 January © 2017 M. Jackson

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Across

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- 8 December 24th hauler, briefly
- 9 Pintle ring portion
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- 17 Electronic time keeper, briefly (1,3)
- 19 DIY auto paint containers
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- 22 '90s Isuzu SUV for a pal
- 23 Truck payment amount factor (8,4)

Down

- 1 "Land of Living Skies" plates home
- 2 Biennial Atlantic Truck Show location
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- 12 '65 Canada-U.S. auto-trade agreement
- 15 State at I-95's end
- 16 Big name in rental rigs
- 18 NS and RI licence plate word
- 20 Trailer's volume, briefly

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SEE OUR AD PAGE 44



Trucking industry wants fuel taxes dedicated to transport

By James Menzies

BRAMPTON, ONTARIO

The woeful state of infrastructure in the Greater Golden Horseshoe Area would not be so woeful, if money already collected from the trucking industry – and road users in general – went towards repairing and building infrastructure.

The point was made by Ontario Trucking Association president Stephen Laskowski and Canadian Courier and Logistics Association president David Turnbull Nov. 8 at the second annual Moving Goods and People conference.

Laskowski pointed out the fees and fuel taxes collected from the trucking industry by the province of Ontario could fund between two-thirds and the total amount of its roads and maintenance budget.

Turnbull, a former provincial transport minister, said “I suggest all types of taxes from operating vehicles on the road should be dedicated to road and transit infrastructure renewal and expansion.”

He also said road tolls should only be allowed on net new capacity.

Greg Kraliz, national transportation manager for Nestle, said the province can also help improve the movement of goods by making long combination vehicle (LCV) access less onerous.

“When I look at LCVs on the surface, it looks fantastic,” he said. “As we engage our transportation partners, some of the things they push back on are the cost of the permits, the engineering costs, the start-up costs involved in getting that permit and lay-out of that specific LCV route.”

Kraliz also wondered if dedicated truck lanes could be a viable option in

“I suggest all types of taxes from operating vehicles...should be dedicated to road and transit infrastructure.”

David Turnbull, CCLA

Ontario.

“There has been lots of expansion on the QEW with respect to commuter lanes. Could we do something for trucks, maybe alternate the use of specific lanes for trucks?” he asked.

He also said further investment in short-rail between Milton and Vaughan would be useful. Nestle sends out 14,000 trailer loads a year from its Brampton distribution center and having a reliable short-rail option would eliminate a lot of congestion from local roads, Kraliz said.

Speakers also addressed concerns

about various carbon cap-and-trade initiatives and how they will impact transportation costs.

Laskowski said in Ontario, the OTA was successful in getting the province to funnel some of the money collected through higher fuel taxes back to the industry so it can invest in more environmentally friendly vehicles.

Much of the funding will go towards encouraging the adoption of natural gas-fueled vehicles.

“My main message to municipalities is, natural gas is a bit of a wild card,” Laskowski said. “The government is doing the right thing but the truck industry needs the right infrastructure and you can play a part by working with various natural gas companies

Municipalities need to be more truck-friendly

BRAMPTON, ONTARIO

Municipalities should work with the trucking industry to attract business investment and jobs to their communities.

That was a message from Stephen Laskowski, president of the Ontario Trucking Association (OTA), when speaking Nov. 8 to the Western Golden Horseshoe Municipal Network, the Southern Ontario Gateway Council and the Peel Goods Movement Task Force. The groups were hosting their second annual Moving Goods and People conference, aimed at exploring new and better ways to accommodate the more efficient movement of goods and people.

As an example, Laskowski said enlightened regions such as Peel are promoting the use of long combination vehicles (LCVs) in their area to attract business development.

“They are using the LCV network in this province to attract distribution centers to come to their region, saying ‘We’re open for business, we’ll work with you.’ The Region of Peel gets it. Some big regions don’t work with the trucking industry and don’t work with shippers and I’d say they’re missing out on investment, they’re missing out on jobs – and for no good reason, other than politics,” Laskowski said.

He said this lack of collaboration

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in some regions is also evident when roundabouts or truck routes are designed without the trucking industry's input.

"There is nothing more maddening for our membership operating in your regions and municipalities than when you develop a truck route without the involvement of the industry," he said.

Laskowski also spoke out against the movement by some municipalities to require commercial vehicles to be equipped with sideguards to protect cyclists and pedestrians. It's an impractical idea, he suggested.

"Sideguards do not work," he said. He pointed out new GHG regulations will soon require trailers to be fitted with aerodynamic side fairings, which are not compatible with additional sideguards. "Sideguards and that mandate don't coincide."

Laskowski also touched on autonomous vehicles, noting while semi-autonomous technology is rapidly advancing, the driver won't be replaced anytime soon.

"It's about helping make vehicles safer, it's not about eliminating drivers," he said of semi-autonomous trucking technologies. "We have a driver shortage and will continue to have a driver shortage. Mandatory entry-level training is coming to the trucking industry and that's our solution to the driver shortage - improving the quality of drivers - not autonomous vehicles."

Better planning needed

David Turnbull, president and CEO of the Canadian Courier and Logistics Association (CCLA), also spoke to municipal leaders, calling on them to become more delivery-friendly. He said the notion that only urgent letters travel by courier is outdated, and pointed out hospitals and blood donor clinics receive everything from medication to human organs by courier.

"Accommodating growth requires better planning in all urban locations, particularly downtown locations," he said. "We don't want our region to become uncompetitive, so it's important we make express deliveries easy to deliver."

A lack of parking in urban areas is a major concern, Turnbull noted, especially when tickets are doled out while drivers make their deliveries. This happens more in Toronto than any other Canadian city, he added.

"As long as the driver is in the proximity of his vehicle, he's legally stopped to make a delivery. As soon as he starts to go through the door to enter the premises, he is illegally parked and he's ticketed in many cases," Turnbull said.

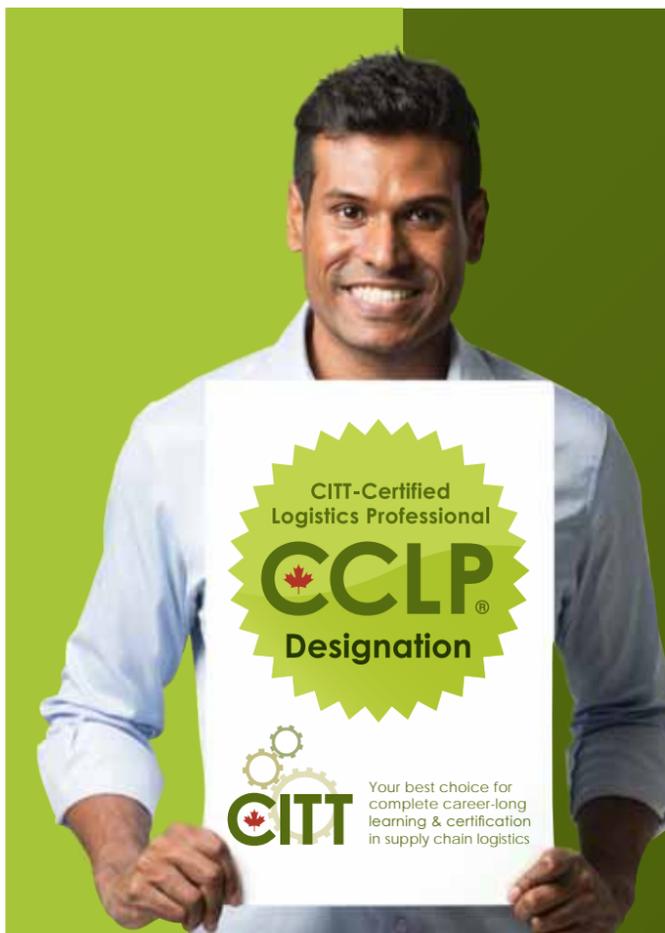
Courier bays

He credited the City of Toronto for creating a number of courier delivery zones, however he added that potential fix fell short as most were located outside the financial district, where the need is greatest. He would like to see more installed downtown, similar to the bus bays that can be found on busy streets.

"A typical courier delivery takes about six to seven minutes," he said. "We're not talking about vehicles parking for hours and hours."

Greg Kraliz, national transportation manager with Nestle, echoed the need for better truck access in urban areas.

"Every month, I get a handful of parking tickets from a distributor saying, 'If you're not going to cover the cost of this, I can't deliver to your stores,'" Kraliz said. "It's time to look at how we can improve truck loading access." ●



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OTA celebrates 90 years

Longtime leader David Bradley recognized

TORONTO, ONTARIO

The Ontario Trucking Association's 90th annual executive conference was one for the books. The double sapphire anniversary was a special one for the association, and it marked the occasion with a star-studded list of speakers, a touching heritage exhibit and a surprise award given to its longtime president, David Bradley.

As usual, the event was held in downtown Toronto at the Ritz-Carlton Hotel. Speakers included Michele Romanow of *Dragon's Den* and six-time Olympic medalist and mental health spokesperson, Clara Hughes. And while attendees took a networking break between speakers, they could visit the OTA's heritage exhibit, a 350 sq.-ft. multi-panel display where visitors looked at a time capsule of the trucking industry throughout the years.

Of course, what most looked forward to was the annual Awards Gala and Dinner that followed the sessions of the day. This year was slightly different as the OTA organizers had a trick up their sleeves for surprising outgoing president Bradley.

Before dinner, the OTA/Shaw Tracking Service to Industry Award was announced, and while normally, the award is announced after dinner, the OTA switched it up so Bradley's family could join the dinner.

After his name was revealed as the winner of the Service to Industry Award and a heartwarming video of Bradley's colleagues, associates and

family was shown, an emotional Bradley took the stage to accept the award he didn't see coming.

"I picked this year's winner and it wasn't supposed to be me," he joked. "To my sweetie here, my wife, I couldn't have done it without you... I tell people that I work for the world's biggest bike gang in the best possible sense...you didn't have to pay me all these years. It was nice, but I loved every minute of it. I was very fortunate to work with and for some of the greatest people in the world and to have everyone I care about here tonight and you got me good. Thank you all very much."

Bradley is set to retire at the end of 2017 and Stephen Laskowski will fill his role.

Other award winners included Bison Transport's Jack Fielding, who was

"Being a Road Knight has not only given me a renewed sense of passion, it has also opened doors for me."

Jim Pereira, former OTA Road Knight

crowned the OTA/Volvo Trucks Canada National Driver of the Year.

Every year the award is given to a truck driver in Canada who has maintained a collision-free driving record and demonstrated exemplary professionalism both on and off the road.

The winner of the national award is selected among all of the previous



David Bradley was surrounded by his family during a surprise award ceremony celebrating his longtime service to the trucking industry.

year's provincial Driver of the Year recipients by a panel of judges made up of representatives from Transport Canada, the Traffic Industry Research Foundation and the Canada Safety Council.

quires immediate attention – something that requires the Fielding touch – we bring Jack in and he gets it done every time."

The OTA/Volvo Trucks Canada Provincial Driver of the Year award went to Justin Martin of International Truckload Services.

The award is given to a driver who represents the utmost professionalism, dedication and commitment to the industry. Martin has been driving for more than a decade and has amassed more than one million accident-free miles.

This year's OTA/Bridgestone Truck Hero of the Year award went to Travelers Transportation's Paul Fredrick, who has saved several motorists' lives by pulling over and helping those who have been in collisions and vehicle fires. The award is given to an Ontario truck driver who demonstrates courage and integrity in the face of an emergency.

Daimler achieves "market leadership" status in Mexico

By James Menzies

PUERTO VALLARTA, MEXICO

Daimler continues to grow its share of the Mexican truck market, in large part due to a strengthening of the dealer network.

The company now controls 36.2% of the Class 8 market in Mexico, up about 7.8% compared to last year, according to Stefan Kurschner, president of Daimler Trucks Mexico, who gave a business update here Dec. 8. Daimler set out to become the industry leader in Mexico and has achieved its goal.

"We feel that above 36%, we can claim market leadership," Kurschner said. "I don't want to be arrogant about those numbers. It is a lot of confidence a lot of new customers have put in us. It's a journey. We are on a road to leadership and that's what we are going to continue."

There is plenty of room for growth in the Mexican market, according to Kurschner. Today the Class 8 market represents about 30,000 trucks a year and is growing at a pace of about 18% annually. But that's not enough, Kurschner said, given the size of the country and the age of the fleet. The average Class 8 truck in Mexico is 17.8 years old and there are 150,000 trucks in the country 20 years or older.

"I think an economy of this size should have a market of at least 60,000 and not 30,000, as it is represented today," Kurschner said.

A scrapping program that provides incentives for replacing older trucks has been reasonably successful, Kurschner said, and needs to continue and expand. Daimler has sold about 1,000 new trucks through the program, which benefits the environment.

One key differentiator for Daimler in Mexico is its strategy of peso pricing. Traditionally, all OEMs in Mexico priced their vehicles in US dollars, complicating the sales process and putting customers at the mercy of unpredictable swings in currency. Trucks are now priced in pesos and prices are guaranteed for six months.

"It takes uncertainties from our customers away and we are going to continue that," Kurschner said. "This is not an incentive program or a marketing gag."

Dealers representing Daimler's dealer council said at the briefing that peso pricing has been well received by customers since its implementation last year.

"Our customers can truly forget about the exchange rate and have certainty and standardization," said Fernando Zapata, president of dealer Zapata Camiones.

"The dealer network said we need to do something, uncertainty really hinders our customers to do business. So, we did a lot of customer interviews and after realizing a

lot of our customers have their revenues in pesos, it was a clear decision if they bill in pesos, they want to pay in pesos," Kurschner said.

Zapata said other OEMs have attempted to copy the idea, but without success. Daimler has financial instruments at its disposal and the ability to hedge – tools that a fleet itself is unable to utilize. The Mexican dealer network has modernized its processes and now works together as a cohesive unit across the country to better service customers. A key element to this is the so-called Mutual Promise, which all dealers commit to.

"It's a document the dealer network and the OEM has signed that has a description on what we are going to deliver as a service experience to our customers," Kurschner explained. "It's a customer bill of rights, a promise of what we are going to do for the customer."

Traditionally, according to Zapata, dealers were focused on serving only their own customers. Now a customer can expect the same service levels at any dealer in the country.

"The same service and same quality and same conditions negotiated with every single dealer, wherever he goes in the country," Zapata said. "That is amazing."

Alejandro Rivera, president of the dealer council and head of Camiones Rivera, said dealers have implemented new platforms so they enjoy better communication between dealerships and with the OEM. An Evolucion Elite program has also been implemented, recognizing dealers that have taken steps to improve processes.

Repair times was an issue in Mexico, with the average repair as recently as 2013 taking nine days to complete.

Jaime Tamez, president and CEO of dealership Difrenosa, said that has been driven down to less than three days and in most months this year, his dealerships have completed repairs on average in about a day.

"Our objective as a dealer network is to keep clients' trucks on the road. We have done a lot of work behind the scenes to achieve this," said Tamez.

One enabler has been 24/7 parts delivery. In 2014, Tamez said, the parts distribution center would send out one shipment per week. That increased to three a week in 2015 and now, deliveries are made daily.

"It means in many cases a huge difference for customers and also for dealers, because we have an opportunity to keep our inventories rotating and our customers much more satisfied," Tamez said. "For every specialized part, we have a delivery 24 hours later. I can say this is a big accomplishment in the last few years." ●

"I'd like to say thank you to the OTA and Bridgestone," said Fredrick, who has been driving for more than 53 years. "I'm very honored to receive this award, it's something special that I'd never thought would happen to me. To the men and women and children that I've saved, I hope they're having a wonderful and happy life."

As well, at the annual conference, the association named a new chairman.

Steve Ondejko, president of Onfreight Logistics, was named chairman of the Ontario Trucking Association for the 2016-2018 term.

Upon the announcement, Ondejko said he was "extremely honored" to be assuming the position of OTA chairman adding: "We have a great association, with a great history of representing the industry and so many great leaders. I have learned a lot over the years. OTA's outgoing chairman, Scott Tilley, deserves a lot of credit for making sure we have the right strategy and the right people in place. But people will be watching to see how things go and I want to help make sure it is seamless and the association remains as effective as ever."

The association also took time during the conference to celebrate two of its special programs.

The first is the NextGen program – an intensive leadership development platform for the industry's future leaders.

The OTA recognized all the recent graduates of the program with a ceremony during the awards luncheon.

The OTA also recognized the outgoing Road Knights during its luncheon.

Jim Pereira of Onfreight Logistics spoke on behalf of the departing Road Knights, explaining how much being part of the program meant to him.

"Being a Road Knight has not only given me a renewed sense of passion, it has also opened doors for me in different areas of the trucking industry that I had not only thought were impossible, but did not even know existed," said Pereira. "The Road Knight program gives a voice to drivers who take great pride in our trade. We are honored and fortunate to have been chosen to work with the OTA and doing a small part to help our industry."

The OTA is looking for candidates to



Jack Fielding (right) of Bison Transport was named the OTA/Volvo Trucks Canada National Driver of the Year at the OTA's annual executive conference in Toronto.

join the Road Knights program. Contact Lak Shoan at 416-249-7401 ext. 235 or e-mail lak.shoan@ontruck.org to learn more. ●

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Start-up offers chance to dress up your trailer, earn cash

Hauler Ads is connecting plain trailers and truck bodies with catchy advertisements

By Sonia Straface

TORONTO, ONTARIO

Got a bare white trailer attached to your truck? That's just a wasted opportunity to pocket some extra cash, according to the founders of Hauler Ads.

Hauler Ads is a new mobile billboard company that is in the business

of recruiting trucks interested in leasing out their truck bodies and trailers to advertisers looking for more exposure.

"We operate just like how a traditional billboard company does," explained Casey Binkley, one of the co-founders of Hauler Ads. "Except



Hauler Ads is reaching out to carriers to lease out their trailers and truck bodies to advertisers near them.

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Jimmy Zborowsky
President

instead of land-owners, we work with independent truck drivers, or trucking company owners."

The idea of the business began when Binkley's partner started working on a device that could track how many people looked at a truck's trailer during the driver's route.

"We spent a year-and-a-half developing a device that goes on the truck and tracks where it goes via GPS, which is pretty standard," he explained.

"But what's different about it is what we call the Sniffer. So, 80% of the general population leaves their Wi-Fi on their phone on. And everybody's phones are pinging out Wi-Fi signals every day. This device picks up Wi-Fi signals so we are able to tell how many people see the truck each day."

According to the data found, Hauler Ads claims that each mobile billboard receives an average of between 50,000-100,000 views per day while traveling hundreds of kilometers.

As well, according to the company, mobile billboards are viewed by 95% of people that drive by them and receive more than double the attention static billboards do.

"We've done a ton of research on static versus mobile ads," assured Binkley. "The data shows mobile ads have double the retention rates as well, compared to billboards on the road."

After finding a willing truck driver or carrier, Hauler Ads gets to work to find the perfect advertiser for the truck.

"We work with the drivers and owners of the companies to figure out who their customers are and what ads would be appropriate," Binkley said. "Because we don't want a hauler advertising a competitor of a product they carry, for example. So, the driv-

ers and truck owners have total control, it's their choice what goes on the truck...We have an approval process where we e-mail the ads to the drivers and the drivers decide if they want to go ahead with the ads."

From there, Hauler Ads does all the production in-house. It prints and installs the ads and is even responsible for the teardown after the ad campaign is over.

Binkley says the average ad campaign lasts four to six months.

At the end of the day, truck owners get 20% of what the advertiser is charged and they get paid on a monthly basis.

The concept of the company is a

"The data shows mobile ads have double the retention rates,"

Casey Binkley, Hauler Ads

"win-win-win" according to Binkley. He claims that carriers benefit by creating a new revenue stream while still traveling the same routes they normally would while making extra cash. Advertisers win because they gain exposure and can track how many people are actually seeing the ads. And Hauler Ads wins because the business is taking off nicely.

"It's nice to know that we're connecting the dots," he said. "So at the same time we're helping others, we make a dollar for us too."

To learn how you can get started with the company, visit its official website, www.HaulerAds.com or call Binkley directly at 416-271-1008. ●

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Looking into the crystal ball

By **Sonia Straface**

BRAMPTON, ONTARIO

At the second annual Fast Forward: A Deeper Look Inside the Future of Trucking, hosted by Newcom Trucking Group and the Toronto Area Council of CITT, a panel of industry veterans and representatives gathered to help look inside the crystal ball and predict what's in the future for trucking.

The event, held at Maritime-Ontario's Brampton, Ont., headquarters was sponsored by MobilDelvac on Nov. 23 and covered a wide variety of topics. Panelists included: Ryan Tilley of Tandet Group, Vania Agostinho of Carrier Centres, Katie Erb of Erb Group, Jim McKay of Avleca Group, Carolina Billings of The Hive Consulting Group, Larry Mitchell of United Van Lines and Marc Poland of Sheehan's Truck Centre.

Each panelist brought a unique perspective to the discussion about where trucking is heading in the next five to 10 years.

However, it mostly focused on two major themes: the role millennials will play in the future of trucking and how diversity will be the key to success going forward.

Millennials and trucking

It's not a surprise that the millennial generation was a topic on the panel, as many in the industry know that a changing of the guard is coming soon.

As baby boomers start to retire, it seems that millennials will be filling their shoes – skipping over Gen Xers entirely – explained Billings, an HR specialist who says this is a good thing since millennials are more receptive to change and new technologies.

“Change is not an easy thing for humans,” added Tilley, a millennial himself. “We like change, but we like to control the change. I think millennials and our generation has experienced such rapid change throughout our life, we don't know any different. We're looking for something new and if I have an app on my phone that hasn't updated itself in two weeks, then they're out of date now and I'm going to find something else. Our generation is more quick to adopt change because we've seen change as being a positive thing. There are negatives to change, but we have a more optimistic outlook that things will change again.”

Above that, McKay, who claimed he has worked with and employed many millennials recently, said that the younger generation has a lot to bring to trucking.

“For me one of the big things that stands out is their drive,” he said. “They're not afraid to tell you what they want. They're outspoken about working remotely...They're very open and adaptable to change and secondly, perhaps more importantly...making decisions is a lot easier for them. I have worked with boomers and making tough decisions is difficult for them. With millennials, they come in, they process things and make a choice.”

Mitchell added that millennials are also more innovative than their older counterparts.

“Typically the millennials are utilizing technology to assist them in their role and they don't have to be in the building in order to be successful in their position,” he said. “They can do it remotely from their smartphone, laptop or tablet.”

But don't think that hiring these millennials is an easy task. The trucking industry is struggling to find people, but it is having an even harder time attracting younger people into the in-

“The value of being in the office is lessened. And I think that's the struggle for the older generation.”

Ryan Tilley, Tandet Group

dustry. So, to attract these millennials, panelists advised the audience on how they can make trucking more appealing.

Erb said that as a millennial herself, trucking companies should promote ways in which new hires can and will move up the ladder within the business, since that is attractive to the younger generation.

“I think as a millennial you want to constantly grow and learn and evolve. I like to be challenged, so when one challenge is finished I want something else,” she explained. “I think millennials want to constantly climb that ladder. And at Erb, we have a lot of long-standing employees that have been in the same position for 20-30 years and they're fine with that. But if I was in the same position for two years, I'd go stir crazy.”



At the Future of Trucking event on Nov. 23, a group of panelists discussed millennials, diversity, and where trucking is headed in the years to come.

Tilley agreed with Erb but added that millennials want more flexibility and recognition in the workplace and that is something that trucking needs to be better at providing if they want to recruit younger people.

“I think millennials...need flexibility on when they can go into the office, when they can get work done. A lot of them have young families and they want to be there to watch their children grow up,” he said. “And then more than that, millennials really want recognition to say they've done a good job. And

the office, but are they effective? That's the core of it.”

Diversity is key

Diversity is a word that gets thrown around a lot in trucking today. Many people know what it is, but hardly execute it. Getting a mix of genders, races, ages, and beliefs within a company is statistically proven to create a successful environment, but yet we still see trucking as a predominantly white male-dominated industry.

“The biggest challenge is to adapt diversity,” said Mitchell. “It's easy to hire people that think the same way you do, but there's so much talent out there. I think the real winners on the shipper and the carrier side will be the ones who embrace diversity.”

And that means the ones who hire women into executive roles.

“I think women as executives are fantastic,” Billings said, adding they bring a lot to the table. “Women love to network, they love to collaborate and they know how to nurture and coach other staff members...I think the female voice, not just at the executive suite is a voice that has been needed (in trucking) for a very long time.”

To attract women, Agostinho said it's not just about changing policies, it's about making women feel comfortable in their workplace by creating an even playing field.

“I don't think that companies need to adjust policies to accommodate women,” she said. “I think at the end of the day, everyone should be on an equal playing ground. If there are changes it should be equal for everyone. However, for me specifically, it would be nice to see female washrooms on the shop floor. You want females to feel part of the team.”

I don't think we're very good at that.”

Tilley added that once you hire millennials, make sure you understand that their work style is much different from the examples set by the baby boomer generation.

“My grandfather and father, they were both in at 7 a.m. out at 6 p.m.,” he explained.

“But technology now allows us to complete these tasks in a wide variety of environments. So quite frankly I could do all that from my kitchen table if I really wanted to. The value of being in the office is lessened. And I think that's the struggle for the older generation. I think they see it as not working hard, but it's not that you're not working hard, it's that you're working hard in a different way. So, to attract the top talent you have to embrace this change. Maybe your sales guy or ops guy isn't in

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Signs point to stronger operating margins, pricing

Continued from page 1

ing enough trucks to replace the ones they're retiring from service, resulting in a shrinking of capacity.

"Fleets are not ordering enough to replace what they're getting out, they're shrinking," explained Jonathan Wahba, chief operating officer of Kriska Transportation Group. "We have shrunk a little this year and many of our large competitors have also shrunk. At some point in time, that shrinking of the total fleet will result in equilibrium with demand, or maybe even below it."

This observation was shared by Paul Will, chairman and CEO of Celadon Group.

"I think in general, when you see new truck builds go down for 12-18 months, you will start to see some pickup (in trucking rates) because capacity starts coming out," he said.

And truck manufacturers aren't expecting orders to pick up anytime soon. Volvo recently downgraded its expectations for 2017, projecting North American Class 8 orders of 215,000 units, down sharply from this year's total of a projected 240,000 units and roughly 300,000 in 2015.

Couple an anticipated shrinking of the North American fleet size with impending regulations that could reduce

Electronic logging device mandate could push capacity out of the industry, leading to higher pricing.

productivity, and it's a recipe for rising trucking rates.

"When you have fewer trucks on the highway and we add on the ELD mandate, those two things when they come together, we think we're going to get back to 2014-2015 conditions where there was more demand than supply," Wahba said.

The ELD mandate, on schedule for implementation in December 2017, is expected to chase 5-6% of US capacity from the market. That's because there's a sentiment that about half of US carriers currently use paper logs and a good number of them will be unwilling or unable to comply with the standard.

Rob Penner, president and chief operating officer of Bison Transport, predicted the industry should begin feeling the effects of the ELD mandate by mid-year as fleets that were using paper logs to circumvent HOS rules "turn on" their ELDs and see productivity fall into line with what compliant carriers are seeing.

"We have always been proud of our utilization, we're at around 12,000 miles per truck on e-logs and doing the right thing," Penner said. "When you talk to the unsophisticated guys, they're around 13,000 miles per month routinely. That's not possible. There is going to be a capacity crunch. There just has to be."

Celadon's Will agreed the ELD mandate will create opportunities.

"I think 2016 could be a watershed year going into 2017, and I see 2017

picking up and with the regulatory changes coming in at the end of the year, the sky's the limit for trucking," said Will.

That theory, coming from a trucking executive, may sound like wishful thinking, but a leading industry forecaster agrees. FTR reports there's a 60% chance there'll be a shortage of equipment and drivers by the end of 2017 and that rates will go up more than expected.

"In 2017, rate increases are going to exceed expectations and this will continue into 2018," Noel Perry, truck and transportation expert with FTR said during a recent *State of Freight* webinar. "I fully expect 2018 to be a difficult year for pricing if you're a shipper and 2017 will be a surprisingly difficult one. Not because it's going to be spectacular, but because people expect 0-2% (increases) and may get 4%."

Forward-thinking shippers are looking to lock in one- or two-year contracts, Wahba said, while others continue to try to take advantage of the down market. Those shippers could struggle to find trucks if capacity tightens as expected, he warned.

"When you are the cheapest today, the money you are saving today may be offset by the premium you pay in the future," he explained. "If you have a longer-term view of cost, shippers are going to end up paying less in the future and have a better level of service."

Asked to make a bold prediction for 2017, Bison's Penner was confident pricing will improve.

"By the end of Q3 2017, carriers will have the opportunity to push price. If they have a truck and a driver and are doing things the right way, they'll be able to push price," Penner said.

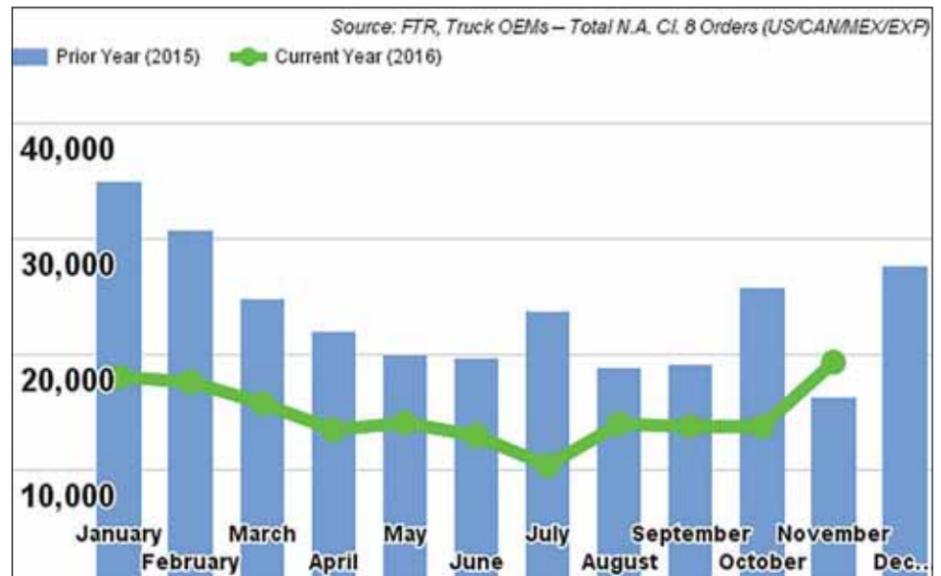
But not everyone is optimistic of a reduction in capacity.

Ted Daniel, CEO of Titanium Transportation, said during a recent conference call to discuss Q3 earnings, "I'm not seeing any improvements in terms of the overcapacity issue in this economy." He added he doesn't think the oversupply of capacity will resolve itself in 2017.

Mergers & acquisitions

Aside from TransForce's blockbuster acquisition of XPO Logistics' truckload division, there has been little activity in the way of mergers and acquisitions in 2016. Wahba says this is likely because business owners wanting to maximize the value of their companies are holding off until conditions – and their balance sheets – improve.

"What we found in 2016 was, a lot of



Class 8 truck orders have been well below last year's levels – and replacement levels – for most of the year, pointing to a tightening of capacity.

owners who may have thought about selling their business decided not to, because the results of their business have been poor because of (market) conditions," he explained. "Those poor results translate into a lower selling price. I think they are waiting for the pop in the market to drive better results, and those results will translate into a better selling price for company owners."

Wahba thinks the industry will see more consolidation as business conditions improve and as some small fleet owners opt to walk away from trucking rather than invest the time and money into complying with the ELD mandate.

"We may see people getting out in

"By the end of Q3 2017, carriers will have the opportunity to push price."

Rob Penner, Bison Transport

the first half of 2017 if they decide all the work putting in ELDs is not something they want to do. Maybe they don't have a strong IT staff or training staff and they may feel their business is in better hands of a large organization that has expertise in those areas," Wahba says.

Titanium, which has publicly said it is targeting two acquisitions per year, has been able to close just one in 2016 due to a business environment that makes closing deals difficult.

"These conditions, with the overcapacity, makes it harder to do a deal

for both parties," Daniel said. "On one hand, you're looking at a company that wants to get as high a price as they can, but at the same time, it's not that we want to get the lowest possible price, but we're also dealing with the fact, mathematically sometimes we're working under a certain framework and it's tough to be able to please everybody. The environment itself is making it a little tougher."

Doug Nix, vice chairman of Corporate Finance Associates, said there is no shortage of buyers – especially for non-asset based transportation companies.

"What we saw in 2016, was XPO Logistics withdrew from the (acquisitions) market, so that took some pressure off. Our understanding is they and a couple other large buyers are moving back into the market in 2017 and we think that is going to increase demand for quality companies," Nix said. "But having said that, in all candor, if somebody has got a quality company there is strong demand for it, no matter what the market is like."

Mike McCarron, president of Left Lane Associates, says there are currently more buyers than sellers but that could change as incoming legislation chases carriers out of the market.

"There's a ton of buyers," McCarron said. "Very few people are ready to sell." He too thinks that could change with an onslaught of new regulations.

Will the driver shortage re-emerge?

A weak economy and slow freight growth have in 2016 masked one of the industry's biggest concerns: the struggle to find quality drivers. However, Wahba predicts that issue will come to the forefront once again in 2017.

Be prepared for higher fuel costs

TORONTO, ONTARIO

Low oil prices have benefitted carriers in the form of cheaper diesel, but that may be coming to an end. Oil prices have slowly crept back up to more than \$50 per barrel in recent weeks and could go higher after an OPEC agreement to cap production volumes. But even if oil remains at depressed prices, Canadian fleets will be shelling out more for diesel thanks to Canada's federal and provincial climate change strategies.

In Ontario, diesel prices are set to spike five cents per liter on Jan. 1.

"Fuel is a trucking company's second largest cost," said Ontario Trucking Association (OTA) president Stephen Laskowski.

"Supply chain systems are in place to capture such increases. However, this is a unique circumstance in that fuel will rise only in a specific region. Users of trucking services in Ontario should be prepared to see the cost of fuel to transport their goods rise rapidly in the New Year."

CTA chief David Bradley is hopeful the funds contributed by trucking will be funneled back into the industry.

"Are the funds the trucking industry will pay directly in the form of a carbon tax or indirectly in the case of a cap-and-trade system, is a fair share of that money going to be plowed back into stimulating and accelerating investment in technology devices, natural gas infrastructure or is the money simply going to be squandered and go into general revenues?" Bradley wondered. ●

"If everything plays out the way we think it will, my biggest concern comes back to labor and having enough drivers," he said. "This year the driver shortage has been masked by the softness in the market but if you look at the underlying fundamentals of our labor market – an aging demographic of drivers, the introduction of mandatory entry-level training, the rising cost of insurance – all these factors are going to continue to put pressure on our labor market and if the market tightens, all of a sudden those pressures are going to bubble up to the surface again."

But Bison's Penner has a different take on the issue. He sees 2017 as the year well-run carriers that already have tight controls on HOS will see drivers come flocking.

"All carriers that don't run ELDs are not unsafe and not cheaters," Penner said. "But there are a significant percentage of them. And unless they're prepared to pay drivers the same amount of money to put on less miles, there will be a financial impact to those drivers. I think the competition for drivers will heat up and carriers that have made the investments already and have discipline in their operating practices and hold shippers accountable for their time, I think those carriers win the competition for drivers at the end of the day. Fleets that have allowed drivers to manage their documentation and allowed them to earn above their opportunities in the first place, those fleets will be punished more than anyone else." ●

The Trump effect

WASHINGTON, D.C.

How will the election of Donald Trump to president of the US affect Canada-US relations, the American economy and the trucking industry in general? That's a question that's on everyone's mind and will take time to determine.

"We have a huge wild card now in Washington," said David Bradley, head of the Canadian Trucking Alliance (CTA). "That could change the landscape for better or for worse. We'll have to see. We've heard about the president-elect's position on NAFTA, but what does it really mean? We'll have to wait and see. Will we see a renewed thickening of the border? Or will we see a stronger America generating increased aggregate demand to the benefit of the Canadian economy and Canadian trucking industry?"

Fleet executives *Truck News* spoke to downplayed concerns over a Trump administration.

Celadon chairman Paul Will said he doesn't expect the election of Donald Trump as incoming president of the US to grind North American trade to a halt, despite his threats to existing trade agreements such as NAFTA, noting Celadon is proceeding with construction of a 51-acre facility in Laredo, Texas.

"Congress determines NAFTA, not the president. Canada is our largest trading partner. Mexico is our third largest and that is never going to change. Our belief is, let's have that infrastructure in place to be successful

long-term," Will said.

Rob Penner, president of Bison Transport, said he's hopeful business will see a boost now that the election has concluded.

"All business was sitting on its hands as the elections shook out and

challenges in cross-border activities and if there are, I think it will be minimal."

Bill Witte, economic expert for industry forecaster FTR, said Trump could have a positive effect on the US economy.

"I think that the impact of the elec-

"I think that the impact of the election, from an economic point of view, is overall positive."

Bill Witte, economic expert, FTR

it doesn't matter what your political leanings are, at the end of the day I think business will move forward," Penner said. "Trump is a pro-business guy and whatever rhetoric he has talked about regarding trade, we're a balanced trade partner with the US and I don't think he starts with Canada in particular, or with NAFTA. I don't think there are going to be any chal-

lenges in cross-border activities and if there are, I think it will be minimal."

tion, from an economic point of view, is overall positive, in the sense that prior to the election I didn't see much upside economically, but now I think there is some," Witte said.

He noted the US economy could receive a boost from infrastructure spending and tax reform. The risk, however, is continued political deadlock, even if it comes from within the

Republican party. He also noted protectionist measures are a concern under Trump.

"I'm hoping that wisdom from Congress will short-circuit any real negative effects there," Witte said.

Noel Perry, truck and transportation expert with FTR, doesn't see Trump derailing safety-related regulations, though it's conceivable the ELD mandate will get pushed out.

"The majority of the regulations looking at trucking are safety oriented, and I don't expect him to have a dramatic change in attitude towards that, with the exception of being more realistic and conservative in the way they're implemented," Perry said. "With ELDs, the technical standards, if there is a possible need to delay the deadline from December of next year to later, his administration would be much more likely to do that."

Perry did suggest Trump will likely pave the way for more pipeline development, which will help certain segments of trucking. ●

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How to succeed during challenging times

Kriska, Bison executives share insights at Surface Transportation Summit

By James Menzies

TORONTO, ONTARIO

A sluggish economy, excess capacity and downward pressure on trucking rates have made 2016 a difficult year for trucking providers, which made the panel discussion on Thriving in Challenging Economic Times at this year's Surface Transportation Summit a particularly timely topic.

But first, a requested amendment to the title, courtesy panelist Jonathan Wahba, chief operating officer of Kriska Transportation Group: "It's more like surviving," he quipped.

Wahba said Kriska is managing through the downturn by focusing on two "buckets": tactical and strategic. The tactical efforts refer to day-to-day initiatives, such as reducing costs, since carriers today have little leverage with shippers to increase rates. Wahba said labor, fuel and equipment comprise a trucking company's three biggest costs. Kriska is focusing on reducing its fuel and equipment expenditures, to the extent possible.

"On fuel, we believe we can have an advantage over some of our competitors if we have the most fuel efficient trucks on the highway," Wahba said. "We work with the OEMs on how we spec' them and reward drivers for the right behaviors. We try to get a lot of excitement within the fleet around not wasting money on fuel."

As far as strategic, long-term initiatives go, the focus has been on keeping borrowing costs as low as possible when making acquisitions or buying new equipment.

"We want to make sure all our debt is appropriately priced," Wahba said.

Equipment spec'ing gets a lot of attention at Bison Transport as well, according to Grant Naslund, director, eastern operations.

"On the road, cost reductions start with spec'ing the right equipment," he said, adding that building a network of trusted vendors also reduces costs when breakdowns occur. In the office, Naslund said, cost-cutting efforts are focused around automation of tasks such as data entry.

The current combination of abundant capacity and slow freight growth have made rate increases tough to come by. But Wahba said there are still some forward-thinking shippers looking to build partnerships with carriers to ensure they have capacity available when the pendulum swings.

"We certainly see a dichotomy of our customers," he said. "The majority are in a buy for today, use the market to drive lower costs mode and the minority have a longer-term view. Conversations with those customers are quite different."

With Class 8 truck sales in sharp decline and the impending arrival of regulations that could reduce trucking's productivity and chase non-compliant fleets from the industry, Wahba said excess capacity in the market won't last long.

"The number of trucks being ordered by the industry is below replacement levels," he said. "We know in the

future we will get back to a scenario where the market is tight."

Wahba said the shippers with a longer-term view are more likely to be serviced when capacity tightens.

Another area where shippers and carriers can work together is to drive waste out of the system, Wahba added. He cited the Safe Haven parking project Kriska developed with Unilever as an example. Unilever set aside a number of parking spots so drivers can sleep at their facility rather than choose between stopping early and parking at a truck stop far from the

delivery location or traveling on and parking illegally or unsafely closer to the distribution center.

"Little items around drivers' time is what we really focus on," he said.

This becomes even more important when using electronic logging devices (ELDs) to manage driver hours-of-service, added Naslund, something all Canadian fleets operating in the US will have to do by the end of next year and even domestic carriers within Canada sometime thereafter.

"They are absolutely coming," Naslund said of ELDs. "We use them in a positive fashion. Being able to see where time is wasted in a driver's cycle is something we've been able to capitalize on."

Bison has an analytics team that examines unproductive driver time, empty miles, profitability of various lanes and dwell time and feeds weekly reports to operations. Naslund said Bison's drivers accepted ELDs and few operational changes were required when they were implemented. Bison

is, however, making changes to how it delivers freight with an eye towards improving its drivers' work-life balance and retention.

"A load from here to Calgary will likely touch nine drivers," he said, adding Bison now does more switches on long-haul deliveries so drivers get home more often. "Guys get home every day or every second day and are able to have that work-life balance while still having that over-the-road experience."

One positive about the current sluggish environment is that the driver shortage has subsided – for now.

"The driver shortage has been on the back burner this year," said Wahba. "Finding drivers this year has not been our number one business challenge."

"The economy, being as soft as it is, is masking that problem," Naslund agreed. However, both agreed the shortage of qualified drivers will resurface as soon as the economy and freight volumes pick back up. ●

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Cervus opens new Ottawa location

OTTAWA, ONTARIO

Cervus Equipment has opened a new dealership in Ottawa.

"We're excited to open our doors in Ottawa and deliver exceptional end-to-end truck services," said Gara Hay, general manager, Cervus Transportation. "With an expanded presence, we're better able to serve customers in Ottawa and surrounding areas with premium truck products, parts and support for all makes and models."

The dealership is located just off Hwy. 417 and Hwy. 7 at 2650 Carp Road, Carp, Ont. The phone number is 613-831-2940. ●

Mack, Volvo Uptime Centers bringing benefits

BIRMINGHAM, ALABAMA

Mack and Volvo have received an award for their Certified Uptime Center training programs. The companies received a Brandon Hall Group gold award for Best Learning Program Supporting a Change Transformation Business Strategy. The awards are given based on: the fit to the needs of the business, design of the program, functionality, innovation and measurable benefits.

"We are very pleased that Volvo's Certified Uptime Center training program was recognized by the prestigious Brandon Hall Group," said Jeff Lester, senior vice-president of sales for Volvo Trucks North America. "The award signifies that we are thoughtfully and carefully rolling out Volvo Certified Uptime Centers by providing quality training resources to ensure dealers are prepared and ready to offer customers superior service and better address their needs for quick repairs."

"Mack is honored that the Brandon Hall Group selected our Certified Uptime Centers training program as a gold award winner," added Jonathan Randall, Mack Trucks North American senior vice-president of sales. "This award is validation that we are providing quality training, enabling our dealership staff and technicians to more quickly and efficiently serve our customers, making a significant improvement in uptime."

Volvo has 57 Certified Uptime Centers in the US and Canada, while Mack offers 67. The program includes standardized workflows and service processes, including redesigned service bays, and improves throughput at certified dealers. The program addresses an industry-wide problem of dwell time, which sees average repairs of 3.5 hours taking trucks off the road for four days.

Phillip Swaim, director of network fixed operations with Volvo Group North America, said Certified Uptime Centers are seeing the benefits of the program, as are their customers. Dealers have seen a 22% increase in repair orders, a 16% increase in labor sales and an 8% improvement in service efficiency, as well as an average dwell time decrease of 2.5 days. ●

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Volvo demonstrates new active driver assist

Company takes collision mitigation a step further with fully integrated system

By James Menzies

LAURENS, SOUTH CAROLINA

You have to have faith in your equipment, and the engineers who designed it, to keep your foot planted firmly on the accelerator as you bear down on a stopped SUV in a Class 8 highway truck. But that's exactly what Volvo and Bendix officials did Oct. 24 when showcasing their new Volvo Active Driver Assist (VADA) collision mitigation system – and no metal was crumpled in the demonstration.

VADA, announced in early October at the American Trucking Associations Management Conference & Exhibition, is Volvo's fully integrated version of Bendix Wingman Fusion. Volvo's the first truck maker to integrate the information generated by Wingman Fusion into its existing driver display, eliminating the need for a second in-cab display and the potential for distraction.

It builds on Volvo Enhanced Cruise, but offers new capabilities and the ability to mitigate front-end collisions in all traffic situations – regardless of whether or not cruise control is active. One of the most notable improvements is the ability to recognize stationary objects and automatically apply the brakes if the driver doesn't react quickly enough.

"It's able to detect an object and once it's identified by the camera that it's a vehicle, it gives the driver alarms to react accordingly. If they don't, it will activate the brakes and brake automatically," explained Ash Makki, product marketing manager with Volvo.

Volvo says 31% of truck crashes today involve front-end collisions. VADA's automatic braking is available at speeds of 15 mph or higher. At slower speeds, such as in stop-and-go traffic, it will still sound alarms but automatic braking isn't applied. In addition to issuing audible alerts, a bright red LED ring appears around the speedometer, giving the driver a visual cue if he or she is looking at their gauges instead of the road.

VADA combines a new radar, with

a greater range of 500 feet forward and 22-degrees width, with a windshield-mounted camera that has a 42-degree viewing angle. This allows the system to work in all weather conditions; when it's too foggy for the camera to pick up lane markings, the radar will take over the lane departure warning requirements. Lane departure warning comes standard with VADA and sounds audible alerts when a driver leaves his or her lane without signaling. It sounds a different set of alarms if the system notices, through erratic driving, that the driver may be tired.

Drivers have the ability to turn off lane departure warnings for 15 minutes when traveling through a construction zone or other areas where lane markings aren't present.

Wingman Fusion also offers over-speed alerts but Volvo is not yet offering that feature. The camera reads roadside speed limit signs and alerts the driver and fleet manager when speed limits are exceeded by 10 mph or more. Volvo is still working on integrating that feature into its driver display and plans to add it in the future.

Another new benefit is the ability to prioritize alerts. If, for example, the truck is leaving its lane without signaling but also about to run into the vehicle in front, VADA will determine which of the two items is the most urgent to address and react accordingly.

The camera can be used as a driver coaching tool. When an event occurs – ie. hard-braking, fast cornering, a sudden maneuver – it captures 20 seconds of footage, the 10 immediately preceding the event and the 10 that followed. That footage is stored in Bendix's SafetyDirect online portal. Fleet managers can monitor the performance of drivers and use the video footage for coaching.

"A lot of fleets like to use this feature to educate drivers," said Makki. "You don't have to wait until an accident happens."

Drivers can also manually save footage with the press of a button if



Volvo is now offering the fully integrated Active Driver Assist collision mitigation system on its new tractors.

they see something on the road of note, for example if they've witnessed an accident. The camera can store up to 40 video files at a time. When there has not been an incident to record, the camera runs on a continuous loop, erasing footage it previously recorded. Fleet managers don't have the ability to peek in on their drivers.

Jim Kennedy, vice-president of maintenance for McKenzie Tank Lines, a 275-truck tanker fleet based in Tallahassee, Fla. and serving the US, Canada and Mexico, is a big believer in the technology.

"VADA is there to support drivers," he said.

He monitors excessive braking, cornering speed, lane departures, forward collision warnings, etc. and sets high and low performance thresholds. He then keys in on the drivers who generate the most alerts and offers additional training. Vol-

vo's active safety systems, including Volvo Enhanced Stability Technology (VEST), have helped the company nearly eliminate rollover and rear-end collisions, Kennedy said.

From 2003 to 2007, McKenzie Tank Lines had 47 rear-end collisions and 11 rollovers. Since 2010 it has only had a single rollover and it has only had two rear-end collisions in the past three years.

"Every single vehicle that has had either one of these events – because you have a transitional period when you're bringing in new equipment – every one did not have on it the technology that affected that specific type of event," Kennedy said. "That speaks volumes. That's where we feel the proof is."

Volvo made VEST standard in 2005, looking to eliminate the 28% of commercial vehicle accidents that involve a rollover. ●

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Tweaking trailer tails

What wind tunnel testing says about trailer tail performance

By **Carroll McCormick**

OTTAWA, ONTARIO

When researchers learn more about what affects the amount by which trailer tails, aka boat tails, reduce drag – typically said to be around 5% – manufacturers can improve their designs. Fleet operators need not be passive bystanders, however: recently published results from wind tunnel tests by the National Research Council Canada (NRC) include shiny nuggets that may help inform their purchasing decisions and increase the likelihood of lowering fuel consumption.

About a year ago, NRC tested 30 different scale model trailer tail designs and configurations on its 30% tractor-trailer in its 9.1x 9.1x 22.9-meter wind tunnel in Ottawa. It was an NRC-funded follow-up to work done a year earlier for Transport Canada's ecoTechnology for Vehicles program.

The researchers looked at the effects on drag of trailer tail length, panel design and angle and the vertical placement of the whole trailer tail, and the combined effect of trailer tails and side skirts in reducing drag.

The results are reported in *Aerodynamic Performance of Flat-Panel Boat-Tails and Their Interactive benefits with Side-Skirts*, authored by Dr.

Brian McAuliffe, NRC's thrust lead for the Enhanced Aerodynamics Performance thrust of the Fleet Forward 2020 program, and one of his colleagues, Dr. Alanna Wall.

The paper is for sale by SAE International, and will otherwise be made publicly available in early 2017.

NRC tested four trailer tail lengths, with full-scale equivalent lengths of 0.6m (2 ft), 0.9m (3 ft), 1.2m (4 ft), and 1.5m (5 ft). In general, the longer the trailer tail, the less the drag. However, the angle of the panels had an effect.

"Short boat tails demonstrate improved drag-reduction at larger panel angles," McAuliffe writes. And in general, he writes, "All of the boat tail configurations demonstrate an improvement in performance when the lower panel is added."

As for those panel angles, which the researchers variously set between 10 and 15 degrees, although they did affect drag, they are set by the manufacturers. Operators are expected to keep their hands off.

"You wouldn't even think about (changing the panel angles)," says Gerry Spachman, trailer shop foreman with the Erb Group.

The vertical location of the trailer tail had quite an effect on drag, although it

did depend on the panel angles.

"A 13-degree top will lose performance more quickly than an 11-degree top, as it is dropped," McAuliffe notes.

The NRC research showed that the ideal placement for a trailer tail is with its top edge flush with the trailer roof. Unfortunately, however, putting it there would hide the marker lights, in violation of regulations.

That's too bad, because, as McAuliffe explains, "When the panel is dropped about three inches, you increase the drag of the vehicle by about 2%, which

than partial-height side panels.

Adding a horizontal panel on the bottom of the tail (at least one manufacturer offers models with and without a lower panel) further reduced drag.

NRC also investigated the combined effect of running both a trailer tail and side skirts. The results weren't cut and dried ("Everything is dependent on everything else," as McAuliffe puts it). But as a broad-brush statement, NRC found that the drag reduction obtained from both devices in combination exceeded by 1-3% the simple sum of the

"I'm hopeful that we're going to see some more integrated design features."

Brian McAuliffe, NRC

is sizable. What I have noticed with a lot of designs is that the vertical position is often left up to the installer ... you want to install the boat tail as high as possible."

He adds, "In some European countries they don't have the marker lights at the top of the trailers. The boat tails are always installed flush with the top."

With the coming of the GHG Phase II rules, perhaps North American trailer manufacturers will do something with those marker lights so the vertical position can be optimized.

Trailer tail side panels come in different shapes and lengths; ie., straight bottom, angled bottom, partial- and full-height, and some with a cut-out, depending on the manufacturer. NRC tested four panel shapes and lengths. In general, full-height side panels, even with the cut-outs, reduced drag more

drag reduction of each device.

The size of this effect depended on the side skirt design (the inset design was the least helpful) and the trailer tail design and panel angle, but scattered throughout the mixed bag of designs being run out there, some of the trailers running trailer tails and side skirts in combination are surely overachievers in the drag reduction department.

Looking ahead, manufacturers may take some of the guesswork out of all this. McAuliffe speculates, "I'm hopeful that we're going to see some more integrated design features. Rather than being add-on technologies, trailer manufacturers will design into their whole structures the aerodynamic shapes we see; for example, maybe a different boat tail will give an improved performance with a tridem than with a tandem." ●

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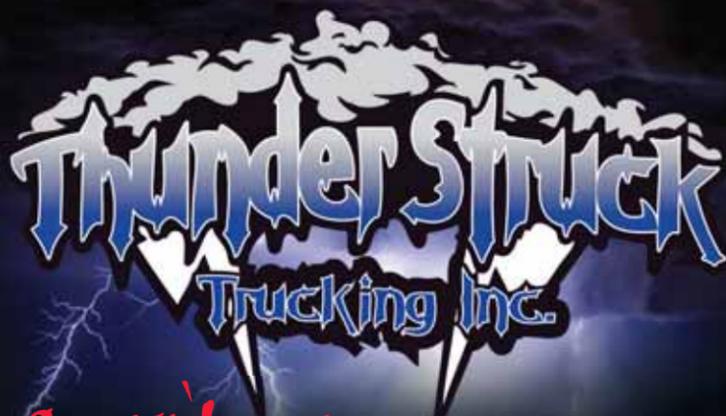
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Petro-Canada introduces 'toughest' oils yet

New CK-4 and FA-4 oils will provide opportunities to extend drain intervals

By James Menzies

TORONTO, ONTARIO

On the eve of the launch of the new CK-4 and FA-4 heavy-duty engine oil categories, several members of the industry press – not this one – found themselves hanging off the edge of the CN Tower as part of its Edgewalk experience.

It was Petro-Canada's way of highlighting the toughness of its new engine oils, which hit shelves on Dec. 1 with new labels and branding displaying the API CK-4 and FA-4 donuts. The new CK-4 oils have been quietly rolled out already but oil companies were not permitted to label them as such until Dec. 1, when the new specifications became official.

There's lots to like about the new oils, according to Petro-Canada officials, who touted them as the biggest change the oil industry has seen in a decade. Many readers will recognize these as the PC-11 oils that have been in the works for a couple of years, but the PC (Proposed Category) label was replaced with CK-4 and FA-4 as the rollout neared. It's the first time an oil category has been split in two. CK-4 oils will serve as a straight replacement to current CJ-4 oils and are fully backwards compatible with older engines. FA-4 oils have lower high-temperature high-shear properties to provide enhanced fuel economy, but they're designed specifically for new engines that generate higher heat and produce lower emissions.

While putting FA-4 in an older engine will not likely cause catastrophic failure, fleets should consult with their engine manufacturers before doing so and follow their guidelines.

Petro-Canada took a global approach to launching its new oils.

"As a global company, we took the opportunity to revamp our entire product line globally," said Tony Weatherill, global marketing director, automotive and transportation with Petro-Canada Lubricants. The company exports its lubricants to more than 80 countries.

The split category, officials acknowledged, is likely to cause some confusion in the marketplace. New branding and labeling will help to prevent this; FA-4 oils will bear packaging that's a different color and the API FA-4 donut will be prominently displayed.

"Fleets have to be more knowledgeable than they have been in the past," said Barnaby Ngai, category portfolio manager, heavy-duty engine and drive-line oils with Petro-Canada. "The general consensus is that there are varying degrees of knowledge throughout the marketplace. We've placed lots of importance around education and communication."

On that front, Petro-Canada earlier launched its HereComesPC11.com website, which explains in detail the implications of – and reasons for – the new categories. It's still not clear to what extent engine manufacturers will allow or recommend FA-4 oils.

"All the OEMs have different positions," said Ngai. "Some are adopting FA-4 as factory fill out of the gate. Each OEM has a different take on it."

The attraction of FA-4 is the greater

fuel economy it's expected to generate, though those savings may be difficult to quantify. John Pettingill, product specialist, said a 10W-30 FA-4 will likely provide about 1% improved fuel economy compared to a 10W-30 CK-4. Moving from a 15W-40 CJ-4 to an FA-4 10W-30 will yield a fuel savings of about 2%.

But even fleets that opt to stick to CK-4 oils will see performance improvements. Pettingill said the new oils come with a "chemical box" to limit ash levels. They'll provide better aeration, oxidation resistance and shear stability than the previous generation CJ-4 oils. They will also produce less soot. This

will present an opportunity to extend drain intervals.

"All our field testing demonstrates extended drain capability," said Pettingill, noting intervals can be stretched to 70,000 kms with the support of an oil analysis program and the approval of the engine OEM.

Petro-Canada tested its new oils in Canadian fleet operations with gross vehicle weights of 140,000 lbs and in extreme cold weather.

The company is coming to market with four CK-4/FA-4 performance levels: Duron HP (High Performance); Duron SHP (Super High Performance); Duron UHP (Ultra High Performance); and the FA-4 category, Duron Advanced. FA-4 will initially include only a 10W-30 viscosity offering, but a 5W-30 will follow.

Duron HP will come as a 15W-40, Duron SHP will be available as a 15W-

40 or 10W-30 and Duron UHP can be had as a 10W-40, 5W-30, 5W-40, 0W-40 or 0W-30.

"15W-40s comprise about 80% of the market and will continue to do so," despite the gradual move towards lighter-weight engine oils, Ngai said. "15W-40s are not disappearing. They're still going to be the core grade, whether on- or off-road," he added.

The launch of a completely new product line was a significant undertaking. Weatherill estimates more than a thousand pieces of collateral had to be updated, including packaging, labels and marketing materials.

Petro-Canada is confident enough in its oils to offer a free 205-liter drum to fleets with 30 or more trucks who'd like to compare its performance to their existing oil. Petro-Canada provides before and after used oil analysis reports.

"Up to 90% of operators who take the Duron Challenge switch to Duron," said Pettingill. For more on the new oils, visit www.DuronTheTougherTheBetter.com.

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MIKE MILLIAN



PMTC to reintroduce benchmarking survey

Benchmarking yourself against other like-minded and similar business operations is a key way to see how you stack up against others. It allows you to validate your performance based on comparative peer data, identify areas of improvement and opportunity and to highlight significant trends affecting your operations. There are many benchmarking

products and services out there in the transportation industry, and many of them provide great information. One thing is missing from the Canadian marketplace, however, and that is a benchmarking tool that is specifically designed with the private and dedicated fleet operator in mind. The majority of the surveys out there, and any that I have seen recently, are designed for the for-hire segment of the industry. That is about to change.

Starting in 2017, in conjunction with the National Private Truck Council (NPTC), the PMTC will be introducing the *PMTC Canadian Benchmarking Survey Report*. This will be the first specific Canadian private fleet benchmarking report issued since 2011. As readers of this column will know, private fleets are a vastly different operation than for-hire fleets. A for-hire fleet's main business - and in most cases its only business - is to be a transportation service provider. They haul other peoples' freight for compensation.

The private fleet is a piece of a larger corporation. The main purpose of the private fleet is to ensure the product and/or service that their corporation provides is delivered to its customers efficiently, on time and undamaged. Private fleets generally exist, in part, so the corporation they are a part of has more control over its product and can ensure its

customers are always the number one priority. A private fleet, it is said by some, is in the trucking business by default. Although some of the issues faced by the for-hire and private sector are similar - such as fuel costs, driver health and wellness, the driver shortage (not near as dire an issue for private fleets), complying with regulations - the reasons the fleet is in business, and how they judge their performance, are vastly different. For private fleets to truly judge how they are doing in comparison to those who operate in a like-minded environment, a benchmarking survey that concentrates on their sector is vital. The PMTC has engaged with a great partner to ensure the benchmarking tool that will be provided to its members will be of top quality, right out of the gate.



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Our partner, the NPTC, the private fleet representatives south of the border, have been producing a private fleet benchmarking survey annually since 2005. This survey is an invaluable tool for its members, and is a highly-respected product. The PMTC formed a Benchmarking Survey Committee to review the current NPTC survey and make amendments to ensure it had a truly Canadian flavor, and was representative of what our member fleets wanted to compare. With the guidance and expertise of the NPTC in producing a high-quality benchmarking tool and the PMTC Benchmarking Committee's experience operating in the Canadian market, you can be assured the first edition of this survey will be a must read for PMTC member fleets. The survey is being vetted as we speak, and will be distributed to PMTC fleets in early 2017. The benchmarking report will then be completed in time for our annual general meeting and conference in June. A high-level summary of the report will be presented at our conference and the final report will be distributed to all PMTC members at no cost. This is simply another value-added product, a benefit of your membership. Through our strong partnership with the NPTC, PMTC members will also have the added value of receiving the *NPTC Benchmarking Survey for US Operations*, which will allow them to compare Canadian and US operations.

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

Small Fleet, Big Attitude

BILL CAMERON



How to go out of business

I am hesitant to write columns on how to succeed as a new, small trucking company. Everything I ever write is based on personal experiences. What worked for me may not work for you, so let's try reverse psychology.

I'm going to tell you how to fail, or at least drastically slow your growth and success. In random order, here are the basic business killers:

Desperation-driven decisions: Maybe you're only able to find undesirable drivers. I still insist that fewer trucks - properly and safely operated - are a more lucrative business model.

Hauling cheap freight just to get the truck moving is another guaranteed disaster. The truck will break even just as easily parked as moving.

Usually those with high debt fall into these traps, assuming the wheels must turn every day, unwittingly encouraging stagnant freight rates.

Back-soliciting: Even long established, and/or larger carriers periodically haul each others' freight.

Nobody has the perfect balance of the exact amount of their own freight to haul to keep every truck loaded both directions and nobody can haul all their own freight without help.

Nothing good comes when you back-solicit a customer whose freight you've hauled for another carrier. Guaranteed, they'll find out.

Depending on their size, or their principles, the best outcome is to never be offered freight from that carrier or others they associate with again. Next choices are legal action, or non-payment of outstanding invoices.

If they're really large, they may

have a longer history than you, so they aren't completely wrong.

Set rates without proper knowledge: Freight that's brokered to you from other carriers is rarely their best-paying freight, so don't base negotiations with your customers on those rates. Also, you're usually only receiving 80-90% of the actual freight bill. Further, gaining work by simply beating competitors' existing freight rates is obvious suicide.

The best advice here, too often ignored, comes from the Owner-Operators' Business Association of Canada (OBAC): Know your costs.

Travel to any destination willingly: Several carriers may excel in geographical areas where you will

subsequently flop and vice-versa.

Some states and provinces are heavily involved in certain commodities, so properly equipped carriers succeed while everybody else struggles. Canadian-based reefers and food grade tankers rarely leave Florida empty, for instance. The rest of us head to Georgia or Alabama.

Recruit based on future goals, rather than current reality: You'll end up with drivers that no other company really wants anyway. Anybody can fantasize about future growth but, unfortunately, in this instance the cart must precede the horse.

Good drivers and owner-operators usually don't join a company with no current financial track record to dis-

play or nothing but brokered freight on the trailers.

Stubbornly maintain a clientele that includes massive numbers of customers, all offering only occasional loads: Putting too many eggs in one basket is equally stupid, because you start to neglect other good customers. (I've been guilty of this).

In order to grow, without a dispatching nightmare where there's no continuity, you need a portion of your customer base to include somewhat regular load offerings.

Regularity of freight translates to regularity of payment. Your receivables will be as unpredictable as a Canadian senator's integrity if you are invoicing umpteen customers for a couple loads each. Your invoices will usually end up on the bottom of the stack. ●

Bill Cameron and his wife Nancy own and operate Parks Transportation. Bill can be reached at williamcameron.bc@gmail.com.



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Don't assume every established carrier you compete with is an idiot...It's foolishly overconfident to assume they're entirely wrong, and you, conversely, are brilliant and flawless.

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Arrogance: Don't assume every established carrier you compete with is an idiot.

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CRA's new house rules take effect

Some people never learn. Take the case of Tania Kovaluk, a tax-dodging dentist from Ottawa. In November 2012 Kovaluk pleaded guilty to multiple counts of evading taxes on \$2.6 million in income – some \$721,000 worth – between 2003 and 2007.

In addition to hiding money in offshore assets, she was a promoter of the Paradigm Education Group, which ran seminars on how to “opt out” of your tax obligation. She even got nine employees at her dental clinic to take part in this scheme.

Originally Kovaluk was sentenced to two years, five months in jail and fined \$887,328. But she made no ef-

fort to pay the fine after she was released from jail and last October was handed an additional five-year prison sentence.

No one likes taxes but you can't just not pay what you owe. So educate yourself and get professional help if you need it. Tax rules change often, and this year is no different.

New rules on real estate

For instance, in the past, all real estate sales other than your principal residence were to be reported on your



tax return. Now, starting with your 2016 filing, you must report all sales, period.

It's still the case that if a property

has continuously been your principal residence for every year that you owned it, the gain from its sale is not taxable. However, if you rented out your principal residence or it was used by you in a business then you may owe tax for the increased value that happened during these time periods.

CRA has always had a “deemed disposition” policy for these situations when you are considered to have personally disposed of property even though you did not actually sell it (i.e. you changed all or part of your principal residence to a rental or you change your rental to a principal residence).

This change-in-use policy states you are considered to have sold the property at its fair market value and to have immediately reacquired the property for the same amount. You have to report the “sale” of your principal residence and any resulting capital gain or loss in the year the change of use occurs.

Why the change?

CRA's literature states they want to promote compliance and administration of our tax system.

In fact, the real estate industry has gained a lot of attention in the media with increasing home prices and stories of foreign investors driving up prices as well. Here's what CRA is most concerned about:

Questionable source of funds: So, you reported \$6,000 of income on your tax return the past few years and now you just sold a million dollar home. How'd you manage to cash-flow that home all these years?

Property flipping: We've all heard stories about amateur and professional renovators who buy a house, fix it up, live in it for a short time, and sell

Tax rules change often, and this year is no different.

it. They claim the principal-residence exemption over and over even though gains on sales should be claimed as business income and therefore fully taxable.

Unreported capital gains from property sales: When you sell your cottage or that piece of land Dad willed you, you're supposed to report it and pay income tax on any capital gains. If CRA is going to start checking out land registry offices (this information is public, by the way) then I'm sure they will be writing lots of letters to folks looking for further information on real estate transactions.

The penalties for “forgetting” to meet this new reporting requirement can be hefty: the lesser of \$8,000 or \$100 for each month until it is corrected. As you start thinking about filing your 2016 tax return, the new real estate policy is just one more reason to talk to a professional – and I don't mean your dentist – about how to report everything properly. ●

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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DAVID GORUK

Ensure equipment is
winter-ready

The certainties of changing winter weather conditions are upon us. To ensure safety while avoiding downtime, it is crucial for equipment to remain winter-ready.

For the months of below freezing temperatures, proper winterization service for your equipment is key. Keep equipment checked and maintained on a daily basis to reduce your risk of being stranded on the side of the road in unforgiving conditions.

While not everyone is maintenance savvy, it's important to know how to recognize the signs of potential problems in key areas of equipment.

Keep fluids topped up and use a quality formula that can withstand temperatures as low as -45 C. Have lots of washer fluid on-hand and inspect your windshield wipers daily for rips and tears.

Inspect the condition of your coolant hose and make sure connections are secure and leak-free. Use a quality air line antifreeze to protect the lines and valves from freezing. Be aware of the differences in formulas; use only an air brake-specific product, as standard methyl hydrate tends to dry out seals and attack the pistons in brake valves, which can lead to bigger brake problems.

Add diesel fuel conditioner during the winter months to avoid gelling of the fuel in freezing temperatures. This can also help clean and lubricate the fuel injectors, which aids in engine performance. For vehicles that use diesel exhaust fluid (DEF), ensure you are using a quality product. DEF is water-based and thus prone to freezing; you'll need to keep spare jugs in a heated space to prevent DEF from freezing. Keep DEF out of direct sunlight.

Ensure your equipment has enough power to start. Inspect the block heater cord condition. Over time, the cord can become damaged due to water, salt and heat from the engine. Check the cord has no frays or exposed wires, and that you're plugging into a heavy gauge outdoor extension cord. While a battery tester can verify the state of the charge of the batteries, it's also important to check that the battery cables are in good condition with no frayed ends and that connections are tight and clean. Use a corrosion inhibitor at the connection points to ensure good contact and to reduce corrosion caused by salt.

Believe it or not, cooling system maintenance is a necessary exercise as temperatures drop below the freezing point. Examine the radiator system for leaks, loose or damaged hoses, as well as cracked and worn belts. If left unchecked, you may find yourself without a cab heater when you need it most.

When it comes to good traction, tire choice is important. While low treads may be acceptable on dry pavement, it becomes a safety hazard in slick winter conditions. This goes for both the drive and steer tires. Trailer tires are equally as important. Depending on where you travel, tire chains may be required. Inspect the chains for broken links or bent clasps. In addition, you'll need a good supply of bungee cords when chaining up.

Keep snow and ice cleared off windows and mirrors. Defrost windows

completely to ensure good visibility before you set off on your route. It is critical for drivers to be able to see, as well as to be seen, in poorly lit conditions. Blowing snow and whiteouts can affect visibility so it's important to make sure all lights are working and clear of snow to maintain full visibility. LED tail lights require extra attention, as snow does not melt like it does with incandescent lights.

Have safety-related items in your vehicle at all times during the winter sea-



son; they will come in handy if you find yourself stranded. A bag of sand or ice melt can offer some added traction on

slippery surfaces. Keep the following with you for unforgiving winter storms: ice scraper, snowbrush, small shovel, tow chain, booster pack and flashlight.

Of course, preparations are not limited to your equipment. A winter kit including extra warm clothes, food, water, gloves, a winter hat, and a blanket can make all the difference if you're stranded. A small candle in a jar can provide light and a bit of warmth when used properly.

All of these steps puts everyone on a safer path, no matter what challenges the cold weather may bring. ❄️

This month's expert is David Goruk. David is a risk services specialist and has served the trucking industry for more than 25 years providing loss control and risk management services to the trucking industry. Northbridge Insurance is a leading Canadian commercial insurer. Working with our broker partners, we focus on understanding the needs of our customers and on creating solutions that make a difference to their success.

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Winter has arrived. We know that winter weather can drastically impact road conditions. Have you thought of how it affects the condition of your skin? Winter's colder temperatures and reduced humidity can break your skin down.

Every time you go from your warm cab into the freezing elements, your exposed skin experiences the shock of a drastic temperature drop, especially the skin of the body parts furthest from your core body heat (fingertips, toes, ears, chin, lips, and the tip of your nose). In winter, these

become most prone to developing chilblains, frostbite and irritation.

If you have frequent short trips during which you get in and out of your rig many times on cold days, you may develop chilblains – a painful but not usually dangerous condition.

Chilblains develop in the small blood vessels of skin that has warmed up suddenly after repeatedly being exposed to cold (but not freezing) air. The redness, itching, inflammation



and/or blisters of chilblains usually clear up within three weeks (as the weather gets warmer); however, their painful symptoms may recur season-

ally for many years.

Frostbite is the result of prolonged exposure to extremely cold temperatures, such as when unloading or working in the winter elements.

Mild frostbite, frostnip, causes no permanent damage, but temporarily turns the skin yellowish or white. When reversing frostnip by warming the tissue, the affected skin may turn red for a short time, but does return to a normal color. No medical attention is required to treat frostnip.

However, if frostbite progresses to a severe stage in which skin and underlying tissues freeze, only medical treatment can reduce permanent damage.

As frostbite worsens, the skin becomes very cold and red, then numb, hard and pale. If exposure continues, the skin turns black and/or blistered; and, gangrene may occur, requiring amputation.

Fortunately, you are unlikely to suffer severe frostbite in your typical work situation, but if your winter route takes you through isolated areas, carry a good quality, insulated sleeping bag with your emergency supplies in case of a breakdown.

Since even milder winter weather can affect your skin, put on a hat, scarf and mittens or gloves before exiting your cab into the cold to reduce harmful temperature fluctuations.

Be careful! You can still get frostbite if you stay out too long.

Along with the cold, winter's low humidity can also impact your skin, making it dry and cracked, painful and itchy, and/or more prone to infection.

Your skin's natural ability to seal in moisture is less effective in winter; so, make a habit of using moisturizer every day.

Keep a small container of a hypoallergenic cream or lotion in your rig. Avoid irritation by using creams with no perfumes, abrasives or alcohol. Wash with a gentle skin cleanser or a moisturizer bar instead of soap.

After your bath or shower, pat your skin with a towel to leave a little moisture on your skin. Wear sunscreen when outdoors if you expect prolonged exposure to the sun's magnified reflection off the snow. When possible, use a room humidifier. These steps will help protect your skin from the outside-in.

You can also build your skin from the inside-out by regularly including the following skin-friendly, antioxidant-rich foods in your diet to best promote skin health: yellow and orange fruits and vegetables, such as carrots, and apricots; green, leafy vegetables, such as spinach and kale; fatty fish, such as mackerel and salmon; peas, lentils and beans; tomatoes; blueberries; and nuts.

These are conveniently available in grocery stores to pack in your lunch or to pick up for a snack, or in truck stops to order from the menu.

Remember to keep your skin hydrated by including fruits and vegetables that are full of water, like watermelon, cantaloupe, apples, oranges, kiwi, and celery, tomatoes, cucumbers, zucchini, and carrots.

Pack a water bottle, and regularly drink at least eight cups of water throughout each day.

Wishing you wonderful winter and a healthy new year. ❄️

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Karen Bowen is a professional health and nutrition consultant, and she can be reached at karen_bowen@yahoo.com.

Back behind the wheel

DR. CHRIS SINGH



Avoiding hepatitis A

ical attention if you suspect that you have hepatitis A. Your doctor will be able to detect the presence of the hepatitis virus by taking a simple blood test.

The good news is that most people who are infected with this virus fully recover with no permanent liver damage. In general, mild cases of hepatitis A do not require any form of treatment and resolves on its own with in a few weeks. More severe cases may last several months. At this time, there is no specific treatment for hepatitis A. Treatment generally consists of rest and symptom control. Medications that help to reduce pain and nausea may be prescribed.

Like I always say, prevention is the best treatment. Practicing good hygiene, including frequent hand washing, is one of the best ways to reduce the spread of hepatitis A. It is especially important to wash your hands after using the toilet, changing a diaper or before preparing food. There is also a vaccine for hepatitis A that some travelers get before they go on vacation.

It is always a good idea to research the resort or hotel that you are planning on visiting to see if the water is safe to drink and that they have not had any recent hepatitis A outbreaks. It is good practice to peel and/or wash all fresh fruits and only drink beverages of known purity. Whenever possible, drink only bottled water and use it to brush your teeth. Finally, avoid undercooked or raw meats or fish.

Until next month, drive safely. 🚚

Dr. Christopher H. Singh runs Trans Canada Chiropractic at the 230 Truck Stop in Woodstock, Ont. He can be reached at 519-421-2024.

Now that winter has arrived, many people will travel south in search of sunshine and warmth. South America and the Caribbean are favorite winter destinations for Canadians. One thing to keep in mind when traveling to these regions of the world is the risk of contracting hepatitis A.

Hepatitis A is a virus which causes a highly contagious liver infection.

The hepatitis A virus is usually transmitted from person to person. Essentially, a person becomes infected with the virus after eating a tiny amount of contaminated fecal matter. The spread of hepatitis A is most commonly caused by poor hygiene practices or contaminated water.

The symptoms of hepatitis A usually appear a few weeks after exposure to the virus. Symptoms may include: joint pain; fever; fatigue; abdominal pain; nausea; jaundice; or clay-colored stool.

It is important to seek immediate med-

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Over the Road

AL GOODHALL



Making the most out of weight loss challenges

The formula for staying healthy on the road is a simple one. Eat less and exercise more. I was reminded of this when I crossed paths with Glen – a driver I had worked with at J&R Hall in the past – at the Pass Lake Flying J. He'd lost a bunch of weight and was looking fit and happy.

He was now running lanes mostly to Virginia and South Carolina, which gave him the time to walk for an hour each morning and evening.

Glen told me he still ate basically the same food he always had, just less of it.

Glen had found a formula that worked for him on the road with a carrier that afforded him the time to care

for himself.

With another year dawning, many of us will be turning our thoughts to weight loss and kicking the nicotine habit.

Our intentions are good, we know the change will benefit us, but being tethered to a seat for an average of 12 hours a day simply works against us.

The chips, twizzlers, cookies and cigarettes are a way to pass the time. The tight schedules, limited sleep time, and mental fatigue at the end of the day

feed our inability to get out and move.

It's even more difficult for teams that simply never stop moving.



Despite all of that working against us, many of us who drive for a living still find a way to break those habits that drag us down and form new ones that are beneficial – but it takes discipline and tenacity.

Sometimes you need a little push, a little encouragement, a little pat on the back, to keep you on track.

This is where a carrier can play a leading role. Step challenges and weight loss challenges have become a staple with a number of carriers of late. We had our first weight loss challenge at J&R Hall take place from Sept. 1 to Dec. 15.

At the time of this writing the final results weren't in, but I'm down 25 lbs with just a couple of weeks left in the challenge.

Having that weigh-in commitment each month was the piece of the puzzle I needed to break my procrastination.

Health professionals tell us one of the best ways to develop healthy life choices is to do it in the company of others in order to find that added encouragement and motivation. For the lone wolf driver, these challenges help provide that connection.

There is no doubt that for carriers and their employees and owner-operators, these challenges are a win-win in so many ways.

So, having nearly completed my first challenge, I have some feedback for employers.

First, I suggest you create categories for drivers and for inside employees when comparing results and providing rewards for total steps or weight loss percentage over the course of the challenge.

Why? Because drivers do not have the option of moving from a seated position for most of their day. Reaching a 10,000-step daily milestone is a huge achievement for an over-the-road driver.

Employees in non-driving positions can hit 20,000-plus steps in a day. With greater activity comes greater weight loss, so when involved in weight loss challenges drivers will, on average, lose

Step challenges and weight loss challenges have become a staple with a number of carriers of late.

weight at a slower rate than inside staff.

So keeping driver and non-driver results separate allows everyone to compare apples to apples.

Second, I suggest you set up a private Facebook group, Google group, or e-mail group for participants in each challenge.

It should be loosely structured and allow participants to share their experiences rather than just results. It's great to find out where other drivers stop to walk or exercise, how they changed their eating habits and so on.

Connecting to others across the whole company who face the same hurdles as you do is what builds camaraderie and open communication. That is a winning formula for all. ●

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

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You say tomato I say tomahto

MARK LEE



Electronic logs will raise professionalism, rates

I'm going back in time this new year. I finished my last ever log book at the end of December and now a little box of electronic magic will be drawing my lines for me, much the same as the tachograph did throughout my 22 years of trucking in Europe. I'm actually looking forward to using the electronic logging device (ELD) as it won't be a hindrance whatsoever to my working day.

Time spent sitting there scratching my head and tapping buttons on a calculator to figure out what hours I have left to work will be replaced with the general simplicity of hitting a button when I stop.

The introduction of ELDs was one of the big reasons I chose to sign on with the carrier I'm with. There is no forced dispatch. We are sent a load offer, not a dispatch, and if it cannot be completed on time and legally, then we refuse the load on those grounds and dispatch will either reschedule or put another truck on the load. There is no coercion or "persuasion" - if it can't be done legally, then it doesn't

Every carrier out there will be playing by the same rules, so shippers will have no choice but to listen.

get done at all.

I'm hoping that the introduction of the ELD mandate raises the game a little; well, a lot actually. Not just eliminating the cowboy element, but also at shippers and receivers, who will know we no longer will be able to make up for delays in the supply chain.

So, companies will have to get their ducks in a row and not use our trailers as warehouses on wheels.

Obviously in the real world this will be difficult to achieve, but carriers will now have an electronic record of delays to use as a bargaining tool for waiting time, which will hopefully see compensation get passed on to the driver.

For me this part is irrelevant as I already get paid waiting time, but there are many that don't and if it becomes standard practice, it can only make things better.

Another potential benefit and possibly the biggest of all is that it opens the door for hourly pay. Now, this is going to cost more, no doubt about that, especially when you consider that legally there should be an overtime rate for hours worked over a set amount.

Maybe even a higher rate for weekend working, you know, just like they do in almost every other industry in the civilized world. Yes, this will cost more, but seeing as though when you take inflation into account, we're charging less per mile now than we

were 10 or 20 years ago, that is a long overdue shake-up. Not only have rates not kept up with inflation, equipment costs have increased significantly with the 18-wheel supercomputers that we now use to haul freight.

I recently posted on a Facebook page in reply to a question about low rates. My response was that transport is seen as a commodity, rather than a service, and I believe that the use of ELDs will help turn



this ridiculous situation around.

I'm not talking about using them as a weapon, but their use will allow car-

riers to sit down with customers and show them exactly what it entails to move their freight from A to B and how much it all costs in the real world.

Every carrier out there will be playing by the same rules, so shippers will have no choice but to listen. Rates and wages will increase and conditions will improve. This will make the industry an attractive proposition once more and it could help solve the problem of an aging driver pool. Nobody will be making a *Smokey and the Bandit* movie about a driver running an ELD in a speed limited auto-shift truck, that's for sure, but really let's be honest.

When has driving a truck been anything like that anywhere but the truck stop lunch counter? 🍷

A fourth generation trucker and trucking journalist, Mark Lee uses his 25 years of trans-continental trucking in Europe, Asia, North Africa and now North America to provide an alternative view of life on the road.



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Kathy



DRIVING THE NEW CASCADIA

New Freightliner Cascadia is a technology-loaded luxury truck

By James Menzies

It takes some courage to take the industry's best-selling truck and to completely reinvent it, but that's exactly what Freightliner has done with its new Cascadia. The new Cascadia has been in development since late 2011, an unusually long production cycle, giving the company the opportunity to conduct extensive field testing and to ensure a smooth rollout. I recently had the opportunity to drive two new Cascadias and they performed exceptionally well on a nearly three-hour drive from Las Vegas into California and back. Both trucks, despite being pre-production units, were dialed in and provided a superb driving experience.

This is a completely new truck, not just a product update. It has been redesigned top to bottom, inside and out. Let's start with the exterior. Freightliner is promising an 8% fuel economy improvement over its Cascadia Evolution, and about half of that is due to aerodynamic enhancements. The AeroX package features a low clearance air dam, drive wheel fairings and long flex extenders along the rear of the cab. Both

This is a completely new truck, not just a product update. It has been redesigned top to bottom, inside and out.

the Aero and AeroX packages feature more aerodynamic mirrors and door seals.

The remaining fuel economy gain comes from the integrated Detroit powertrain; the DD15 engine, DT12 automated manual transmission and Detroit rear axles all received improvements. The new Cascadia is more modern and distinctive looking than its predecessor. It seems to have borrowed some design cues from Freightliner's autonomous Inspiration Truck, but in reality, it was the other way around. The new Cascadia was already in development and so, unbeknownst to us at the time, the Inspiration Truck actually offered a hint of what was to come in the new Cascadia.

"There are definitely a lot of things we were developing for the new Cascadia that went into the making of the Inspiration Truck," confirmed Toby Faulkner, director, new Cascadia development. "They were really built off each other. The styling you see on the new Cascadia inspired the Inspiration Truck but the technology we were developing for the Inspiration Truck we were able to put into the new Cascadia."

The new Cascadia will improve a driver's life. The sleeper has been completely redesigned to make better use of space. With the trucking industry's focus on health and wellness, Freightliner designers added a larger fridge with a surface area that can be used for food prep or cooking equipment. In consultations with drivers, it was discovered that the upper bunk isn't often used for sleeping - it's normally used for storage. So designers built into the new sleeper proper storage around the perimeter of the ceiling with tie-downs that can



be used to secure duffel bags or storage bins. This opens up headroom and gives an open, loft-type space, not to mention loads of extra storage.

"We really focused on driver comfort and smart storage; rethinking how we do everything," explained Faulkner. "How can we make it like a small studio apartment?"

With the lower bunk folded up, two seats and a table provide a comfortable

and functional dining area.

"The other feedback we got, was this feeling that the truck was like a cave and when you turned the lights on they were too bright," Faulkner explained. Freightliner's answer to this was to install dimmable LED lighting in the ceiling, which provides a more natural, indirect glow. Brighter dome lights are also available when more light is needed. This attention to detail carries to the front of the truck. The instrument panel is cleaner and more logically laid out. Electrical switches are along the upper row and air switches below.

"It's very intuitive about what you need to find and easy to find them when you need them," Faulkner reasoned. Above those is an area that can be used to install whatever telematics device the customer is using.

"We've allowed for the easy integration of the display without having to go through a lot of rework or tearing up of the dash," Faulkner explained.

One of the biggest upgrades is the driver display, which through the use of vibrant colors makes it easy to find at a glance the information you are looking for. There's a ton of information packed into this display, including everything that pertains to the Detroit Assurance 4.0 suite of active safety systems. No longer is a separate monitor required on the B-panel to display details such as following distance.

Visibility out of the new Cascadia has gotten better. The mirrors were moved slightly to accomplish this and a one-piece windshield and side windows allow a better view of the space around the truck. Out on the highway, the truck performed spectacularly on a route that took us south on US Route 95 to Searchlight, Nevada, west along 164 - some good grades along this section - and then back to Vegas on I-15. The 400-hp, 1,750 lb.-ft. rated DD15 pulled the grades better than you'd think possible from just 400 horses. More fleets are spec'ing their engines this way, Faulkner explained.

"It's the sweet mix between horsepower and torque. This is our fleet rating," he said.

I spent the majority of the time in cruise control and was pleasantly surprised at how intelligent the adaptive cruise system was. When a car would pull in front of me the truck wouldn't back off if the car was traveling faster

than I was, even if my following distance was momentarily compromised. This made for smooth cruising, even in traffic. Keeping the truck in cruise control is good for fuel efficiency.

"Great drivers can get great fuel mileage, if they're focused and paying attention and have fuel mileage on their mind at that point in time," Faulkner said. "But the computer does it all the time. As long as you're in cruise control it's going to choose the right torque curve, it's going to back off when it needs to and speed up when it needs to."

The adaptive cruise system also has the ability to look ahead at changes in terrain and to adjust speed to maximize efficiency when approaching and descending hills. Because it comes pre-loaded with all this data, it can save fuel on the very first trip, unlike some other systems in the market that must first encounter a grade before committing it to memory.

Detroit Assurance 4.0 offers additional active safety features including lane departure warnings and even pedestrian detection. The entire system has been smartly integrated into the vehicle so as to eliminate distraction. You don't know it's there until you need it or go looking for it on the driver display.

The ride was exceptionally smooth and quiet and the new Cascadia responded well during lane changing and cornering. The DT12 never missed a beat and the engine brake is integrated into the shifter stalk for easy access while driving.

This engine brake has a growl to it and produced ample power to hold me back on the longest and steepest downhill sections I encountered. The steering column-mounted engine brake is even available on trucks with manual transmissions.

This is a fantastic truck to drive. It would be wrong to think of it as a fleet truck. Fleets will buy plenty of them, because of the 8% fuel economy improvement versus the Cascadia Evolution and the fact drivers will love to drive it. But the term fleet truck can have a negative connotation to it. It implies bare bones. Boring.

This is a technology-packed luxury truck that's a real treat to drive. And because it will be produced in such high volumes, there's the potential here to bring affordability to the premium truck segment. ●

Newfoundland auditor general says truckers evading inspections

By **Sonia Straface**

ST. JOHN'S, NEWFOUNDLAND

After reviewing how Newfoundland and Labrador enforces its commercial trucking laws, auditor general Terry Paddon revealed in his 2016 report that he believes there are a number of problems in the industry, especially with the way trucks are inspected.

Though Paddon acknowledged that the industry does have inspection and enforcement laws in place, he said they need to be improved.

"Commercial vehicles are able to avoid being inspected and/or weighed as a result of the existence of alternate routes, the direction of fixed weigh scale stations, predictable hours of operation, social media sites and mobile applications," the extensive report reads.

Specifically, Paddon pointed to the Foxtrap scales, claiming that truck drivers could simply bypass them

through CBS. He added that because scales only operate five days a week, truck drivers working weekends are easily avoiding getting weighed.

And some carriers in the province aren't a fan of his assessment, tabled in November, and are saying it is not a fair picture of what is actually going on in the province.

"To me, he's sending the wrong message," said Barry Warren, president of Dooley's Trucking in Gander, Nfld. "The message is truckers are doing this on a regular basis. I don't believe that is the case. He's giving the impression there's truckers out there that are doing these bad things to avoid the scales. I don't think that's the case. I think that's isolated. These drivers are professionals and most are tied to time-sensitive loads. So, to go down other routes to avoid the scales...that's going to take more time for them to do."

Warren also disagreed with the auditor general's take on how truck

drivers use social media to avoid the scales.

The report reads: "Social media and mobile applications are used by commercial vehicle operators to determine if a fixed station is open or closed, the most common hours of operation, if portable scales are in operation and if HEOs are performing inspections."

"The impression that he's giving is that these guys are out there on social media and trucks are parked because the scales are open...you get the impression that that's happening on a regular basis. And that's not the case. They're not going to go 30, 40, 50 miles out of their way just to sidestep the scales," Warren said. "You're dealing with professional drivers...to make an implication that these drivers are out there to break the law and sidestep the rules, I don't think that is the case."

On the other hand, some trucking business owners are happy to see the inefficiencies of the province pointed out. Like Gerry Dowden, president of

Newfoundland-based East Can Transport.

"The report has identified inefficiencies but also they've outlined how to fix them, so based on that, it looked like we're headed in the right direction," he said. "The only thing that disturbs me I guess is the reference to drivers getting around scales. Because you know, those kinds of routes exist everywhere to some degree. And it's the design and location of scales that they need to fix."

APTA leader Jean-Marc Picard held a similar opinion on the matter.

"At the end of the day, the carriers have to have guidelines," he said. "For the most part companies are very organized in terms of safety and equipment. So, if they're overweight, that's a different story. Obviously, there's scales they can bypass. At the end of the day the government in Newfoundland have to do what they have to do in order to catch them. I think we're all for making the province's roads safe." ●

Weigh scales on wheels

Waterloo police form truck enforcement group

WATERLOO, ONTARIO

Professional truck drivers who roll through the Waterloo stretch of Hwy. 401 should be on the lookout for a pickup truck on duty that is patrolling all commercial vehicles.

In October, the Waterloo Regional Police Service officially rolled out its first commercial vehicle enforcement

"Most of the guys in my unit are former truck drivers."

Jim Strand

unit. The unit consists of five officers who have been trained to a Ministry of Transportation (MTO) level and a pick-up truck with portable weigh scales in the back.

On its first day, staff sergeant of the traffic unit, Jim Strand, says the team of five officers and its special vehicle laid 14 charges.

"This is the first time we've put a concerted effort forward in terms of commercial motor vehicle inspec-

tions," Strand said, adding the traffic unit got started after some wheel-off incidents in the area generated many worried and angry calls from members of the community.

"We started this to just address a community concern and a provincial concern to ensure that the commercial motor vehicles that hit the highways do so safely," he said.

"We've had two tire-off incidents in our region that people do not take lightly. They were asking for us to do something, and so this unit works now to ensure the vehicles out there are safe."

Mostly, the Waterloo unit is looking out for the same things the MTO would, because it is working with the MTO on this project, Strand clarified.

"We're looking for any mechanical defects," he said. "And anything like issues with requirement for CVOR permits...if their inspection reports are filled out. But our primary concern is the mechanical worthiness of the vehicle."

So far the unit has been catching a lot of issues with brakes and wheels.

"We caught one truck where there was only one lug nut still holding one of the wheels in place," Strand said.



The Waterloo Regional Police Service has rolled out its first commercial vehicle enforcement unit that consists of five officers and a pick-up truck with portable weigh scales. (Photo courtesy of the Waterloo Regional Police Service's Facebook page.)

"We've seen a lot of issues so far."

To help show the community its commitment to safety, the unit posted photos of the truck on its Facebook page. Instead, it received some concerned comments from drivers and concerned patrons questioning the officers' qualifications and the scales' accuracy.

"The officers have all the equipment

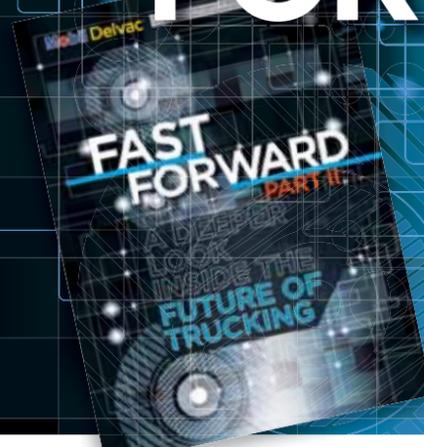
and tools they need to do a full mechanical inspection," Strand assured in an interview with *Truck News*. "And most of the guys in my unit are former truck drivers. So, they drove rigs for years and they understand what's involved and what's required for a full and proper inspection." ●

— Sonia Straface

FAST
FORWARD



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PART II

A DEEPER LOOK
INSIDE THE
FUTURE OF TRUCKING

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Cut the weight, move more freight

By Derek Clouthier

You may not be able to bring your semi-truck to the gym or a Zumba class to help it shed those extra pounds, but there are ways fleets can tip the scales in their favor and get their trucks to lose some weight so they can move more freight.

Bison Transport recently added 40 new Freightliner tractors to its fleet, and as the Winnipeg company's equipment acquisition and innovation manager Steven Orbanski explained to *Truck News*, lightweight spec'ing these trucks was one of his first orders of business when he stepped into the role this past February.

"If the weight on our equipment is too heavy, we can't haul as much payload as we could (otherwise)," Orbanski said. "The problem is really prevalent in the reefer industry, and this is where this project came from...we needed to shave a lot of weight out because we're not able to compete on that side with our heavy one-truck-fits-every-application kind of deal."

Orbanski needed to cut the truck and trailer's weight down enough so it could fit a minimum of 45,000 lbs of payload into the reefer, but there were few areas he could find to trim weight from the trailer itself.

"There're only minor items we were able to do on the trailer side," he said. "We're experimenting with some lighter dolly legs and lighter-weight hubs, but there's not really a lot that we're able to shave out of there because we need that insulation and volume in (the reefer)."

Bison used aluminum dolly legs to cut some weight, and has been challenging OEMs to find additional ways to pull more weight from the trailer. With the trailer only permitting so much in terms of cutting weight, Orbanski started focusing on the truck itself.

With 25% of Bison's business hauled by long combination vehicles, the company was unable to shave pounds from the heavy-duty trucks it uses to haul the dual trailers.

"On that note, we were able to play with a few items," said Orbanski.

The first was to move away from a 15-liter engine and employ a 13-liter, which saved approximately 550 lbs, not only because of the engine weight, but also the fluids it carried and bracketing required for the engine's installation and support. Next, Orbanski used lighter-weight disc brakes, where he was able to cut about 100 lbs. Bison was also able to reduce the weight of the truck frame, since it did not have to support as much force with the lighter engine, which ended up saving upwards of 200 lbs with the reduced frame thickness and gauge.

"We were also able to, on at least one of the models, shorten the hood because of the smaller engine," Orbanski said. "So shortening the hood and taking out that frame and extra bracketry was a couple hundred pounds there as well."

Mike Palmer, manager of fleet product support for Freightliner Manitoba, said the three main ways fleets can utilize lightweight spec's is with the engine, cab configurations and chassis options.

In addition to using the 13-liter DD13 Detroit engine, Palmer pointed to exhaust configurations.

"If the fleet chooses an underslung exhaust compared to vertical exhaust, the weight savings is approximately 115 lbs," he said.

Palmer also said the use of a 13-gallon diesel exhaust fluid (DEF) tank rings in at around 15 lbs less than a 23-gallon DEF tank.

Orbanski added that the carry weight alone in the smaller DEF tank saves just under 800 lbs. Palmer also underscored that a Detroit DT 12 automated transmission weighs approximately 340 lbs less than an Eaton Fuller UltraShift Plus 13-speed. Brake drums are another area to shed some weight.

"When spec'ing brake drums, there are Steelite and CastLite drums, which are about 15-17 lbs lighter than

regular drums," Palmer said.

Wheel and suspension components are two areas Jason Stubbs, national sales manager for Maxim Truck and Trailer, said fleets can cut weight from their trailers.

Stubbs said going to aluminum hubs or lightweight steel hubs, spec'ing the trailer with a lightweight suspension and the overall design of the trailer, specifically the usage of more aluminum like cross-members, all reduce weight.

On the truck side of things, Kevin Bowen, national truck and bus sales manager for Maxim, said there are several ways to lightweight spec' a truck, including 6x2 axle configurations (where permitted), lighter frame rails, aluminum axle carriers and cross-members and lighter-weight drive axles.

"The higher use of plastics in component manufacturing lightens a truck," Bowen stated, "but durability is compromised."

Stubbs concurred, saying that lighter-weight components often cost more and are not as resilient as their steel counterparts. "A lighter-weight spec' is not for everyone because the additional cost and durability needs to have a pay-off," said Stubbs. "Also, weight in some applications is not a concern."

For Orbanski, he said Bison is always looking for ways to shave weight from its trucks and trailers, as long as it doesn't compromise the service it provides.

"Trying to spec' for application is a change we are going through," said Orbanski. "Lightweight really drove this and it's driving it to other areas of the business. We just try and do our homework, and weight is always a great reduction. It's always going to be there for us, to try and remove weight out of our equipment wherever possible without hurting the longevity or function that (the truck) needs."

The use of aluminum components is certainly one of the key factors to trimming pounds.

Using an aluminum air tank instead of steel saves about 30 lbs; an aluminum fifth wheel sheds around 100 lbs compared to a cast iron fifth wheel; and Alcoa Ultra One aluminum rims are five pounds lighter than regular Alcoa rims, according to Palmer.

A smaller fuel tank can also help lighten a truck's load, which could be a

practical option given the need for less fuel with a lighter truck.

"We did some calculations on the fuel mileage we were expecting, the routes we wanted to run and where the driver should be able to fill up," Orbanski explained. "Basically, we wanted to run Winnipeg to Toronto without a fill, and doing that we went from 300 US gallon tanks down to 200 US gallon tanks."

Orbanski said despite the obvious benefits in fuel economy, exploring lightweight spec's was predominantly about Bison trying to better compete in the reefer industry.

"If you have four guys bidding on a job and one of them can haul way more payload than you, however they do it," he said. "Operations being able to do that right away and acquire more business was our number one."

After fuel savings, Orbanski said Bison was able to shorten the wheelbase of the lightweight spec'd trucks due to the curtailing of the hood.

"Drivers are able to have a little bit more maneuverability," he said. "And this is without losing any of the driver comforts we have. Driver retention is also a huge priority for us...we were able to keep the same high-rise cabin sleeper with all their fridges and inverters, Bluetooth radios...all that stuff that they enjoy."

Orbanski said Bison considered going even smaller, but after offering drivers some sample trucks to look over, the feedback was that the drivers preferred having some extra space.

Bowen pointed out that many of the lightweight spec's currently available are designed more for the US market due to the country's maximum 80,000-lb gross vehicle weight rating for a tandem axle tractor-trailer combination.

"In Canada, our weight laws are less stringent, so these weight saving options have not proven to be as popular," he said. "The suppliers of these components design them for trucks that are out at no more than 80,000 lbs. That would be okay if someone was traveling continually in the US, but we all know in Canada that is not the case. Our Canadian road and climate conditions are much harsher."

Bowen added that in 2020, stricter greenhouse gas emission regulations will force manufacturers to use a higher percentage of lightweight components in the assembly of transportation equipment. Well, shedding some weight is seldom a bad thing. ●



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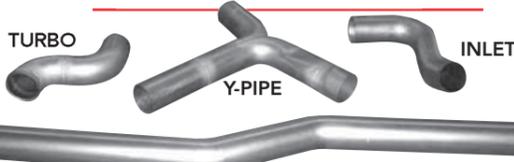


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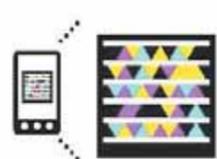


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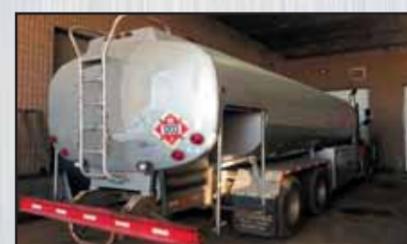
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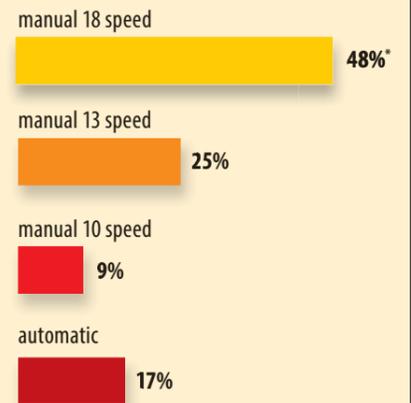
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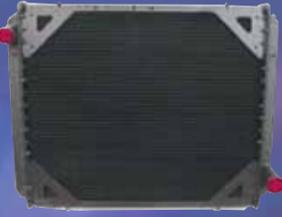
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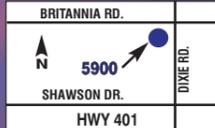


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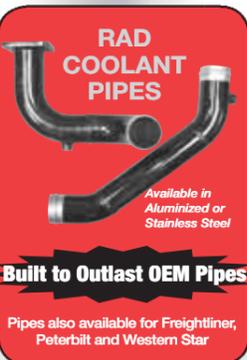


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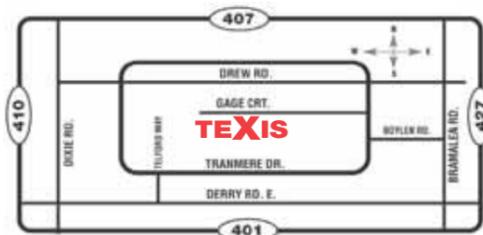
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2014 VANGUARD 53 X 102" PLATE VAN

Holland air ride suspension, Galvanized door case & bumper, excellent overall condition. - 501943



2013 UTILITY 53' REEFER

Carrier 2100A unit, 100 gal tank, Stainless front panels, radius corners and rear doors, front & rear vents, side skirt, aluminum wheels, new brake linings, HD flat floor, exterior rub rail. - 501942



2014 STOUGHTON 53' X 102" PLATE VAN

Side skirts, exterior rub rail, Automotive interior protection pkg, Holland air ride suspension, very clean. - 501941



(50) 2011 WABASH AND GREAT DANE 53' REEFERS

Thermo King SB210 units, chute and bulkhead, duct floor, Hendrickson air ride suspension, 445/50R 22.5 super singles, aluminum wheels, side skirts, Trailer Tails, corrugated side panels, stainless front panels, radius corners, rear doors, and door case. -227777



2014 GREAT DANE 50'6" TRIDEM ALUMINUM COMBO FLAT BED

Hendrickson 6' and 6' spread air ride suspension, aluminum Wheels, 12 winches in sliding track, 2 aluminum tool boxes, 12 sets of chain tie downs. -354180



(5) 2008 WABASH 53' X 102" REEFERS

Carrier XTC units, stainless front panels, radius corners, rear doors and bumpers, front & rear vents, exterior scuff rail, side skirt, aluminum wheels, 1 row recessed "E" track, duct floor, **GOOD OVERALL CONDITION.** -123449



(3) 2008 STOUGHTON 53' DROP-FRAME VANS

Stainless Radius Corners, Rear Doors, Door Case & Bumper, Automotive pkg., Milwaukee Lift, Exterior rub rail, translucent roof, 18" drop, 126" inside height, 245/70R17.5 tires. -434962

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The image displays a 3D mockup of a magazine advertisement and a website interface for Truck and Trailer.ca.

Magazine Advertisement (Left):

- Truck and Trailer**: Canada's #1 Source for Heavy Trucks and Trailers. Truck Trailer.ca. MAY 2016, VOL. 20 - NO. 5.
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Website Interface (Right):

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Trucks for Change celebrates five years

By **Sonia Straface**
TORONTO, ONTARIO

Trucks for Change hosted its fifth annual partner reception Nov. 16 in the heart of Etobicoke, where its carrier partners, charities and sponsors all got together to celebrate the milestone year for the non-profit organization.

Trucks for Change was started in 2011 when president and founder, Pete Dalmazzi, thought of a way to streamline the process for charities to move donated goods and freight with ease and at an affordable cost. The organization relies on its member carriers to be there when a charity needs help with transportation.

"We began in 2011 with a vision that working together, the trucking industry could make a real difference by doing what we do best - trucking and moving freight," Dalmazzi said at the reception. "By doing that, we help the charities do what they do best, which is make a difference...and it's turned out to be a very good marriage in that way."

Today, Dalmazzi said, Trucks for Change is comprised of 85 companies within the trucking industry (60 of them are member carriers) based all over Canada. To date, the company has helped move more than 15 million pounds of donated food and freight, and more than \$250,000 of in-kind donations have been made.

Trucks for Change is involved with charities like the Red Cross, Habitat for Humanity and food banks across the Greater Toronto Area. At the reception, attendees heard from many speakers about how Trucks for Change has made a direct impact on Canadians across the country.

It helped the Red Cross transport donations to families in Fort McMurray during the wildfires earlier this year and it helped contribute many volunteer hours to build homes for those in need through Habitat for Humanity.

"In addition to the freight that we haul, in the last 12 months we've

branched out into doing more community events and that's where we are looking at the trucking industry as a group that can aggregate together and volunteer to raise funds," Dalmazzi said. "We have now reached over 800 hours of charity event volunteer hours and we've helped raise over \$50,000 at those events. And we're just beginning. Our goal is to take this all across the country."

Sticking to his word of getting more involved in local charities, Dalmazzi organized, with the Daily Bread Food Bank, a Food Sort Challenge, where eight teams of 10 helped the food bank sort through food donations.

This was the challenge's second year and exemplified exactly what Dalmazzi

has in mind when it comes to getting trucking more hands-on with local charities.

The challenge is a fast-paced race to see which team can sort through and organize 4,000 lbs of food for the food bank the fastest.

"You're not just coming to have fun. You're coming to do work," said Gail Nyberg, executive director of the Daily Bread Food Bank in Toronto. "Because every year we distribute in the neighborhood of nine million pounds of food with five trucks. And we couldn't do it without your help."

Organizers at the food bank said that food sort challenges help them immensely - doing the job one person would do over the course of 40 weeks.

Newcom Business Media put together its group of 10 participants and competed once again in the challenge as the reigning champions.

After the two-hour competition, though, Team Newcom didn't fare as well as last year and came in last place. Bison Transport was the challenge win-



Pete Dalmazzi

ner, with Trailer Wizards and J.D. Smith and Sons tying for second place and Manitoulin taking home the bronze.

You can watch a video of the food sort action at www.trucknews.com/videos/moving-sorting-charity.

To learn more about the organization or get involved, call Trucks for Change at 905-844-8658 or e-mail pete@trucksforchange.org.

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Nikola One founder wants to change the game with zero-emissions truck

Continued from page 1

concept. By moving the driver forward to the position previously occupied by the engine, there's an available 30% more living space for a mini-apartment sized sleeper. Add to that the on-board availability of electric power and the promised extreme comfort from the ultra-rigid frame and independent long-travel suspension, and Nikola drivers will likely be the most professional in a fleet or the most successful small fleet owner-operators.

An integral part of marketing a truck is on-road service. Nikola's Milton has pulled off a coup, right in line with his total trucking vision, by partnering with Ryder System, the leasing giant that has more than 800 service locations in the US, Canada and parts of Mexico. Additional support will be provided in Tennessee and Mississippi - service areas of responsibility (AORs) for Caterpillar dealer Thompson Machinery, an early investor in Nikola. Ryder's Scott Perry, chief technology and procurement officer, said Ryder's sales force at the facilities will handle customer enquiries and its 5,300 technicians will be trained to service the new-age trucks.

Perry said Ryder is no stranger to new technologies, having embraced natural gas fuel over the last six years. To add Nikola, the company has to provide training in handling the hydrogen fuel and understanding the unique 800-volt drivetrain.

But there's not a lot of service for the electric Nikola, said Milton. Benefits of the electric drive system include far fewer components in the propulsion and chassis system and a major lowering of preventive maintenance requirements.

Under the Nikola One

The next presenter at the technical break-outs was Dave Damion, Meritor's sales and business director for development for defense and special products. And it comes as no surprise that the Nikola chassis owes much to state-of-the-art military vehicle design.

Meritor was chosen to partner on the Nikola design and development for its experience in military vehicle suspensions and was given a free hand in developing the revolutionary Nikola setup. Most significantly, the suspension is based on the best military practice of long travel, independent air-ride suspensions.

The Nikola is thus endowed with the same robustness and a design that puts load paths to and from the suspension and fifth wheel directly into the structure of the truck. An example is the fifth wheel mounted directly onto the tandem air bags, involving no bending loads into the frame imposed by conventional chassis designs. The frame itself is far stiffer than a conventional truck's, because of the long-travel integrated air and shock absorber and long and short arm double wishbone suspension at all wheel positions. The ride and handling is promised to be exceptional, contributing to driver comfort and control and lowering the fatigue associated with driving a truck over extended periods.

The double-wishbone setup mounts to the frame and to frame-mounted two-speed motor gearboxes for the three driving axles - all wheel positions are driven on the prototype.

These are massive on the prototype Nikola, containing individual two-speed gear sets and an electric motor for each wheel. Driveshafts are constant velocity jointed at each end but, because there are motors for each wheel-end, there are no differentials. So, vibration is reduced and gear mesh power losses are eliminated.

Accessories such as air-conditioning compressor, coolant and pressure pumps are electric.

Under the hood

So far, no real detail has been offered about the propulsion system other than the fuel cell in the latest iteration of the Nikola is a PEM, which is a robust and fast-evolving technology. Interestingly, Toyota has recently announced it is looking at similar fuel

Milton is looking to make trucking more rewarding and less stressful.

cell technology for heavy trucks.

The decision to go with the zero-emissions fuel cell system was made only recently, switching away from the original concept of a high-speed natural gas turbine to demand-charge the Li-ion batteries. However, Milton says that the basic electric powertrain is common and the fact that the chassis has been packaged for both turbines and fuel cells means that in markets where there is a less robust hydrogen fuel infrastructure, the Nikola can be made available with the turbine battery charging.

The fuel cell has major advantages where it can be used. Because there is significantly less heat rejection, some of the coolant radiators can be reduced in size or removed, reducing complexity and weight. Other weight savings come from dispensing with the diesel engine, emissions aftertreatment systems, transmission, prop shaft and differentials. Spec' for spec', a Nikola will be around 2,000 lbs



The Nikola One interior will come with an integrated freight-matching service that will help drivers find loads en-route and maximize revenue.

lighter than a diesel truck, said Milton. He said the prototype on show scaled 19,000 lbs even with the first-generation motor gearboxes and apartment-sized appliances in the sleeper.

Whether the fuel cell or turbine, something like 300-400 kW feeds the Nikola-patented battery pack mounted between the frame rails beneath the sleeper compartment. This battery pack is unique in its cell cooling, which maintains temperatures within two degrees. This ensures good charge density and longer battery life. Using this powertrain in a truck is far easier than a passenger car, said Milton, since a truck offers significantly greater flexibility and space to accommodate a heavy battery pack. The battery pack is sized to contain a maximum 320 kW-hr charge (Milton compared this to the biggest Tesla pack at 100 kW-hr). Having such a large capacity allows for reserve power for hill climbing.

The powertrain controller is fed with predictive cruise information, so it maintains the best charge associated with upcoming terrain. If there is a grade imminent, charge increases. A downhill grade sees the state of charge at a minimum so the batteries get recharged by regenerative braking going down the grade, incidentally taking all retarding effort away from the service brakes at the wheels.

The rated power for the battery/drive package is 1,000 hp and 2,000 lb.-ft. of torque. This is around two or three times the horsepower of a diesel and results in the Nikola being able to climb a 6% grade at 65 mph. The torque is as great as the biggest 16-liter

diesels produce but because the motor response is far faster than a diesel's and peak torque is when the electric motor is stalled, the truck accelerates very quickly. Milton says drivers will really enjoy the performance. And they'll also appreciate the shorter trip times that will put more money in their pockets, he said.

Safety

The Nikola puts safety in the forefront with stability control, accident avoidance on-board, infrastructure connectivity and personal safety all wrapped into the package. Enablers are the vector torque at the drive wheels, anti-lock braking, all-electric power steering and a 12-camera viewing system all around the truck. This means lane keeping, automated braking, predictive and adaptive cruise control are all baked in. And with those features enabled, autonomous driving is another feature that is part of the Nikola vision of the future.

Because of the faster acting and more powerful braking system, Milton sees the truck as a prime contender for ultra-close platooning. The electric drivetrain makes for a much better connected vehicle, he says.

An interesting deliverable from the surround camera system is the personal safety aspect it delivers. Milton says many women drivers are reluctant to park in truck stops and are concerned about what is around them should they have to leave the vehicle. With the Nikola visibility, a driver can even view on his or her cell phone what is outside the truck.

Maximizing revenue

A further component of the holistic package is the connectivity of the truck, the driver displays and a freight matching service that will be integrated into the Nikola as standard. The service will make it easier for individuals to find freight and increase revenue by as much as 50%.

Called Nikola Shipments, it is effectively an on-board loadboard through which brokers around North America can post freight onto the Nikola service; an individual driver can choose where he wants to go, then match freight to the route. This offers the owner-operator or small fleet the opportunity to consolidate less-than-truckload shipments right on the truck.

Along with the additional cargo weight and the fuel economy, Milton is looking to change the freight efficiency paradigm and make trucking more rewarding and less stressful for those participating. It will take time to roll out, but it is an example of the way Milton, through Nikola, wants to change the face of trucking and put drivers back in the driving seat where they can control their fate, not just the truck. ●

Nikola reveals day cabs to come

SALT LAKE CITY, UTAH

All the sneak pictures of the Nikola truck have shown an over-the-road tall cabover sleeper truck. But at the early December reveal of the Nikola One cabover, company founder and CEO Trevor Milton surprised the audience with images of a day cab variant dubbed the Nikola Two. Intended for regional and distribution haul, it is to feature the same hydrogen fuel-cell/electric drivetrain of the premium Nikola One, but in a much more familiar guise as a conventional, hood forward truck for distribution and vocational applications.

Timed for availability in 2020, it should be available to the vocational customers around the same time as the Nikola One highway long-and-tall.

This came as a complete surprise at the "One" launch but shows company founder Milton is eager to push his disruptive technology of zero-emissions trucking down into areas never before considered likely for zero-emissions status.

Details were lost in the general hype for the Nikola One launch. But a zero-emissions refuse truck, for instance, would be the holy grail for companies like Waste Management that have invested so heavily in clean natural gas vehicles for their minimal environmental footprint.

And given that the base design for the Nikola chassis is all-wheel-drive with long-travel independent suspension, the day cab chassis could prove highly attractive to a transit miser fleet, special on-/off-highway hauler or heavy hauler. Milton said the chassis could also have rear wheel steering for high mobility.

The apparent ruggedness of the chassis from its military heritage could mean sufficiently long service to offset an obviously high initial cost. ●

By Edo van Belkom

THE STORY SO FAR

Bud asks Mark to start taking loads for a new company. At first Mark isn't interested, but Bud convinces him it would be good for Bud's other drivers, many of whom are looking for regular, steady loads.

Mark takes the first load for the company, but the paperwork is all wrong and Mark ends up having to drive the load back to Toronto because he had taken the wrong trailer...

In the morning, Mark prepared for another assault on the border. This time, however, he double- and triple-checked everything to make sure he had picked up the right trailer, and that everything was correct with the paperwork. Finally, he checked that the load in the trailer matched the load he had on paper. Only when he was sure everything was right with the load, did he slip Mother Load into gear.

"I dare them to stop me this time," he said aloud to himself.

But after a few minutes on the road, and once he was comfortably on Hwy. 403 on his way to the border, he felt like having a chat with Bud. After all, there was plenty left unspoken after the first load for this new company had gone so wrong. He dialed up Bud and turned up the volume to ensure he'd have no trouble hearing the call hands-free.

"Well, well," Bud said. "If it isn't Mark 'Wrong-Trailer' Dalton."

"Very funny," Mark said.

"You got the right trailer this time? Or did you just pick up any old trailer that was in the yard?"

"I got the right one this time."

"That's good, because they've been asking if you were really the best driver I had working for me. When I assured them you were, they couldn't help but feel sorry for me."

"Sorry for you?" Mark said. "I was the one who showed up at the border with the wrong load and had to drive all the way back to the yard."

"Hey, we all tried calling you. What can we do if you don't have your phone on?"

Mark was at a loss for words. Of course it was his fault he had to make an entire round trip with the wrong load, but he wasn't about to let the shipper, broker or Bud off the hook. "You guys are supposed to look out for me, warn me that all their trailers look the same...that I should check the numbers to make sure I've got things right."

Bud said nothing for the longest time. Mark wondered if he'd hung up. "You still there?"

"You're kidding me, right?"

"No. You're supposed to look out for me, not send me on wild goose chases."

"You want me to tell you to put a hat on when it's cold? To use your wipers when it's raining?" A pause. "Anyway, you like wild goose chases."



Truckers without borders

"That's besides the point. I wouldn't call having to turn around at the border an adventure. Just a money-losing pain in the ass."

"Speaking of which," Bud said, his tone suddenly getting serious. "I talked it over with them and they've agreed to pay your mileage to and from the border."

"How'd you do that?"

"I told them that they had a responsibility to make sure you took the right trailer. If they're not sure what's leaving their yard, why should it be all on you?"

It was Mark's turn to be speechless.

"So, you can take back your 'looking out for you' bull and do your job right so I won't have to stick my neck out for you again."

"Okay, I take it back. And, I guess... thanks for having my back."

"And?"

"Sorry I screwed up," Mark said. "We all make mistakes, right?"

"Then why are you being critical of a broker who fixed your mistake and paid you for it even though they didn't really have to."

Mark thought about it for a bit, then said, "Bud, if I wasn't complaining, what would we talk about?"

"How 'bout them Leafs?" Bud said.

"Uh, I gotta go!" Mark said, hanging up the phone.

When Mark reached the border at Fort Erie, he

couldn't help but be nervous. Even though he'd been through this process hundreds, perhaps even thousands of times before, he always felt a bit of tension crossing the border. There was no rational reason to fear the border, especially since Mark rarely exceeded his allowable spending limits, but a few bad experiences had been enough to make each and every border crossing an ordeal for him.

And, as Mark's luck would have it, there appeared to be a problem with Mark's load. "Mr. Dalton," said the customs officer, "we've got a problem."

"No kidding," was all Mark said.

"Yes. It seems there's no entry on file for your load."

"Why not?"

"The entry number is not a match with PAPS."

"What's PAPS? Sounds like a brand of beer."

"Pre-Arrival Processing System."

"Okay, so how do you fix it?"

"You've got to get in touch with your broker. They can update the entry so the PAPS number matches the entry."

"Oh, is that all?" Mark said, not trying very hard to keep the sarcasm from his voice. "Well, that's what I'll do then."

"Good," the officer said, immediately moving onto something else.

"Why does this always happen to me?" Mark said aloud. Then he stepped out of the office and called up the shipper on his cell phone. When the man answered, Mark spent a couple minutes explaining the situation, then said,

"They say the PAPS number doesn't match the entry."

He was expecting a groan or a sigh: "What?" But instead the man simply told Mark it was a small problem and he'd call the broker right away. With any luck he'd be on his way in no time.

"Yeah, sure," Mark said under his breath as he hung up the phone. "There's no way in hell they're getting this mess sorted out in less than an hour." So instead of heading back into the customs office, Mark headed for Mother Load where he could at least nap for an hour or so while the broker figured out the problem. But before he'd even made himself comfortable, the customs officer was there knocking on his window.

"Good to go."

"What? How?"

"The entry's complete," the officer said. "You're free to cross the border. Enjoy your time in the United States."

"I'll try," Mark said in disbelief.

He started up Mother Load, happy that he'd cleared a seemingly huge hurdle.

This was better, he thought. But still, not good enough. ●

Mark Dalton returns next month in Part 4 of *Truckers without borders*.

Illustration by Glenn McEvoy



**THE SINGLE
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Hyndman Transport has moved into a new 25,000 sq.-ft. office in Ayr.

Hyndman moves into new home

By James Menzies

AYR, ONTARIO

Hyndman Transport, the Canadian division of Celadon Group, has officially opened a new 25,000 sq.-ft. terminal that was built around the needs of its drivers and staff.

The terminal sits on 12 acres, just off Hwy. 401 at Exit 268, and is located at 2616 Cedar Creek Rd. The location will allow drivers easier highway access and more home time, officials said during the grand opening Nov. 15.

"When deciding to build a new facility, our main objective when we asked what do we need and what do we want, the number one thing that kept coming up was, what was going to be best for the drivers?" said Mike Campbell, president of Hyndman Transport. "We found this location right off the 401 and I don't think you can get a better location. Drivers can come in and get out and they probably save 20 minutes from where we were in Kitchener, and that is 20 more minutes that drivers can spend with their families."

The new building features a modern driver lounge and dorm rooms, where drivers can watch TV or take a nap. The headquarters also houses recruiting, safety, orientation, operations and administrative functions. The 15,000 sq.-ft. maintenance shop features a wash bay and loading dock, as well as six service bays. It also features both men's and women's technician washrooms. Even though Hyndman doesn't currently have any female technicians on staff, the facility was built with an eye towards making it an attractive place for them to work.

Hyndman Transport was acquired by Indianapolis-based Celadon Group

in 2013, which effectively doubled Celadon's Canadian operations to about 400 trucks. It has since added Yanke Group and Hoss Cartage to its growing Canadian stable.

Paul Will, chairman and CEO of Celadon Group was on-hand to open the new facility, which he said underscores Celadon's commitment to the Canadian market.

"We are definitely committed to the whole process of growing and stabilizing Canada," Will said in an interview with *Truck News*. "We wanted to continue to invest in our Canadian operations, which we view as part of our overall operations. No question, we believe having a facility like this is going to allow us to have less turnover and attract and retain the best employees."

"We believe the future is very bright here in Canada," added Robert Corbin, senior vice-president of business development with Celadon Group. He said the new facility will help Celadon expand its full suite of logistics operations, including dedicated and intermodal services, "not only across Canada, but across all of North America as well."

As far as Canadian growth is concerned, Will said Hyndman is more likely to grow organically than through any major acquisitions.

"At this time, we're going to continue to expand on what we currently have," he said. He added the new facility will help attract drivers and a continued focus on customer service will grow business. "We don't believe we have to do acquisitions right now," he said. "We believe business will come to us." ●

TransForce to adopt new name

MONTREAL, QUEBEC

TransForce announced recently that it intends to change its name to TFI International to reflect the increased geographic scope of its operations.

A meeting of TransForce shareholders has been called for Dec. 23, to consider the change, which must be approved by at least two-thirds of the votes cast by the holders of TransForce's common shares. Upon approval, TransForce will file Articles of Amendment to effect the change of name, and expects that its shares will commence trading on the Toronto Stock Exchange under the new name prior to year-end. TransForce's stock symbol on the TSX will also change to TFI.

"This change in our corporate identity is in line with the company's growing operations and footprint in the US where we currently generate approximately 50% of our revenue," said Alain Bedard, chairman, president and CEO. ●

Manitoulin boosts coverage of southeastern Ontario

MISSISSAUGA, ONTARIO

Manitoulin Transport has southeastern Ontario covered, now providing direct service to all towns and cities via three terminals in Cornwall, Peterborough and Kingston.

"When our customers entrust Manitoulin with their goods and packages, they deserve excellent service every step of the way," said Jeff L. King, president of Manitoulin Transport. "By providing direct service throughout southeastern Ontario, we can better ensure that customers in the region consistently receive the kind of high-quality experience they associate with Manitoulin Transport which they have come to expect and count on."

Manitoulin said the direct service would provide faster transit times

and increase shipment visibility for its customers.

"Having a reliable transportation provider can be a critical success factor for many businesses," said King. "As we continually expand our network and coverage, our aim is to be a true business partner to our customers - one that nurtures their success, not simply by providing exemplary transportation solutions and customer service - but by constantly working to identify new and better ways to serve them and help them grow."

Don Goodwill, president of Manitoulin Group of Companies, said the three terminals in southeastern Ontario further solidify the company as the transportation provider with the widest coverage in the province and Canada as a whole. ●

Consolidated Fastfrate launches cross-border service

TORONTO, ONTARIO

Consolidated Fastfrate announced it is expanding to offer cross-border LTL service.

"We are a private company, responsive to the requirements of our customers," said Ron Tepper, CEO of Fastfrate. "We were careful to align with like-minded, asset-based LTL partners. Each partner carrier has specific regional USA strengths and combined, give us complete coverage of the continental USA. We are very pleased to offer this expanded service option to our customers on both sides of the border. We see it as a game changer for our organization."

Utilizing a hub and spoke distribution model, the company says it is able to integrate its Canada-wide infrastructure into its US partner network. LTL dry good commodities of one to four skids are its focus. Michael Adams, vice-president of logistics and commercial development said: "Ron had a crystal clear vision of how our cross-border LTL program would unfold. The right partner carriers, a shared service philosophy, integrated shipment visibility and the appropriate physical and human resources in place to ensure success. We have established a very competitive cross-border alliance with key regional LTL carriers in the US that match Fastfrate's values and commitment to quality service execution." ●

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The Adventures of NEWLAND TRANSPORT

By Edo Van Belkom

On this trip Vic is driving through Pennsylvania, a detour he had to take because of a sudden storm that hit his usual route and made travel difficult at best. Vic is happy for the diversion and is able to see another part of the United States he hadn't seen before.



Vic is driving a regular route between Toronto and Florida, a route he took over when a colleague was fired for harassing Vic, and it turns out, others of color working for the company. It was a great route and Vic was glad he had it. The thing that impressed him most at this time of year, was the way people decorated their homes for Christmas. Even though homes were decorated in different ways depending on what part of the country they were in, they all celebrated a very important time of year.



But, while Vic was comfortably asleep in his cab, the freak snowstorm that diverted him, has followed him into Pennsylvania and dumped a ton of snow on a previously dry landscape. When Vic gets up in the morning, it is only to find that his truck is stuck in the snow.



But in the middle of Pennsylvania Dutch country, Vic finds that he's run out of hours and must pull over and get some rest. He welcomed the layover since he'd been driving in bad weather for what seems like forever.

Vic gets dressed in his winter clothes and climbs out of his truck. He uses a shovel from his tool box, but when he gets back in the truck and tries to get underway, it's obvious that there's way too much snow and his truck is frozen to the ground. In minutes he's on the line with a local towing company, but they're swamped and it might be several hours before they can get to where Vic is to help.

About a half hour later, an Amish man appears outside Vic's window, driving a sleigh pulled by a single horse. Vic rolls down the window.

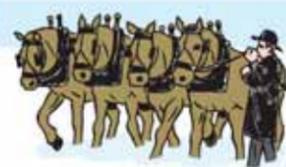


Vic smiles. "Yes, you wouldn't happen to have a tow truck would you?"

"No, but I could come back with my team of horses and pull you out if you like."

"Horses?" Vic says, trying not to laugh.

"That's how we pull things in this part of the country."



Vic didn't have a choice in the matter, and if this man felt his horses were up to the task, who was he to refuse his offer. "Okay."

A half hour later, the man returned with his team of four huge horses. Vic could hear the road rumble as the team clomped their way toward his truck. "You get behind the wheel my friend. When I tell you, put it in gear."

Vic didn't believe it would work, but he was at the point where he was willing to try anything. After a few minutes under Vic's truck, the Amish man returns to his perch on his wagon and begins chirping directions to his horses. They all work together as if they'd done this type of work before.

"Now!" he shouts. "Go!"



Vic puts his truck in gear and lets out the clutch. To his astonishment, the truck moves. Minutes later he is out of the snowbank and idling on the highway.

"Wow, that was great," Vic says. "How much do I owe you?"

"Nothing, my friend," the man says. "My gift to you at this time of year. If you want to repay me, perhaps you can do a good deed for someone else in the future."

Vic shakes the man's hand, unable to speak.

A week later, at a company driver's meeting, Vic's boss ends the meeting with a request.

"We're providing some of the trailers for the city's annual Santa Claus parade and we're still short a driver to drive one of the trucks in the parade. Any volunteers?"

Vic puts up his hand. "I'll do it."



One of the drivers sitting behind Vic taps him on the shoulder and says "I didn't know you celebrated Christmas."

"I don't," Vic answers, "But that doesn't mean I can't get into and share the Christmas spirit."

Illustration by Glenn McEvoy



Save fuel with these dependable, affordable Uniroyal Commercial truck tires

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Trailer appointments abound: Irwin in at Trailer Wizards, Foss gets promoted, Breadner hires new rep and Alutrec has new leadership.

Trailer Wizards announced the appointment of **Mark Irwin** as vice-president, fleet. In this role, Irwin will be a key member of the executive team driving the organization forward and he will lead the service management team, responsible for a fleet of over 24,000 trailers for 23 locations coast to coast. Most recently, Irwin ran WINIX Developments, a fleet consulting company, and held long-term positions as director of maintenance at Bison Transport and Stock Transportation.

This new position was created to ensure the highest level of customer service and focused expertise for the country's largest fleet of trailers, Trailer Wizards said. Irwin will be based out of the Mississauga location and can be reached at mark.irwin@trailerwizards.com or 905-740-3907.

Breadner Trailers announced it has added a new sales representative to its team. **Francis Nault** has been named the new regional director of sales for the Montreal and Ottawa locations. In his new position, Nault will be based out of the Lachine, Que. location.

The company says Nault brings a great deal of knowledge in the trailer industry. Prior to his position at Breadner, he spent more than three years at Goodyear Canada and Manac Trailers as regional director.

Trailcon Leasing has named **John Foss** its new executive manager of national accounts. Foss joined the Trailcon team in 2005 as account manager, and has worked to expand the company's reach in the Canadian market by bolstering the service, rental, and lease portfolio he manages. In his new position, Foss will continue to service and develop Trailcon's existing accounts while growing the company's portfolio of major regional and national accounts.

Aluminum trailer manufacturer Alutrec has announced **Michel Parent** has taken over as president and CEO of the company, assuming the position previously held by his nephew

Julien Nadeau.

Daniel Frenette has been named general manager. The company also announced its minority shareholders have acquired the majority of the shares in the company. It says the corporate changes will allow the company to ensure continuity and better respond to market challenges.

Alutrec builds about 200 trailers a year at its Sainte-Agathe-de-Lotbiniere, Que. plant. By the end of the year, production will shift to a new 228,000 sq.-ft. plant at Laurier-Station.

Payne Transportation named owner-operator **John Unrau** its 2016 driver of the year during the company's annual awards gala Nov. 25. Unrau was one of six finalists for the award.

East Manufacturing has named **Bill Wallace** its new platform product manager, in addition to his current position as northeast regional sales manager. In his new role, Wallace will oversee all flatbed and drop deck trailer sales. Wallace will be working throughout North America to develop and grow the East platform business. In addition, he will be responsible for product development and quality assurance.

East also named **Chris Cooler** product manager for dump trailers.

Cooler's new role, which is in addition to his position as mid-south regional manager, will see him overseeing all dump trailer and truck dump bodies for the company.

Zonar has announced that **Ian McKerlich** is its new president and CEO. McKerlich, who had been serving as president at Zonar, succeeds Brett Brinton in the CEO role as part of a planned leadership transition resulting from the majority investment stake in Zonar by Continental AG.

Zonar also announced that it has promoted **Larry Jordan** to senior v.p. of product management. In his new role, Jordan will be responsible for managing all Zonar products across their lifecycle.

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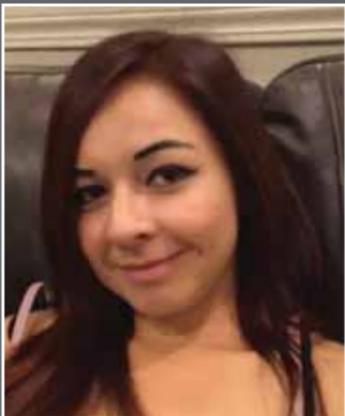
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CCC gets the job done with flying colors

For Canada Colors and Chemicals (CCC), getting the job done and on time is second nature.

And it's not hard to see how when you consider its 99.5% on-time delivery rate, which it is proud to share.

CCC began almost a century ago in 1920 and to date is one of the largest independent distributors in Canada and is the 10th largest distributor in North America. The company has five distribution points and has 21 Class 8 tractors, 23 trailers and 18 tankers to its name. Most of the tractors are leased through PacLease.

According to Rick Companion, the national manager of fleet operations and third-party logistics for CCC, the success of the private fleet stems from the communication that is engrained throughout the organization.

"From the time the customer places the order, right down to the dispatcher that dispatches the load...it all seamlessly flows through," he said. "There is a lot of organization that goes on behind the scenes and we work hard together to make sure customers get their orders."

He added that drivers and staff are always thinking of new ways to help make deliveries run smoother, for the integrity of the fleet and for the benefit of the customer.

"Part of the culture here is we are a solution provider," Companion emphasized. "We look at a customer's needs and review them and ask, 'Is there a different approach we can take that will work better?' I would say team effort to make us and give us the ability to make the on-time request that we're given is our greatest strength. The challenge to get everything accomplished in one day. Sometimes the equipment breaks down and our drivers will do everything to communicate to the customer what's happened and if they can, they stay late to get it delivered as soon as possible."

Companion noted that CCC would not have its current on-time delivery rate if it wasn't for the drivers who, before they become a member of the team, go through a stringent hiring process, followed by training and coaching.

"When we hire drivers, there's a process through it where we take a two- to three-step interview process," Companion said.

"What we look for most in those interviews is a can-do attitude and willingness to learn. No drivers just come in here, get hired and just drive a truck either. We spend a lot of time coaching and mentoring before they go out on their own.

"We will go with the driver for two weeks and show him the ropes. And when we determine if he or she can handle it, they go off on their own and we follow up with customers on performance. Months later we do ridealongs with the driver, just to ensure they're doing what they're supposed to be doing. I always

"Part of the culture here is we are a solution provider. We look at a customer's needs and review them and ask, 'Is there a different approach we can take that will work better?'"

Rick Companion, CCC

tell the drivers it takes a year before you know what we expect from you. So, we do a lot of training in that first year, but after that year, we do monthly ridealongs to give them feedback and to tell them what they're doing right and what they're doing wrong."

Companion says that because of all that training and the can-do attitude of the CCC drivers, he receives positive feedback from its customers on a regular basis regarding driver performance.

"Our goal was always to out-service the competition," he said. "Sometimes a



Rick Companion

customer's requests for delivery are demanding and sometimes they put us in a position where it's hard to deliver in a tractor-trailer and we make sure it happens. I had a customer who actually sent us a letter complimenting our driver saying that he could not believe the driver actually put the truck where he did because he didn't think a tractor-trailer could even fit there. But the driver took the time to make sure the truck could get there safely and without accident. And stuff like that happens all the time."

The hiring process seems to work out well for CCC as its turnover rate is quite low, according to Companion.

"It is rare that we have staff that leave," he said. "A majority of our drivers that are

years and I still enjoy coming to work and I tell people all the time, 'If the day comes that you can't enjoy coming to work then there's an issue, call me.'"

And though it's hard to specifically point out where there could be potential challenges with a company that has a low turnover rate and an outstanding delivery performance, Companion said maintenance is the company's biggest weakness.

"Maintaining the fleet is the biggest challenge we have to date," he said. "Because we have made a service promise to our customers that we have to maintain. So, making sure the equipment gets repaired in time is a big deal to us."

Companion said a way he has learned to manage this problem is again through coaching his drivers effectively, so they can all reach the common goal of delivering loads on time, every time.

"I spend a great deal of time educating drivers on why we have pre-trips and post-trips," he said.

"I want them to know why it's important to make sure everything is in order. They know they don't want to be delayed because they didn't check the equipment."

Looking into the future, Companion said there is room for CCC to grow and expand and that's what he hopes to do.

"The goal is to eliminate carriers because we can do it cheaper and more efficiently at the same time," he said. "This in turn allows us to be productive...I always allude to the fact that we're the FedEx of chemical distributors. Customers can place an order with us, demanding next day delivery and we are able to provide that service. And that gives us an edge over every one else." ●

here stay until they get their pension. I think they're staying because they get fair pay for what they're doing...and the environment and the culture that we promote. Because yes it's about work, but it's about having fun at the same time. We try to encourage all drivers to be part of the same process. Drivers and employees can all give suggestions if they see something that we can do better. And we share those best practices to the rest of our sites. We also allow them the freedom.

"At Canada Colors, I've been here 23

— Sonia Straface



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