

TRUCK WEST

October 2011 Volume 22, Issue 10

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



IMMORTALIZED: The memory of Canada's fallen soldiers in Afghanistan will live on through David Sophe's trailer-sized mural, currently on a coast-to-coast tour with the assistance of Trans-Frt McNamara and Castrol.

War paint

Trucking industry lends a hand to tour honouring Canada's fallen soldiers

By Adam Ledlow

FERGUS, Ont. – “Art is long, and time is fleeting/And our hearts, though stout and brave/Still like muffled drums are beating/Funeral marches to the grave.” American poet Henry Wadsworth Longfellow wrote these words in his work, *A Psalm of Life*, nearly 175 years ago, but the concept of art's longevity versus the brevity of our lives is

relevant to an initiative touching the trucking industry called Portraits of Honour.

Portraits of Honour is a trailer-sized mural that features the faces of the many Canadian soldiers, sailors and aircrew who have lost their lives in Afghanistan. The project started in early 2009, when artist David Sophe was watching a television report on Canada's 100th fallen soldier in Afghanistan and decided he wanted to make a tribute. Two-and-a-half years and 2,000 hours of painting later, the portrait now measures about 40 feet wide by 10 feet high.

The mural is currently on a coast-to-coast tour, thanks in part to the involvement of Ayr, Ont.-based carrier Trans-Frt McNamara, which provided both the rig and driver for the months-long trip.

“When contacted, (company owners) Greg (Palmer) and Ward (Tre-

goning) offered us assistance, without hesitation,” said Bruce Lloyd, national project manager for Portraits of Honour. “We spoke to them about the project and they were intrigued and in a heartbeat became our national carrier.”

“We have been very blessed and very fortunate to receive a truck

for the use of this whole tour from Trans-Frt McNamara. They have been very generous in helping us out, and a driver, Paul Corey. He will stay with us for the whole duration of this tour,” added Marni DeRoche of the Canuck Club of Hamilton-Stoney Creek, who works as a tour stop

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Canadian cancer convoys set to roll

By Adam Ledlow

TORONTO, Ont. – If you're scratching your head at the countless gangs of trucks populating the roads this fall, not to worry, you're not seeing double (or more): it's just convoy season in Canada. Convoys from across the country are gearing up to hit the highways in support of various cancer charities.

Convoy For A Cure is back for its fourth installment on Oct. 1, but this year organizers are shaking things up. Though in the past, Convoy For A Cure has featured an all-female troupe of truckers driving in support of breast cancer research, a recent increase in male support at the event will see

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Bring on the middleweights

Harry Rudolfs climbs behind the wheels of some medium-duty cabovers



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Mark Dalton O/O



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CLASS 8 TRUCK SALES TRENDS

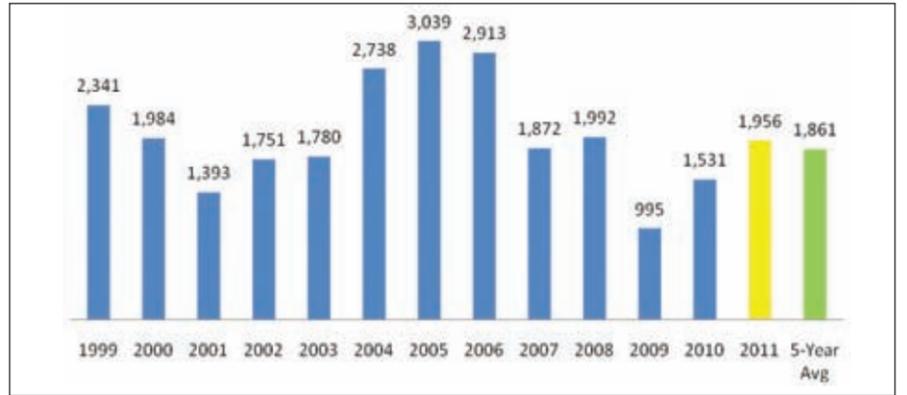
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Monthly Class 8 Sales – July 11

OEM	This Month	Last Year
Freightliner	453	303
International	379	364
Kenworth	452	338
Mack	143	119
Peterbilt	214	197
Sterling	0	0
Volvo	196	108
Western Star	119	102
TOTALS	1956	1531

June closed the second quarter with healthy upward movement in Class 8 sales and July has started the third quarter in the same fashion. There were 1,956 Class 8 trucks sold in the Canadian market this July, continuing the pattern of significant improvement over the previous years. July also continued the recent trend of surpassing the monthly totals set back in 2001, 2002 and 2003. It also surpassed the monthly total for 2007 and came close to the monthly total set back in 2008, the last year before the market's collapse. In June sales were actually above the five-year average and that pattern continued in July.

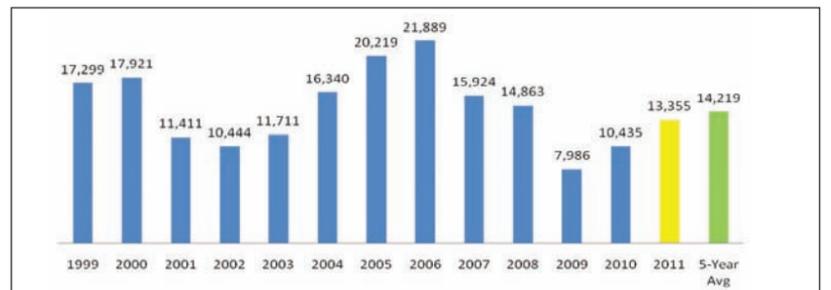
Historical Comparison – July 11 Sales



Class 8 Sales (YTD July 11) by Province and OEM

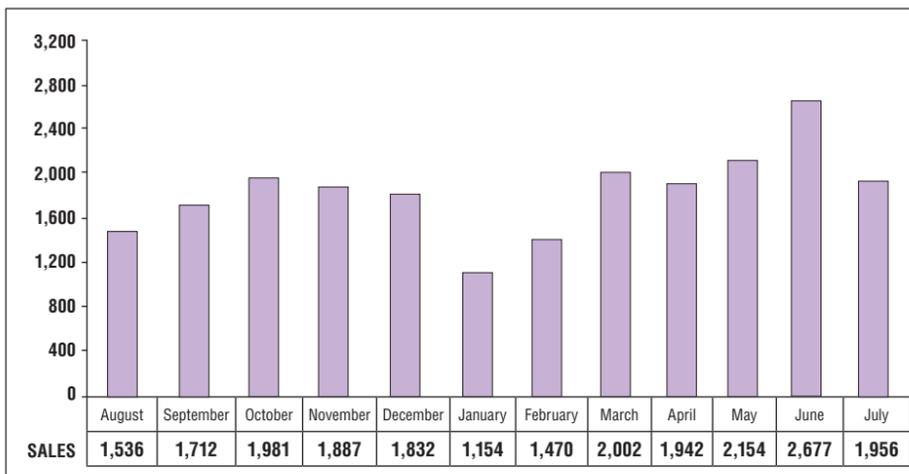
OEM	BC	ALTA	SASK	MAN	ONT	QUE	NB	NS	PEI	NF	CDA
Freightliner	189	341	90	201	1,885	577	176	61	11	24	3,555
Kenworth	253	992	164	86	425	605	78	0	0	0	2,603
Mack	40	138	64	52	443	143	24	22	0	11	937
International	188	394	48	171	919	631	151	77	9	39	2,627
Peterbilt	169	443	118	103	313	207	73	15	0	0	1,441
Volvo	83	97	30	146	583	258	72	36	0	4	1,309
Western Star	173	275	42	24	142	144	35	40	1	7	883
TOTALS	1,095	2,680	556	783	4,710	2,565	609	251	21	85	13,355

Historical Comparison – YTD July 11



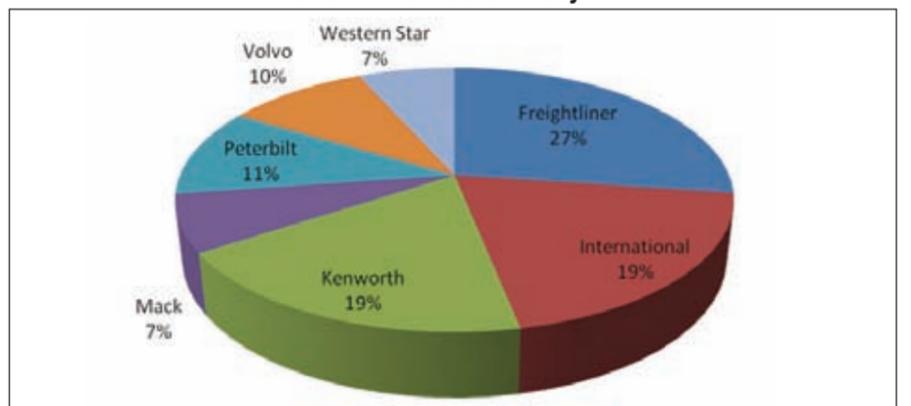
So far the YTD sales totals are significantly better than the sales figures posted in both 2009 and 2010 and also better than the results after the first half of 2001, 2002 and 2003. The YTD totals are less than 1,000 units off the five-year average and showing continuing improvement with the last two months running above the five-year average. The improvement in truck sales may be an indication that the economy is doing better than the public perceives, however with trucks ordered months in advance one has to wonder what the impact will be on future sales from the current lack of confidence in the health of the economy.

12 - Month Sales Trend



June was the strongest month of the past 12-month period, climbing above 2,600 Class 8 trucks sold, and it was unlikely July would top that. It did not, however, the 1,956 trucks that were sold into the Canadian market in July was an impressive figure. So far sales have climbed above the 2,000 mark for three of the first seven months of 2011 and came within less than 60 of achieving that mark on two more months.

Market Share Class 8 – July 11 YTD



Freightliner, a market leader in the Canadian market for many years before International took over the top spot a few years ago, jumped out to an early lead at the start of the year with 28% market share and continues to hang on to that lead. It now stands with a commanding 27% lead, far ahead of International, whose market share has been on the decline over the past year and now stands at 19%. Kenworth's numbers have also risen to the 19% market share it held at the end of 2010.

Source: Canadian Motor Vehicle Manufacturers Association

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Five reasons to turf the Liberals

I'm not one to force my political leanings on anyone. I just think it's important everyone gets out and votes. I'll even insist my wife accompany me to the polls when I know her ballot will cancel out my own. More than ever, I think it's important Ontario truck drivers make a concerted effort to get out and vote - in advance, if necessary - in the Oct. 6 provincial election. Simply put, the incumbent Liberals have done the trucking industry a disservice during their eight-year reign. I present to you, five reasons to turf the Liberals in the Oct. 6 provincial election:

Speed limiters: With a couple years to assess Ontario's speed limiter law, I think we can agree it did not have the disastrous consequences some were predicting. I think it also has done very little, if anything at all, to improve highway safety. Setting aside your personal beliefs on whether Ontario's 105 law was necessary, it was handled very poorly by our legislators. I was there at Queen's Park during the public hearings and the MPPs who were present seemingly had very little interest in what anyone had to say. They showed up already knowing the outcome. Several poked away at their Blackberries while truckers expressed their concerns.

Waste oil heaters: In 2007, the Ontario Liberals announced on the front step of oil recycler Safety-Kleen that it would no longer allow shops and truck fleets to burn their used engine oil in waste oil furnaces. Instead, companies - some of which invested thousands in waste oil heaters - would have to pay Safety-Kleen or other oil refiners to come to their facility and pick up the oil for recycling. The



Liberals cited environmental benefits, despite the fact the EPA endorses the use of waste oil heaters. No word on the engine emissions from all those Safety-Kleen trucks on the road, transporting used oil to their refineries.

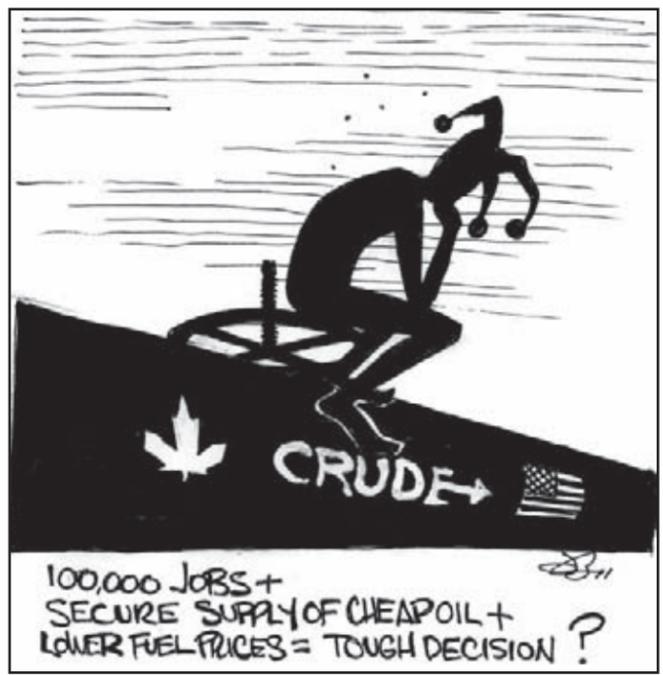
Age discrimination: The Ontario Liberals can't be blamed for introducing the province's discriminatory practice of requiring road tests for all commercial drivers aged 65 or older. But they can be criticized for failing to rectify the issue while at the same time loosening licensing requirements for drivers pulling RV trailers behind fifth-wheel-equipped pick-up trucks. It used to be that an AZ licence was required, but now any full G licence allows a driver with no special training to pull a combination 46-ft. long and weighing more than 24,000 lbs. Where's the consistency?

Smoking in trucks: Smoking is bad for you, nobody would disagree. But the Liberals in 2006 introduced the Smoke-Free Ontario Act, which forbids truckers working for provincially regulated carriers from smoking in their company-owned trucks. Worse, the front-line enforcement

folks seem not to understand the difference between federally and provincially regulated carriers, and have been wrongfully fining federally regulated truckers for smoking in their trucks. The smoking law, as it applies to provincially controlled trucking companies, is another example of the long arm of government reaching way too far into your life - and your truck cab.

Biofuel mandate: Okay, it's a federal law, but still Ontario seemingly did nothing to fight the feds' biodiesel mandate that will require all diesel sold in Canada to contain a minimum 2% biofuel content. Quebec and the Atlantic provinces implemented an exemption to Dec. 31, 2012 while Newfoundland shunned the requirement altogether. Ontario seemingly ignored the legitimate concerns raised by industry, including higher fuel prices. □

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Look in the mirror

For owner/operators and fleet executives finally starting to raise their heads above water, the latest news that we could be heading right back into recession, or at least a period of very slow growth, is hard to stomach.

Our economy ground to a halt in the second quarter and with the US economy also experiencing considerable growth challenges, there's concern we could end 2011 in recession - defined as two straight quarters of negative growth.

I don't think that's going to happen - unless, we allow it to. Let me explain.

First, I don't think Canada will experience recession in 2011 - not technically anyway even if it may feel that way - because we won't have two straight quarters of negative growth. The Canadian economy took a step back in the second quarter but the numbers I've been looking at for the third quarter look better.

The RBC Canadian Manufacturing Purchasing Managers Index provides an early warning about the health of our manufacturing sector; purchasing managers increase the purchases of goods and



services they make for their companies when they sniff economic growth and curtail them if they expect the reverse. After several monthly declines in the spring, the Index showed solid improvement in both July and August. New work at Canadian manufacturers increased at a marked pace. So I don't see Canada posting negative growth again in the third quarter.

Canada, however, is not an island and if I'm going to base my optimism on the results of the Purchasing Managers Index, I have to be fair and look at what similar indices look like at our other major trading partners. Unfortunately, from the US to Europe, the numbers don't look as good.

Which brings me to my second point: I wonder how much we may contribute to bringing about another recession by acting on our fears of the worst case scenario. We hear a report that the Cana-

dian economy shrank and forget to take into account the impact all the supply chain disruptions - from the earthquake in Japan to flooding in the US - had on business. So perhaps we get pessimistic about future growth and decide against investing in our companies. We delay our purchases of that new IT platform; we put off purchasing a new truck.

We hear about more layoffs in the US and that job growth in Canada has stalled. We listen to economists downgrade their forecasts for future growth. We forget that every recovery is tumultuous and that it's never a straight upward line of growth but rather a roller coaster ride. Attaching too much significance to the volatility around us, we hold off hiring the staff we had planned to take on this fall to help us service some new accounts. We delay that western expansion.

In short, we play it safe. We place our dreams on hold, we purchase fewer things, we hire fewer people. Then we wonder how we ended up in another recession. □

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IN BRIEF

Limited access for trucks at Sask. ferry crossing

PRINCE ALBERT, Sask. – Work is underway to restore access to the Weldon Ferry, which has been shut down due to an active landslide in the area.

However, semi-trailers and multi-trailer combinations won't initially be allowed on the new single-lane access road.

A single lane, 75 metres long and six metres wide, is being constructed to provide access to the ferry, which is used to transport agricultural products. Traffic will be limited to light vehicles and tandem trucks travelling at no more than 25 km/h when the lane opens before Labour Day.

An active landslide remains on the north bank of the South Saskatchewan River for a length of a half-kilometre. The landslide caused the highway to slump down and shift horizontally about 30 centimetres, the province announced.

The ferry is vital for farmers in the area, who use the crossing as an efficient way to get their fall harvests to market. □

MTA doles out annual scholarships

WINNIPEG, Man. – The Manitoba Trucking Association (MTA) handed out nine scholarships at its annual Scholarship Presentation Luncheon Aug. 25.

For the 25th consecutive year, these scholarships have been offered by the MTA to member employees and their dependents, in an effort to recognize the contribution of member firms to the trucking industry. The scholarships are offered in two categories: Academic awards and Apprenticeship awards.

The winners of the Academic Scholarships are: Devin Edwards (Gardewine North), Tyson Bednar (Custom Truck Sales Inc.) and Scott Kehler (Penner International.) The recipient of the Winnipeg Transportation Club Scholarship is Rob Poapst Jr. (GroupHealth Global) and Scott Greenhalgh (Bison Transport) is the winner of the Edward Ewanochko Scholarship.

The winner of the Level 1 Transport Trailer Technician award is James Campbell (Gardewine North) and Dean Cote (Peterbilt Manitoba) is the recipient of the Level 1 Transport and Truck Mechanic. The Level 2 Transport and Truck Mechanic award winner is Terrence Degerness (Freightliner MB), and the Level 2 Transport Trailer Technician award goes to Mitchell Matity (Bison Transport.)

Academic scholarships are awarded to applicants that have the highest overall average in 4-40S subjects. The apprenticeship scholarships are awarded to the top Level 1 and Level 2 graduates in the Transport and Truck Mechanic and Trailer Technician Apprenticeship program. The Associated Trades Division generously sponsors the scholarship and the Level 2 apprenticeship awards in the amount of \$1,000 each. The Vehicle Maintenance Council sponsors two awards in the amount of \$1,000 each to the Level 1 apprentices. In addition, the Edward M. Ewanochko Transportation Scholarship is awarded in honour of Edward Ewanochko to promote professional growth within the truck transportation industry. The Winnipeg Transportation Club Scholarship award is awarded to assist students planning to study, or already pursuing post-secondary education in a field related to the transportation industry. The selection of these two scholarship recipients is based on a combination of academic achievement, community involvement and financial need. □

Alberta offering new commercial driver abstract

EDMONTON, Alta. – Commercial drivers in Alberta now have access to a new driver abstract, which officials say aims to improve vehicle safety while providing a more comprehensive record for drivers.

The current driver abstract only contains moving violations and information about licence qualification (ie., cancelled, suspended, etc). The new commercial driver abstract will contain this information and include non-moving National Safety Code (NSC) violations (ie., Hours-of-Service, load securement, dangerous goods, mechanical issues, etc.) along with Commercial Vehicle Safety Alliance (CVSA) inspection results.

The initial commercial driver abstracts will contain this information for the previous three years from the date the abstract is requested. Alberta plans to offer five- and 10-year abstracts in the future.

Officials say the new commercial driver abstract provides a more complete driving record and more insight into a commercial driver's habits, attitudes and compliance history.

"This helps commercial carriers make decisions when hiring new drivers or monitoring current drivers," officials said in a release. "The more complete record is also an advantage for drivers with good records when seeking employment."

Drivers can go to any Alberta Registry Agent and request their own commercial driver abstract or their employers or prospective employers can ask them to sign a waiver that allows the employer to request the commercial driver abstract on the driver's behalf. The abstract costs \$15 plus the Registry Agent fee.

For a list of Registry Agents, visit www.servicealberta.gov.ab.ca/1641.cfm.

The Alberta government says it consulted extensively with the carrier industry and drivers to develop the new commercial driver abstract.

For more information on Alberta's new commercial driver abstract, visit www.transportation.alberta.ca/4664.htm. □



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OVER THE ROAD

Technology doesn't have to spell the end of our independence

Over the past three or four months I've been focusing a lot on the health challenges we face as we go about our business of trucking.

It's one thing to eat right and get some exercise but it is the stresses we face each day and the fatigue we experience from our long workdays and time away from home that affects our health more than anything else. These issues we can't solve on our own.

It's interesting that Ontario is recognized as one of the leaders in commercial vehicle safety enforcement while at the same time they lag far behind other jurisdictions in regards to providing adequate parking and rest areas for commercial drivers.

I stopped at a modern rest area on the I-90/94 corridor just west of Madison, Wisconsin last week and counted 68 truck parking spots.



Over the Road

AL GOODHALL

Add to that the curbside parking behind the parked trucks and you would get no fewer than 100 trucks into this rest area. All of the Midwest states I travel through provide modern rest areas along the Interstate highways. We can learn much from our neighbours to the south in this regard.

We need modern rest areas located two to three hours apart across the length of the Trans-Canada Highway such as you find between Montreal and the New Brunswick border. Kudos to the province of Quebec for providing rest areas with heated restrooms,

running water and truck parking.

This is an issue of health, safety, and security. The trucking lobby could do a much better job of using this issue to gain some leverage with the public. I wouldn't call the trucking industry a leader when it comes to issues of health and safety in the workplace.

The transportation network is our workplace. Unlike industry-specific issues such as speed limiters, hours-of-service regulations and electronic on-board recorders (EOBRs), which the public has difficulty getting their heads around, highway rest areas are a need we share with the motoring public. After all, everybody needs to use a restroom at some point.

There is also an impact on our smaller communities that bear the brunt of all the heavy traffic that passes by their communities on a

daily basis. Recently Linda Nowicki, the mayor of Wawa, reached out to the Ontario Trucking Association asking that a campaign be commenced to address the issue of "truck bombs," better known as bottles of urine, tossed out on the sides of the road in and around their community by transport drivers. A lack of rest areas does not make this behaviour acceptable but it has contributed to it. This behaviour by drivers is becoming commonplace across the country.

Then there is the hours-of-service (HoS) issue. Compliance with hours-of-service legislation is a major stressor in the lives of drivers. The introduction of EOBRs has further compounded that stress. I think it's fair to say that many drivers see this as a control issue. After all, most of us were attracted to this industry because we did not want to punch a time clock every day.

It's the desire of every professional driver to operate safely and responsibly, but at the same time we want to maintain that feeling of freedom that comes with the open road. I think many drivers feel that freedom has been taken away from them, or is in the process of being taken away from them, in the guise of big brother in the cab.

That's unfortunate because this technology has the capability of opening up doors for drivers, not closing them.

I choose to look at the HoS rules and EOBRs as enablers, not limiters. I'm lucky in the sense that I work for a carrier that empowers me to make many of my own decisions in regards to my time. My relationship with our operations people is that of a team, not a boss/employee relationship.

I recognize that is not the normal mode of operation for many drivers out there. That's what has to change. That's where the feeling of freedom comes from.

Perhaps the biggest problem is that the demographic within management is the same as that of the drivers.

A large majority are in the 50-plus range and still trying to apply new technology to the way things have always been done rather than dealing with the present moment and looking to the future.

It's time for carriers and enforcement to step back and take a new look at the way we do things. We don't have to give up our passion for this work, the freedom of the road, the liberation of the open road that we enjoy. This technology should support that and improve it.

After all, we have a real problem right now attracting new people to the industry. We are not going to attract them by beating them over the head with new technology. We need to use it to entice them into an exciting career. □

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

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HEALTH

Digestion: A gut reaction

It's time for a fall digestive system check. Begin with a quick walk-around to note any obvious issues, overload or leakage. Then, get acquainted with each part: mouth, esophagus, stomach, small intestine, and large intestine to ensure it is working properly.

Begin with the mouth, where teeth cut and grind food, and saliva is added. Saliva starts digestion by breaking down starches. Saliva's mucin, a major protein in mucus, lubricates the food to help you swallow. Mucin also holds chewed food together, forming the bolus which is pushed into the esophagus during swallowing.

Next, consider the esophagus, a muscular tube connecting the mouth and stomach. Its muscular walls contract in waves (peristalsis) to push the food bolus to the stomach. No digestion occurs in the esophagus because it is just a food passageway.

After your food reaches the stomach, it is churned into a paste-like material, mixed with some gastric juice and it eventually forms chyme. A pepsin enzyme which is inactive (pepsinogen) is activated and converted to pepsin to digest protein.

As well, pits in the stomach wall produce gastric juices. Eating, smelling, tasting or even just thinking of food can trigger their production. One juice, hydrochloric acid, lowers the pH of the stomach contents to an extreme-



Preventive Maintenance

KAREN BOWEN

ly acidic environment. This kills most microbes in food, including many that might cause sickness.

It seems hard to believe that with such an extreme pH environment, your stomach does not digest itself! Fortunately, it is protected by a fairly thick coating of alkaline mucus. However, when this lining breaks down, an ulcer can form. Currently, ulcers are believed to be caused by infection which is now quite successfully treated with antibiotics (instead of antacids).

Not much is absorbed in the stomach, only a few small molecules such as aspirin and alcohol, which explains why their effects are felt so quickly. Other materials must wait to be absorbed in the small intestine.

In the small intestine, (about seven meters long and one inch in diameter) most chyme is broken down into these molecules: simple sugars, amino acids and nucleotides, which are then absorbed into the bloodstream. Several other major organs contribute to this process, including: the pancreas, liver and gall bladder.

When chyme stretches the intes-

tinal wall, cells of the intestinal lining secrete intestinal juices and mucus, usually, two to three litres of fluid each day.

The inner surface of the small intestine is highly textured with microscopic finger-like projections called villi. These villi create a large surface area available for absorption. Each villus is, in turn, covered with small projections called microvilli which further increase surface area, creating a surface area of over 150 times that of your skin.

Each villus is filled with a dense capillary network surrounding a centrally located lymphatic vessel, a lacteal. The lacteal absorbs the products of lipid digestion such as fatty acids. From the lacteal, microscopic fat droplets are carried through lymph vessels into a large vein in the neck.

However, most non-fatty nutrients, which diffuse directly into the blood capillaries of the intestinal villi, are carried to the liver and removed from the bloodstream.

By the time digested food gets to the end of the small intestine, almost all nutrients and water have been removed. This nutrient depleted chyme is then pushed into the large intestines.

The final steps of chemical digestion take place in the large intestines. Made up of six parts, the large intestines process the remaining undigested food to prepare to eliminate it. Here, the large intestines absorb remaining water, salt, and minerals.

This chyme travels to the final stop

valve, the anus, which regulates the final elimination. Its pressure-sensitive neurons detect when solids have accumulated and initiate the defecation reflex.

Fortunately, one of the two anal sphincters is under voluntary control, so you can consciously control the expulsion of feces until a convenient time.

Now that you've reacquainted yourself with your digestive system, follow these nine tips to maintain its optimum condition: Eat more fruits and vegetables to add roughage and enzymes; drink lots of water to keep your stools soft; eat less fatty foods to take the strain off your liver and gall bladder; avoid processed foods to retain vital nutrients; eat slowly and moderately to allow your body time to break down the food and signal when you are full; quit smoking to reduce the poisons your organs filter; drink less alcohol to protect your stomach lining and liver; exercise regularly to create strong muscles to move your food along more effectively; and reduce personal stress to reduce stress hormones which interfere with digestion.

Following these pointers will help avoid abdominal distress, bloating, gas, stomach and colon discomfort, aches and pains, vomiting, diarrhea and headaches. Go with your gut! □

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

Listen up: Ear infection season's on its way

The change of weather from summer to fall marks the beginning of yet another cold and flu season.

Although not as commonly known, this change in weather also signals the beginning of ear infection season.

The most common type of ear infection is called acute otitis media, which simply means an infection of the middle ear. This is the area of the ear that is located just behind the eardrum. This air-filled space is what houses the tiny vibrating bones of the ear.

An ear infection is usually caused by a virus or bacteria that most often results from a pre-existing illness such as a cold or flu. However, any illness that causes congestion and swelling of the nasal passages or throat can initiate an ear infection.

Swelling and inflammation of the eustachian tubes, which connect the middle ear to the back of the throat, can also cause ear infections.

The signs and symptoms of ear infections usually appear rapidly. Common symptoms include ear pain, headache, fever, decreased hearing, fluid discharge from the ear and sore throat.

In more serious cases, patients may experience a loss of balance, vomiting and diarrhea. Ear infections may occur as a result of an underlying more serious medical condition.

Thus, it is important to seek medical attention if the symptoms last for more than a few days or significant discharge from the ear is observed.

Your physician will usually be able to reach a diagnosis based on your medical history and a physical examination. However, sometimes more sophisticated diagnostic testing is needed to reach or confirm a diagnosis.

Diagnostic tests that measure the movement of the eardrum will give



Back behind the wheel

DR. CHRIS SINGH

your physician a better idea of how much swelling and pressure is present in the middle ear.

The good news is that most ear infections do not require treatment with antibiotics. Treatment usually consists of pain control measures.

Eardrops and pain medication are

by far the most widely prescribed treatments. To add to this, placing a warm, moist cloth over the affected ear may help to decrease the pain.

If the ear infection does not respond to conservative treatments, a course of antibiotics will be prescribed to help the body eliminate the infection.

It is important to follow your physician's directions closely, as failing to do so can lead to recurring infections. It is very rare for ear infections to cause permanent or long-term complications. However, frequent or persistent infections may lead to impaired

hearing and spread of the infection to other locations of the body.

The prevention of ear infections is really quite simple. Try to avoid common colds and other illnesses by practicing good personal hygiene. Frequent and thorough hand washing and avoiding crowded public places are always a good idea during the fall and winter months. Keep these simple prevention measures in mind and you will be well on your way to preventing an ear infection this season. □

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

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TAX TALK

Three decisions to make when you shop for a truck

Spec' the truck with the salesman.

Spec' the money with your accountant.

Shopping for a truck involves three separate decisions. There's the vehicle itself, the money to pay for it, and the taxes. Like legs on a stool, all three need to bear weight if that truck is going to help you make a good living.

I sat down with a client recently who had part one nailed down and wanted to talk about part two, the financing. We had a great discussion about leases versus loans, and as it turned out, the pros and cons for this owner/operator were about equal.

Except for one thing: taxes.

My client purchased his current truck many years ago, so its value on his capital cost allowance (CCA) schedule is very low. Indeed, when the dealer agreed to take the vehicle on a trade for \$20,000 higher than the book value, it seemed like a sweet deal.

But it has tax consequences.

If my client purchases the new truck, any gain on the sale of the old one would be rolled into the new truck's CCA balance and reduce his annual CCA claim for years to come. Score one for the "con" column.

However, my client would benefit from Canada Revenue Agen-



Tax Talk

SCOTT TAYLOR

cy's (CRA) policy that allows a 20% depreciation expense during a truck's first year. Because he'd be buying the truck in the last few months of the year, he'd probably write off far more than he actually paid out during the short time he would have owned it.

Score one for the "pro" side of purchasing, at least in the short term.

Leasing a new vehicle close to year's end doesn't offer the same tax-related benefit. In fact, if you lease, it may be better to add the vehicle at the beginning of your business year.

CRA considers that big initial lease payment a pre-paid deposit that you write off over time. You divide the down-stroke by the number of months in your contract and expense the amount each month in addition to your regular lease payments.

If you put \$20,000 in cash and/or trade on a five-year lease, you

need to expense an extra \$333.34 over the next 60 months on top of your monthly payment.

If you end the lease early for any reason, you need to write off the remaining balance of the down payment at that time.

So if you trade in your leased vehicle after 48 months instead of carrying it to the full-term 60 months, you still have 12 months times \$333.34 (equaling roughly \$4,000 of value) to expense.

If my client leases the new truck, he'll have to report that \$20,000 gain from the trade as income. It's a short-term consequence that could result in several thousand dollars in tax liability this year. He put a tick in the "con" column and decided a purchase made more sense for him.

Put your accountant to work

If you're thinking of adding equipment, your accountant should be able to walk you through the tax implications of purchasing and leasing. Before you make your own list of pros and cons, keep three things in mind:

1. "Buying" and "leasing" are not interchangeable terms. If your accountant advises you to "buy" a new truck, don't go out and negotiate a lease. Purchasing and leasing have totally different effects on your accounting and tax planning.

2. When you compare write-offs on leases and purchases, you're really talking about tax deferral, not tax elimination. If you spend \$130,000 on a commercial truck, then you have \$130,000 to expense. The difference between purchasing and leasing is just the timing of the expense.

3. Spec' the truck with the salesman, spec' the money with your accountant. Do you think the guy at the dealership is going to help you evaluate the potential short-term tax hit of taking \$20,000 above book value on a trade? Of course not. He doesn't care about anything but making the sale. (No offence, salespeople.)

Once you have your truck spec'd, take a breath, call your accountant, and begin to explore which financing option is best for you.

It's a big step for your business when you drop Ol' Betsy at the truck lot and ride off in a shiny new model. You don't want any lingering doubts about a tax bill down the road. □

— 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.



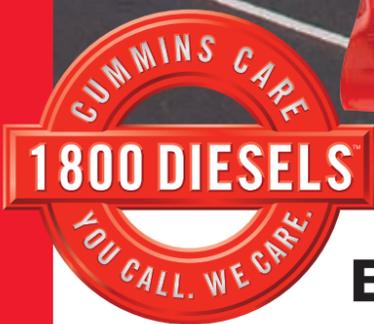
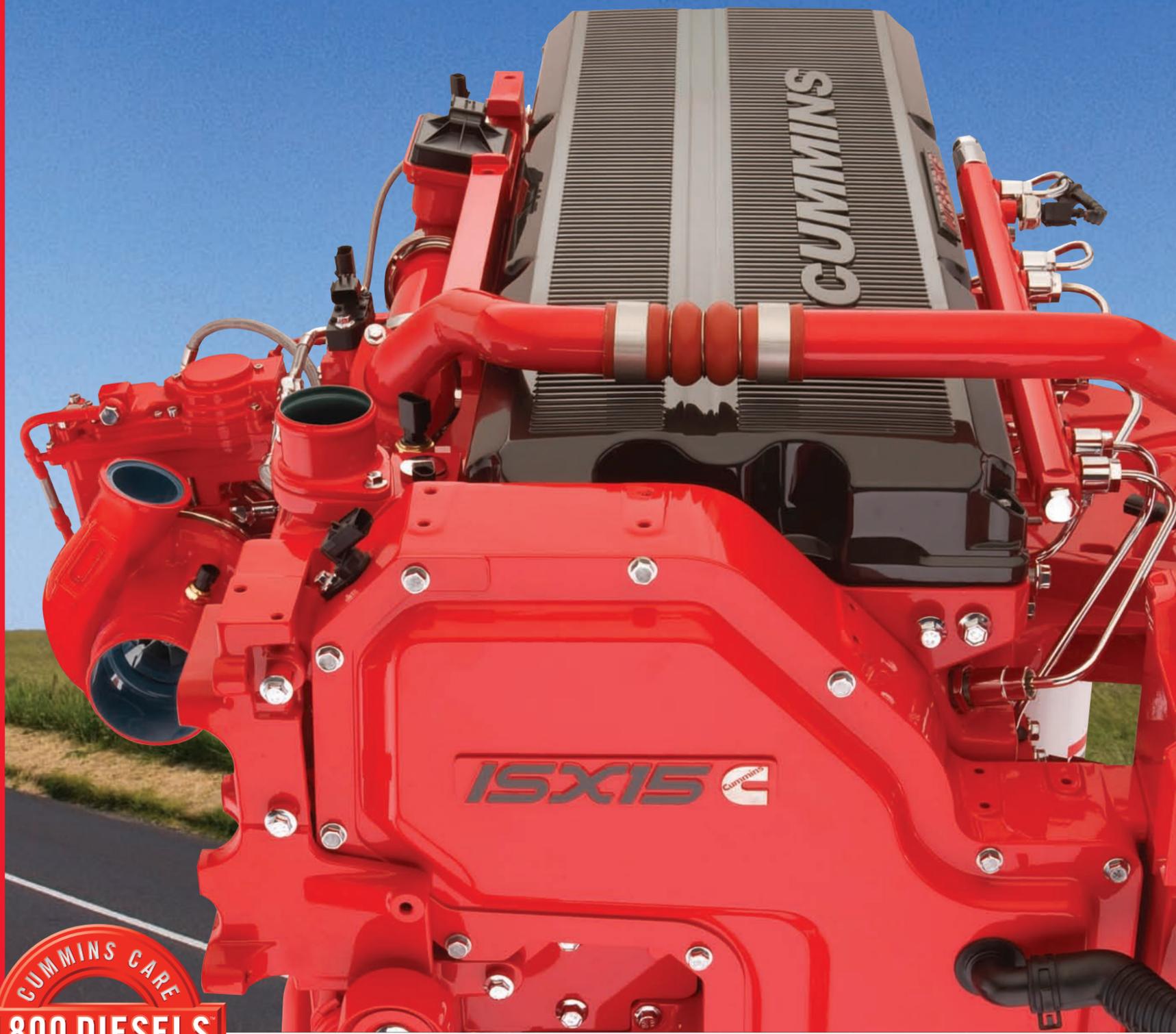
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US sets fuel economy targets for heavy vehicles

CTA calls on Ottawa to add incentives for Canadian regulations

WASHINGTON, D.C. – US President Barack Obama recently made official the first ever fuel economy standards for heavy trucks, in an expected announcement that was welcomed by truck and engine manufacturers but panned by a group representing small business truckers.

The plan was developed by the US Department of Transportation and the Environmental Protection Agency and will affect trucks and buses built in 2014 through 2018. The Administration figures the program will save 530 million barrels of oil over its life while eliminating 270 million metric tonnes of greenhouse gas emissions.

“While we were working to improve the efficiency of cars and light-duty trucks, something interesting happened,” President Obama said.

“We started getting letters asking that we do the same for medium- and heavy-duty trucks. They were from the people who build, buy, and drive these trucks. And today, I’m proud to have the support of these companies as we announce the first-ever national policy to increase fuel efficiency and decrease greenhouse gas pollution from medium- and heavy-duty trucks.”

Obama said the industry will enjoy US\$50 billion in net benefits from the program over the life of model year 2014 to 2018 trucks. The technology required to meet the standards will pay for itself in one year, the Administration estimates.

Semi-trucks will be required to achieve a 20% improvement in fuel economy by 2018 while vocational trucks will be expected to improve their fuel economy by 10% by the model year 2018.

Reaction from the industry came quickly and was mostly positive. Cummins said it would meet the new standards ahead of time.

“The emissions technologies in use today provide the foundation for meeting the 2014 standards, and Cummins is ready to meet this regulation in 2013,” said Dr. Steve Charlton, Cummins’ vice-president and chief technical officer, engine business.

“Certifying our engines early will deliver additional fuel economy benefits to end-user customers and provide installation stability to our OEM customers. Continuing the use of our existing architecture means that customers can also expect improved reliability. This is simply part of the march down a path that we outlined several years ago to deliver increasingly clean, efficient and reliable products to our customers.”

Truck makers too were willing to meet the challenge head-on.

“Navistar commends the Environmental Protection Agency (EPA) and the National Highway Traffic Safety Administration (NHTSA) for developing one single, national standard for

GHG and fuel efficiency for medium- and heavy-duty engines and trucks,” said Navistar chairman Daniel Ustian. “We were pleased to be part of the process providing the agencies with information on the positive impact of total vehicle technology integration on fuel efficiency and GHG emissions.”

Volvo Trucks North America and Mack Trucks president and CEO Denny Slagle was with President Obama when he announced the new standards.

“While we haven’t had a chance yet to thoroughly review the final rule, we were pleased overall with the process, and the degree to which EPA and NHTSA involved and listened to the industry,” Slagle said. “Certainly the regulation will challenge the industry, but our past success gives us confidence we’ll meet the challenge. Our focus now is on doing so in a way that minimizes any negative consequences for our customers.”

American carriers were also quick to laud the new rules.

“This is an important milestone for our industry and our country. We are pleased to be part of a realistic solution that will ultimately help reduce greenhouse gas emissions and conserve natural resources by helping to increase the fuel efficiency of our industry,” said Douglas W. Stotlar, president and CEO of Con-way.

And Frederick Smith, president and CEO of FedEx added “Commercial vehicles account for approximately 20% of transportation’s fuel use, so fuel efficiency standards are essential to spur affordable and widely available cleaner delivery vehicles.”

But not everyone was happy. The Owner-Operator Independent Drivers Association (OOIDA) suggested small business truckers will be hurt by a “flawed, one-size-fits-all rule.”

“By totally ignoring the impact on small-business trucking, the EPA has demonstrated yet another example of our wretchedly broken regulatory process,” said Joe Rajkovicz, director of regulatory affairs for OOIDA. “Congress should take action when they return in September to rein in the bureaucracy and push forward regulatory reform legislation that has already been introduced.”

OOIDA said decision makers didn’t consider the impact the rules will have on small business truckers, who may have to pay more for new trucks.

“They also totally overlooked the most effective fuel-savings method of all,” added Rajkovicz.

“Driver training, which is responsible for 35% of fuel economy and which costs far less than any new technology, should have been the priority.”

“This rulemaking basically takes EPA’s SmartWay program and mandates participation – regardless of whether certain technologies are appropriate for a particular operation,” Rajkovicz concluded.

Here in Canada, legislators are pinning over a similar program that is expected to be packaged as more of a GHG reduction program than fuel economy program. But since most trucks purchased in Canada are built in the US, it’s expected the two programs will be nearly identical.

However, the Canadian Trucking Alliance (CTA) is calling on Ottawa to go a step further north of the border.

While Canadian officials have released a consultation document regarding what will be a very sim-

ilar set of rules to what the US is introducing, the CTA points out the fuel economy standards being introduced affect only new vehicles, which are already very clean.

The Alliance would like to see measures to accelerate the penetration of new EPA2010-compliant tractors into the marketplace and incentives to retrofit older vehicles with fuel-saving technologies.

“We are still sifting through the mounds of material issued yesterday in the US and in Canada by the Environment Minister,” said CTA CEO David Bradley. “Obviously we will need some time to digest all of the details and discuss them with our members. But my initial reaction is that a regulatory approach which focuses on the truck and tractor, while positive, still leaves opportunities on the table.”

Bradley pointed out the CTA’s enviroTruck concept should be embraced by lawmakers.

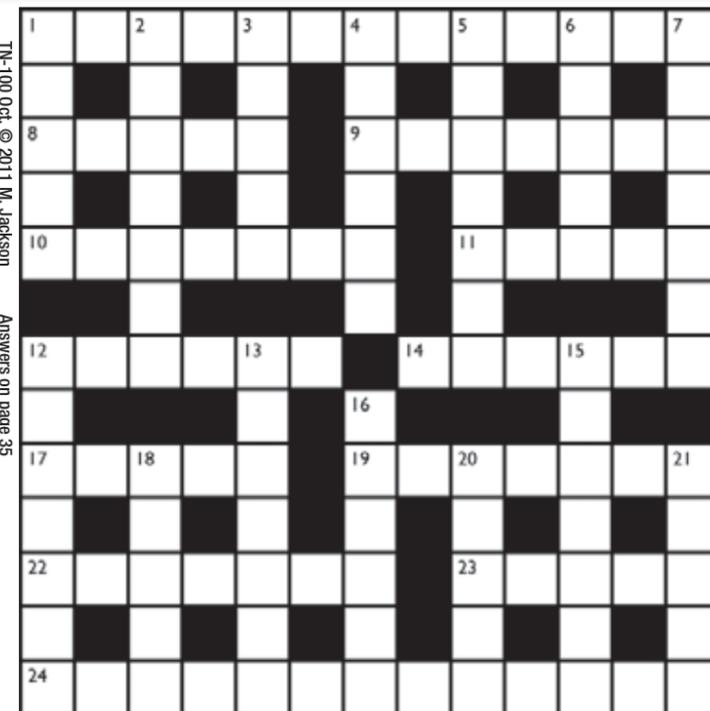
The enviroTruck focuses on fuel-saving technologies for the truck and trailer, including low rolling resistance tires and aerodynamic fairings.

“We believe with the right incentives in place, the industry can move forward quickly to adopt these devices well before the government turns its attention in this direction,” Bradley said. □

A regulatory approach which focuses on the truck and trailer, while positive, still leaves opportunities on the table.

David Bradley, CTA CEO

THIS MONTH'S CROSSWORD PUZZLE



Across

- 1. Dress-up items on tractors' fronts (6,7)
- 8. Red and green separator
- 9. Castrol synthetic transmission lube
- 10. Suspension-jarring road crater
- 11. Canadian diesel pumps' unit of measure
- 12. Wheel on truck-mechanic's creeper
- 14. Conical traffic diverters
- 17. Retread synonym
- 19. Canada Revenue Agency official
- 22. Canadian province since 1905
- 23. Tire-sidewall scuffers
- 24. Truck-drivetrain components

Down

- 1. Rad-hose or battery-cable fastener
- 2. Truckmakers' sales incentives, perhaps
- 3. Legendary racing driver Andretti
- 4. Toll-booth token receptacle
- 5. Rand's map-making partner
- 6. Button on '60s 8-track player
- 7. Urban thoroughfares
- 12. Item trucked to auto-assembly plant (3,4)
- 13. Goods trucked to USA
- 15. Canada's car-plant province
- 16. Home of Aloha State plates
- 18. CB-radio brand
- 20. Freight terminals' loading locations
- 21. Succumbs to road salt

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FEATURE

Economist predicts ice road trucking challenges, evolution ahead

By Jim Bray

YELLOWKNIFE, N.W.T. – It might be a popular staple on cable TV, but if one economist's predictions come true, the days of "Ice Road Truckers" may be numbered, and it has nothing to do with ratings.

Not that these truckers need to start sending out resumes tomorrow, mind you, but according to Dr. Michael Goldstein of Babson College in Massachusetts, the time may be coming when the ice roads as they exist today won't be around anymore.

Goldstein, with some colleagues and students, visited the Canadian Arctic to study its economy and published his conclusions in a pair of reports, one dealing with the economic value of the commercial ice roads and the other looking at the value of one particular, government-operated ice road that connects Yellowknife with the small community of Dettah during the winter months.

So how does an economist find himself trudging along ice roads in the dead of winter? Goldstein says it kind of happened by osmosis.

"My colleagues Henry Huntington and Matthew Sturm were on a snowmobile trip from Fairbanks to Hudson Bay," he says. "It was a very long snowmobile trip; they're nuts. But it turned out that during the trip they crossed an ice road – all of a sudden there it was in the middle of nowhere – and that got them interested in ice roads in general."

Sturm and Huntington had already been interested in studying the Arctic's people, Goldstein says, and as it turned out a National Science Foundation call for proposals presented them with their opportunity.

"Most people submitted things about climate change or changing seasons affecting sea ice or something like that," Goldstein says, "but Henry and Matthew wanted to study the effects of seasonal changes and how they're related to the people and their ability to be productive."

To do that, he says, you really have to study the Arctic economy itself. "So they asked themselves what they could study that changes with the seasons and that's also related to the economy," he says.

The ice roads fit the bill perfectly. These seasonal thoroughfares not only supply the diamond mines and are therefore important to the economy, they also melt and have to be rebuilt every year – at great expense.

"The real economy changes with the seasons," Goldstein says, "and an ice road to the diamond mines supplies 30% of the GDP of the Northwest Territories. It's the perfect change of seasons, seasonal economy thing."

Goldstein got on board because of his lifelong friendship with Huntington, who had realized that if they were to do an economic study properly, they needed an economist – and Goldstein was the only one he or Sturm knew.

So starting in January of 2010, they headed north a few times. "We



ON THIN ICE?: The ice road trucking landscape may be vastly different – perhaps literally – than what exists today, says economist Dr. Michael Goldstein, thanks to both environmental and economic factors.

went up to Yellowknife and met with the people from the Diavik Diamond Mine and went up on the ice road itself for a while," Goldstein says. The following March, he went back with a team of six undergraduate students to look at both the Dettah road and the Tibbitt to Contwoyto Winter Road (also known as the JV – "Joint Venture" – road), which services the Diavik and two other diamond mines.

The different ice roads with their different focuses (one commercial, one community) gave Goldstein a couple of great, real-life cases to study.

"As an economist, I was thrilled," he says, "because it gave me something to compare and contrast."

When it came to the JV road, which has a larger effect on the overall economy of the N.W.T., "We tried to get some data as to how many trucks go up, what the road costs to build, what it costs to fly stuff if you don't bring it up by truck – things like that," Goldstein says.

Goldstein and his team gathered weather data from the 1950s through the 1990s, including info such as snowfall amount and ice depth, and used it to help create a computer model.

"We were able to replicate moderately well, mathematically what nature actually did," Goldstein says. "Then as soon as there was enough ("virtual") ice to bring a snowplow on, we plowed it mathematically."

One thing Goldstein found interesting was that it turns out that the government ice roads need to have 50% more ice depth than the JV road requires to handle the weight of the big trucks. While that might

seem backward, since the government-run road handles a lot of private vehicle traffic rather than big trucks, it actually makes sense.

It's all about physics. The trucks travelling across frozen lakes create pressure waves under the ice (*see sidebar*), but they can get away with less ice thickness there because, Goldstein says, "You can mitigate against that pressure wave being big enough to break cracks in the ice by limiting the speed at which the trucks drive."

It's kind of like driving a motorboat, in that the slower you go, the less wake you create, "So it turns out that although the government has police powers and arrest powers, they're less able to monitor and limit the speeds on the government roads than the JV group can on their private road."

In other words, while physics is important, it's really about economics. The road to the diamond mines is so valuable to the truckers' livelihoods that they can be cajoled into going slowly because the alternative is to take a big hit in the wallet.

"There's one lake they call 'Two Movie Lake,'" Goldstein says, "where truckers can basically watch two movies (on their portable DVD players) because they're stuck at 10 km/h. You and I can walk faster than that."

And that's why the JV road needs less ice thickness than the government's community roads: while the truckers might not necessarily want to follow the extremely low speed rules, circumstances force them to.

"The (people in charge) have a lot of experience with the roads," Goldstein says, "and they know how long it should take to get from

one place to another. So if you show up too early, your ticket gets pulled for the year and that's something like 50 grand you could've earned – and you get blackballed for next year's road."

Goldstein suspects that if the government really wanted to lay down the law on its roads it could, but "It's not really in anyone's interest to do that so they just create a larger safety margin" by making the ice thicker.

The Babson College team got their modeling to the point where they could model the snowfall, the plowing and the ice depth virtually, and from there extrapolate into the future. And it's a future Goldstein thinks is going to bring some pretty hefty challenges with it.

"It looks like they hauled 175,000 metric tonnes on average per year until very recently," Goldstein says. "So I wondered what would happen if they couldn't get that amount up for whatever reason."

To figure that out, they created an ice depth model for various scenarios, using the approximate historical opening and closing dates for the road and assuming that if the 175,000 tonnes were taken up the road successfully the road was deemed a success that year and, if they didn't, it failed. From that data, Goldstein estimates that the road actually failed about 27% of the time "and when that happens, the supplies have to be flown up, which means much higher costs than the \$18 million on average it costs to build the road."

Warm up act

Many people subscribe to a theory that – the interminable winter of 2010-2011 notwithstanding –

the world is getting warmer. And though he's one of them, Goldstein says global warming isn't the real issue with the ice road economy. "It's the variability that kills you, not the 'Oh, it's getting warmer by a quarter of a degree,'" he says.

This variability – where one winter's perfect for their purposes while the next could really suck – could even lead to the mines shutting down.

"It's like buying insurance," Goldstein says. "You're taking a bet every year that it'll be cold enough to get all the supplies you need for the year up there, so it's worth the expense to build the ice road." If the weather becomes so variable that they can't count on the ice road, however, "It's no longer that clear that the mine is going to be so profitable."

Making the situation more problematic, Goldstein says, is the fact that, "There are three mines up there and they've been going for a while, which means they have to dig deeper and that's more expensive." So each year brings closer the day when the mines are no longer worth keeping open at all.

It almost seems as if there's a "perfect storm" brewing that may not only hamstring the mine owners, but take away a good part of some truckers' livelihoods as well.

Yet some years are still very good for the ice roads and the mines. The past one, for example, worked out well – though not necessarily because the winter seemed to last from July 2010 to June and that gave them lots of time for their shipments.

"It turns out that thanks in part to the global recession, the mines had shuttered a little bit anyway," Goldstein says, "so they didn't need as much stuff and the JV road closed around March 20. They'd brought up everything they needed and once you have that you don't need the road anymore."

Naturally, it could have been the other way around, with them needing more supplies and the winter not being long enough to facilitate all the shipments. It's that variability thing again.

Goldstein's team came up with some ideas for long-term solutions to the ice road riddle.

"One thing I suggested to the diamond mines is that they might want to start thinking about going to an every-other-year policy where, once you see that your road's going to last long enough, you pre-position even more stuff up there because maybe the next year might not be so good."

While that would be good news for truckers, at least in "year one," it would be very expensive in inventory costs for the mines. Goldstein sees a potential upside, at least in the short-term, in the fact that interest rates are practically zero right now, so covering the expenses might not be too expensive. On the other hand, tying up all that capital in a mine they might end up closing anyway could be risky, and what happens if they do close it and are left with the prospect of getting all that stuff out again if it ends up not being required?

Then again, if meteorologists ever got a handle on real, long-term weather forecasting, the

mines could avoid some front-end expenses.

"If they could know with a 95% certainty that this is going to be a great winter," Goldstein says, "then maybe they don't have to risk people's lives by plowing early in the season; they can wait a bit longer." On the other hand, "If you know it's going to be a lousy winter you start as early as possible and probably reprioritize your shipments to get what you really need up there."

Regardless of whether the mines use these strategies, however, Goldstein still thinks the days of the ice roads streaming north to the mines

from Yellowknife are numbered.

"In the very long run, shipments are going to come from the North," he says, "instead of from Yellowknife." He envisions the shipments being taken up by ship through the newly-opened Northwest passage, pre-positioned in the summer and then driven down, perhaps on new ice roads that head south. "One advantage of ice roads is that, if a mine closes down and another one opens, it's easy to build a new ice road there instead of a regular road," Goldstein says.

Goldstein's research showed that road construction and main-

tenance techniques that have been learned over the years can lengthen the ice road seasons, saving "between \$6 million and \$27 million a year in transportation costs." If the road fails to deliver its expected tonnage, however, flying in the rest of the stuff can add up to \$84 million in potential costs for each failed year.

That's definitely not chump change.

You can see why there's such interest in keeping the ice roads open, and why people are willing to pay the ice road truckers so well to keep them supplied. □

Talking tundra: expert ice road techniques

YELLOWKNIFE, N.W.T. – The JV road stretches about 600 kilometres across frozen lakes and tundra and costs some \$18 million to build each year.

And over the years, the powers that be behind it have learned a lot of tricks in how to do it.

"The JV road sees a variety of human interventions on nature that actually expand its use," Dr. Michael Goldstein says, citing among them how they build the road so that the pressure waves under the ice, which are created by the movement of trucks, explode away from the road, instead of putting pressure on it. "It's a brilliant idea and it extends the (useful) period a lot," Goldstein says.

And while it might seem logical that freezing an ice road requires flooding with water as you'd do to build a community ice rink, Goldstein says, "Mathematically, it turns out that while flooding's good for patching spots that aren't deep enough, what really grows the ice is plowing."

He isn't talking about plowing to keep new snow off the road once it's built, however. Sine snow is an excellent insulator, plowing it away from where you want the road to form causes the ice under where you've plowed to freeze better.

"If you can keep the ice clear of snow you get a lot of ice," he says, "and of course the goal is to get enough to carry a Super-B."

Goldstein's team also looked into a local ice road that connects Yellowknife with the community of Dettah during the winter, a road used mostly by civilians.

It's a different ball of, well, ice, from the privately administered

Mathematically, it turns out that while flooding's good for patching spots that aren't deep enough, what really grows the ice is plowing.

Dr. Michael Goldstein

Joint Venture road to the mines. Built by the N.W.T. government at an annual cost of about \$10,000, it's basically a shortcut across Great Slave Lake. Goldstein says the Territory was apparently getting some pushback on the road because there's also an all weather

route to Dettah and some thought the ice road an expensive redundancy, even though it cuts about two-thirds of the distance between the communities.

"One government person told us he wished he knew why people were taking the ice roads instead of the all season one," Goldstein says, "so I offered to write a survey and create a roadblock and when people stopped we'd ask them questions about the road."

Goldstein says the N.W.T. gave them the use of a police officer, visibility vests, cones and the like, "and in 36 hours we administered the survey to about 100 vehicles."

The team's findings were that, through gas savings and a variety of other factors including safety, the road is actually quite valuable considering its relatively inexpensive price tag.

And while commercial ice roads such as the JV are closed once business is done (*see the 2010-2011 performance above*), the NWT government keeps the community ice roads open as late in the season as possible, since the citizens want to drive on them as long as they can.

Goldstein says that in 2011, for example, the road to Dettah didn't shut till the end of April, despite the earlier closure of the JV road. □

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CANADA

A rolling tribute to Canada's fallen soldiers

Continued from page 1

coordinator for Portraits of Honour in Hamilton. "We are so grateful for all the help that we have received from the trucking industry."

Trans-Frt's involvement spurred on the interest of its suppliers as well, including Castrol.

"The truck that is pulling the trailer for the tour is a brand new 2011 truck and requires diesel exhaust fluid. We manufacture it with our H2 Blue brand, so I said I was going to give them free DEF for the tour," said J.P. Soucie, HD specialist, Ontario West, for Wakefield Canada, the Canadian distributor for Castrol. "We stepped that up and said that we were going to give them free oil changes for the entire tour for not only the truck, but also for the support crew that goes with the trailer so that they can help defer some of the costs that are associated with the tour."

"I was actually privileged enough to be able to see the actual Portraits of Honour stop in Napanee and it is very emotional when you see the family members looking at the portraits of a fallen son or dad," Soucie added. "How can you not support something like that?"

Taking the helm as national partner is Kin Canada (both Sopha and Lloyd are Kinsmen), which Lloyd says has "done itself proud" by "allowing us to bring Canadians together to remember, honour and celebrate our Canadian Forces.



PICTURE PERFECT: Artist David Sophe's portraits are so realistic, digital cameras routinely offer red-eye reduction when snapping a photo.

Kin Canada, their local clubs and the thousands of members are truly the inspiration behind the tour."

Adding to the emotion at each tour stop, organizers have been attempting to visit the hometown of each fallen soldier.

"At each location the reaction is a whole array of emotions: grief, sorrow, loss, but then remembrance and celebration that they – the faces on the mural – did make a difference in the lives of those they tried to protect," said Lloyd, whose own father was a wireless operator and tail gunner in the Second World War. "To the folks that travel with the tour, I tell them that this experience is a game changer; it will change your outlook and the way you currently think about things."

In October, the tour will find itself in northern Ontario, before

heading east to visit all four Atlantic Provinces.

Sophe has said the mural will not be complete until all Canadian troops return from their current mission in Afghanistan, slated for 2014. At that point, the mural will find a "resting place of prominence," according to Lloyd, adding that a tour of a few national muse-

ums may be in the cards first.

In the end, though their lives may have been "fleeting" as described in Longfellow's poem, through Sophe's art, the memory of these soldiers will live on.

"When a parent speaks about their son or daughter...they thank us for keeping their child's memory alive, so they will not be forgotten," Lloyd says. For more information, visit www.portraitsofhonour.ca. □

Portraits of Honour tour schedule

September

Sept. 19-20: Calgary, Alta., Calgary Kin Gala
 Sept. 21: High River, Alta., High River Kin Gala
 Sept. 23-25: Medicine Hat, Alta., Medicine Hat Kin Gala
 Sept. 28: Winnipeg, Man., Winnipeg Kin Gala
 Sept. 29: Vermillion Bay, Ont., Vermillion Bay Tour Stop
 Sept. 30: Thunder Bay, Ont., Thunder Bay Kin Gala

October

Oct. 2: Sault Ste. Marie, Ont., Sault Ste. Marie Kin Gala
 Oct. 3-4: Sudbury, Ont., Sudbury Kin Gala
 Oct. 6: Edmundston, N.B., Edmundston Kin Gala
 Oct. 7-8: Fredericton/Oromocto, N.B., Fredericton/Oromocto Kin Gala
 Oct. 7: Perth Andover, N.B., Perth Andover Kin Gala
 Oct. 9: Saint John, N.B., Saint John Kin Gala
 Oct. 10: Moncton, N.B., Moncton Kin Gala
 Oct. 11: Truro, N.S., Truro Kin Gala
 Oct. 13: Yarmouth, N.S., Yarmouth Kin Gala □

– For the full tour schedule, visit www.portraitsofhonour.ca.

ONTARIO

Changes in store for this year's Convoys

Continued from page 1

monies raised spread across the top four cancer causes (lung, colon, breast and prostate) via the Canadian Cancer Society. Participants can display their cancer cause of choice with different coloured ribbons: pearl for lung, dark blue for colon, pink for breast and light blue for prostate.

The convoy – or should I say *convoys* – will also feature another change: two starting points with one finish line. One convoy get its start at the 730 Cardinal Truck Stop in Cardinal, Ont. (Hwy 401, Exit 730) while the other will start its journey at the Flying J in Dorion, Que. (Hwy 540, Exit 3). Both convoys will finish at the Fifth Wheel Truck Stop in Cornwall, Ont. (Hwy 401, Exit 792).

Waiting for participants at the finish line will be a BBQ, gift bags, prizes, and a Shania Twain tribute.

Convoy For A Cure founder Rachele Champagne says that there are many ways that people can get involved with this year's event.

"They can sponsor...without sponsors, events like this simply could not take place. They can participate, whether it's by entering their truck in the convoy, volunteering or even donating," she told *Truck West*. "But no matter how they get involved, one thing is for sure, they will be getting involved in two causes that I hold dear to my heart: raising money for cancer research with the dream of one day living in



THINK PINK: Event founder Rachele Champagne (right) and three-time cancer survivor Anna Capobianco pose at the first Convoy For A Cure in 2008. Capobianco will once again be sharing her story at this year's event Oct. 1.

a cancer-free world, and projecting a positive image in the trucking industry."

Breast and ovarian cancer survivor Anna Capobianco will also be there to share her story.

"There are obviously many moments of the day that I cherish, but one moment that truly gets to me every year, is our moment of silence," Champagne says. "It always takes place after Anna tells us her very touching story. We'll play a song like Amazing Grace or Hallelujah and really take a moment to remember the people we've lost."

"It's a very special and touching moment, the tears, the smiles,

the fresh October air, the leaves falling, the music, the decorated trucks in the background, and then finally seeing hundreds of balloons fly away, knowing that most of those balloons represent someone special who passed on."

For more information, visit www.convoyforacure.ca.

Alberta convoy looking to double-up

The Alberta version of Convoy For A Cure will also be hitting the road on Oct. 1. Last year's Alberta convoy raised more than \$21,000 for the Canadian Breast Cancer Foundation (CBCF). "This year, we want to double those numbers," organizers said on the group's Web site.

This year's convoy will get its start at the Roadking Travel Centre in Sherwood Park, near Edmonton, travelling through the city down the Anthony Henday and Calgary Trail South to Nisku, where the group will convene at Blackjacks Roadhouse.

Prizes are available for the "best dressed" truck and the driver with the most donations will have the honour of being lead truck.

In addition to the lead, all-female convoy, this year's Alberta Convoy For A Cure will feature a men's "support convoy." Male participants are asked to dress up their rigs in pink in support of breast cancer, and, should they decide to don a little pink themselves,

there will be a best "drag" outfit prize for drivers who get in touch with their feminine side.

For more information or to register, visit albertaconvoyforacure.ca.

Go west, young woman

The second installment of the Ontario West version of Convoy for a Cure (not affiliated with the above convoys) is set to hit the highway Oct. 15. Last year's event, which featured a convoy of "pinked out" trucks travelling along the roads of western Ontario, raised more than \$36,000 for the CBCF.

This year's convoy will be running from the Fifth Wheel Truck Stop in Dorchester to the TA Travel Center in Woodstock. Organizers say the Fifth Wheel will be hosting a free breakfast for all participants in the convoy, while the TA will feature live music, a kid's play zone, a BBQ, a silent auction, and more when the convoy is complete. The 2011 event will also feature the song "Convoy For The Cure" written by Anne Finley and Bill Petrie. The song was released for download June 28 with proceeds going to the CBCF.

"Funds raised from the convoys will enable the Foundation to invest in advocacy, education and research that is timely, relevant and patient-centred," organizers said in a release. "The support of the convoys, participating drivers and sponsors is helping to create a future without breast cancer. With breast cancer affecting about 23,400 women in Canada this year, events like this are greatly needed."

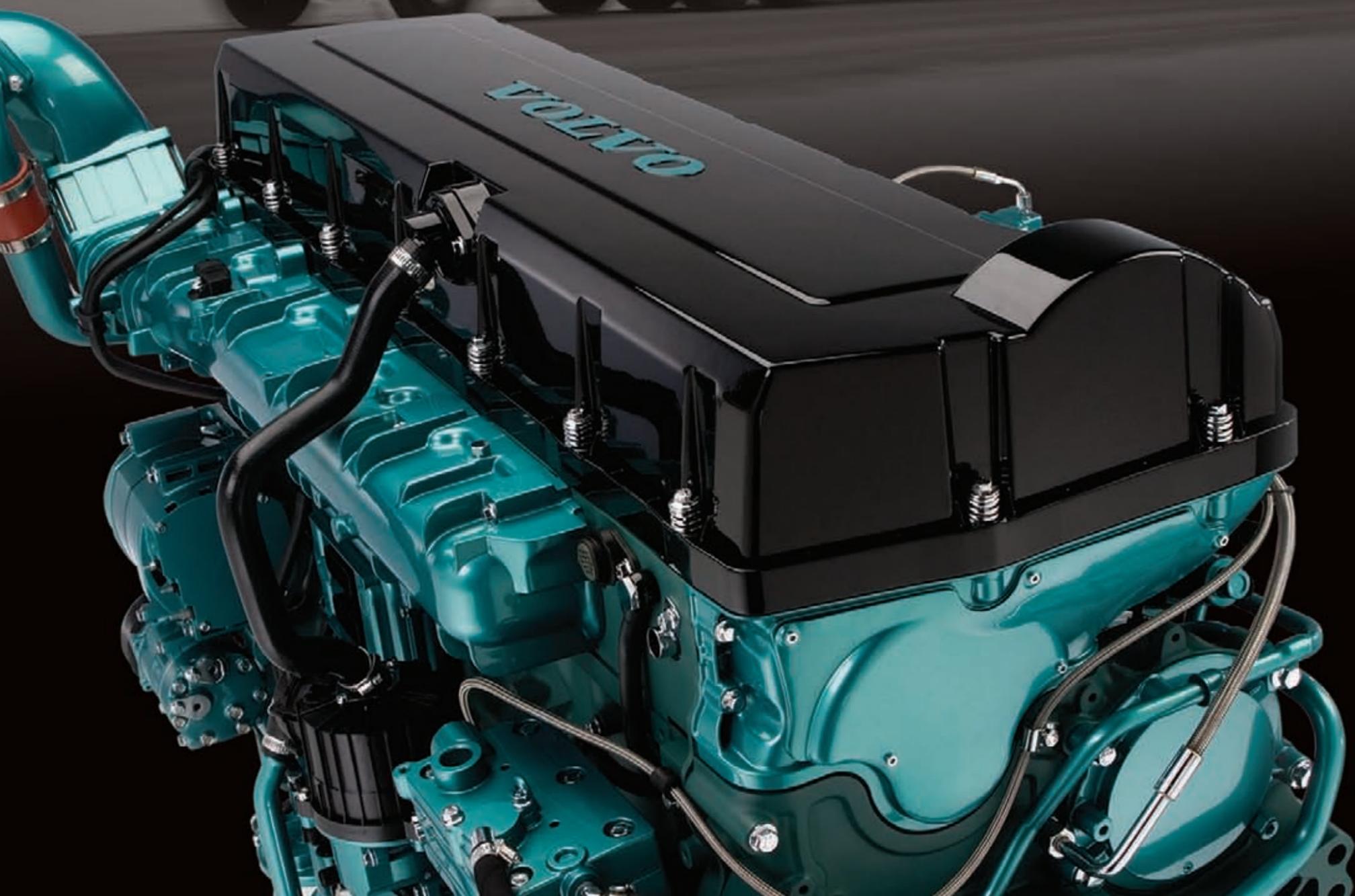
For more information, visit www.convoyforacureontwest.com. □

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SAFETY

Formal hiring strategies identify the best workers

Every business is only as good as its employees. After all, they are ultimately the ones who actually interact with customers, repair equipment and safely move freight up and down the highway.

Those who stick to formal hiring strategies have the best chance of finding the people who will deliver a competitive edge.

A formal strategy begins by painting the picture of an ideal employee, and the details can differ from one fleet to the next. Some recruiters want to see three years on the job, experience with cross-border trips or comfort with flat-bed equipment. An ideal driver's abstract, meanwhile, might show no preventable crashes.

Regardless of what the requirements may be, there are good reasons to develop a formal list. In addition to the fact that insurers will want the information documented on a fleet's letterhead, it offers an important reference tool for everyone involved in the hiring process.

By comparing people to a picture of the ideal job candidate, fleets know when they have found a perfect match. In cases where someone is hired despite a few minor shortcomings – like a lack of experience with a specific piece of equipment – managers will also be able to identify exactly where some extra training might be needed.

The potential content in a driver's abstract shows why such a list

Ask the Expert

KEVIN COLE



can be so important to the business. While fleets tend to set limits for moving violations or demerit points when looking for new employees, any shortcoming can be a sign of challenges to come.

Research by the American Transportation Research Institute, for example, shows that a driver who is convicted of failing to use their signal is 96% more likely than their peers to be involved in a crash in the coming year.

Those cited for an improper passing violation in 2008 were 88% more likely to be in a crash in 2009. Drivers who actually crashed their trucks in 2008 were also 88% more likely to be in another crash during the same period.

Carriers that ship freight through the US will have the chance to tap into the new CSA safety ratings, which actually rank violations like these based on their likelihood of leading to a new crash.

But a look at a newly licensed driver's record at the wheel of a car can offer important insight as well. A trio of speeding tickets or a charge for careless driving reflects habits that can be carried into a truck cab, so new hires who

have questionable records would likely benefit from some training in defensive driving before beginning the job.

As important as these abstracts can be, a properly completed application form can offer some insight of its own. Every blank space can hide important information, especially when asking a question such as whether the licence has ever been suspended or looking for details about a driver's accident history. It will be up to the interviewer to make sure that every question is addressed.

Criminal background checks will build on this information and spot those who are unable to cross the border because they were convicted of a crime, and will even uncover potential threats to a fleet's equipment and cargo.

The results of any written tests, meanwhile, can show how well a new employee understands issues like hours-of-service rules. In this case, the test might involve nothing more than providing the details of a typical trip and asking the driver to complete a sample log sheet.

All of these documents can build a foundation for any driver's file. Safety managers who enhance that with a few dates will know exactly when the employee's licence or training in transporting dangerous goods will need to be renewed in the months and years to come. There will be no question about

who has completed the employment drug and alcohol tests needed to cross the border. Dates can even be set for future employment reviews or in-cab evaluations.

Above all, they help to show that the fleet demonstrates due diligence in the hiring process.

There is no question that this process might involve setting the bar a little higher than the one that exists today. But the fleets that take this step will enjoy all the benefits that come with a skilled employee.

The best candidates in the job market will also look far and wide for the safest employers, and a detailed search process will help to prove when a carrier has passed the test and become an employer of choice. □

– This month's expert is Kevin Cole. Kevin is a senior advisor with Safety and Training Services for Markel Insurance Company of Canada and has more than 25 years experience in providing loss control and risk management services to the trucking industry. Markel Safety and Training Services, a division of Markel Insurance Company of Canada, offers specialized courses, seminars and consulting to fleet owners, safety managers, trainers and drivers. Markel is the country's largest trucking insurer providing more than 50 years of continuous service to the transportation industry.

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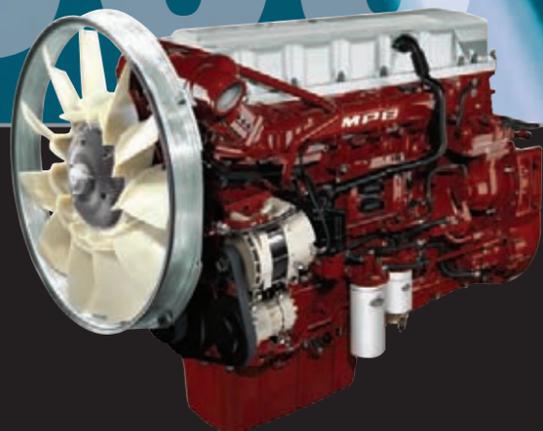
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OPINION

What's in a name?

Be careful what you ask for – you just might get it

EOBRs. Like death and taxes, they're inevitable. Or are they? When the US Court of Appeals for the Seventh Circuit tossed out the US government's proposed rule mandating the use of electronic on-board recorders (EOBRs) last month, it raised a number of questions that regulators may not be able to answer for quite some time.

The US-based Owner-Operator Independent Drivers Association (OOIDA) had challenged the regulation on three counts: failure of the cost-benefit analysis to demonstrate the benefits of the technology, violation of



Voice of
the O/O

JOANNE RITCHIE

the Fourth Amendment (which guards against unreasonable searches and seizures), and the "arbitrary and capricious" nature of the rule that does nothing to ensure that the devices won't be "used to harass vehicle operators."

The court made it clear that many aspects of the rule were problematic – referring to "a litany of issues that would make for

a difficult and exhaustive Administrative Law final exam" – but at the end of the day, judges ruled that the failure of FMCSA to address the harassment aspect of the rule was enough to send the Agency back to the drawing board.

What struck me while reading the Court's 20-page opinion is this: with all the debate over whether or not governments should be mandating electronic monitoring of HoS regulations, there is one critical question that hasn't been answered. In fact, it really hasn't even been asked in a serious way. What is an EOBR, and what data will it be required to collect?

There is universal agreement among those who support laws requiring electronic monitoring of HoS that the devices be used for the sole purpose of documenting compliance with the rules. Current Canadian and US HoS regs require certain information be recorded on a log sheet, i.e., truck and driver identification, change of duty status times and locations, cumulative hours, etc. But that is all that is required.

So are proposed EOBR regulations about electronic logbooks? 'Fraid not.

Although in broad terms the Canadian Council of Motor Transport Administrators (CCMTA) describes an EOBR as "a device used to automatically track, collect, and record electronic information about the operation of commercial motor vehicle and its driver," lawmakers in both countries would require specifically that the monitoring device be integrated with the truck's ECM.

And there's the rub. Any device that's hooked into the ECM is capable of harvesting a great deal more data than would be required by HoS regs.

How do we keep government's prying eyes out of that as-yet unrequired information, and how do we establish some common platform on which devices ranging from the simplest hand-held units to the more comprehensive systems used by Qualcomm or PeopleNet can be made readable and acceptable to law enforcement?

This is a fundamental question as it relates to the methodology of collecting the HoS information that will be required by any forthcoming mandate.

During the US rulemaking procedure back in 2003, when FMCSA decided not to require EOBRs as part of its comprehensive overhaul of the HoS rules, one of the reasons for that decision was that it wanted more time to address the concerns that had been expressed about secondary uses of data and about the effects of EOBRs on privacy.

One of those secondary uses of the data relates to the concept of harassment explored in the recent Court ruling, i.e., drivers pressured by their motor carriers to perform at higher levels (and drive even when tired) as a result of the fact that an EOBR can send the carrier data in real time. Even if the rule does not require that level of reporting, the technology

certainly allows it.

FMCSA had explicitly argued that it requires EOBRs to monitor safety, not workplace productivity (although, presumably, any carrier would want to monitor many aspects of its operation), but the Court put the onus squarely on the regulator to explain the distinction between productivity and harassment, and also to describe what precisely will prevent harassment from occurring.

According to the Court, the Agency "needs to consider what types of harassment already exist, how frequently and to what extent harassment happens, and how an electronic device capable of contemporaneous transmission of information to a motor carrier will guard against (or fail to guard against) harassment."

After a decade of dithering around the EOBR issue, Canadian transportation ministers tasked CCMTA with developing a National Safety Code standard for EOBR use in Canada, and the steering committee is expected to table a "draft final standard" at a CCMTA meeting in October.

Although the standard is being developed with Canadian needs in mind, regulators have made it clear they intend to adopt key elements of the US approach and technical standards. It may be a while before we have a proposed rule on the table in Canada, but it's almost certain regulators here will look closely at the US Court of Appeals ruling when they put pen to paper.

No one is denying that privacy concerns need to be addressed; governments and industry alike acknowledge that there must be certain policies, practices, and procedures in place that ensure the driver's personal privacy is effectively protected even while allowing enforcement officials to achieve the goal of compliance with HoS.

But privacy and harassment are two different – even if related – concepts, and even then, any rule involving an EOBR that collects data unrelated to a driver's HoS should come under careful scrutiny.

Maybe we need to re-think just what we're asking for.

Perhaps it's not an EOBR after all.

In fact, in adopting a policy to support electronic logging devices, the Truckload Carriers Association uses the term "ELDs" instead of "EOBRs" to differentiate between electronic devices used solely for HoS logging purposes (ELDs) and those devices that can track hard braking, acceleration, and other safety-critical events (EOBRs).

What's in a name you say? Remember when the GPS was simply a carrier's satellite tracking system instead of "supporting documentation" for verifying HoS compliance during audits? Be careful what you ask for – you just might get it. □

– Joanne Ritchie is executive director of OBAC. Is the black box a Pandora's box? E-mail her at jritchie@obac.ca or call toll free 888-794-9990.

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HEALTH

Stretch and go!

Managing back pain on the road

With 19 years of collision-free professional driving experience, Craig Gavel has spent a lot of time sitting behind the wheel. Gavel is one of four transport drivers recently “knighted” by the Alberta Motor Transport Association (AMTA) to educate communities on how to share the road safely with the men and women driving the big trucks.

The new team of Road Knights collectively boasts over 85 years of professional driving experience and nearly 13 million collision-free kilometres on the road.

Collisions aren't the only threat these road warriors face. With back injury rates among the highest for truck drivers, Gavel encourages drivers to take back health seriously by promot-



Guest column

KRISTIANA INDRADAT

ing the “Stretch and Go” message.

Stop (the truck), move (your body)
Three years ago, Gavel had been carrying 275 lbs on his 5'7" frame. When he felt the beginnings of back pain start to creep up on him, he took action.

“If you're overweight and sitting in a seat all day, it just compounds the problem,” he says.

He opted for a healthier and more



BACK IN ACTION: Road Knight Craig Gavel wouldn't take back pain lying down, opting for a healthier more active lifestyle en route to losing 110 lbs.

active lifestyle in his downtime and kicked back pain and the extra weight – about 110 lbs – to the curb.

Inactivity can wreak havoc on a driver's alertness, too. Driving for long periods can lead to tunnel vision,

a condition, Gavel describes, where drivers become dazed looking at the white painted lines on the highway and lose sight of other aspects of the road.

“You can zone out. That's what you have to guard against,” he says. “Getting out of your truck every couple hours to walk around or stretch helps freshen your mind and wake you up.”

Call of the open road

Ask Gavel why he happily volunteers as a Road Knight, all while keeping a full-time yard supervisor position at Bison Transport in Edmonton, and he will respond by telling you where he's been, what he's experienced and what he loves about trucking.

In short, he is a true industry ambassador.

“It's the excitement and the unknown, going where you've never been before,” he says about the places his work has taken him.

He's travelled all over the US and Canada, first hauling asphalt when he was 18 in his hometown of Woodstock, N.B. to transporting fuel on ice roads and single-lane portages to Diavik and BHP Billiton diamond mines just a couple hundred kilometers from the Arctic Circle.

Keep calm and truck on

The Road Knights are stepping out of the cab several days each month to meet with community groups, business associations, driving schools, seniors' organizations and service clubs as part of their free outreach program. They hope to help increase awareness about the trucking industry.

Gavel points out that the industry offers many career paths other than driving, such as maintenance operation, dispatch, invoicing, warehousing, and driver development.

Helping to improve highway safety is also part of the Road Knights' mission.

“If you have a good attitude and good frame of mind and don't let things bother you, you're going to be more focused on what you're doing behind the wheel,” says Gavel, who admits that it's a lifelong practice to stay cool and collected.

The right attitude, a positive outlook and the occasional good stretch has proven to be a winning combination. It's kept Gavel collision-free for nearly two million kilometres...and counting. □

– For more information about how staying active can help manage back pain, visit www.backactive.ca. Learn more about the AMTA's Road Knights at www.amta.ca/Knights/Main_RK.html.



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Maybe you did not know this, but Hankook Tire is one of the largest tire manufacturers in the world. In fact, Hankook Tire is the 7th largest tire manufacturer in the world with one of the fastest growth rates in the industry*. With great success and satisfied customers all around the world, the company has grown and transformed itself over the years. Hankook Tire now has more than 20 offices globally, multiple state-of-the-art manufacturing facilities and several technical centres on every major continent including in the U.S., Germany, Korea, Japan and China. With a global network that stretches from Seoul to Toronto to Moscow, it is true that Hankook is a global company, not an off-shore tire company. Hankook products are premium imports developed to exceed the expectations of consumers.

* Modern Tire Dealer, 2008

Fact : Hankook Tires are produced with innovative technology.

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First, Hankook Tire is the original equipment tire supplier to International Trucks and I.C. School Buses on drive and steer positions. The tires meet and exceed the requirements of the highly respected company and continue to satisfy drivers and fleets in North America. Secondly, Hankook Tire has been recognized by the U.S. Environmental Protection Agency and received EPA SmartWay certification on three truck and bus tires for reduced rolling resistance that creates a smaller carbon footprint. The recently launched AL07+ steer tire, top-seller Z35a drive tire and advanced TL01 trailer tire provide reduced rolling resistance of 3% or more to meet SmartWay standards. The certified Hankook tires provide improved fuel economy and reduced costs to drivers and fleet managers.

In addition, Hankook focuses on improving fuel efficiency and lowering the rolling resistance of current and future products with an annual investment of \$19 million on R&D to make more environmentally-friendly products that reduce the operating costs of O-Os and fleets. Certainly, you will hear about additional Hankook products being certified for the SmartWay Program.

Fact : Hankook Tires provide tremendous value to the consumer.

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focuses on providing innovative products that are high in quality. And the company's effort has been recognized and certified. But did you know the tires provide excellent value to consumers? Hankook tires are very cost effective in comparison with comparable quality products and have been well-recognized for their value. Call your local dealer today to find out how much you can save with Hankook products and how they can deliver better value. The news you hear about the price, quality and value of Hankook Tires will be some of the best news you will hear in 2009.

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MEDIUM-DUTY TRUCKS

Here come the middleweights

Classes 4 & 5 truck buyers have plenty of options from which to choose

TORONTO, Ont. – Classes 4 and 5 trucks are medium-duty vehicles ranging from GVW 14,500 to 19,500 lbs. No special licence is required to drive one and the applications can vary from a flat-deck to tilt box, cargo van, snowplow or mini-dump. PTOs are available on all models and extended cabs can make for some creative vocational choices.

The spectrum of models in this division has been growing steadily in North America for the last 10 years. These are primarily city trucks, and the big three Japanese truck makers (Fuso, Hino and Isuzu) have settled on the cabover

On-Road Editor

HARRY RUDOLFS



engine (COE) design, matched with an automatic transmission as the industry paradigm. The low cab-forward configuration allows for tighter turns and maneuverability, lower net weights, and more room for specialized equipment.

What's new for 2012? One might just as soon ask what's the same. The Japanese COEs look

somewhat alike and share driveability characteristics. As well, the instrumentation and interior layouts seem almost interchangeable. For instance, each cabover comes equipped with a bucket driver's seat and two-passenger bench seat with a work table that folds down across the middle seat. Even the warranties appear to be similar and competitive.

Meeting tougher emissions standards for 2010 has been a challenge for all the OEMs. The cab-forward manufacturers have all incorporated SCR technology into their exhaust streams. Only the Navistar TerraStar, in the same weight class, has refrained from going that route. It's sticking with the EGR emissions technology by going with the MaxxForce 7 engine. Overall the new mod-



FUSO CANTER

els are lighter, come loaded with technology, and are capable of hauling bigger payloads. I recently took several of these middleweights for a drive.

Fuso Canter

The least expensive and probably the best fuel mileage in this field belongs to Mitsubishi Fuso. Fuso's Canter line-up of trucks for 2012 has gone with a smaller engine and stepped down the horsepower from 180 to 161. This is an Iveco 4P10 turbocharged four-cylinder diesel engine coupled with a six-speed Duonic automatic transmission. The transmission is a dual clutch system sans torque converter which has been adapted from automobiles and has previously appeared in the Porsche 911 and Bugatti Veyron.

Fuso offers four models in the Classes 4 and 5 segments including the FE 160 crew cab that holds a crew of seven. The FE180 is its heaviest and is rated with a GVW of 17,995 lbs. Fuso also expects to have an all-wheel-drive truck on the showroom floor this fall. The FG4x4 will gross 14,050 lbs.

All cabovers provide panoramic visibility and the FE series is no exception. Brake-wise, Fuso has gone with discs all around. The emergency brake lever is tucked in beside the driver's seat and the shifter is mounted on the dash console which allows for unencumbered movement in the cab. The Duonic transmissions can also be shifted manually, moving the shift lever up or down.

The FE180 had a short turning radius but didn't seem quite as tight as the Hino or Isuzu. This was an extended chassis which probably explains the wider arc. In certain applications (ie., furniture delivery), a 24-foot box can be mounted on the back.

The standard features of tilt steering, air-conditioning, power windows and power door locks are more than adequate. Lots of digital readouts are available on the big dials. Fusos sit on 17.5-inch wheels and the driveability is decent. There was no discernible lag or rollback when taking off from a standing start, and the engine seemed quite peppy although higher revving than the Hino or Isuzu.

The smaller block engine can accommodate a smaller rad and one battery instead of two. Access to the engine is simple: with the flip of a couple of levers, the spring-loaded cab lifts away

Continued on page 26



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MEDIUM-DUTY TRUCKS

Medium-duty roundup

Continued from page 24

easily. Lastly, the manufacturer claims extended intervals between maintenance services will improve the owner's bottom line.

Hino Motors

Hino has had a presence in Canada since the late 1970s, so they've had some time to get their trucks right. Unfortunately, the new cabover Classes 4 and 5, Models 155 and 195 are not expected to be available until later this fall, although demos are making the rounds of dealerships. Most Japanese OEMs have been struggling with delivering parts and products since the tsunami, but dealers tell me that the containers are again moving across the Pacific and things are getting back on schedule.

Hino abandoned its cabover

orientation in 2005, opting for conventionals instead, intuiting this was what the North American consumer wanted. No doubt, the manufacturer's re-entry into the COE market will be welcomed by some loyal customers. And although Hino may have jumped back into making cabovers, they're still making conventionals. The long hood Class 5 Model 198 is still available and comes fitted with a 7.6-litre, six-cylinder engine matched with a six-speed Allison automatic transmission.

As for the new models, I tracked down a demonstration model 155 and took it for a spin around Downsview, Ont. The 155 and 195, rated at 14,500 lbs and 19,500 lbs GVW respectively, come with a passel of standard features that enhance driver comfort and operating ease. Most im-



HINO 155

pressive was the reverse polarity magnetic driver's seat that rides on a cushion of air. COEs are not always the most comfortable ride, as the driver sits over the front wheel, but this will help a lot.

Bluetooth technology and a built-in GPS are standard equipment and will be appreciated by city and regional drivers alike. Air-conditioning, heated and remotely powered mirrors and power door locks are also nice touches, as is the exhaust brake, all of

which comes standard. All-wheel disc brakes and ABS are also included with every package.

The turning radius and visibility is exemplary. And there's plenty of power in the 210-hp J05E-TP four-cylinder, water-cooled diesel engine that's matched with a six-speed automatic Aisin transmission. The 5.12-litre motor puts out 440 lbs of torque. The 155 sits on 16-inch wheels, while the heavier-duty 195 rides 19.5-inch wheels.

Hino has announced that crew cab versions of the 155 and 195 will be available in 2012, as will a diesel-electric hybrid version of the two models (although only the 155 will be offered in Canada initially). A company press release calls this "a giant leap for alternative fueled commercial vehicles in North America."

Isuzu

Isuzu trucks are already veterans when it comes to SCR technology and being emission-complaint since their 2011 N-series diesels met the stringent EPA2010 standards last year. For 2012, the OEM has boosted the horsepower by five horses to 215.

Standard features include exhaust brake, tilt and telescopic steering, power windows and locks, and cruise control, among others. An extended 212-inch



ISUZU NRR

wheelbase allows for the installation of a 24-foot box, although most customers choose the 176-inch wheelbase and an 18- or 20-foot box.

The NRR model Isuzu was another pleasure to drive. My ride was fitted with a landscaper's short-sided dump box provided by DEL and grossed out at 19,500 lbs. Justin Howitt, sales consultant at Humberview Truck Centre in Etobicoke, Ont., has seen all kinds of adaptations to the Isuzu chassis, including a flatdeck with tarps, racks and rollers.

"One interesting development we're seeing is swap loading, where a tilt deck is fitted with interchangeable boxes or containers that can be dropped at a site and picked up later while the truck goes off and does another job," he says.

Unlike the other OEMs, Isuzu is adding a gas engine to its Classes 3 and 4 trucks. The petrol engine might be an attractive alternative for a contractor who doesn't do a lot of driving or parks it part of the year. This truck will be produced by Spartan Motors and manufactured at its facility in Charlotte, Mich. The engine will be a GM Vortec 6.0-litre V8 that puts out 297 hp at 4,000 rpm.

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MEDIUM-DUTY TRUCKS

'Pick-up trucks on steroids'

Continued from page 26

Isuzu salespeople are especially proud of their 5.2-litre engine, which has a B10 rating of 310,000 miles (that's when 100 engines run non-stop until 10 of them fail), and puts out 452 lb.-ft. of torque. "There's nothing hiding in these trucks. They are straight-forward, fuel-efficient and they last a heck of a long time," says Howitt.

The Isuzu name might not be well known in Canada since they've only been using that label since 2009. But you know these trucks because there are thousands of them running around. From 1986 until 2008 they were made by Isuzu but patched over by a GMC logo.

International TerraStar

The TerraStar, with its 300-hp



INTERNATIONAL TERRASTAR

MaxxForce 7 engine and 660 lb.-ft. of torque, punches above its weight class. More accurately it's a closer competitor to the Classes 4 and 5 Dodge and Ford trucks than the Japanese cabovers. In the case of the Ford 450/550 and Dodge Ram 4500/5500, these are pick-up trucks on steroids designed to pull heavy construc-

tion equipment or floats.

A conventional truck with a tilt-forward hood, the TerraStar straddles niches and appears a little more substantial than the Ford and Dodge. Navistar is also looking at the gap left after the departure of Chevy and GMC from this field in 2009.

Assembled in Garland, Texas, Navistar declares its cab is the roomiest in its class. It also sits four inches lower than its North American rivals. The configuration gives up a few feet of cargo space to the COEs, but a 16-foot box can be mounted on the frame, which is rated at 80,000 psi. (Hino's is rated at 56,000 lbs, by comparison). An extended or four-door crew cab can also be optioned.

Of interest is the 4x4 model of the TerraStar, introduced this year, with its potential off-road

applications: ie. utility trucks and medium-duty dump trucks that are required to go off-road or into the bush on occasion. Certainly the MaxxForce's 300 turbocharged horses are a match for anything the Ford and Dodge monsters can pull. The gearbox is a commercial-duty Allison 1000 automatic transmission.

Navistar's EGR system, which requires no additional diesel exhaust fluid, is being watched closely in the industry.

It's nice for drivers not to worry about having to top-up with urea, but can this engine continue to meet the ever-tightening EPA and CARB standards without relying on saved credits?

Is EGR or SCR the way forward? The jury is still out, although all engine builders, except Navistar, have bought into SCR. □

Navistar launches Turn-in-Three lease program

WARRENVILLE, Ill. – Navistar International has announced a creative lease program that allows customers to exchange a medium-duty truck after three years and maintain full warranty coverage and consistent lease payment rates over a six-year period.

The Turn-in-Three program, available in the US and Canada, provides a fixed monthly payment over six years for customers operating the International DuraStar and/or TerraStar medium-duty trucks.

"International's innovative Turn-In-Three program specifically offers fleets and small businesses a worry-free solution that also positively impacts the bottom line," said Jim Hebe, Navistar senior vice-president, North American sales operations. "In the end, customers get outstanding reliability in the form of two new trucks over the course of six years with full warranty coverage and fixed payments throughout."

Navistar International will also transfer the first truck's body free-of-charge when the truck is turned in after three years, the company announced, and a substitute truck will be provided while the transfer work is being completed.

After six years, customers will be able to purchase the newer vehicle at market value or walk away from the lease, the company announced. □

PEOPLE

Industry veteran **Ray Camball** has been hired as head of Project Innovation Transport's (PIT) new Toronto office.

PIT is a project of FPInnovations and is best known for its hosting of the twice-yearly Energotest, which tests the validity of fuel-saving devices and technologies.

PIT currently has 27 members, including some of Canada's biggest fleets. PIT director Yves Provencher said Camball was chosen to head its Ontario expansion because "he came highly recommended by our members in Ontario."

Camball has 30 years experience in the trucking industry and is an engineer and MBA holder.

Bendix Commercial Vehicle Systems has announced the promotion of **Richard Beyer** to the newly created role of vice-president of engineering, research and development.

Beyer was previously serving as the company's director of technical sales. In his new role, Bendix announced Beyer will focus on strengthening the company's research and development network while shaping product development strategy through customer dialogue.

The Ontario Trucking Association (OTA) and Canadian Trucking Alliance (CTA) have announced the hiring of **Marco Beghetto** as vice-

president, communications and new media.

Beghetto will assume the position Sept. 19 and will oversee the associations' communications with industry, media, the public and government. He departs *Today's Trucking* magazine, where he served as senior editor.

MacKinnon Transport has announced **Rick Miller**, senior vice-president of operations, is leaving the company.

Miller started with MacKinnon as a part-time company driver 19 years ago and worked his way up to his current position. He officially left the company Aug. 26, Evan MacKinnon announced.

"During his career at MacKinnon Transport Rick has been responsible for many different departments of our business and has successfully contributed as a valued member of the senior management team," MacKinnon said in a statement.

"Rick, your efforts have been sincerely appreciated."

Geoff Topping will be taking over responsibilities for the operations department and the warehouse as well as continuing his current sales responsibilities, MacKinnon announced. Alex MacKinnon, meanwhile, will be assuming responsibilities for the IT department and will take on an increased role with the traffic department, the company said. □

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OPINION

Professional truck drivers need better representation

Our passion for the business is also the source of our problems

The trucking industry is unique; every day brings new challenges to everyone involved and there are many things that influence our day.

For the most part, that is what keeps us in the game: the thrill of the chase and the sense of achievement from accomplishing the impossible on a daily basis.

We do this because, believe it or not, we have a passion for this thing that we moan and groan about.

Most of us are in it for life, through the good times and the bad. The past 10 years have been good and bad, but the emphasis has been on the bad.

It has been a rollercoaster ride for an economy; one week there aren't enough trucks and drivers, the next week not enough freight.

Then we have the added complications from regulations, emission controls, speed limiters, etc.

So, we have a passion for the industry, that's a good thing yeah? Well yes, to a degree.

It allows us to be true professionals and get the job done, but it's also a bad thing because it means that we accept things that we shouldn't, just because 'It's part of the job.'

You say tomato,
I say tomahto

MARK LEE



To do what we do every day, we have to overcome significant hurdles.

Today the hurdles may not be as hard to overcome on a physical level as those faced by our forefathers, but while the challenges we face are different, they're no less difficult.

I would go as far to say that our forefathers had it a lot easier. Back then, hard work and stubbornness were as important as brainpower, but most of all they needed and had passion.

That passion laid the foundation for what we have today, but we need to direct our passion in a different direction so that we still have something to be passionate about tomorrow.

We now use our passion to overcome the many problems we face. Why? We would benefit much more if we *remove* the obstacles that we face, rather than *overcoming* them.

Passion can accomplish this. Instead of letting people who wouldn't know one end of a truck from the other dictate what we do, how we do it and what we do it with, we should have someone from our industry representing us and telling them what we're going to do, how we're going to do it and what we're going to do it with.

Yes, I know there are groups out there that represent us and some of them have the right idea.

But for the most part, they stopped being effective a long time ago.

The passion has gone and they're now full of career men. Harsh words maybe, but compare the passion that they exhibit with that of the early politicians and union leaders. Now it's all about who can use the longest words to say the least.

The vast majority of legislation is both unnecessary and unwarranted.

It's just regulation for the sake of regulation.

Politicians have to be seen to be doing something to justify their very existence, so they pick on the trucking industry because they know we won't fight back.

There are many people within our industry with the passion and the drive to actually make a difference and turn things around. The bigger carriers have so much more to gain from proper repre-

sentation, they have huge offices full of people, they have training programs and invest vast amounts of money into them.

Some of the training is just to keep up to date with new legislation.

Would it not be an idea to find some people from within our industry and get them to lobby on our behalf?

It sounds so simple, but I know that it's not.

Obviously each and every carrier out there is naturally in competition with every other carrier, so getting them all to agree on the price of a free cup of coffee would be next to impossible, but there are issues that affect us all and these are the issues that proper representation could solve for the benefit of the industry as a whole.

By failing to do so, each and every one of us spends time and money on things that we don't need to, so you could help yourself by helping everyone.

Now that really is a win-win situation. □

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



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FEATURE



POWER UP: Shorepower pedestals like this one are becoming more common at American truck stops. Will the trend catch on here in Canada?

Power to the people

By James Menzies

BAKER CITY, Ore. – The idea of heating and cooling a truck cab and powering on-board devices such as fridges and TVs using everyday electrical power seems almost too obvious.

Compared to diesel fuel, powering devices using electricity is inexpensive, clean, quiet and it's widely available. Just not at truck stops. That's about to change south of the border, particularly in the Pacific Northwest where the Shorepower Truckstop Electrification Project (STEP) has been launched. The project, administered by Cascade Sierra Solutions and Shorepower Technologies, will see power pedestals installed at 50 US truck stops, many of them located along the I-5 and I-84 corridors. The first installation at a truck stop in Baker City, Ore. is already complete with the remaining 49 locations to receive installations over the next 18 months. These will complement the existing 400 parking spaces Shorepower Technologies has already equipped with shorepower pedestals at 10 truck stops.

Shorepower availability presents a whole new set of anti-idling options to truck drivers. In some cases, truckers are employing solutions as simple as an extension cord connected to a space heater to provide warmth overnight.

"The simplest form of electrification is an extension cord with a portable heater; that's a \$50 option," Alan Bates, vice-president of marketing with Shorepower Technologies told *Truck West* in an interview. Other options range from aftermarket wiring kits that allow a plug-in outlet to be installed on the side of the truck (roughly \$200) to full-scale auxiliary power units (APUs) that offer shorepower capabilities (up to \$12,000). New trucks can even be ordered direct from the factory with shorepower connections already installed. (Cascade Sierra Solutions has posted a list of shorepower compatible devices at http://csswebform.org/WebForm/Supplier_List.aspx)

Bates said the trucking industry is eager to embrace shorepower as a viable alternative to idling. Shorepower Technologies' pedestals provide electricity at the cost of \$1 an hour, in addition to a \$1 start-up fee. Drivers can access the service by parking in a space adjacent to a pedestal and activating it using a credit card. However, Bates admitted availability remains the biggest inhibitor to the more widespread use of shorepower. Outside the Pacific Northwest – and certainly here in Canada – shorepower availability remains spotty.

"We have to have a critical mass of sites in order for it to be compelling," Bates acknowledged. "If a driver goes out and wants to put an electric AC system on their truck, and say it's \$1,500, if they're only able to use it in a couple places in the country that return on investment is going to be much longer. At the end of this (STEP) program, we will have close to 2,000 parking spaces along seven or eight major corridors. If they can now plug in every 300-500 miles, the ROI ramps up significantly and they can justify it more easily."

Bates likened the rollout of truck stop electrification to the construction of a cell phone network.

"If you only have a couple towers,

it's not a good network. You need a good infrastructure footprint out there to make it effective," he noted.

And that is why many early adopters are shying away from equipping their trucks with expensive aftermarket options and are instead opting for more economical solutions like space heaters, Bates suggested. Still, there's a lot to like about shorepower availability at truck stops and other places truckers park. With diesel prices surging, electricity is a more cost-effective power source for heating, cooling and powering in-cab devices. It is also quieter than running a diesel-fired heater or APU. Bates said it's also less expensive than off-board systems (such as IdleAir) that are temporarily installed in the truck cab's window.

"It really boils down to simplicity," Bates said of electrification's advantages. "The cost to install a shorepower system can be one-tenth to one-twentieth the cost of what an off-board system costs (to install). So you have lower infrastructure costs, which translate into lower costs for the user. The other part of that is maintenance. The off-board systems require a significant amount of maintenance. Our systems require very little maintenance and are built to last 20 years in a very harsh environment, so our maintenance costs are lower."

Speaking of harsh environments, will the move towards truck stop electrification that's gaining so much steam in the US soon reach Canada? On that front, Bates was less optimistic. He's been speaking with Canadian officials and so far has found that "interest is high, but funding is low."

To get truck stop electrification off the ground, Bates said truck stops require some start-up funding from government, as was provided via the STEP program south of the border.

"For a private entity to commit to spending \$100,000 to \$200,000 to put the system in...most truck stops don't have the luxury of that capital outlay," he said, noting a payback can be realized in as little as three to four years, but the start-up costs are somewhat prohibitive for the private sector. He also suggested the fact Canada has fewer truck stops to begin with is also an inhibitor; Canadian truckers don't always have the option of parking at a truck stop overnight.

Still, Canadian fleets and owner/operators stand to benefit from shorepower availability when running into the US, particularly those fleets from B.C. that run south along the West Coast. Canada aside, Bates remains bullish about the prospects for the widespread availability of shorepower at truck stops.

"We think that plug-in pedestals will become as ubiquitous as Internet service at truck stops and that drivers will seek them out," Bates said. "When fuel goes to \$5-7 per gallon, it is not only going to be compelling but it will be mandatory that drivers change their operational behaviours. They won't have the luxury of just idling for 10-12 hours at a time and they'll have to find an alternative. We see it being at three quarters of all truck stops eventually. I would say it will take the better part of a decade to get mass coverage, but our goal is to add 250-500 locations over the next five years." □

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Freightliner focuses on fuel economy

Challenging accuracy of ECM data, Freightliner develops its own fuel testing methodology

By James Menzies

NAPA, Calif. – Freightliner Trucks has set an ambitious goal of improving the fuel efficiency of its flagship Cascadia by 5% every two years.

The company shared some insight on where it stands today and how it will deliver further fuel economy improvements during a recent press briefing here. David Hames, Freightliner's general manager, marketing and strategy, said the company improved the fuel efficiency of its Cascadia by 5% when introducing its EPA2010 emissions package using selective catalytic reduction (SCR) exhaust aftertreatment, achieving a baseline of 6.7 mpg in typical linehaul operations.

That was improved another 3.5% in 2011 with a recently introduced aerodynamic package including improved chassis fairings. Further enhancements – including everything from a switch to 5W-30 engine oils, predictive technologies, improved drivetrain integration and further aerodynamic improvements – will pave the way to another 15% fuel consumption reduction, improving the Cascadia's baseline fuel mileage to an impressive 7.9 mpg by 2015, Hames noted.

'Aggressive goal'

"It's an aggressive goal but that's our target," he said. "We believe it will keep us ahead of any regulations that are coming our way."

Hames was referring to the EPA/NHTSA fuel economy standards for heavy trucks, announced recently by US President Barack Obama. Hames said compliance with those standards, to be introduced with 2014 model year trucks will be an "easier hurdle to clear" than previous EPA-driven emissions mandates, which required cleaner burning engine technologies but at the expense of some significant fuel economy degradation.

"We're not having to go to market with a higher price and lower fuel economy as we have in the past," Hames noted. The challenge for truck makers such as Freightliner, will be to increase the "take rates" on aerodynamic options the companies already offer; things such as chassis fairings and low rolling resistance tires.

"And frankly, we want our customers to get the maximum benefit we can provide in terms of fuel economy," Hames added.

Once all the low hanging fruit has been picked, the next round of fuel-saving advancements will come from further vertical integration, or as Hames prefers, "vehicle integration."

"How can we optimize the engine with the transmission with predictive technologies on the truck to come up with a total package that's better than taking a group of components and matching them together as best you can?" Hames pondered.

Predictive cruise control is one opportunity to gain further fuel savings, Hames pointed out, "but you have to

have an integrated vehicle in order to take advantage of that."

Measuring fuel economy

Freightliner, of course, isn't the only OEM striving towards ever moving fuel economy goals. All its competitors are as well, and that has prompted the truck maker to take the unusual step of developing its own fuel consumption testing methodology, which it says offers less room for error than any other process that's in place today.

Convinced that its competitors have programmed their ECM to provide favourable, albeit flawed, fuel consumption data, Freightliner determined a more reliable testing method was required.

"We have some competitors that absolutely have ECM readings that are 8-10% aggressive. They don't record (DPF) regenerations and they stop idle-time after two to three minutes, so the ECM readings are far from accurate," said Freightliner's senior vice-president of sales and marketing, Mark Lampert. "More and more fleets from across North America absolutely understand that and they don't place a lot of credence in ECM readings."

Tim Tindall, director of component sales with Detroit Diesel, said even SAE/TMC Type III and IV fuel economy testing methodology – accepted by industry as the gold standard – is not sufficiently accurate. A TMC Type IV test, for instance, requires a minimum run of 200 miles. But Tindall said the results can be skewed if one engine experiences a DPF regeneration along that route while the other does not.

"Right now, there's no methodology that deals with particulate filter regens," Tindall said. "If the particulate filter didn't regenerate because



A NEW MEASURE: Freightliner has developed a comprehensive fuel consumption test procedure to compare performance. *Photo by Adam Ledlow*

it wasn't scheduled to do so in that 200-mile test and it's tested again and the particulate filter decides to regenerate, the amount of fuel consumed during that regen is going to be substantial. You can stack the deck, if you will, to make the test outcome favourable."

Tindall also pointed out the SAE/TMC tests call for the fuel tanks to be weighed before and after each run, so there's no way to exclude fuel burned during acceleration and deceleration, which can vary widely between drivers. Freightliner and Detroit Diesel's shared parent company Daimler Trucks North America (DTNA) has solved this problem by developing its own procedures, which use flow meters to measure the fuel consumed only when the trucks are travelling at highway speeds. It has also extended the route to 435 miles, ensuring a DPF regeneration is required. Other parameters are borrowed from the existing SAE/TMC Type III and IV protocols. In the end, DTNA's fuel consumption test is the "most complex" and most accurate method in existence, Tindall claimed.

Tests are conducted on the track as well as along a 435-mile route be-

tween Portland and Pendleton, Ore. Dedicated drivers are put behind the wheel, each with more than 100,000 miles of fuel economy testing experience this year alone, Tindall added. The results? "We are convinced we are the industry leader in fuel consumption," Tindall said, noting the Freightliner Cascadia is 3-5% better than its nearest competitors using Daimler's comprehensive comparison testing methodology.

"When we have run this test, we have not lost a single fuel economy testing measurement to any vehicle in any configuration," Lampert added. "In equal conditions, we absolutely have the most fuel-efficient package that's out there."

Fleet customers that are skeptical based on their own fuel consumption findings are invited to contact Daimler to arrange a head-to-head test using the fleet's own equipment. The company is confident that the Freightliner Cascadia will come out on top.

"Our strategy is to report the numbers as accurately as possible," Tindall said. "And we are certain we're going to be in a position to maintain the fuel economy leadership position we have in place today." □

Virtual Technician keeps Freightliner fleets connected

By James Menzies

NAPA, Calif. – Daimler Trucks North America (DTNA) has made its Virtual Technician remote engine diagnostics tool standard on Freightliner trucks with Detroit Diesel engines. Brian Cota, vice-president, sales with Freightliner, likens the system to a 3,000-mile cable that keeps Freightliner customers in constant contact with the Detroit Diesel Customer Support Center in Detroit, Mich.

"It's a virtual cable that's plugged into your truck and at the other end of that is a computer, a software program and a qualified technician to analyze information," Cota described during a recent press event.

When a Check Engine light appears on a truck's dash, an engine fault code is immediately sent to the Detroit Diesel Customer Support Center. A technician assesses the urgency of the situation and then advises the driver or fleet manager on the appropriate

course of action. If immediate servicing is required, the driver or fleet manager will be provided with a list of the nearest approved service centres, including their current inventory of required parts.

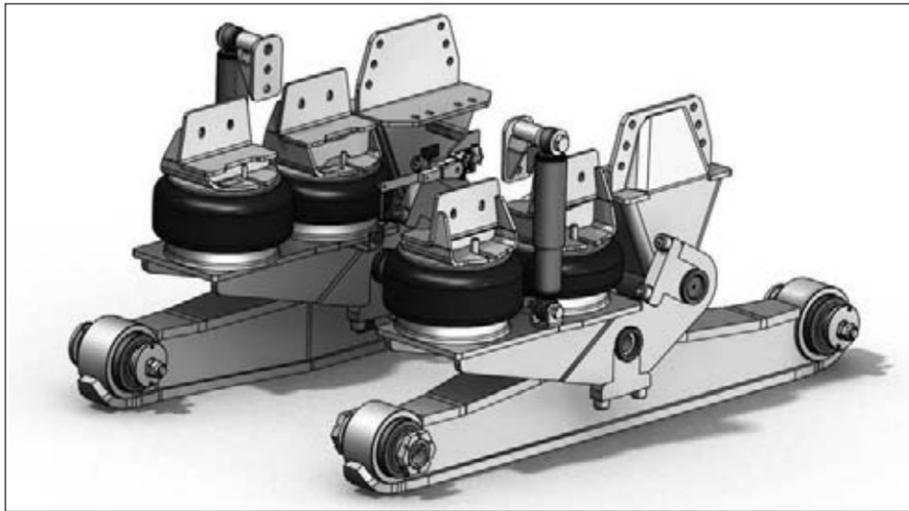
There are currently more than 2,000 Virtual Technician-equipped Detroit Diesel engines in the field and the feature is now standard on all new DD engines. The first two years of service are free, after which customers can purchase a subscription to retain the service through the life of the vehicle.

The ultimate goal, Cota explained, is to increase uptime and reduce the time spent waiting for parts and service when a repair is necessary. Providing details on truck breakdowns in real-time also allows fleets to better make contingency plans; they'll know as soon as the Check Engine light appears how long it will take to resolve the issue and whether or not it's necessary to dispatch a second truck to de-

liver the load. Drivers can be directed to the nearest dealer with the required parts in stock and get back on the road quicker, Cota noted.

Virtual Technician also offers a Visibility Package, which provides useful information such as IFTA/IRP mileage, vehicle location, fuel consumption, idle-time and speed reports and vehicle alerts, all available for download in spreadsheet form.

Daimler is working on a second phase of Virtual Technician, which will provide further capabilities including: navigation; hours-of-service monitoring; and two-way messaging. Eventually, Cota said, customers will be able to use Virtual Technician to remotely program the ECM. For instance, customers will be able to alter their vehicles' speed limiter parameters to comply with the speed limiter laws in Ontario and Quebec and then remotely open the engine back up when it's elsewhere. □



HEAVY-DUTY: Raydan Manufacturing has come out with a new Air Link tandem suspension rated at 84,000 lbs.

Raydan introduces 84,000-lb Air Link

EDMONTON, Alta. – Raydan Manufacturing has added an 84,000-lb rated Air Link suspension for tandem drive applications to its product line.

The company says its newest offering is not only the highest capacity ever for an Air Link suspension, but it also incorporates all the latest technologies developed by Raydan through its previous projects.

The 84,000-lb Air Link was designed for Navistar Defense for use in heavy-haul tractors in the US Navy. The company says it's excited to now be offering the heavy-duty suspension to customers by special order.

Raydan has been designing and building suspensions since early 2000 when it was approached by fire apparatus manufacturers looking for robust 58,000- and 60,000-lb suspensions.

“Raydan’s Air Link suspensions are well known for their high roll stability and smooth ride, both of which are required in order to preserve the life expectancy of ladder and platform trucks,” said Ray English, president and CEO of the company.

The company expanded the line in 2004, adding a 75,000-lb suspension for off-road logging and other severe-duty applications. An 80,000-lb front and rear suspension was built for Lockheed Martin, for the purposes of transporting space shuttle cargoes to the NASA launch site.

“At 80,000 lbs, these suspensions not only had to provide exceptional articulation, but they had to meet stringent space limitations,” the company said. For more on the newest 84,000-lb Air Link visit www.raydanmfg.com. □

Peterbilt offering more options for 382

DENTON, Texas – Peterbilt is now offering additional options for its Model 382, including higher axle ratings, horsepower and torque configurations to an expanded market range.

“Peterbilt is focused on providing its customers with competitive advantages that enable them to operate more efficiently and effectively,” said Bill Jackson, Peterbilt general manager and Paccar vice-president. “We have enhanced the already versatile Model 382 with greater component flexibility to make it the ideal vehicle for an expanded range of applications, and customers seeking to achieve an ideal balance of power and weight.”

New options on the Model 382 include: the Cummins ISL9 engine with REPTO functionality; front axles rated up to 20,000 lbs; rear axles rated up to 46,000 lbs; frame rail options up to 11-5/8 inches; the Bendix ESP Stability system for truck applications; and Hendrickson, Reyco and Chalmers rear suspension choices.

“The marketplace has already embraced the Model 382’s maneuverability, fuel efficiency and operator comfort and safety amenities,” said Jackson. “These new options will bring these established features to markets requiring robustness, durability and versatility for off-road and specialty operations.” □

PeopleNet expands lane departure options

BOCA RATON, Fla. – PeopleNet has expanded the availability of lane departure warning systems with the addition of offerings from Takata SafeTrak and Mobileye.

The company made the announcement at its PeopleNet User Conference.

“Offering our customers a broad choice of providers helps mitigate one of the major cause of highway fatalities – lane departure due to drowsy, fatigued or distracted drivers,” said Matt Voda, vice-president of product management with PeopleNet. “Fleets using a warning system report a 75% average decrease

in truck lane-departure accidents.”

Lane departure warnings systems recognize the difference between the road and lane markings and alert drivers when they are drifting out of their lane.

The small unit consists of a camera, on-board computer and software that easily attaches to a windshield, dashboard or overhead console of the vehicle, the company says.

The systems are integrated into PeopleNet’s system, providing fleet managers with the ability to monitor lane departure events and take corrective measures with drivers. □

Chevron debuts new Delo Truck



ARRIVING IN STYLE: Chevron’s new Delo truck, unveiled at GATS, is pulled behind a Kenworth T700 with Paccar MX engine.

DALLAS, Texas – Chevron Lubricants pulled into the recently-held Great American Trucking Show with a brand new Delo Truck that

will serve as a “rolling ambassador” for the Delo brand.

The rolling exhibit is 22-ft. wide when fully deployed, and features 19 stations guests can visit to learn about Delo technology. The trailer is being pulled behind a specially-decorated Kenworth T700.

The truck will be making appearances at major trade shows, Chevron distributor locations and truck stops.

“Today, the transportation industry faces a number of challenges,” said Doug Hinzie, vice-president, finished lubricants Americas, Chevron Products Company. “The new Delo Truck provides a modern, engaging and highly mobile platform

to discuss these challenges and to demonstrate how Chevron, our distributors and the Delo product family can provide solutions that deliver bottom-line value. This 18-wheeled testament to innovation is a reflection of our ongoing commitment to the industry, technology leadership, our distributors and the Delo brand. It’s a truly unique offering.”

Delo Truck Facts:

Original Launch Date: July 29, 1999, Louisville, KY

- States visited:** 49
- Countries visited:** United States, Mexico and Canada
- Average miles per year:** 40,000+
- Cab:** 2011 Kenworth T700
- Engine:** Paccar MX-455
- Oil:** Factory-filled with Delo 400 LE SAE 15W-40
- Tractor-trailer length:** 80’
- Trailer length:** 48’
- Total Weight:** 70,000 lbs
- Wheelbase:** 267”
- Learning Stations:** 19
- Displays:** 21 □

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INDUSTRY

Training and education: keys to successful fleets

I have heard it said that people do not want to be referred to as 'human resources,' and that there are those that find the term offensive.

I think that the term is nothing more than a moniker that doesn't imply anything more than that the subject matter is people. The term is not offensive and doesn't imply anything derogatory.

And since people really are the most important asset in almost every business, it makes sense to have a collective noun to identify that asset, so why not 'human resources'?

But the actual term used to identify personnel is not the important issue. More important is how companies deal with their personnel when it comes to training and ongoing education.

I still find it curious that when considering their employees as a whole, some companies still compartmentalize their approach to training and

education. Companies that consider themselves progressive on many fronts encourage, and in many cases pay for, members of staff to continue their education and training in fields associated with their job requirements.

Those companies clearly understand the value of keeping at least some of their employees current with changing job requirements and the benefits of expanding their horizons through continuing education.

When dealing with staff, we seldom hear the concern that once that education is paid for, the individual will leave the company for a better opportunity.

But within some companies the compartmentalizing definitely includes drivers. For some reason, there are employers that are reluctant to offer training and upgrading opportunities to their drivers for fear of having them move on to a competitor, taking all that newly acquired knowledge



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with them.

These same companies don't hesitate to invest in new technology or new equipment in the never-ending search for business efficiencies. They wouldn't consider letting their operating equipment grow outdated and stale – including that of their truck fleet – but investing in continuous training of their drivers is at best an afterthought.

Understand that there are many companies that consider driver training to be an important and integral part of their fleet operations – we know of many within the PMTC membership – and they need to be applauded for their efforts. In the last

edition of *Truck West* I wrote about Praxair Canada, one of those forward thinking companies.

But for many drivers, company-sponsored training doesn't go beyond the day-to-day procedures and documentation required in the operation. Heaven forbid that the paperwork isn't filled out correctly!

Some of the reluctance to offer ongoing training to drivers stems from that irrational fear that I mentioned above; that the individuals will move on to another employer who will ultimately benefit from the training. Some of the reluctance is still rooted in the outdated mindset that you can 'always get another driver.'

Sometimes, for relatively short periods of time such as recessions, funding for training needs to be diverted to other business issues, and that is understandable. But if the practices of a company include continuous education/training of its employees, those employees will surely understand the need for temporary reassignment of those training dollars.

There is no valid argument to offset the positive results of ongoing training. Yes, people do change employers, but they do that for any number of reasons. Why, some of those in management who control training dollars even change employers themselves during their careers.

Any company with a culture of training and good employee relations will significantly reduce its turnover in all positions. And turnover is expensive.

So if you work for one of those companies that is experiencing a high level of driver dissatisfaction and turnover you might consider adopting a new approach to a group that can make significant contributions to your efficiency and save you money in the process – your drivers.

One of the programs offered by the Canadian Trucking Human Resources Council called Human Resource Essentials can certainly help. This interactive program, offered in a single three-hour seminar, is specifically designed for non-HR people charged with driver recruitment and retention.

Participants also take away a copy of the CTHRC's newest product *Your Guide to Human Resources: Practical Tips and Tools for the Trucking Industry*.

Written for the trucking industry by knowledgeable industry insiders, the guide is filled with helpful tips, tools, checklists and more, to assist with hiring the right drivers, the first time, and keeping them longer. It is a valuable resource.

Admittedly, participating in a seminar such as this one is only one step toward better training of the entire driver corps.

It should open some eyes within the management group and demonstrate the value of training for everyone – after all, if it provides middle management with the tools to do a better job with the fleet, why not expand the benefits by extending training opportunities to the drivers?

There is a world of opportunity to improve the return on human resources we call drivers, but it requires the mindset to want to do it.

– *The Private Motor Truck Council is the only national association dedicated to the private trucking community. Direct comments and questions to trucks@pmtc.ca.*

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Date _____

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1) How many vehicles are based at or controlled from this location? Please indicate quantities by type:

— No. of Straight Trucks _____	No. of Trailers _____
— No. of Truck-Tractors _____	No. of Buses _____
	No. of Off-Road Vehicles _____

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

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

3) This location operates, controls or administers:

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

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

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

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

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

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Law needed to protect carriers from shipper indemnification clauses in freight contracts

There has been a growing trend, particularly amongst large shippers, to include an indemnification clause in their freight contracts with carriers.

The purpose and intent of these clauses is to transfer all liabilities for damage to property or persons to the motor carrier – even where the incident occurs as a result of the shipper’s negligence.

Initially, this trend started in the United States where historically, and as a matter of law, the negligent operator of a commercial motor vehicle has always been responsible for injury, loss of life, and damages arising from the negligent operation of the commercial motor vehicle by the driver and/or operator.

For as long as the industry has existed, carriers have had to carry general liability insurance to protect not only those injured, or the property damages incurred as a result of the carrier’s negligent op-



Industry Issues

DAVID BRADLEY

eration of the vehicle, but as well to protect the carrier itself from damages claimed against it and its own losses.

Over time, most particularly with respect to personal injury and/or loss of life arising out of a crash, damages that have been awarded have continued to escalate and now regularly run into the millions of dollars.

Some carriers with their basic insurance in place – and including their umbrella insurance to cover substantial claims arising out of catastrophic events – have faced situations where the motor carrier does not have in place the level of coverage required to meet a claim.

One reaction has been the ex-

pansion of the number of parties against whom the claim might be made with a view to finding sufficiently deep pockets.

Those additional parties now regularly added as defendants in claims against a motor carrier include the shipper or load broker who selected the carrier, the vehicle manufacturer, the party responsible for maintaining those vehicles, the government, etc.

Naturally, shippers in the US began to concern themselves with liability risks arising out of a claim against their selected carriers and sought options for managing those risks.

Freight contracts had for many years provided for indemnification of the shipper by the motor carrier where a claim was brought against the shipper, and where the claim was the result of negligent operation of the motor vehicle by the carrier.

The game changed.

Shippers began to expand coverage of the carrier’s indemnification covenant to protect the shipper against any and all claims brought against the shipper arising out of and during the course of the motor carrier’s performance of its transportation contract.

In more recent years, that indemnity has expanded so as to protect the shipper against all claims, even though the claim might have arisen out of the sole negligence of the shipper itself.

This trend has moved north into Canada.

Risk management through indemnification by the carrier has arrived in Canada, and is increasingly saddling Canadian carriers with new and onerous risk of additional litigation and significant claims.

The most obvious solution to this problem for a carrier would be to simply refuse to sign a freight contract containing an indemnification clause.

That is easier said than done. The shipper is virtually always a huge business enterprise compared to the carrier.

The reality of the freight market, with so much competition, is that carriers are given a “take it or leave it” proposition. If you won’t move the freight someone else will.

Going to court is not the answer either.

The US experience demonstrates that the only protection carriers can usefully obtain against the onerous indemnification obligations was through legislation.

The US federal government does not have jurisdiction in this area of law but the states have stepped in to fill the breach.

The wave of unfettered indemnification sought by shippers against motor carriers became a matter of public policy, state legislatures were requested to take action and as of today, 30 US states have passed “anti-indemnification” legislation nullifying clauses, which indemnify shippers against liability for their own negligence.

There is no similar law anywhere in Canada, although the Canadian Trucking Alliance and the provincial associations want to change that.

The Canadian legal landscape is, of course, different from the US and in order to address this matter, coordinated action is required by both the federal government and the provinces.

The provinces have their own statutes governing intra-provincial transport where this can be dealt with.

The federal government has legislative jurisdiction over extra-provincial trucking through the Motor Vehicle Transport Act and its regulations including the federal conditions of carriage.

CTA has no illusions that simultaneous federal and provincial action on this issue will be easy to achieve, but it is an issue well worth pursuing.

Stay tuned. □

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

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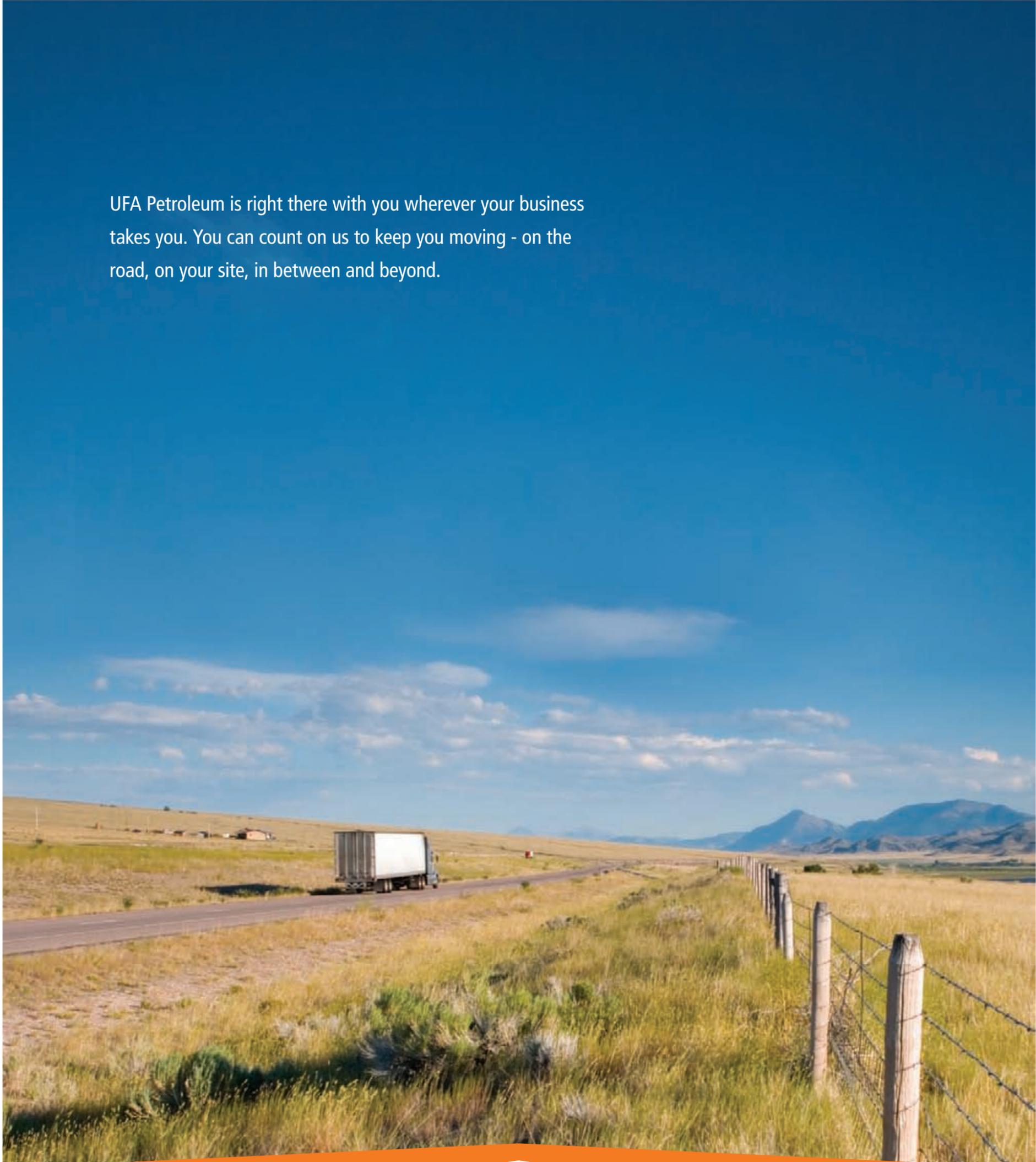
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FLEET NEWS

Schneider National debuts Canadian Ride of Pride truck

GREEN BAY, Wis. – Schneider National has introduced two specially decorated military-themed tractors into its Canadian and American fleets. The trucks are part of Freightliner's Ride of Pride series, and are designed to honour the Canadian and American Armed Forces. The Canadian truck made its debut at the Fergus Truck Show before being deployed into the fleet.

The new additions join two other military themed trucks at Schneider.

"It's an honour to be the only company to have four Ride of Pride trucks in its fleet," said Steve Matheys, Schneider's executive vice-president and chief administration officer. "These trucks and their drivers represent service and sacrifice to our country, which is even more poignant during the last few days as so many reflect on the US servicemen lost in Afghanistan."

The company held a special ceremony last month involving the four Ride of Pride trucks as well as their past and present drivers – all military veterans.

Freightliner developed its Ride of Pride program 10 years ago to honour military veterans. The sixth truck in the series went to Schneider National.

"As an organization, we didn't realize the impact this truck would have and what it would mean to drivers, members of the military past and present, the motoring public and our associates," Matheys said at the ceremony. "The first truck



RIDE OF PRIDE: Schneider's Canadian Ride of Pride truck, pictured at the Fergus Truck Show. *Photo by James Menzies*

was added to the fleet somewhat unceremoniously and started out doing what every other truck in our fleet does – it hauled freight. As you can see here today, we think about these special trucks quite a bit differently today."

The Canadian truck marks the first in the series to honour Canada's military.

"We are very pleased to introduce a uniquely Canadian Ride of Pride for 2011, honouring the men and women of the Canadian Armed Forces who bravely serve our nation at home and abroad," says Jonathan Wahba, vice-president and general manager of Schneider's Canadian division. "We plan on showcas-

ing this truck – both at events and on our nation's highways – to make our great service men and women proud." Darrell Esson drives the Canadian rig, a former 21-year veteran of the Canadian military.

"It is a great privilege to be given the opportunity to drive the first-ever Canadian Ride of Pride truck," Esson said. "I hope to travel many miles during its inaugural year, honouring Canada's Armed Forces and veterans."

The trucks will attend military events and ceremonies over the next year. To book an appearance, contact Wanda Barry at barryw@schneider.com or 519-826-7025. □

Mullen Group takes in Polaris Petroleum

OKOTOKS, Alta. – Mullen Group has announced it closed a deal Sept. 1 to acquire fluid hauler Polaris Petroleum.

The Drayton Valley-based company provides drilling and production fluid services to oil and gas companies operating in the Cardium resource play.

Mullen said the acquisition will bring \$22 million in consolidated revenue to the company.

Polaris will be operated as a stand-alone business unit, Mullen announced.

"Acquiring businesses leveraged to fluid hauling and the production services segment of the oil and gas industry has been and continues to be a strategic focus of the Mullen Group," said Stephen Lockwood, president and CEO of Mullen Group.

"The addition of Polaris to our production services operations expands Mullen Group's geographic coverage into the heart of the Cardium play, an area in which our oil and gas customers continue to invest.

"We are also pleased that the owners of Polaris, Monte and Cindy Waronek, have agreed to stay on and run the day-to-day operations of Polaris." □

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Hunt on for best fleets to drive for

ALEXANDRIA, Va. – The Truckload Carriers Association (TCA) is now accepting nominations for its 2012 Best Fleets to Drive For contest and survey. Company drivers and owner/operators can nominate trucking companies by completing an application form on the Best Fleets To Drive For Web site from now until Oct. 31.

Now in its fourth year, Best Fleets to Drive For is an annual evaluation of the best employers in the trucking industry. CarriersEdge conducts the survey for TCA.

The survey is open to all for-hire trucking companies with 10 or more trucks, regardless of TCA membership status.

Participating fleets will be evaluated against a broad range of criteria reflecting current human resources best practices, including benefits, professional development, driver and community support, safety record, and company culture. The 2012 survey also includes some new questions.

In addition to driver retention scores, nominated fleets will be asked what percentage of their drivers have remained with the company for various periods of time (one year, five years, 10 years, etc.)

The survey will also address the topic of harassment, asking how companies ensure that their people are not subjected to (or become perpetrators of) harassment at customer sites, truck stops, on



the CB, etc.

In addition, the survey will ask for the numeric targets that fleets seek for continuous improvement of things like their collision rates and retention scores.

"When it comes to the new questions we'll have on this year's survey, the answers will help us not only to score fleets against general management best practices, but to provide a better picture of what's really going on in the industry," said Mark Murrell, president of CarriersEdge. "That's what everybody wants to know."

Once a fleet has been nominated and the company has agreed to participate, interviews will be conducted with senior management and a random sampling of the company's drivers.

Top finishers will be identified as Best Fleets to Drive For, and the highest scoring fleets in each of the Company Driver and Owner/Operator categories will be named that category's overall winner.

For more information or to nominate a fleet, visit www.best-fleetstodrivefor.com. □

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OPINION

Better way to test for sleep apnea

For anyone attending shows and conventions over the past few years, there's very little chance you haven't seen a presentation or 10 on sleep apnea.

It's been one of the most popular topics so far in the 2000s. I wonder why? I'm not questioning the potential seriousness of the problem, only why it took so long to be recognized as a life-threatening illness?

Recently, I had some major surgery (yeah, once again I drew the short straw). Anyway, natural course for surgical procedures is to go through a number of pre-op meetings with various specialists. Some calm your nerves while others scare the crap out of you. If there isn't already such a thing, there really should be a course for our medical elite, training them on their presentation skills in this regard.

During one such session, I was visited by someone wanting to know if I experienced sleep apnea?

A quick curt "no, never" was my response. A split second later a polite timid, "yes he does" came from my wife's mouth.

"No I don't," "Yes you do" rattled around the small office for a few minutes. The poor girl who asked the question was a tad embarrassed.

It finally ended, and I was scheduled for the dreaded test. (Okay, my wife won but only be-

Publisher's Comment



ROB WILKINS

cause I figured you need to pick your fights and this one on a scale of one to 10 rated half a point. Besides, I was told it would be a long recovery and I figured I would remind her of this victory every time I rang my bedside bell).

What surprised me was that someone from the hospital was going to come to my house, wire me up, turn on the monitor and leave. How cool was that?

While everyone I know had to make the trip to the night hospital, they were going to come to me. Maybe that poor girl was trying to smooth over the problem she started in the first place, bless her heart.

The night arrived and I had a visit from a very nice man named Bob. He wired me up, gave me instructions and left. I swear I didn't sleep a wink that night. A few weeks later I received a letter informing me I was apnea free. Told her so!

So there you have it, no sleep apnea and a successful surgery. Now, if I could only find that bell. □

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

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Mark Dalton: Owner/Operator

The Good Shepherd

By Edo van Belkom

The story so far...

Mark is at a truck stop near Winnipeg and sees a woman talking to drivers, asking them for a ride. She's attractive, and when Mark learns she's heading to Vancouver, he offers her a ride hoping they might get intimate along the way. She stops that train of thought cold...

Mark drove a few miles west across the Manitoba prairie without saying a word. He'd hoped that Cindy would be the one to start talking, but she seemed content just to stare out the window and watch the world go by.

He thought hard about what they might talk about. The obvious question was "What happened?" but it would be rude to start that way. Instead, he figured it would be safe to talk business first. If the conversation moved onto something else later on, then so be it.

"So," he said at last. "You're a team driver?"

"That's right."

"You've got experience?"

She looked at him as if to say, 'Are you kidding me?'

"My father was a driver. I rode with him every summer from age 10. I was driving before I actually got my licence and took my road test on the first day I was able. It's been eight years since then driving long-haul, pulling all kinds of trailers, including tankers and flatbeds."

Mark was impressed. She had more experience than a lot of drivers twice her age. Which made it even more of a mystery why someone would take off on her and drive solo across the country. Still, it was too early to ask. He kept talking business.

"You're on your own for meals. I pay one cent per kilometre over the standard rate for a team driver, but you won't be getting all that many kilometres. As the owner/operator, I'll be driving most of the time and you'll be relieving me only when I need to sleep. I'll pay in cash when we reach Vancouver and give you a ride to wherever you need to pick up your load."

"That sounds fair."

Again there was a prolonged silence. There wasn't any more ground Mark needed to cover in regards to driving and he didn't know what else to talk about. So he decided to take on the elephant that had been crowding the cab with them since Winnipeg.

"I know it's none of my business, and

you might not want to talk about it, but I have to know, what happened that made your partner leave you behind back in the 'Peg?'"

She spoke up right away, without a flinch or hesitation in her voice.

"He wanted me to be more than just a driving partner...if you know what I mean."

"What do you mean?" Mark knew exactly what she was talking about, but it would be a lot more fun if she spelled it out for him.

"He didn't want me driving while he was sleeping, you know?"

Mark shook his head. "No, not really."

She turned and stared at him for the longest time.

He held his ground, saying nothing.

After a sigh, she said, "He wasn't interested in me driving at all. He just wanted to have sex with me!"

She said the word sex like it was a bit of phlegm caught in her throat. Obviously it wasn't a comfortable subject for her. That's why Mark couldn't resist pressing her. He put on a straight face and said, "And you didn't want that?"

"Of course not," she said. "I'm a Christian woman."

"Christian, as in you believe Jesus was the Son of God, or Christian, as in there's evidence of God in every part of your existence?"

She smiled at him as if he'd finally made a connection with her. "God is with me always. I can even feel him here with me now...in this truck."

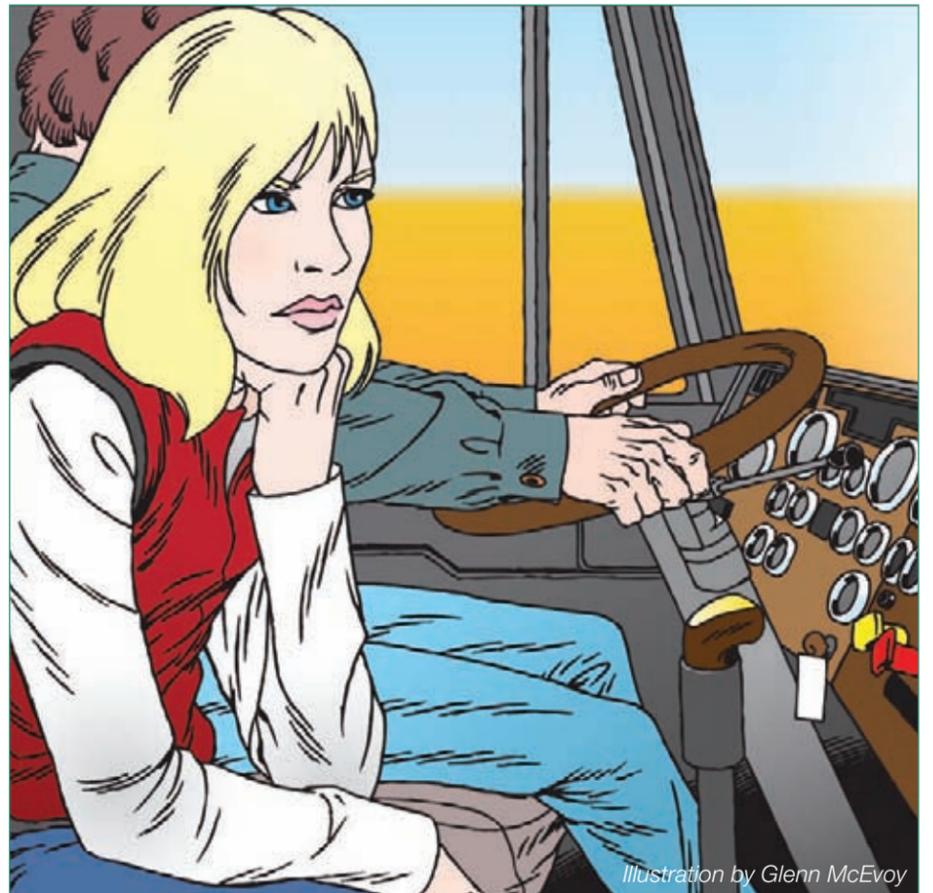
Mark sat up straight in his seat. Mother Load didn't often have guests. "Well," he said. "I guess there's gotta be a first time for everything."

She shook her head. "No, God's been here before. Otherwise, He wouldn't have let me ride with you."

Now it was starting to make sense. She was a Christian trucker and there was nothing wrong with that.

There were plenty of Christian truckers out on the road. You saw them gathered in truck stops on Sunday mornings, or at truck shows with their mobile chapels and they were all good people. But there were also hardcore Christians for whom God was every second word that came out of their mouth and who they felt deserved credit for every one of their accomplishments.

"God helped me do this." "Thank the Lord for that." "God bless!" "God be with you!" "God willing." Maybe



she was one of those Christians and whomever she'd been riding with had grown tired of her. After all, it could get to be annoying after a while.

But to her credit, Cindy hadn't mentioned God until he'd asked. Even so, Mark couldn't resist making light of what she'd said.

"But if God's been in my truck, why wasn't he in the other guy's truck, you know...with the one who only wanted sex, then left you stranded?"

She shrugged. "I don't know. Maybe he was letting the devil tempt me, maybe there was a lesson I needed to learn. It's not for me to question God's wisdom, only to trust that he has a plan for me."

Mark admired the woman's resolve. "I've met a lot of Christian truckers over the years. Not so much on the road, but at truck stops and truck shows. You know, the ones that take their churches with them to all the shows."

Her face brightened. "There are many people doing the Lord's work out on the highways."

Mark nodded. "I've heard of the Christian Truckers Network and the Association of Christian Truckers. One truck show I went to had a trailer there...Truckers for Jesus."

"That's my uncle," she said. "He's been doing the circuit for years. I rode with him for a while and met a lot of good Christians out on the roads."

"I bet you did."

"What are you, if you don't mind me asking?"

Mark hadn't thought about his religion much. He'd been raised Catholic, but over the years he hadn't done much church-going. He lived his life

well and helped people out whenever he could and that would probably make him a good Christian in Cindy's eyes. He preferred to think of himself as simply a good person, and would leave the labeling to others. But, if he had to call himself something... "I guess you'd say I'm an agnostic."

"No," she shook her head. "You'd like to think that, but you're probably more of a Christian than you realize."

"How would you know?"

"Because I prayed to God to send someone to help me complete my journey. When you offered me a ride, it was God answering my prayers."

Mark wanted to laugh at that – with the possible exception of his mother, no one had ever even remotely suggested he'd been sent by God – but he knew it was never a good idea to make fun of anyone's faith or beliefs.

"So, I was the answer to your prayers?"

"Yes."

Regardless of what he thought, Mark liked the sound of that. It made him a saviour of sorts, or at the very least a kind of guardian angel. Above all, it made him feel good inside. "Cool!" he said. □

– Mark Dalton returns next month in Part 3 of *The Good Shepherd*.

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



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MILTON, Ont. – It’s official: the first-ever fuel economy standards for heavy trucks are coming. The plan, announced by US President Barack Obama in early August, will affect trucks and buses built in 2014 through 2018, with the government estimating the program will save 530 million barrels of oil over its life while eliminating 270 million metric tonnes of greenhouse gas emissions.

Semi-trucks will be required to achieve a 20% improvement in fuel economy by 2018 while vocational trucks will be expected to improve their fuel economy by 10% by the model year 2018.

With a similar program on its way here in Canada, what can truck manufacturers do to help meet these fuel economy standards? And for that matter, should it be the government’s job to dictate these standards in the first place?

Truck West posed these questions to drivers at the Fifth Wheel



Truck Stop Question

What can OEMs do to make their trucks more fuel-efficient?

ADAM LEDLOW

Truck Stop in Milton, Ont.



Carl Cooper

Carl Cooper, a driver with SPS Sarnia Paving Stone in Sarnia, Ont., says that manufacturers need to be doing more of the same to help reach these new fuel effi-

ciency standards, such as continuing with the use of diesel exhaust fluid, diesel particulate filters, and the use of biodiesel.

Cooper also thinks upping the rig’s power will help trucks burn fuel cleaner.

“The more power, the cleaner it will be, the less power you’re going to smoke more. They could turn (engine power) up even more instead of cutting back.”

Tricia Rickard, a company driver with Stevens Transport in Dallas, Texas, says she thinks there’s “way too much Big Brother involved in many aspects of our government,” and that it’s not



Tricia Rickard

their job to put regulations on equipment.

As for improving fuel efficiency, Rickard says the driver has the greatest effect on that, and personally averages between seven and eight miles per gallon in her late-model rig.

“It would be in the consumer’s best interest to have more efficient trucks, but as far as how to actually develop that, I’m not sure,” she said.



David Harpwick

David Harpwick, a driver with Kimco Steel out of Kingston, Ont., says it should be the manufacturers’ and consumers’ duty to dictate the standards for trucks and for that matter, he doubts that OEMs can make trucks any more efficient than they already are.

“With all the trucks that have been made since 2000, you can’t squeeze any more out of a truck than what you already get,” he said.

Harpwick also said that the new law will mean even more expensive equipment, making it even harder for owner/operators to stay profitable.



Jeff Herzberger

Jeff Herzberger, an owner/operator also with Stevens Transport, says he’s all for the standards – as long as he can make his money back within five years of the truck purchase. And he says there are many things OEMs can do to make trucks more efficient.

“They basically need to throw away the blueprints and start over. I’m not impressed with the engineering on any of the trucks nowadays,” he says. “They are just now getting into electronic fuel injection. That’s been happening on cars – electronic fuel injection – for 20 years.”

However, he says the number one cause of inefficiency in trucks is the drivers themselves. □

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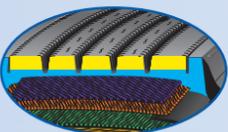
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