

Today's Trucking

The Business Magazine of Canada's Trucking Industry



25
ANNIVERSARY
45th



*SPECIAL
EDITION*

August 2012

www.todaystrucking.com

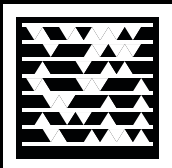


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August 2012

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PLUS
25-Year Timeline
By Jason Rhyno

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Today's Trucking

The Business Magazine of Canada's Trucking Industry

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Today's Trucking is published monthly by NEWCOM BUSINESS MEDIA INC., 451 Attwell Dr., Toronto, ON M9W 5C4. It is produced expressly for owners and/or operators of one or more straight trucks or tractor-trailers with gross weights of at least 19,500 pounds, and for truck/trailer dealers and heavy-duty parts distributors. Subscriptions are free to those who meet the criteria. For others: single-copy price: \$5 plus applicable taxes; one-year subscription: \$40 plus applicable taxes; one-year subscription in U.S.: \$60 US; one-year subscription foreign: \$90 US. Copyright 2012. All rights reserved. Contents may not be reproduced by any means, in whole or in part, without prior written consent of the publisher. The advertiser agrees to protect the publisher against legal action based upon libelous or inaccurate statements, unauthorized use of photographs, or other material in connection with advertisements placed in *Today's Trucking*. The publisher reserves the right to refuse advertising which in his opinion is misleading, scatological, or in poor taste. **Postmaster:** Address changes to *Today's Trucking*, 451 Attwell Dr., Toronto, ON M9W 5C4. Postage paid Canadian Publications Mail Sales Agreement No. 40063170. ISSN No. 0837-1512. **Printed in Canada.**

We acknowledge the financial support of the Government of Canada through the Canada Periodical Fund (CPF) for our publishing activities.

Canada



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Award Winner

Member



Canadian Business Press



Audit Bureau of Circulations

letters to the editor

TODAY'S TRUCKING: Handy in Emergencies

An unfortunate event happened early last week that landed my wife, Kit, in the emergency department at Victoria Hospital in London.

Just to clarify, she's okay and the hospital took great care of her. But while sitting in the emergency department waiting to see her, I started looking over the magazine rack for something to read and distract me from the number of souls sitting around me with various injuries and ailments. Lo and behold there were a number of issues of **Today's Trucking** in the rack. I found this discovery a bit surprising and much appreciated.

Being an avid TT, reader I delved into one copy after another as the hours went by on the clock only to miss the "Mr. Ward, you are able to go in and see your wife" call from the desk.

After a short time, I went to the desk to ask if and when I could see Kit only to have the nice lady say that she had called several minutes beforehand, subtly asking if I had a hearing problem. I thanked her and proceeded to the area where Kit was recovering.

Thankfully she had been napping and didn't realize that I was so entrenched in the magazine that I missed the call to see her.

— **Robert (Rob) Ward, London, ON**

A Man of Cardinal Virtues

I'm an employee at The 730 Truck Stop in Cardinal ON. I would like to thank you for the article "Bob Lodge Built Oasis on the 401" (June, 2012, pg. 14). It meant more then you'll ever know!

We truly appreciate that someone took the time to let the industry know how much the one and only Bob Lodge contributed to the trucking community.

He was more than just our boss. He was our friend and father figure in so many ways!

Our local newspaper couldn't even take the time to write an article on someone who gave so much to our community and who was a business owner for almost 25 years. That is sad!

There's going to be a memorial stone on site at the truck stop in honor of the great man, and the 730 family and Bob's family would like to thank everyone who contributed. The stone is now in the works, thanks to everyone's generosity.

— **Brenda Brown, Cardinal, ON**



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M9W 5C4

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Check Out Back Issues Of
Today's Trucking
ONLINE

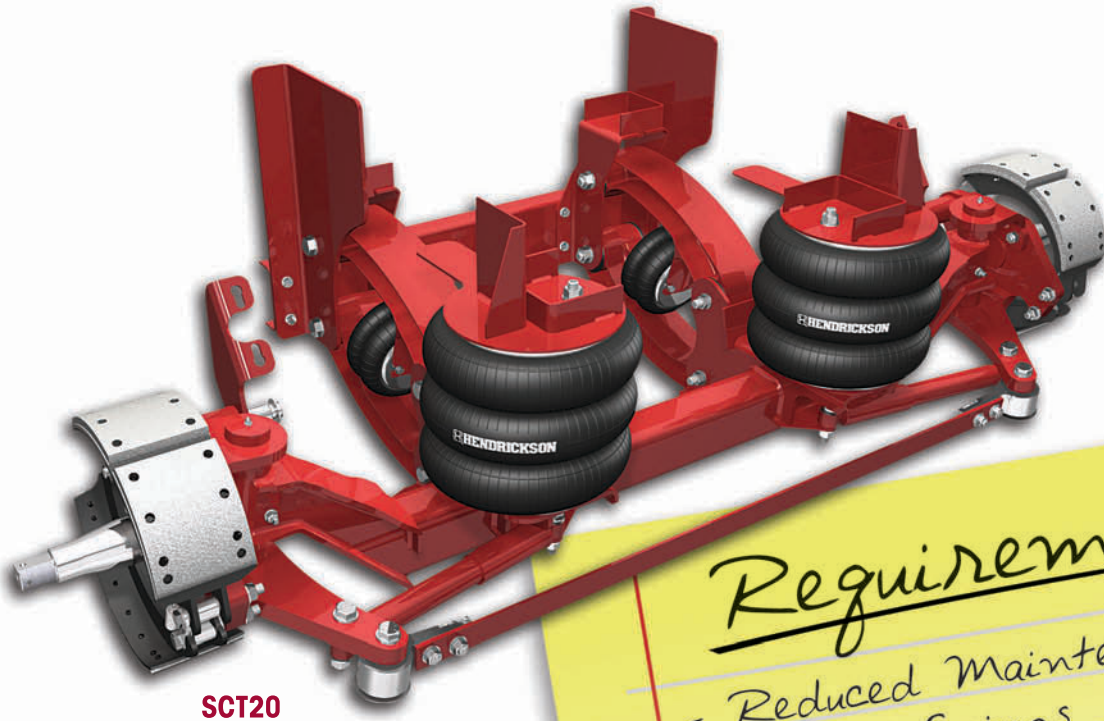


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By Rolf Lockwood



First Principles

A quick rear-view glance at four of the stories we featured in our very first issue proves something you already know: If you want to win, strive to serve.

I always know how old this magazine is because my eldest daughter was born a month before I quit my day job to create it. Risky moves, taken together, but I had no doubts on either front, not even many fears. And with lots of help from other folks, not least my wife and my business partners, I think I did OK with both launches.

That's as far as I'll wander down the path of self-congratulation, proud though I am to be sitting here 25 years later at the editorial helm of a healthy magazine that's much, much better than the one we offered the world back in 1987. To say that I've learned a lot about making magazines in the last quarter century would be to understate things wildly. But then again, we've all learned things, haven't we?

I won't tread on Peter Carter's grass here because elsewhere in this anniversary issue he writes about the monumental changes we've seen since **Today's Trucking** took its original breath. But one anecdote about our first year in business is worth the telling...

We argued long and hard about a piece of out-there technology. Could we afford it? Would it really make a difference? Amongst the five partners and two hired hands, the majority were adamant that a modern business had to have this particular technology and we finally made the investment.

In... wait for it... a fax machine.

And that's how far we've all come.

Yet the basics haven't changed.

The foundation principles of this magazine remain exactly the same as they were 25 years back: the reader

is king and editorially we must earn his respect with everything we write, the advertiser benefitting from that environment of trust and from the fact that people actually do turn the pages. For those of you who haul freight or fuel or whatever, for those of you who use trucks to help build houses or maintain phone lines, and for those of you who make or sell trucks and trailers and cranes and all the other stuff that keeps things rolling, it's no different. Like us, you're still around mainly because you strive to serve. And because you continually learn how to do that better.

That's just a little simplistic, of course, and if I look at the subjects of the four main profile stories in our very first issue, I see that circumstances unfold in all manner of ways to determine how a business moves forward. Or not.

As Peter notes, our cover featured a Reimer Express truck and inside was a story on how that legendary family business grew

and grew from just one truck. It's still around, though in a much different guise, having been swallowed by an American giant. The Reimer boys retired some time ago.

I also wrote about the Imperial Oil fleet, which is no more an in-house operation or a major force in the industry the way it was in '87. Like many other private fleets. It was led by Roy Saddington, also long since retired.

And then there was Herbie Walker, a truly independent owner-operator who was magic with his equipment. When we met he'd just bought a new tractor, having driven his previous one for a million and a half miles without ever changing kingpins and other key bits of hardware. He was still making money off that second truck as recently as six or so years ago, though sadly he died in 2010. Herbie knew how to truck.

“Could we afford it? Would it make a difference? The majority were adamant that a modern business simply had to have this particular technology.”

Dan Einwechter knew how to go trucking too, and of my first profile subjects, he's the one still standing. He still knows how to do it, too, heading one of the country's major fleets, Challenger Motor Freight, and playing a major role in the politics of our industry. It's a point of pride for me that Dan was featured in issue number one because I went looking for an up-and-coming fleet to write about and clearly chose well. His company wasn't far removed from its 'gypsy' roots when

we met 25 years ago and had but a couple of dozen trucks. It's just a bit bigger now, having weathered all manner of storms and adapted to countless changes over the years.

Like we all have.

And while I was prescient with my vision for Challenger in the summer of '87, I couldn't have begun to tell you where we'd be in 2012. Nor can I see as far ahead as 2037 now. All I know is that trucking will still be around and that the basic principle of service will still form the core of every successful enterprise.

Some things just don't change, including my respect and affection for you lot.

Thanks for sticking with me all these years. 

Rolf Lockwood is vice-president, editorial, at Newcom Business Media. You can reach him at 416-614-5825 or rolf@todaystrucking.com.



Dispat

SQUARE NUMBERS

Truckers in British Columbia are blowing fire out their stacks in response to a government union's recent media campaign. For good reason, it would seem.

By Jason Rhyno + Files from Peter Carter

“You gotta see this thing,” Larry Hall, president of the North American Truckers Guild told *Today's Trucking* editor Peter Carter in July. “On the left hand side there's four Commercial Vehicle Safety and Enforcement (CVSE) officers but the fourth's a silhouette. On the right hand side there's a picture of an enlarged rear-view mirror with a semi in it and it says, ‘That truck behind you may not be safe.’”

Hall was describing a billboard that went up beside his house. It was part of a

media campaign by the B.C. Government and Services Employees' Union (BCGEU) that ran from May to the long weekend of August.

The billboard stated that one in four inspector positions goes vacant and directs viewers to the union website, where, Hall says, “they have a full-blown bashing campaign against the government for not keeping up.”

Radio commercials, a YouTube video, along with photos of trucks in bad shape were part and parcel of the media package, all of which implying that because

B.C.'s heavy-truck inspection force is understaffed, big trucks are unsafe.

The campaign also didn't escape the attention of the British Columbia Trucking Association (BCTA) or Blair Lekstrom, B.C.'s Minister of Transportation and Infrastructure, who wrote an editorial on the Ministry's website.

“It's clearly a negotiating tactic that BCGEU is employing,” said the president of the BCTA, Louise Yako. “But having said that, we don't want to get in the middle of any kind of discussion between the provincial government and BCGEU; their issues are their own. What we do object to is when our industry is being manipulated and



ches

STATISTICS
How to Manipulate Numbers
and Make Friends

PG. 11

ART IN MOTION
Winners of the 2012 Vehicle
Graphics Design competition

PG. 19



ROUND HOLES

tremendous amount of respect for each other. What they are doing is destroying this fragile relationship.”

Yako agrees. “We have been working very, very hard with the Ministry of Transportation and Infrastructure and in particular with the Commercial Vehicle Safety and Enforcement division to improve relationships, particularly to improve the interaction between enforcement officers and drivers. My concern is that this campaign will take us backwards when it is absolutely not necessary.”

But, Yako added, the BCGEU campaign is also hurting the public’s perception of the trucking industry,

a daily battle for proud drivers and companies. While the trucking industry may be accustomed to rolling punches off its already struggling public image from politicians and mis-informed environmentalists, this shot from an organization representing CVSE inspectors seems to have hit B.C. truckers from left field.

“There are a lot of members of the public that are scared of large trucks simply because they are large; our industry gets that. When this kind of advertising campaign occurs, it fuels that fire and it’s unfortunate that happens because there are so many responsible companies, so many responsible drivers,” Yako says.

shown in a bad light when that is clearly not the case.”

To be clear, the BCTA and Hall’s frustration with the campaign is not rooted in any potential staffing issues with the CVSE. “The story here, the heart and soul of this

story, isn’t about bad trucks,” Hall stressed, “it’s about the fragile relationship between commercial vehicle safety and enforcement and the guys behind the wheel; people who are forced to work together. Obviously they don’t have a



LIKE A DRUNK USES A LAMPPOST

Critics say the union is relying on statistics more for support than for illumination.

Dispatches

Asked if the reaction from the trucking industry towards the campaign was justified, CVSE Director Brian Murray said “Definitely. I’m not sure that was the intent of the BCGEU campaign to make the industry appear that way, but the industry response from both the BCTA and the Truckers Guild is definitely appropriate.”

The campaign relies heavily on statistics, highlighting primarily truck traffic, crashes, out-of-service rates and violations, coupled with staffing numbers from the CVSE. Both the BCTA, but especially Hall and the Truckers Guild, have taken serious issue with the way in which the numbers are presented.

For the BCGEU, the goal of the campaign was two-

fold, explained Chris Bradshaw, communications officer with the union.

The first goal, Bradshaw told me over a lengthy phone conversation, was to increase “the profile of commercial vehicle inspectors

the spokespersons. They wanted to increase their profile, and in doing that, making people realize that we have a real road safety issue here.”

They started from that premise, Bradshaw explained,



“WE GET THAT”

The BCTA’s Yako says the public’s already scared of big trucks just because they’re big!

because most people don’t even know they’re out there if you’re not in the trucking industry. The public doesn’t know they are there, and when there are accidents, it’s usually the police that are

and then went and “got as much broad based information as we could find and it showed what we are showing in our campaign; there was an over 45-percent increase in the number of commer-

cial vehicles that our inspectors were responsible for overseeing since 2003, in all weight classes.”

Bradshaw explained the BCGEU’s logic like this: truck traffic has increased 45 percent, there has been a 26-percent reduction in the number of inspectors, and the overall number of crashes were up over 12.5 percent. “Looking at those statistics just on the surface, before you drill down, you have to ask yourself what’s wrong with this picture here?”

He’s right; you don’t have to drill down to see what’s wrong with this picture, only the picture that has something wrong with it is the one BCGEU painted in the development of its campaign.



THE POWER TO

How to Manipulate Numbers and Make Friends

The 45-percent increase in heavy-truck traffic from 2003 to 2010 is a statistic from the Insurance Corporation of British Columbia (ICBC). On its own, the 45-percent stat isn't wrong. It only becomes skewed when placed next to the data that shows a reduction in the number of inspectors, followed by the 12.5-percent increase in truck crashes (this also from ICBC, representing all GVW 5,000-plus-kg vehicles).

Asked if the reason for the increase in crashes is less inspectors, Bradshaw said that "it is difficult to draw any direct correlation

when it comes to things like accident and safety [...] what we're doing is putting the facts out there and saying 'make up your own mind'."

So it's an in-direct correlation?

"We're putting it out there as a total. We believe, as our members do, that the roads are less safe. We want to put as much information out there so that people can make up their own minds."

So can we say that vehicle crashes are directly related to the fewer number of inspectors on the road?

"I don't know if anybody can do that without more complete data," Bradshaw said.

More data is readily available. A quick search on the Internet brought up a 190-page report by the Traffic Injury Research



Foundation, an "independent, charitable road safety institute" that looks to identify the causes of road crashes and develop programs and policies to address those causes.

The report, titled *Best Practices for Truck Safety*, looks to identify the main causes of heavy-truck

crashes and offer possible solutions. It examines data from a seven-year period starting in 2000 and ending in 2006. While that doesn't completely line-up with the ICBC report year-for-year, it's close enough to help paint the proverbial picture in a little more detail. **TT**



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Heard on the Street

Manitoulin Founder Gets Jubilee Medal

In late June, Ontario's Lieutenant Governor **David Onley** presented the founder of Gore-Bay, ON,-based Manitoulin **Transport Douglas Smith** with a *Queen Elizabeth Diamond Jubilee Medal*.

The Jubilee Medal is a tangible way for Canada to honor the Queen while at the same time, it honors significant contributions and achievements by Canadians. In 2008, Smith—who almost single-handedly grew Manitoulin into one of Canada's largest transportation companies, received the Order of Canada.



Fleet Maintenance Pros Invited to New Conference

A new maintenance conference has emerged as the successor to the venerable *Canadian Fleet Maintenance Seminar* (CFMS). The new event is planned for May 6, 2013, operated by a breakaway group of seven branches from the *Automotive Transportation Service Superintendents Association* (ATSSA). The new body is called the **Transportation Maintenance and Technology Association** (TMTA).

MacKinnon, 84 Years and Still Trucking

MacKinnon Transport has exited the *Notice of Intent* (NOI) Creditor Protection environment. It's good news for the carrier. Last December, MacKinnon entered into NOI, and was forced to make strategic restructuring decisions, notably selling its van-trailer operation to **Laidlaw Van LP**. President and CEO **Evan MacKinnon** said: "The successful restructuring of the company, now in its 84th year of operation, was a joint effort by all employees, business associates, customers and suppliers alike."

The Best in the West

Paul Mills of *Canada Safeway* took the title of **Alberta Grand Champion** in that province's Truck Driving Championships, the *Canadian Freightways* team won the Team Award, and members placed handsomely in every category.

Straight Truck Division

- First Place:** Keith Franklin (*Canadian Freightways*)
- Second Place:** Randy James Smith (*Canadian Freightways*)
- Third Place:** Kevin Corscadden (*Sokil Express*)

Single, Single Division

- First Place:** Calvin Briggs (*Grimshaw Trucking*)
- Second Place:** Darren Tychkowsky (*Fed-Ex Freight*)
- Third Place:** Kent Friesen (*Canadian Freightways*)

Single Tandem Division

- First Place:** Rick Ross (*Canadian Freightways*)
- Second Place:** Gordon Lowen (*Grimshaw Trucking*)
- Third Place:** Rob Pirzek (*YRC Reimer Express*)

Tandem, Tandem Division

- First Place:** Paul Mills (*Canada Safeway*)
- Second Place:** Rod Harrison (*Canadian Freightways*)
- Third Place:** Kevin Chapman (*Orlicks Transport*)

B-Train Division

- First Place:** Lonni Wilton (*Canadian Freightways*)
- Second Place:** Steve Calhoun (*Canadian Freightways*)
- Third Place:** Jim Pennington (*Sokil Express*)

Rookie of the Year

Andre Roy (*Bison Transport*)



Manitoba Driving Championships

While no single carrier ruled at the **Manitoba Driving Championships**, a few familiar companies flew their colors prominently:

Winners for 2012 included:

- Straight Truck:** Matthias Pieper (*Bison Transport*)
- Single-Single:** Bruce McKechnie (*Bison Transport*)
- Single-Tandem:** John Klassen (*WM Dyck & Sons Ltd*)
- Tandem-Tandem:** Howard McAfee (*H&T Transport*)
- Super B Train:** Ken Wiebe (*EBD Enterprises*)

Other event winners recognized at the Manitoba banquet included:

J.O. Dutton Award: Chad Kitkowski (*Canadian Freightways*)



THEIR LICENCE PLATES SAY THEY'RE FRIENDLY, THEIR COMPETITION RESULTS SAY THEY ALSO MEAN BUSINESS: Manitoba Driving Championship Winners, from left: Darcy Olson, Bruce McKechnie, John Klassen, Howard McAfee, Max Pieper, Ken Wiebe.

- First Time Entrant:** Murray Manuliak (*Bison Transport*)
- Team Award:** Blazing Bison (*Bison Transport*)
- Bjornson Memorial Award:** Ken Wiebe (*EBD Enterprises*)
- Grand Champion:** Ken Wiebe (*EBD Enterprises*)

All regional and provincial winners will be vying for national top honors in Moncton between Sept 6 and 9 at the **Canadian Truck Driving Championships**.

► **FOR MORE, CHECK:** www.apta.ca



logbook2012

August

2-5

Rodeo Du Camion

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MTO United Way Golf Tournament Legends on the Niagara

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Contact: Lorene.ross@ontario.ca

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PMTC Ontario Golf Tournament

Private Motor Truck Council of Canada. Etobicoke, ON

Contact: 905-827-0587;

1-877-501-PMTC

Website: www.pmtc.ca

23-25

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The U.S.'s second-largest trucking trade show offers attendees a wide variety of industry exhibitors and informational sessions. Find a job, attend free educational seminars, get the latest information from top industry leaders or check out the Custom Rigs Pride & Polish Truck Beauty Contest.

Dallas Convention Center, Dallas, TX

Contact: 1-888-349-4287

Website: www.gatsonline.com



august

October

2-3

Atlantic Provinces Trucking Association 2012 Transportation Summit

Halifax, NS

Contact: 506-855-2782; 1-866-866-1679

Website: www.apta.ca

3

26th Annual Transportation Innovation and Cost Savings Conference

Logistics, transport law, food safety and transport regulations; shipper/carrier breakout sessions.

The Old Mill, Toronto, ON

Website: www.transportconference.net

September

1

3rd Annual Dryden Truck Show



Show and shine, classic car show, beer garden, strong man competition, and a car crushing show. Need we say more? Dryden, ON

Contact: Suzanne Joly Cesiunas 807-221-7675 or

suzannejoly@shaw.ca

Website: www.Drydentruckshow.ca

4-10

National Trucking Week

Trucking organizations and companies fete their fleets in various ways. Contact your local trucking organization for ideas on how to make the best of it.

11-13

Safety & Human Resources National Conference & Exhibition

Sponsored by American Trucking Associations (ATA).

Hyatt Regency Crown Center, Kansas City, MO

Contact: 703-838-1861

Website: www.truckline.com

8-9

Ontario Trucking Association Annual Conference

Toronto, ON

Contact: 416-249-7401

Website: www.ontruck.org



Ontario Trucking Association

11-13

2012 Intermodal Expo

Sponsored by Intermodal Assn. of North America. Anaheim Convention Center, Anaheim, CA

Contact: 1-301-982-3400

Website: www.intermodal.org/expo

7-10

American Trucking Associations Management Conference & Exhibition

This year: The Doobie Brothers! Mandalay Bay Resort & Casino, Las Vegas, NV

Website: www.truckline.com



8-12

Natural Gas Vehicles Conference 2012

Sponsored by Natural Gas Vehicle Institute (HGVI). Chuncheon, Korea

Website: www.ngv2012.com

6-9

National Truck Driving Championships

The best drivers from across the nation show off their driving skills and test their knowledge.

Moncton N.B.

Contact: 506-855-2782

Website: www.apta.ca

10-13

TMC's 2012 Fall Meeting & National Technician Skills Competition

Sponsored by Technology & Maintenance Council (TMC), the skills competition pits the best techs on the continent against one another.

David L. Lawrence Convention Center, Pittsburgh, PA

Website: www.tmc.truckline.com

18-20

FTR 2012 Annual Transportation Conference

Over 40 speakers and panelists will provide valuable insight to what is happening in the transportation industry. This event covers all areas of transportation and is attended by all levels of industry personnel.

Crown Plaza Hotel Indianapolis, IN

Contact: 1-888-988-1699, ext. 45

Website: ftrassociates.com

21-22

TRUXPO



Western Canada's motor transport industry show. Abbotsford, BC.

Contact: 888-454-7469

Website: www.masterpromotions.ca

september



November

5-7

CTEA Manufacturers' Conference

The Canadian Transportation Equipment Association promotes excellence in commercial vehicle manufacturing through the development of standard practices.

Delta Centre-Ville, Montreal

Contact: 519-631-0414

Website: www.ctea.ca



november

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ATA Salutes Highway Bill; EOBR Debate Continues

“This legislation, while not all we could have hoped for as an industry and as users of the highway system, makes tremendous strides in the safety arena and puts down a marker for future improvements to our nation’s freight infrastructure.”

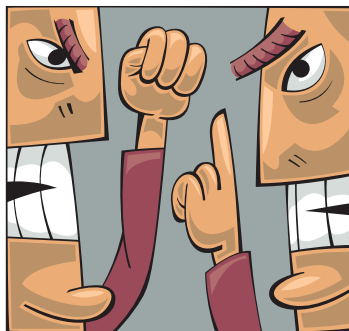
That’s the reaction of the American Trucking Associations’ (ATA) CEO and President Bill Graves to the news that the U.S. House and Senate passed the much-discussed Highway Transportation Bill last month.

Graves pointed to a handful of initiatives in the bill that the ATA has been pushing for, particularly the hotly debated issue of mandating electronic logging devices to record drivers’ compliance with hours of service limits. On that note, OOIDA executive vice-president Todd Spencer said the issue is far from settled. “The EOBR proposal doesn’t just have a few warts, it’s riddled with tumors, rendering it totally ineffective at improving safety.”

Land Line Magazine—the magazine for OOIDA members—reported that the bill text requires that EOBRs conform “to a long list of stringent and

unproven technical specs.”

The *Land Line* report noted that “Congress is considering a separate bill—known as a spending or “appropriations” bill—in



OWNERS VS OWNER-OPERATORS: ATA likes EOBRs; OOIDA not so much.

the House Appropriations Committee.” A group of lawmakers “have filed an amendment to that bill to

strip funding from the attempted EOBR mandate.”

“Despite misinformation from a vocal minority, the conferees have set our industry on the path to

even greater improvements in safety by requiring the Department of Transportation to mandate that truck drivers use electronic devices to record their compliance with the hours of service requirements,” Graves said. “This is a tremendous leap forward

for trucking, which will bring our compliance systems into the 21st century, leveling the playing field

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for our industry and lead to even fewer crashes on our nation's highways."

Time will tell what shape the EOBR initiative takes.

The Highway Bill also lays a foundation for improvements in freight transportation, minus any increases in funding to address the growing needs of industry, said the ATA.

"ATA has long supported increasing user fees, specifically the diesel tax, to fund overdue repair and expansion of our highway system," said ATA Chairman Dan England. "While this bill does not do that, it does make impressive reforms to the planning process which will reduce costs and speed construction projects, including making freight transportation a greater priority, along with providing certain enticements for states to fund freight projects. It is our sincere hope that as these reforms take effect, Congress quickly gets back to drafting legislation that provides the adequate funding we need to maintain and grow our infrastructure network and dedicates funds to the movement of freight." **TT**

Navistar Adds SCR to EGR

In mid-July, **Navistar International** announced that it's joining the rest of the engine world by embracing liquid-based aftertreatment to meet present and future Environmental Protection Agency (EPA) standards.

Early in 2013, according to Chairman Dan Ustian, the company will field a Maxxforce 13 engine using what it calls "ICT Plus" emissions technology, meaning exhaust-gas recirculation (EGR) plus

Maxxforce 13 engines will use Navistar's "ICT Plus" emissions technology, meaning exhaust-gas recirculation (EGR) plus selective catalytic reduction (SCR).

selective catalytic reduction (SCR). Ustian said a 15-liter Maxxforce engine with ICT Plus "will follow", but no timeline was given.

While there has been speculation that Cummins might be involved in this change in direction, Navistar's SCR technology is

being developed in-house. Work on improving its EGR answer will continue, and newly installed President Tony Clark said in a recent webcast that the company aims to meet 2014 and 2017 greenhouse-gas emission standards early.

The Illinois-based truck-maker tried to meet 2010 North American emissions standards without using SCR as employed by all other engine makers but has failed to reach the 0.2

out, the agency has allowed Navistar to continue selling heavy-duty engines by paying a non-conformance penalty of \$1,920 per engine. But that engendered a suit brought by competing engine manufacturers against both Navistar and the EPA, and a federal judge recently ruled in favor of the competition. That left Navistar rather high and very dry, as it sought to find some solution with the EPA.



In fact, Ustian made it clear that the company is working closely with both the EPA and the California Air Resources Board (CARB) in finding ways to move forward.

The company acknowledges that the ICT Plus technology will add to manufacturing costs but believes "...there will be some opportunity to offset these costs with pricing." **TT**

grams-per-horsepower/hour NOx level of the mandate. It has been unable to get past the 0.4 mark, by all accounts, and has been using EPA credits to certify and sell its non-compliant engines.

As those accumulated credits have been running



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Produced and distributed by Wakefield Canada inc.

Mr. Rooter knowingly winks out of a red wrapped truck, whose design won the 2012 Vehicle Graphics award for the Fleet Identity category.



Bison Diversified's truck, proudly sporting a Canadian flag and photos of the Canadian military, also won the Vehicle Graphics award for the Human Interest category.



GREAT GRAPHIC FLEET, MAN!

The **Private Motor Truck Council of Canada (PMTC)** announced the winners of its **2012 Vehicle Graphics Design** competition, co-sponsored by 3M Canada. It was the 27th year that PMTC hosted the colorful awards, and as always, it didn't disappoint.



"More than meets the eye." **Hasbro** goes with robot trucker Optimus Prime and flames.

Tractor Trailer Combination:

- Pinnacle Transport Ltd.
- Fardiers Quebec

Straight Truck:

- Weston Bakeries
- Neal Brothers Foods Inc.

Special Events/Promotion:

- Ariad Inc.
- Cascade Groupe Tissu-Candiac

Night-Time Safety:

- Molson Coors
- Loblaw

Light Duty Commercial Truck:

- Hofstetter Landscaping
- Reefer Sales

Human Interest:

- Canadian Tire
- Bison Diversified

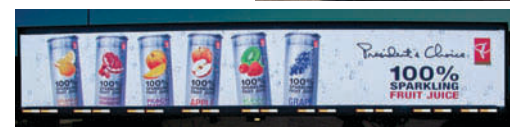
Identity Fleet Graphics:

- Mr. Rooter
- Giant Tiger

20
WINNERS
12



Cascades used a design of shredded paper to advertise their product and won the Special Events category award.



Loblaw scooped the Night-Time Safety award with its bright light reflectors on sparkling fruit juice design.



ATA Forecast: 2023 a Merry Year for Trucking

The American Trucking Associations' (ATA) U.S. Freight Transportation Forecast to 2023 shows the U.S. freight economy is projected to grow significantly in the years ahead. The U.S. freight economy has had its ups and downs, first experiencing a significant dip during the recession and a mild economic economy, but according to ATA, the years ahead hold the promise of significant growth.

MORE @ <http://bit.ly/M3BCFi>

BLOG: Why Fuel Percentage is King

Over the past 20 years, I've had this conversation with many drivers and would-be owner operators who want to buy a truck: What do you know about the associated costs?

Okay, you're making x dollars per mile, and your insurance is y. Good! But, more often than not, that's where the forethought ends. And when I ask about fuel percentage, the empty stare across the table tells me all I need to know.

MORE @ <http://bit.ly/MTvIxm>



Small Increases in Driver Pay Not Enough: TCP

Truck driver wages are expected to increase in small installments throughout the next 12 months, according to Transport Capital Partners' (TCP) Business Expectations Survey.

The reason for the increase? Carriers are concerned about the current shortage of qualified drivers, the survey shows.

MORE @ <http://bit.ly/N0bcl5>



Defence Department Orders 2,000 New Truc..Wait. Never mind

Last week, three minutes before bids aimed at replacing the Canadian army's fleet of more than 1,500 medium-duty trucks were due to arrive, the Federal Government cancelled the purchase.

The current military fleet is about 30 years old, reportedly rusty and in bad need of a brake job.

MORE @ <http://bit.ly/Q2Jb5s>

A Little Trucking Bird Told Me...



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Todays Trucking @Todaystrucking 13 Jul

@thejef26 Back at ya!

[View conversation](#)

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Nova Scotia Gives Trucking of Natural Gas Green Light ow.ly/ce7QL

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Pilot Flying J sinking \$49 million to upgrade showers. iPod listening station for singing in the shower ow.ly/ce7FY

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Todays Trucking @Todaystrucking 13 Jul

Peterbilt engineers celebrate 579 EPA Smartway designation ow.ly/cdVcg #video

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RT @cantruck: CBSA has provided a highway carriers checklist to help prep for eManifest requirements in Nov. see here ontruck.tv/1jg

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Swing by Pete's Blog and Grille today to win a hat ow.ly/cdMy2

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Todays Trucking @Todaystrucking 12 Jul

RT @tank_yanker: driver is being forced to haul hazmat without docs at risk of losing her job. Recommend any lawyers in Kingston area?

[Expand](#)

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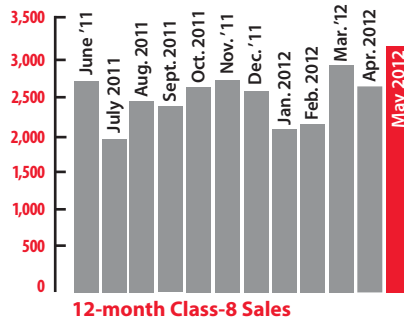
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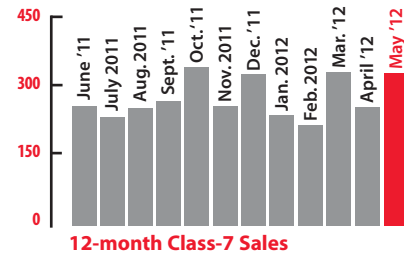
Canada – Truck Sales Index

May 2012

CLASS 8	This Month	YTD '12	YTD '11	Share '12	Share '11
Freightliner	717	3275	2364	25.3%	27.1%
Kenworth	740	2760	1547	21.3%	17.7%
International	432	1963	1814	15.1%	20.8%
Peterbilt	422	1735	946	13.4%	10.8%
Volvo	360	1398	879	10.8%	10.1%
Mack	249	918	593	7.1%	6.8%
Western Star	246	913	579	7.0%	6.6%
TOTAL	3166	12,962	8722	100.0%	100.0%



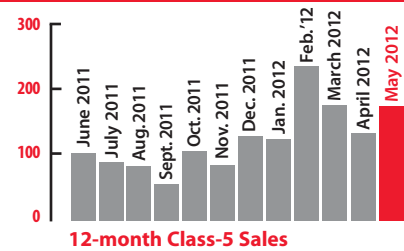
CLASS 7	This Month	YTD '12	YTD '11	Share '12	Share '11
International	100	393	472	29.3%	41.5%
Freightliner	40	333	159	24.8%	14.0%
Kenworth	75	267	199	19.9%	17.5%
Peterbilt	63	193	129	14.4%	11.4%
Hino Canada	36	157	177	11.7%	15.6%
TOTAL	314	1343	1136	100.0%	100.0%



CLASS 6	This Month	YTD '12	YTD '11	Share '12	Share '11
International	27	246	147	44.6%	35.9%
Freightliner	13	162	50	29.3%	12.2%
Hino Canada	41	136	209	24.6%	51.1%
Peterbilt	2	8	3	1.4%	0.7%
TOTAL	83	552	409	100.0%	100.0%



CLASS 5	This Month	YTD '12	YTD '11	Share '12	Share '11
Hino Canada	103	484	266	57.6%	63.6%
International	42	248	129	29.5%	30.9%
Mitsubishi Fuso	30	92	0	11.0%	0.0%
Kenworth	1	7	7	0.8%	1.7%
Freightliner	0	7	14	0.8%	3.3%
Peterbilt	0	2	2	0.2%	0.5%
TOTAL	176	840	418	100.0%	100.0%



Eastern Canada

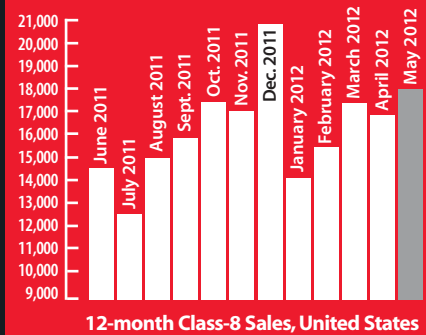
www.easterncanada.cummins.com



- Wholesale parts distribution
- Retail parts sales
- Engine and power generation equipment sales
- Maintenance & Repair

U.S. – Retail Truck Sales

CLASS 8	This Month	YTD '12	Share '12
Freightliner	5529	25,944	31.7%
International	3337	15,847	19.4%
Kenworth	2704	12,179	14.9%
Peterbilt	2586	11,519	14.1%
Volvo	2118	8724	10.7%
Mack	1524	6589	8.1%
Western Star	214	957	1.2%
Other	0	3	0.0%
TOTAL	18,012	81,762	100.0%



Canada – Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
Freightliner	53	79	16	60	229	199	58	11	12	0	717
Kenworth	84	286	63	27	106	143	31	0	0	0	740
International	20	79	9	33	164	83	18	14	7	5	432
Peterbilt	36	114	42	79	52	63	36	0	0	0	422
Volvo	27	37	7	30	170	55	27	6	0	1	360
Mack	11	58	21	10	86	51	8	2	0	2	249
Western Star	24	71	13	8	41	65	8	16	0	0	246
TOTAL	255	724	171	247	848	659	186	49	19	8	3166
YTD 2012	1048	2918	605	1012	4323	2322	455	212	22	45	12,962

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Today's Trucking

25 AND COUNTING

In 1987, in the hit movie *"Wall Street"*, Michael Douglas announced that Greed is Good. About the same time, Michael Jackson announced that his new album was Bad. And five ambitious Ontario men, *Jim Glionna, Tony Hohenadel, Wilson Smith, Phil Knox, and Rolf Lockwood*, told the Canadian trucking industry that their new magazine called **Today's Trucking** would be fantastic.

Twenty five years on, and *Today's Trucking* continues to live up to its billing. In fact, this issue not only marks the magazine's Silver Anniversary, it's also the first time we can celebrate, on our cover, the fact that *Today's Trucking* has been named Best Business-to-Business magazine in Canada, by the Canadian Society of Magazine Editors. (Then again, after a quarter century of publishing, you'd think we should darn well know how to do our job.)

But what a 25 years it's been. Between that first issue in August, 1987, and today, the world has seen:

- + The dissolution of the Soviet Union;
- + The rise of China and India as major consumer powers;
- + The virtual disappearance of European borders;
- + The blurring of trade barriers among Canada, the U.S. and Mexico,
- + The ascension of environmentalism as a major force in politics and business;
- + The escalation of a global war on terror;
- + A general rise in the standard of living across the globe; and
- + The birth of the Internet.

To say this issue of *Today's Trucking* is being published in a world that's vastly different than the one it was born into is a redundancy. But to even hint for a nanosecond that the magazine isn't doing the same service to the trucking industry that it did prior to those game-changing events would be dishonest.

In fact, while doing the research for this special issue, it became clear that many of the stories that the magazine addressed over the years simply have not changed. Some of the terms of engagement have; but others remain the same. Our first cover story was about how Reimer Express managed so successfully. Although it's now part of the American company YRC, Reimer still manages as well as ever.

As the economy expands, so does the trucking industry. Truck driving is one job that cannot be sent offshore. And no matter how vociferously rail advocates suggest we replace trucks with trains, your industry will continue to be ranked up there with hewing wood and drawing water.

Until somebody finds a way to run a train to the oil patch to supply a crew or up a Coastal Mountain to fetch trees; or until they figure out how to fly iron ore out of the open-pit mines of Northern Quebec, Canada's going to need her trucks. Until hospital supplies get delivered by, say, email or until fires can be doused by first responders arriving in...

in...who knows what?... the trucking industry will remain vibrant and competitive. From local delivery guys to giants like TransForce who all work together to keep our houses happy, our outposts

fed and our businesses thriving, the Canadian trucking industry continues to be complex, fascinating, and challenging. Under-appreciated, too.

So, we at *Today's Trucking* promise we will continue to inform, encourage and entertain the people in it. We also rely on your opinion. So as much as we hope you enjoy this special issue, we also hope you let us know what you think. **TT**

Peter Carter, Editor

**Today's
Trucking**

peter@newcom.ca

SPECIAL EDITION

— HIGHLIGHTS —



P. 24
Why Truck Shows Matter



P. 27 Oh Yes! Those Were The Days



P. 46
Back to the Pony Express!



P. 34
The Truck Stops Here



P. 40
25 Driver Health Tips



P. 57
Anniversary Crossword



SINCE 1987

Today's Trucking has shown up at scores of shows, from Rodeo du Camion whoop-ups to the more business-like *Truck World*. Truck shows are helpful, entertaining, and educational. To wit: The delightful old iron on hand at this year's Clifford, ON., biggest-ever **Antique Truck Show** (sponsored by the Great Lakes Truck Club) offers hard evidence of something every trucker knows: If you want to get where you're going, watch your mirrors... You might learn something.

PHOTOGRAPHS BY **ROLF LOCKWOOD**





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Beyond today's standards.



oh yes!

THOSE WERE THE DAYS.

Probably no development has had a greater impact on trucking than the economic deregulation of the industry that occurred beginning in the 1980s in the United States. In Canada, responsibility for regulating trucking is divided between the federal government, which regulates trucking between provinces, and the provincial governments, which regulate the industry within their jurisdictions. At the federal level, the government withdrew from regulation in 1988, while some provincial economic regulation continued until 1996.

In fact, the province of British Columbia was the last jurisdiction in North America to deregulate.

After that time, governments continued to regulate safety issues and vehicle sizes and weights, but from a business perspective, the industry today is an open playing field, compared to what the situation was only 30 years ago.

The impact of deregulation was profound. Most people in the industry today say that the results were positive, though there are others who argue that the competitive environment it created may have led some operators to cut corners in areas such as safety and driver training, thereby contributing to a deterioration of the image of the driving profession in the eyes of the public.

WE THOUGHT THEY'D NEVER END

When carriers had vise-like grips on routes and even though you might have a permit to pass through a town, you couldn't necessarily stop and pick up freight there. This snapshot of how it was back in pre-deregulation days will probably be an eye opener for those who yearn for the way things used to be.



Following World War I, when trucking was in its infancy, it was an easy business to get into.

Provincial infrastructure, in the form of roads and bridges, was being built by the government, at no extra expense to the trucker, aside from taxes, tolls and licence fees, which were minimal in those days.

If someone wanted to start hauling furniture around town, or freight across a province, all he had to do was purchase a vehicle and find some customers.

The Depression of the 1930s made the tendency toward hyper-competition in the industry even more marked, as unemployed young men, desperate for work of any kind, scraped enough money together to buy used trucks and went into business for themselves.

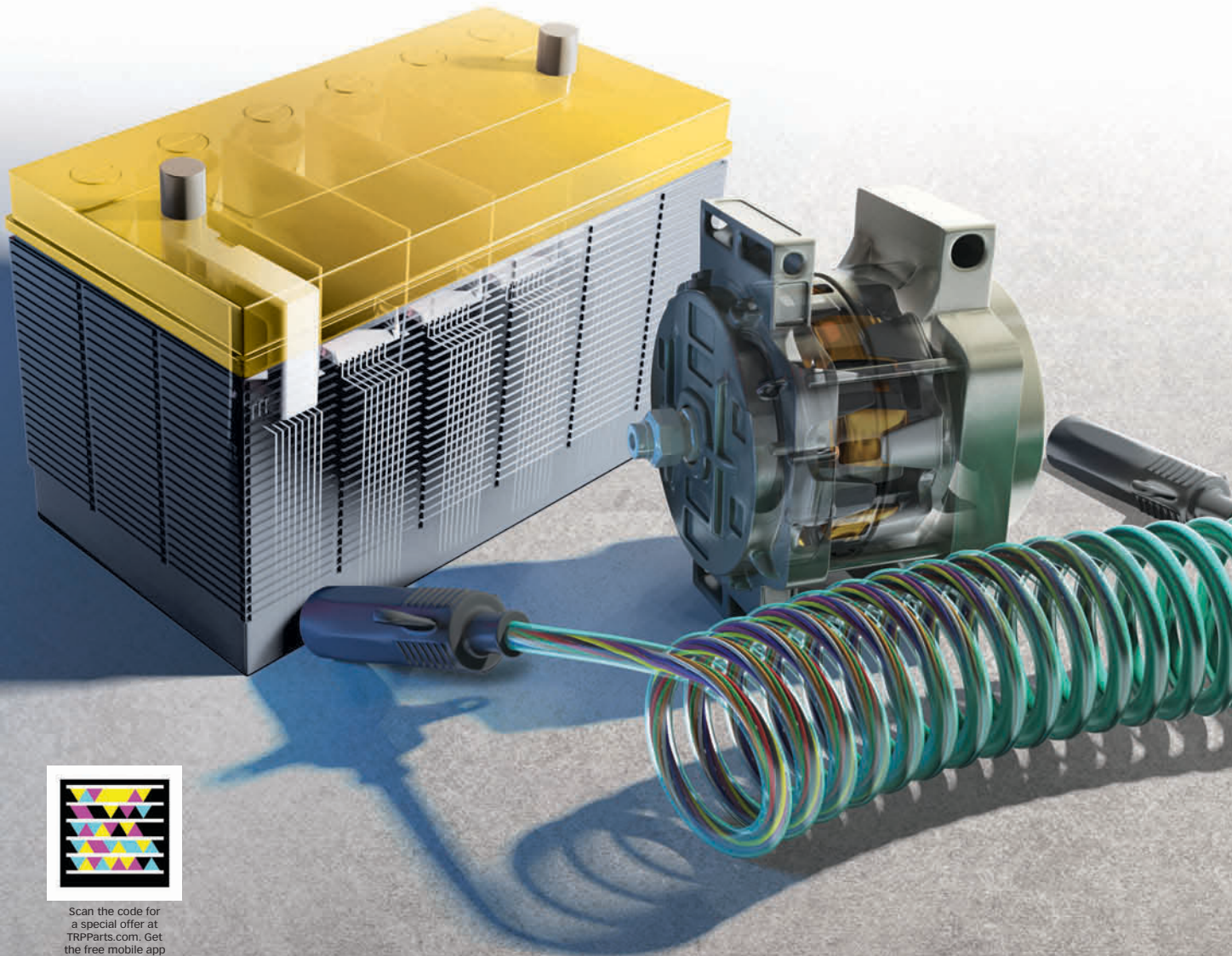
BY
**DANIEL
FRANCIS**

PHOTOS:
The British Columbia
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In hard times, they were willing to undercut their rivals and the result was a situation in which it was difficult for a company to build a reliable customer base and invest in equipment; in other words, to grow.

Unhappy with the instability, some industry leaders lobbied the provincial governments to address the issue of destructive competition.

In 1940, in British Columbia, for example, the province enacted the Motor Carrier Act, which assigned regulation of the motor-carrier industry to the Public Utilities Commission. The PUC in turn created the Motor Carrier Branch to bring some order to the industry by regulating who could enter the business.

The government was willing to protect carriers from the effects of cutthroat competition. The public interest would not be served if a race to the bottom lowered revenues so far that no carrier could remain in business. At the same time the government wished to ensure that every community in the province received adequate freight service. It also recognized that the physical geography of the province, with its steep grades and narrow thoroughfares, made it necessary to control the use of the road system.

Under regulations devised by the PUC and elaborated on over the next 50 years, carrier companies applied to the commission for operating licences, also known as authorities.

These licences of carriage authorized a company to operate along specific routes in particular areas of the province. As time went on they became ever more specific, imposing a variety of other restrictions—from the type of freight that was carried to the shipping schedule and the size of a company's fleet. Sometimes licences were granted for specialized cartage; for example, explosives, or "heavy loads" (heavy machinery or lumber), or for "charter trips," in which the driver and truck were under contract to a shipper to transport specific goods (such as milk for the Fraser Valley Milk Producers or minerals from a particular mine).

The commission also required companies to file their rates and to submit and justify any changes to these rates.

For many years carriers supported economic regulation. At the end of 1961, the industry association, then the ATABC, appointed a "stability committee" to study issues related to the perceived "unstable conditions and general lack of prosperity" in the industry.

In its report the committee, chaired by S. Keith Jackson of T & H Cariboo Transport and later Public Freightways, emphasized that "the economic geography of the province of British Columbia

LEGAL HERE, ILLEGAL THERE

"Some of these politicians, just to be difficult and not to agree with anybody on their borders, would make things different, for no logical reason. Alberta and B.C. would be that way. It made it very difficult for anyone operating, trying to haul freight across the country. What was legal here was illegal there, and so on."

— George Lloyd

Lloyd spent some 46 years in trucking, starting with CP in 1951 and winding up with Trimac until 1997.

demands a planned and controlled motor transport system." The report argued that the concentration of population in the Lower Mainland, combined with a sparsely populated hinterland, meant that the government needed to control entry to the industry while ensuring that communities in the Interior received regular service. "The absence of restrictive licensing would undoubtedly lead to uneconomical operations and overloading of limited road resources."

Indeed, the committee pointed out a number of ways that the Motor Carrier Branch should extend its reach; for example, to police farmers who were working from time to time as for-hire haulers and to regulate contract carriers who were expanding their operations beyond their original contract into areas for which they were not licensed. To the degree that the stabilization committee spoke for the entire industry, B.C. truckers seemed to want more regulation, not less. In 1965, ATABC executive secretary Bill Morris urged the government to limit the entry of new carriers into what he



described as an already crowded marketplace. "As rates are slashed, so are margins," he said; "the corporate corpses pile up, and everyone suffers."

A company applying to obtain an operating authority to serve a particular licence district (no licences were granted for the province as a whole) had to convince the commission first of all that existing service to that district was inadequate, and secondly that the applicant was able to improve on it. It did this by marshalling support from customers who would back the application. Naturally enough, a carrier who was already serving a destination would often oppose any application from a competitor. The result was a costly, time consuming, often

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 **YOKOHAMA**

acrimonious, process of public hearings. “This was a whole industry that was created for the legal profession,” recalled Dietmar Krause, who got his start at Johnston Terminals.

The expectation was that in return for adhering to the detailed conditions of its licence, a carrier would receive protection from competition, at least along a particular route. “It made it difficult to enter the industry,” explained George Lloyd, “and once you were in you were very insulated from economic reality.”

Because it was so difficult to obtain an operating authority by approaching the Public Utilities Commission (and later the Motor Carrier Commission), companies wanting to expand their service into a particular district preferred to do so by purchasing a competing carrier that already had the appropriate licence.

In this way some large carriers extended their reach to Vancouver Island and across the Interior. During the 1960s, for example, Johnston Terminals expanded in this way. “In transportation, the main thing you need is an operating authority, a licence for a route,” explained the president of

TRUCKING IN BRITISH COLUMBIA

“Trucking in British Columbia” is a comprehensive history of the trucking industry in the province over the past 100 years. Scheduled for publication this September by Harbour Publishing on the occasion of the B.C. Trucking Association’s Centennial in 2013, the book is lavishly illustrated with 300-plus photographs, both historic and contemporary, many of them commissioned specifically for the book. The text is based on archival research and interviews with more than two dozen industry veterans.



Johnston at the time, Ron Granholm, to BC Business magazine. “These aren’t readily available, and to get them is a long process. If you’re lucky, you can apply for them through a regulatory authority, but they’re not always available, so the only way you can get them is by acquisition. That’s one of the reasons why, quite often, you have to acquire companies to expand into an area where you are not presently serving.”

Johnston purchased a number of companies during this period: Public Freightways, Pacific Terminals in North Vancouver, Inland Tanker Services of Port Moody, heavy-haul specialist

Merchant Cartage, Heaney Cartage in Victoria, West Coast Freight in Nanaimo, Shorty’s Transport in Edmonton and others.

The difficulty of obtaining operating authorities was just one aspect of government regulation that the industry began to feel frustrated about. As time passed, the inefficiencies associated with the MCC became increasingly time-consuming and illogical.

“Some of the silliness was,” explained Dietmar Krause, “if you were going from Vancouver to Prince George and that’s what your licence said, you couldn’t stop in Williams Lake or Quesnel, even though you drove through it every day.” Likewise a carrier licensed to haul a particular product to a destination might not have any authority to carry a return load of something else. This situation resulted in a lot of interlining. Carriers without a licence to operate in a certain area would interline freight to a carrier that did. The result was delivery delays and increased tariffs.

Combined with these issues was the problem of enforcement, or lack of enforcement. Rhys Evans, who worked for the largest courier company in the province during the 1980s and later wrote an academic thesis about the industry, explains that competitors often violated the regulations by carrying loads for which they were not licensed, serving destinations that were not part of their authority and charging less than they were supposed to. When Evans’s company complained to the MCC, it was told that the commission simply did not have the staff to police its own regulations. Similarly, Harvie Malcolm of Johnston Terminals explains that sometimes an operator would apply for a courier, or small parcel, licence, then gradually increase the size of these “parcels” until the operator was offering what was in essence an unlicensed full freight service. Yet the MCC, when asked to intervene, claimed it was too busy.

Without effective enforcement, honest carriers were punished for playing by the rules while unscrupulous carriers stole their business. For all these reasons, by the 1980s opinion within the industry was beginning to shift against regulation, at least as it was working in B.C. **TT**

Daniel Francis is a writer and historian who lives in North Vancouver. He is the author of two dozen books, most recently *Selling Canada: Three Propaganda Campaigns that Shaped the Nation* (Stanton, Atkins & Dossil), and a columnist for *Geist* magazine.

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A Vision, Realized

I put everything I had on the line with the exception of a fund for my son's education and a small RRSP.

By Jim Glionna

I was playing golf by myself, playing bridge with old ladies and taking my son Joe back and forth to school. Something said; is this what you want to do with the rest of your life? The answer was an emphatic NO! I still had about a year and a half to wait for the non-competition clause I had signed to expire before I could get back into publishing trucking magazines in Canada.

That, I thought, would give me ample time to develop my plan. The concept was simple. Starting with the belief that the Canadian trucking industry was not large enough to support two quality magazines (both fleet and owner operator) and having spent the last two years working with *Heavy Duty Trucking* magazine in the U.S., I was convinced that its model was perfect for Canada. I would create a magazine aimed solely at those individuals and companies who operate heavy duty trucks... a magazine written exclusively for heavy duty truckers... from the single owner-operator to the largest fleets in the country.

The ownership of a heavy truck itself would be the common element which would drive the editorial focus of this magazine.

Twenty five years ago there were four magazines serving the industry. Maclean-Hunter published *Bus and Truck Transport* and *Canadian Driver Owner* and Southam had *Motor Truck* (purchased from my previous employer) and *Trucking Canada*.

Today's Trucking would become "the magazine for the entire Canadian heavy duty trucking industry."

I had two major problems... who would help me build this dream and where would I get the money? After making about a thousand phone calls it became clear that Rolf Lockwood was the best trucking journalist in Canada and Tony Hohenadel was the best advertising salesman. If I could get these guys on board, I was told, this thing could fly. However, I still needed some help to

manage the business. My family and I were still living in Detroit and there was no question the operation had to be centered in Canada. Enter Wilson Smith!

I had my team... Now, what about the money? Unable to convince lenders that this magazine was going to be a winner I decided to shoot the works. I put everything I had on the line with the exception of a fund for my son's education and a small RRSP. I figured, if things didn't work out I could always go back to selling advertising space. I was only 45 and had done quite well at that before. The next step was to approach Rolf, Tony and Wilson with my plan. It was a tough sell! They each had good jobs and young families, why would they take a flyer with me? Even now, I'm surprised all three took the plunge. There was still one more piece to the puzzle... we needed a circulation manager.

My wife Pat said to me "Look Jim, why don't you let me be your circulation manager? You'll never find anyone cheaper or more committed than me!" Part of the deal between Rolf, Tony, Wilson and I was... no wives.



Jim Glionna is the founding publisher of *Today's Trucking* and President of Newcom Business Media.

Pat jumped in the car and drove off to Toronto to meet the boys. She gave them her pitch and topped it off by saying she'd work for nothing!

The rest is history. On July 3rd, 1987 *Today's Trucking* and *Truck & Trailer*—Tony Hohenadel's baby—hit the streets.

Both magazines were instant successes with readers and advertisers alike.

Today, Newcom Business Media produces six regularly published magazines; seven websites; three e-newsletters; and three trucking trade shows. Newcom also produces publications on behalf of industry suppliers and trade associations. Although we're far from being an Apple or Google, we're happy and we've made a good honest living.

The next 25 years will belong to my son Joe. Continuing the tradition is in fact following my own footsteps, as my father worked at Maclean-Hunter on *Bus & Truck* magazine from 1929 to 1967. Joe will guide this business into the new world of information technology... a world in which none of the current partners can match either his knowledge or his ability.

Finally, a big thanks to our readers and advertisers... without you we simply wouldn't exist. **TT**

25
YEARS
—at a—
GLANCE
BY JASON RHYNO

1987

THE VERY FIRST ISSUE OF TODAY'S TRUCKING

is centered around "success". "Chances are, what's good today will be good tomorrow," wrote Founding Editor **Rolf Lockwood**. "In every case, as you'll see, 'good' can be equated with 'service.'"



Carriers begin installing "satellite-tracking transmitters" on the roofs of trucks.

Freightliner is first OEM to put anti-lock braking on their Class 8s.

Lana Batts, of TCA, warns the Canadian Trucking Association about a coming qualified driver shortage.

The Truck Stops Here

The romantic notion of dirt-lot diners with free parking, free showers and bottomless cups of coffee is dead. What's the alternative? Paid parking, beside an RV.

By Jim Park



Whatever happened to truck-stops? You know; those little joints that once clung to the skirts of two-lane highways surrounded by a few acres of pot-holes they called a parking lot. A Diesel Fried Chicken sign under a fluorescent light, a red neon sign flashing “OOD” [not a typo] into the night, and a pool table in the ‘drivers only’ lounge out back.

Most of those places are just memories now: The White Stallion of Mactier, ON, The Northway Truck Stop, of North Bay, and Real’s at the Ontario/Quebec border. Those places all did a roaring trade once upon a time. Today they are sad and dilapidated reminders of days when trucking was a lot less pressured and had a much stronger sense of community. I believe truckstops sustained much of the camaraderie we remember from those days. When we lost them, we lost more than a place to park and scarf down a real homemade meal.

That’s not to take anything away from the travel centers of today. They are big and bright and come equipped with gyms, barber shops, accounting services and more. The restaurants serve a broader variety of food than the old dirt-lot diners ever could. And many of the menu offerings are actually healthy. But how can good baked chicken dinner compete with the proliferation of fast food outlets in travel centers?

Even the term truckstop is in danger of disappearing from our vocabulary. Today they are known mostly as travel centers—a nod to the new breed of customer those establishments hope to attract. Recreational vehicle drivers, motorcyclists, and tourists of many stripes are a much larger part of their new target market. They have money to spend, and they drop prodigious amounts of it on food and snacks and fuel and stuff in the truckers’, sorry, travel store.

1988



Draw Us Lines. Canadian truck drivers must now keep **log books** certifying new hours of service regs, although it takes some time before uniformity in the regulations happens.



Canada-U.S. Free Trade agreement reached. Canadian carriers worry about competing with U.S. companies. “If free trade would be fair trade, then we could be competitive,” comments OTA President Ray Cope, reflecting most attitudes.

1989

CANADA'S **Top 100** FOR-HIRE CARRIERS

In our first **Top 100** list, **Federal Industries Transport Group** takes first place.



Exxon Valdez ruptures, sending somewhere in the neighborhood of 11 million U.S. gallons of crude oil into Alaska’s Prince William Sound.

Western Canada starts adopting **53-ft trailers.** Ontario and other Eastern regions still hold out.



Berlin Wall crumbles.



Truckers have long had a can't-live-with-them, can't-live-without-them relationship with truckstops. They provide an indispensable source of parking for itinerant trucks, but drivers perceive the food as expensive so they don't patronize the restaurants. Drivers expect clean hot showers and towels in exchange for a tank of fuel. They grumble loudly when asked to pay for the formerly free service. Fleets want the lowest possible price for the fuel they buy, leaving the truckstop/travel operator centre with little of the margin needed to sustain the facilities.

The old truckstop business model is practically unsustainable. Any truckstop operator, particularly the independents, will tell you it's a constant battle between cost and revenue, yet truckers still expect the free parking, free showers, and free coffee—and they expect the place to be there next week when they come back.

The \$15,000 Parking Space

The late Bob Lodge, patriarch of the 730 Truckstop in Cardinal, ON, told me a few years ago what it cost him to run that place. It's hard to imagine any financier smiling on the situation Lodge described to me.

"I used to have a mostly gravel parking lot here, but a while back I had carriers call and tell me that if I didn't pave the lot, they'd prohibit their drivers from coming here. I had to pave it," he said. "I've got over a million dollars in pavement here. We repaved the lot a few years ago, but we did it ourselves. We bought the asphalt and rented a spreader and a roller and away we went. It's not as nice a job as some I've seen, but we couldn't afford to do it any other way."

Calvin Grant of Murray's Irving in Meductic, NB, tells a similar tale. With permits, clearing and paving, he says he has about \$15,000 in each and every parking space on his lot. On top of that, he's looking at annual lot maintenance and snow removal costs of about \$75,000.

"I'm looking out my window right now at about 20 acres beside my property. I'd love to expand over there, but I can't do it without a lot of help," he says. "If I could get some help with that, the province would have 20 more parking spaces. Try explaining to your bank manager that you want to borrow half a million dollars for a parking lot that won't ever make you any money."

We, on the other hand, complain when 'our' parking lots are choked with what the travel-center operators see as paying customers in RVs and mini-vans pulling travel trailers. They don't take up much space, and they don't arrive with coolers loaded with food to cook on barbecues in the parking lot.

We take truckstops pretty much for granted, except when we can't find one—or when we can't find an open space to squeeze into. When truckstops meet our needs, they're de rigueur, and when they don't, we see them as abandoning their customer base. Never mind that much of their customer base more or less abandoned them years ago—perhaps not deliberately, but that was the net effect.

▲ **PAVED WITH GOOD INTENTIONS:** For many reasons, the old truckstop business model is practically unsustainable.

1990
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
Federal Industries
Transport Group

Upset over pay rates, and the onslaught of American carriers walking off with all the freight, **owner-operators stage protests** in Quebec, Ontario, British Columbia and Alberta.



Persian Gulf war causes oil prices to rise.

PERMIT

Ontario begins issuing a handful of **permits for 53-ft trailers**. Only new, Canadian-made trailers are allowed at this point.

1991
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
Federal Industries
Transport Group

While some carriers prosper, it's generally a tough year for Canadian truckers. **Bankruptcy rate** of for-hire carriers is 72 percent over 1989 numbers.



Canadian government announces **funds for ailing trucking industry**, although most agree it falls flat. Owner-operators receive \$2.7 million from the government, and work to form a co-op.

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Top Five

Ways to Run that Horrible Truckstop out of Business

With the current price of fuel, you may think your favorite—or not so favorite—truckstop/travel center is making money hand over fist. The oil companies are making a fistful, you can count on that, but the guy who writes the cheques for the electricity, the water, and the trash collection? Well, he's an owner-operator too, so need we say more?

As costs rose and fuel margins and pumping fees were cut, truckstop operators faced declining revenues. They too had to raise prices, or at least raise what prices they could. Truckers responded by buying fuel where it

was cheaper, and avoiding the restaurants, choosing instead to pack their own lunch, so to speak, or park and walk across the street to a different, cheaper restaurant.

"One of our locations is plagued by drivers jumping the fence and going over to Timmy's and Wendy's," one operator told us. "We'd rebuild the fence, they'd knock it down or cut it open. If you want to go to Wendy's, take your truck over there. 'Well, they don't have room for trucks over there,' they say. Well, do you get the message? We've provided room to park; can you not provide us with some business?"

And that's the problem. When the customers stopped buying, the truckstops disappeared. Is anybody surprised?

Wanna hasten the demise of that greedy so-and-so who charges eight bucks for a grilled cheese and bacon sandwich and puts up a fence to keep you in?

Here are five sure-fire tips to put him out of business.



One

Cram your cooler with groceries and cook your dinner in the truckstop parking lot in your microwave or even on a portable barbecue. You'll save a ton of money, but rob the guy who provides the parking of a needed revenue stream.

Two

Tank up at the card-lock across the street from the full-service truckstop, and since they have no place to park, drive over to the real truckstop and park there. Odd, isn't it, that his fuel islands are empty but his lot is full?

Three

When you come home from a week on the road, save the trip to the yard and just park at the truckstop. Have your partner pick you up and return you to the truck on Monday, after a stop at Timmy's to grab one for the road.

Four

Avoid buying stuff like paper towels and truck supplies at the truckers' store. That stuff is way cheaper at Walmart anyway. And don't patronize any of the businesses on the premises. They charge way too much.

Five

Don't bother walking a few hundred yards into the building to relieve yourself. Just do it between the trailers. Sooner or later, the stench will drive the civilians and their RVs off the lot so you'll have more room to park.

1992

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
Federal Industries
Transport Group



As the North American Free Trade Agreement is signed, *Today's Trucking* goes on a ride down to Mexico to tour Challenger Motor Freight's expanding operations.



Industry starts to take intermodal more seriously.



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Twenty-five years ago, before the environmentalists and local planners got seriously involved, a truckstop could be developed relatively cheaply. A few restaurants, a lounge, maybe a couple of shower stalls and you were in business. Those kinds of places were once common on every major two-lane highway in the country.

Then freight patterns changed, a recession or two hit, just-in-time and team operations became more common, and with trucks running to western Canada opting to go around the south side of the Great Lakes when they could, the business in the north and the west dried up and many of the old truckstops went away.

Then the card-locks came along and the Mom & Pop places that sold fuel lost a major source of revenue, along with a significant marketing opportunity.

“Truckstops evolved as a place to sell diesel fuel,” says Fred Kerchner, owner of a Petro Stopping Center location in Pennsylvania. “Soon, restaurants began springing up near the truckstops because the drivers wanted to eat, too. Later, in the mid-70s, the truckstops included restaurants, repair facilities, fuel, showers, etc. Most of the amenities that developed did so because the truckstops wanted to attract drivers. At the time, drivers were the ones making the decision on where to buy fuel. All those amenities were funded by fuel revenues.”

Truckstops developed along similar lines here, but card-locks took the buying decision away from the driver, and left the truckstop operator with a pumping fee rather than margin on the fuel, reducing their opportunities for profit—if it was aligned with a major oil company. Many were independents, buying fuel at relatively low volumes with stiff mark ups. They could not compete with the card-locks and closed their fuel pumps.

Early card-locks were often no more than a couple of diesel pumps in the middle of a field. I recall one such pump-in-a-field, literally, across the road from the Husky in Brandon, MB.

“Those places have almost no overhead and certainly no place to park,” said the operator of a popular Hwy 401 truckstop in eastern Ontario. “Oil companies will set up a card-lock close to a full-service truckstop. They have very high fuel throughput, but no place to park. All the drivers who fuel there go across the road to park.”

A **New** Business Model

With the Mom & Pop truckstops out of the way, and the card-lock networks firmly established, what has emerged are the fuel stops and a few travel centers. Oil companies have built dozens of low-cost (to them) facilities with convenience stores, a couple of showers, and a handful of parking spaces. Some are adjacent to

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— Aaron Tennant
Tennant Truck Lines

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restaurants, but they won't let you park long enough to sit down to a meal.

The travel-center model serves the needs of the driver better, and the business operator has a steadier revenue stream. Many such locations lease out the space in the building to vendors such as convenience store and fast-food outlets, along with barber shops, bookkeeping services, repair facilities (though rarely), chiropractors, fitness facilities, and sit-down restaurants. The owners are guaranteed a steady cash flow from rent, and the vendors prosper as they may.

The upside is that these places also cater to the traveling public, who have high expectations for cleanliness and menu options. Ergo, drivers now have a broader choice of food to eat, including vegetarian and even ethnic cuisines at some locations. While some drivers may find it disconcerting to sit across from a couple discussing retirement options while sweating the cost of a new set of steer tires, at least the public have brought some much-needed cash to the travel-center business.

According to Grant, Kershner, Lodge and all the other truckstop operators I spoke to, the alternative to sharing "our" space with the public is paying for parking. There are only a handful of paid parking lots in the U.S. at the moment, and they are located in areas where there is truly no alternative. You pay, or you keep on truckin'.

They will still allow a free overnight stay if you buy a certain amount of fuel or merchandise in the store, but one way or the other the owner is going to make something for providing you with a parking space.

But because the fuel marketing methodology is completely different in Canada than it is in the U.S. (card-lock pumping fees versus margin on a gallon of fuel), most truckstop operators in Canada don't have the option of marking up their fuel. In the U.S., Kershner says, he'd need about a quarter a gallon margin on his fuel to make what he calls a reasonable profit after providing everything drivers want from a truckstop, including free showers and parking.

Like that's ever going to happen. So what's the alternative?

"The carriers maybe ought to band together and start building truck parking areas where their trucks can park because the truckstops are not going to develop any more parking facilities," he says. "They are not going to build truckstops where the carriers want them to build truckstops because there's no money in it. The real

estate in major urban centers is just too expensive and it's impossible to get the necessary permits. There has not been a new truck parking space built in the U.S. in the past 10 years within 50 miles of a major city."

Maybe we'd better get used to the idea of paying for parking. **TT**



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*Relative to the "best-selling" new tires for line haul trucks, when used on all five axles on long haul class 8 trucks. (U.S. EPA SmartWay Transport Partnership)

25 Ways Drivers to Get (and Stay) Healthier



*OF COURSE THESE
TIPS WORK FOR
NON-DRIVERS, TOO.*

— **By Teona Baetu**

In the Spring of 2011, the Canadian Government announced that it would be investing \$2.6 million to find out why truck drivers generally live a decade less than the average Canadian. The study is being conducted by researchers at the University of Moncton with the full support of the Atlantic Provinces Trucking Association.

The results should be available in 2014. Meantime, you just have to glance at driver population statistics and you'll see that if left unchecked, the Canadian truck driver might soon make an appearance on David Suzuki's list of endangered species.

The reasons are familiar. The average driver is over 45. Truckers over 55 outnumber those under 30. The job is largely sedentary and the hours can be challenging. Bad sleep habits wreak havoc and stress builds on itself. And while a driver is sitting, he or she is also being jostled about, so the driver's musculoskeletal system takes a beating. Risk of diabetes is high.

So until that unlikely day arrives when freight gets delivered without human interaction, we're offering five handfuls—25 in all—of quick and easy health tips for drivers. Some you can act on today; others might take a bit of prep work. But for the most part, just go for it. You'll feel better immediately.

1993
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
CP Trucks Group

Mullen Trucking goes public, making it the first Canadian motor carrier to be traded on the Toronto Stock Exchange.

APPROVED

Ontario finally passes a bill allowing for **53-ft trailers**. That didn't take long at all, did it?

1994
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
CP Trucks Group



The **Ontario Trucking Association** kicks off the Road Knights program.

Industry is still having a problem with attracting and retaining drivers. A story in the January issue of **Today's Trucking** looks at carriers who are pulling drivers from Poland; their apprenticeship program makes for some highly skilled, hard working drivers.

Check to see if your company offers healthy-living programs for employees. Some have workout facilities at the offices or offer a discount or partial reimbursement for a gym membership. For \$5 a week, employees at Brampton, ON's Apps Transport get two one-on-one sessions with the company's in-house fitness expert John Siembida, plus a daily lunch, made by Siembida himself.



2 Don't diet but instead just live a healthier lifestyle. "If you want to get healthy, don't focus on weight loss, focus on health," says Siembida. "I want to come at it like weight loss is not my goal, strength is my goal and maintaining strength as I get on in years; and if weight loss comes from that, fantastic!"

3 Start small, with one habit you want to change and decide how you are going to change it.

4 Challenge yourself to stick to a goal for at least a month. If you manage to do any healthy activity you want—whether it's hiking or walking, even if it's only for a short period of time—that activity will become a habit and part of your new routine.

5 Eat smaller amounts at mealtime. Southwestern-Ontario-based Pete Blatz is a 36-year-old owner-operator who has managed to lose a whopping 45 lbs in the past year; "just," he says, "by having smaller portions."



6

7 Why stop at three meals a day? Treat yourself to more than three. Just do it healthily.

8 Replace chips and chocolate snacks with cut-up fruit pieces, dried fruit, nuts, and seeds. Fruits like apples and oranges help lower your cholesterol because they have something that dietitians call soluble fiber (also found in oats, barley and eggplant, to name a few).

9 Cook for yourself. It's cheaper. And having more money in the bank relieves stress.

10 Ray Kirby is a veteran driver and owner of Newfoundland's Maritime Moving and Storage. At a truckstop, he can be found cruising the salad bar. "I try to eat salads because they give me more energy; heavy foods make me groggy and sleepy," he says.

11 Know what you are eating. Kirby says he likes eating out often, and adds truckstops are better than they used to be at offering healthier options. Kirby is right. Fatty foods can make you sluggish, so when you eat out, see if the menu offers any baked options or healthier alternatives to fried foods.

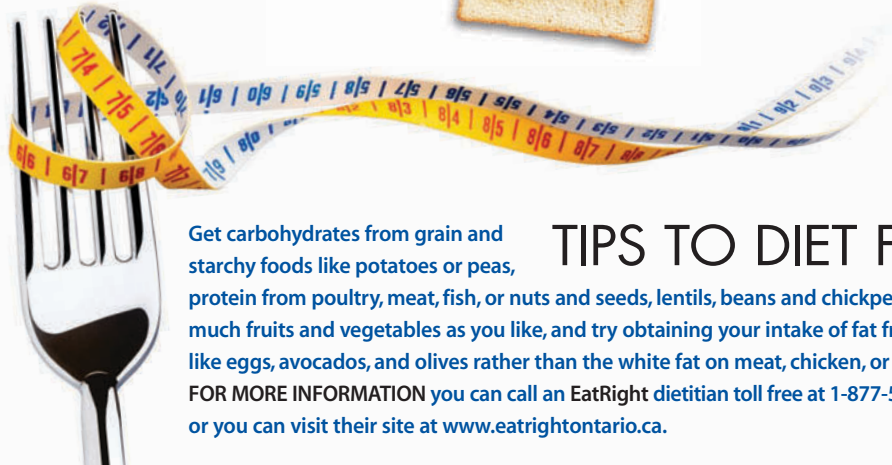


13 Try to cut sugar, flour and salt out of your diet.

14 Avoid eating right before you go to sleep because your body won't be able to metabolize the food.

15 Work at making sleep easier. No caffeine before retiring, no heavy meals just before hitting the hay.

16 Take your hobby with you on the road. A hobby can help you relax; it will relieve stress and make you sleep better, while all the while having fun. If you rollerblade or fish, make some time for it when you're on the road. If you can rollerblade and fish simultaneously, good for you!



TIPS TO DIET FOR
 Get carbohydrates from grain and starchy foods like potatoes or peas, protein from poultry, meat, fish, or nuts and seeds, lentils, beans and chickpeas. Eat as much fruits and vegetables as you like, and try obtaining your intake of fat from foods like eggs, avocados, and olives rather than the white fat on meat, chicken, or butter. FOR MORE INFORMATION you can call an EatRight dietitian toll free at 1-877-510-510-2, or you can visit their site at www.eatrightontario.ca.

1995
 CANADA'S
Top 100
 FOR-HIRE CARRIERS
 NUMBER-ONE
 TNT Canada

U.S. Department of Transportation implements mandatory **drug-and-alcohol testing** for truckers. Canadian truckers scramble to adjust.



1996
 Jacques Villeneuve is first Canadian to win the Indianapolis 500.

1996
 CANADA'S
Top 100
 FOR-HIRE CARRIERS
 NUMBER-ONE
 TNT Canada

The **Today's Trucking** staff gets email addresses! Truck and engine manufacturers start pushing out **natural gas powered engines**. Testing and production ramps up.



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...WITH TOTAL FUEL ECONOMY LUBRICANTS

Our field-proven Fuel Economy lubricants can reduce your fuel consumption by up to 3%* while lowering CO₂ emissions. Using TOTAL RUBIA FE engine oils combined with TOTAL Synthetic Gear and Axle lubricants translates to a saving of over \$1,000* per truck per year!

www.total-fe.com

*Results verified by both US and European labs, in comparison with standard lubricants. Figures may vary depending on multiple factors. Simulations use fuel cost at \$0.95/L, 125 000 Km/year, average fuel consumption of 43L/100Km. See www.total-lubricants.ca for further details.



The right choice in lubricants **TOTAL**



THIS COULD BE A
STRETCH

As a work out, do arm curls or overhead presses, push ups and sit ups, planking, squats and lunges. For tips on good stretching techniques, try http://www.saif.com/_files/SafetyHealthGuides/S882.pdf

from there at your own pace. To avoid injury, it is best to warm up before and after a workout. Try to finish your exercises at least two to three hours before you go to sleep. If you cannot fall asleep, get up and do something else for a while and then come back, Carrier's Edge advises.

17 Get some earplugs and eye shades. Carrier's Edge, the familiar online driver-training institute, incorporates driver wellness into its curriculum. It is also one of the chief architects, with the Truckload Carriers Association, of the 20 Best Fleets to Drive For Competition. In making the announcement of this year's winners, Carrier's Edge stated: "Wellness has become a priority for nearly every single carrier we spoke to this year, with weight loss, healthy eating and blood-pressure monitoring dominating the conversation." Even drivers without obstructive sleep apnea should take steps to get a good night's rest.

18 The Rock's Ray Kirby agrees: "I like my sleep. I always try to get at least eight hours of sleep per night." Sleeping is very important to a healthy lifestyle, and believe it or not to losing weight. So don't cut corners on your sleeping hours.

19 Stretching helps you relax. You don't need a lot of room to stretch and you can do it in your sleeper if you want.

20 Walk. Or jog. Around your rig. And if there isn't space for you to run or walk but you want to anyway, you can walk or run on the spot. Use music to make it more enjoyable.



21 Your mom was right about posture. Sit up straight in your chair and make sure your shoulders aren't slouched forward. See? You feel better just thinking about it.

22 Stay in touch with the folks back home. Anything that eases stress keeps you healthier. And there are more ways to do it than ever before.



23 Weight training can be easier than you think. A 10-minute warm-up of cardio followed by a 15- to 20 minute workout is all you need. You can do reps of 12 or 15 and can accomplish a lot with a little, Siembida says. A set of dumbbells (or other heavy objects like soup cans if you want) can help you do a full body workout. Start with two or three weight-training sessions a week and work up



24 What can also help you get a better sleep is a routine. If, before you go to bed, you read for 10 or 15 minutes, your body will get in that routine and falling asleep will come easier. Avoid watching tv or surfing the 'Net before bedtime because those activities can be stimulating and may prevent you from falling asleep. Reading is a much better relaxant.

25 Take ownership of your back pain. If you experience back pain, there are a couple of things you can do, like stretching and strengthening your back muscles. Siembida says you should stretch whenever you can, and that strengthening the lower back through weight training can make a big difference. **TT**

1997

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
Trimac

David Bradley begins his first year as president of the Canadian Trucking Alliance.

Freightliner buy's Ford's heavy-truck business. "It will be good to deal with a firm that's real 'truck people,'" comments one dealer.

1998

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
Trimac

51%
The amount that cross-border traffic has increased since 1991.



Today's Trucking launches Today'sTrucking.com along with the NewsFIRST email newsletter.

Meet Sergio, Matt, and Steve. They're 25 and they love driving truck. The question is, are there more where they came from?

By Allan Janssen

For Steve Andrusyshyn, it was either hockey or trucking. The 25-year-old Calgarian had his sights on the NHL for a while... but in the end, trucking won out. He's been hauling aggregate for three years now, learning the ropes from his owner-operator father, Ken. And he plans to make a go of it in the family trucking business, Nordine Enterprises.

"I'm looking forward to a full career at this," he says. "I'm up for the challenge and I'll be in it for the long haul."

In a world rocked by economic uncertainty, Andrusyshyn believes trucking is a great career option if you're willing to work hard.

"For a young person just getting started, the safe route is to go work for someone and get some experience under your belt," he says. "You'll succeed if you keep at it and learn as you go."

Matt Emes of Colborne, ON., who turns 25 later this year, shares the same kind of enthusiasm for trucking. He joined Prescott, ON.-based Kriska, shortly after being laid off from a manufacturing job. And to hear him tell it, that was one of the best things that could have happened.

"It turns out I love driving a truck," he says. "When I was younger, I swore I'd never be one of these guys who lives on the road. But it's kind of addictive. I love it."

Guys like this are the holy grail of recruitment—young people with energy and enthusiasm for the job. Unfortunately, it's getting tough to find drivers like them. For a number of reasons, fleets are turning instead to other demographic groups like midlife career-changers and new Canadians.

Kriska recruiting manager Caroline Blais says most new hires these days tend to be second- or third-career people, and they're more likely to be in their 40s or 50s, than their 20s.

"Young drivers are a tough group to work with because most companies can't hire someone who's under 21," she says. "Even if they want to be a driver when they come out of high school, no one can hire them at that age, so they're going to establish themselves in some other industry first. And by the time they turn 21, they're oriented in another direction. So we often lose them."

Ironically, second- or third-career applicants often say trucking was something they'd wanted to do when they were younger but a career in trucking didn't make sense for them at the time.

"Now they're older, more established, and more financially secure," says Blais. "And they have more freedom so they can finally get into this career."

Losing young drivers, however, also means losing a fresh perspective on things, and some healthy push-back.

"They question things, and they challenge you a little more to explain why things are done a certain way. It's a good thing," she says. "They tend to be more technologically savvy and they're open to changes, and trying new things. They're not encumbered by past experiences, because they don't have past experiences."

Blais says no forward-thinking company that wants to maintain a strong talent pool can afford to ignore young drivers entirely. But she warns that it does require extra effort and patience.

"We do a lot of work with entry-level drivers," she says. "We have a very comprehensive training program. The people that are coming out of our training program, though they may be lacking in experience, are really quite knowledgeable."

25 Century Club

On occasion, Kriska will hire someone who is not yet old enough to operate a commercial vehicle in the U.S. and keep them on domestic runs until they're old enough to run south of the border.

Jim Mickey, co-owner and president of administration at Surrey, B.C.-based Coastal Pacific Xpress Inc. (CPx), says young people used to be a staple source of drivers for the trucking industry... but the world has changed.

He points out that there are fewer young people coming into industry from a farming background where they had basic mechanical skills and, more often than not, experience driving heavy equipment. At the same time, the insurance industry has become gun-shy about letting young drivers haul cargo in expensive trucks on congested roads.

1999
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
Cabano Kingsway
Group

Transport Canada proposes a rule requiring anti-lock brakes on new trucks. Better late than never.

CN chief Paul Tellier wants rail and trucks to get together, somewhere there's an EOBR mandate proposal waiting to be published, and the hours-of-service debate continues.

2000
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce



Fuel prices spike, protests ensue. New medium and heavy trucks and trailers are required to be ABS equipped.

Everybody agrees that the Internet is here to stay, but nobody can figure out how to actually make serious money off of it.



“They taught them to show up on time, take care of the customer, be honest with dispatch, be courteous on the road, be proactive and responsible,” he says.

But the program, which he describes as one of the most comprehensive in the industry, ultimately fell flat. He says the results didn't justify the budget.

CPx doesn't seek out young people anymore. It has started concentrating on finding new Canadians who are easier to insure, easier to train, generally more appreciative of a job, and more willing to put in the hard work that drives success.

By that measure, Sergio Jaramillo of London, ON., who turns 25 later this year, might be the best of both worlds. He's an enthusiastic young person who is also a new immigrant to Canada. He arrived from Colombia four years ago and went through a number of jobs, from pumping gas to waiting tables to carpet cleaning before taking a commercial driver's course and joining Kriska.

“Trucking is a great career for me,” he says. “I love it. I like to travel. I like to meet people. The money is good. The company treats me good. Yes, there is some unpleasant stuff that you have to deal with, but that is the same in any job.”

And he's not short on ambition. Ultimately he'd like to own his own truck.

“Some people who have been in the industry for a long time are more concerned about the money than about making the most of the job,” he says. “It's all about the money for them. And, I don't know, maybe I will be the same way in a few years, but I think young people are more concerned about having a good time while they work. That's what I try to do.”

Emes has a similar philosophy. He rarely takes all the time off that's coming to him. He'd prefer to get back in the cab and hit the road.

“Some of the old guys out there have been doing this so long, they're ready to walk off. They just don't have the motivation anymore. They don't work long hours anymore. They don't put in a lot of extra effort. They don't want to hustle. They're happy to run 370 miles a day. For me, 370 miles is a really bad day. Give me 500 miles plus and I'm thrilled,” he says. A pause. “Now, ask me in 30 or 40 years and I might have a different answer!” **TT**

LONG-HAUL TECHING

Like many his age, Matt Emes is not intimidated by technology. In fact, he travels with all his own personal electronics, using a mobile Internet connection to keep in touch with family and friends on Facebook and Skype. “I load the truck up! If I can use it on the road, it comes with me,” he says.

“So not only do you not have the right kind of young people showing up to apply for a job,” says Mickey, “even if you did, most carriers wouldn't hire them. They'd rather have a 30-year-old with an existing track record. So what you end up with is fewer young drivers.”

He's also noticed a different attitude from the under-30 set.

“The young guy working as a driver 25 years ago was doing it for the lifestyle. They wanted more trips, not fewer. They didn't care about weekends off. Their happiest moment was when they left town on a trip. Today, young people are reluctant to leave town or to work hard, or be inconvenienced.”

Mickey says CPx used to work with young people, matching them up with seasoned professionals who could teach basic employment values.

2001

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce

September 11, 2001

“We've never lost so much money in one week,” says one owner of an LTL company. “But all things considered, when I look at the pictures of those cops and firemen digging through the rubble, it puts everything in perspective.”

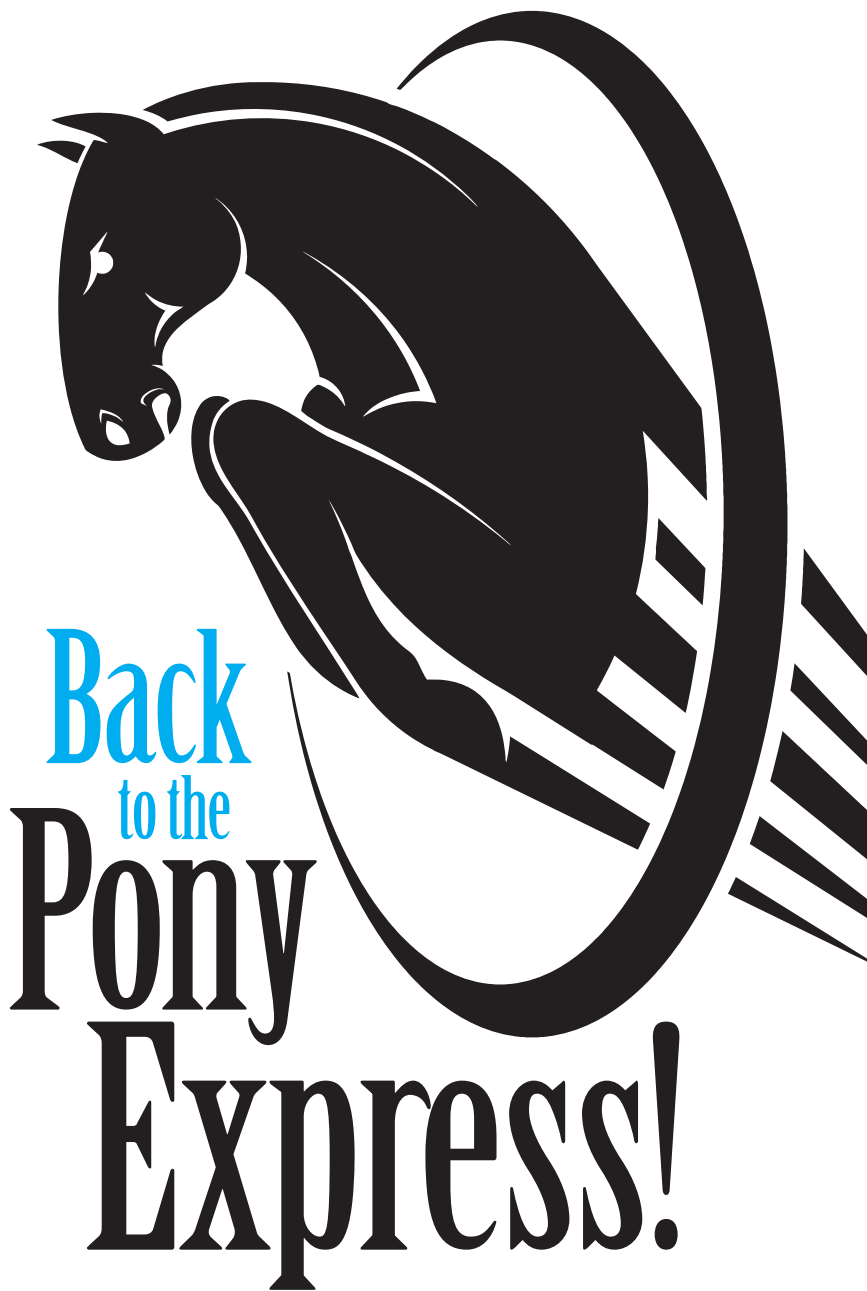
2002

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
Trimac

Exhaust Gas Recirculation (EGR): it's all the rage. With good reason. Preliminary testing by editorial staff gives good marks.

New HOS: 14-hours on duty during a 24-hour period with a max. 13 hours driving. After 70 hours in five consecutive days, 36-hour rest period required.

We start talking **FAST**.
One word: **“Biodiesel”**



Back to the Pony Express!

Rough Roads Mean More Maintenance

— By Jim Mickey

The North American trucking industry of 2025 will be defined by dramatically increased costs of three major expenses: Driver compensation, equipment, and fuel.

“The collision course of an aging workforce, compounded by a continuing decline in attractiveness of the profession will push up drivers’ wages. The increasing drag on drivers’ earning power from factors outside of their control (border times, onerous dock appointments, regulations, road restrictions, etc.) will coerce the industry to move toward salaried pay for drivers.

“Driver lifestyle demands (to match the rest of the working world) will result in expensive fixes on the operational planning side, such as pony-express cross-country solutions, part-time workers and/or higher pay for the less desirable shifts. More employers will introduce expensive immigration and training programs.

“New trucks in 2025 will be more complex and more expensive to maintain. A continued decline in the quality of the North American highway system will mean even more maintenance for trucks and trailers.

“The driver shortage will increase payloads, which will add pressure to the equipment costs and repair budgets, as well as create expensive local delivery protocols. Moves away from tradition fuel sources may well bring increased costs to the effective per-tonne cost of moving goods, as measured by the efficiency of the equipment used in the business.

“Asia will lose much of its luster as a manufacturing paradise once the cost of transportation rises, and local growers and factories will again be a competitive force on the store shelves.

“Trucks and truckers will still be the most effective way to distribute consumer goods in 2025. It’s just that it will be a lot more expensive to do so.” **TT**

Jim Mickey is co-owner and president (Administration) of Coastal Pacific Xpress Inc., a Surrey, British Columbia-based long-haul trucking firm.

By 2025 the total freight tonnage in North America is expected to grow by at least 21 percent, and revenue for the freight transportation industry is expected to rise 59 percent. Furthermore, by 2025, trucking’s share of the tonnage market will rise over two percentage points to 69.6 percent, while the industry’s share of freight revenues will increase by 0.8 percent to 81.7 percent.

So the future will involve trucks.

Today’s Trucking asked a handful of industry vets for their perspectives on how trucking will shake out, come 2025.

Here’s what the future holds

2003

CANADA’S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce

Truck and engine manufacturers pull out all the stops to **entice truckers** to buy: extended warranties, cash back, breakdown guarantees, and cheap financing.



Truckstops go WI-FI.

Where’s The Beef?

Stuck in Canada. U.S. health officials ban Canadian beef.



Owner-Operating or Onerous-Operating

— By Brian Taylor

- The most significant change will be the finishing of the Panama Canal. Many trucking lanes will be shortened as large ships travel to east coast ports.
- Drivers will make more money and be competitive with other professional tradespeople. Pay systems will probably be based on an hourly rate or at least a system that is more transparent and easier for drivers to compare. Driver pay will be geared less to piece work (as it is now) and more to covering costs.
- North American border crossings will continue to improve but North American perimeter security will remain in tight focus.
- The traditional owner-operator will be a less-popular business model. Increasingly, trucks will be matched with trailers and speed for individual jobs. And onerous government regulations will make it less desirable to run a small business.
- Preventive maintenance cycles will be extended by 2025. We will see more clean-burning and low-maintenance natural-gas engines and increased use of better lubes, synthetics and other new materials, extending PM cycles even further.
- Trucking will be far more female-friendly. Pony-express routing with more switches and more home time will be attractive. There'll be more drop-and-hook lanes with less driver-load interaction. Also, trucks in 2025 will have improved designs, with widespread automatic transmissions, disc brakes, stability control, and better bunks. Better travel plazas, too.
- Truck driving will be a recognized trade, with more consistent schedules and predictable pay schedules.
- Trucking is still the most efficient way for shippers to move product to market. I think our future is bright and we can meet the challenges that face us in the future and provide better employment and service to customers at the same time. **TT**

Liberty Linehaul Inc. President and CEO **Brian Taylor** became a fleet owner in 1988, the year after *Today's Trucking* was launched.

\$75K^{PER} YEAR

— By Noel Perry



Drivers in 2025

- Older—the standard retirement age will be 70.
- More women, which will mean improvement in truck stops and truck design.
- National registry will record on violations, health, drug use, criminal activity.
- Implanted devices and automated testing will constantly track critical health data.
- Long-haul irregular route drivers will make \$75K in 2012 dollars.

Highways in 2025

- No new capacity.
- Onset of guidance technology, providing location reference for on-board guidance aids.
- Sensors will meter new entrants to congested highways.
- Urban areas will increasingly require specialized technology (a la California now).

Electronics in 2025

- Universal EOBRs will monitor speed, following distances, sudden maneuvers and hours of service. Will be encased in crash-proof containers. Available to police and management.
- Introduction of driver physiology monitoring will fight fatigue and aid concentration on highways ahead.
- Vehicle controls will automatically slow vehicle when perilously close to other vehicles or if curves fall outside of tolerance; they will slowly bring vehicle to a stop if driver is incapacitated.
- Tire sensors will measure inflation and traction and adjust maximum speeds and braking force automatically.
- Diagnostics will monitor and predict performance of all major vehicle systems.
- EOBRs will generate user tax bills.
- All important gauges will be displayed "heads up."
- Weather en route will be available.
- 60- ft. 100K lbs will be standard on some roads.



Communications in 2025

- Hands-free voice-activated phone connections will be available at all times.
- 24-7 data collection will feed driver and truck metrics to HQ at all times with warning flags for any out of spec data (truck or driver).
- RFID—like tags on all cargo will feed location and product condition data to customer 24-7.
- RFID tags will speed up paper-free crossing of borders.

24/7

Noel Perry is a partner with Pennsylvania-based Trucking-industry analysts known as FTR Associates.

2004

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce

Border woes at the Ambassador Bridge continue.

Peter Carter named Editor of *Today's Trucking*.

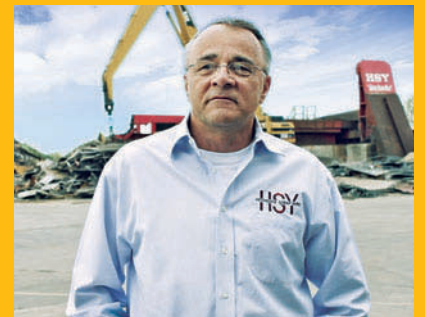
An enormous **tsunami** devastates Asia. 200,000 killed.

HERE TO WORK AS HARD AS YOU DO



You deserve a vocational truck as heavy-duty as your application—and according to Mike Hitchcock, who owns eight, the Cat® Truck delivers. “There’s nothing like it,” he says. “It’s just an awesome piece of equipment.” That’s because the Cat Truck combines rugged Cat durability with the features you told us matter most: A spacious, ergonomic cab for all-day comfort. Automatic shifting that boosts your productivity and driver retention. And an easy-to-service modular design to keep your costs down and uptime high.

**Learn more—and see how the Cat Truck is hard at work
for Mike and others—at DriveCat.com/testimonials**



Admittedly, I can't comment much on the past 25 years. I was six years old when **Today's Trucking** was launched. That said, I was weaned in the truck-magazine publishing business; it saw me through my teens and university years. And now that I've been immersed on a full-time basis for the past eight years, I'm finally getting the hang of it.

I do remember some stories, like the discussion that founding editor Rolf Lockwood refers to on pg. 7 of this issue, about whether or not to buy a fax machine. The answer was, "only when enough customers also have one."

I remember my dad being on the road 30 weeks a year and my mom typing 30,000 names into a computer. At that time, I think we were the only house on the street with a computer, still 15 years before the Internet. I remember the first car phone: battery pack, antenna, and big buttons. An expensive decision for a start-up publishing firm. Then there was the office above a slaughterhouse... try breathing that air on a hot summer's day.

The company I'm working at now is certainly far different than the one my dad and his partners launched in 1987. We've got offices in two cities, half a dozen magazines, trade shows, and perhaps the change most welcomed is the upgrade from Motel 6 to the Hampton Inn! Life's not bad.

Despite the experience inside our walls, the next 25 years are going to be just as challenging. The old guard is, well, getting older. Finding good, young talent is an HR nightmare (as if I have to tell you). It's already a cliché to say that the Internet has changed everything but for us, we don't even know if we'll be printing magazines in five years, forget 25.

Delivering information that helps you run your business better will always have value but no one has figured out what that will mean tomorrow. The next generation of trucking company executives and owner-operators will be more "plugged-in" than

Just like with your operation, our magazine's technology will continue to advance but our commitment to you, the reader, will never waver. That much I promise.



The NEXT 25

By Joe Glionna

ever but that means it will be harder to stand out from the rest. I've got 700 emails in my in-box right now, Twitter feeds to follow, social media to update, and oh yeah... the magazine still has to get published every month. Sound familiar?

I'm writing this and beginning to realize that all I've really said is I don't know much about the past and don't know much about the future other than I need to spend more time catching up on old emails.

So what do I know?

I know that my grandfather was a truck-magazine publisher when World War I was still called "The Great War". I know that my dad has been at this for 40 years, 25 of them with *Today's Trucking*, and one defining principle made both of them successful: an unwavering commitment to the reader.

You see, over the next 25 years it won't make one lick of difference if we print, if we text, use a tablet, or go back to the days of carrier pigeons. All I have to do is keep providing the quality information you need, from unbiased journalists who understand our industry and your businesses. Sounds simple!

There's probably a little more to it than that, but that's my job to take care of, and I will. All you need to know is that the motto of our company, "We serve our advertisers best by putting our readers first," will never change. There aren't many companies that so openly admit that the customer is number-two, but in our business, it's the only way to do business. Your trust in our product is paramount and more important than anything else, I won't break your trust, and that's my promise to you for the next 25 years. **TT**

Joe Glionna is the son of *Today's Trucking's* founding publisher *Jim Glionna* and is now the Director of Newcom Truck Group.

2005

**CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce**

600,000

The number of Class 1 licence holders in Canada. Industry asks, "where are they?"

Hurricane Katrina hits, fuel prices go wild.

No Cdn. Beef for U.S.

A U.S. judge grants a request by an anti-trade cattleman's group to keep the border closed indefinitely.

2006

**CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce**

Manufacturers are rolling out '07 compliant engines while industry studies up on what they need to maintain the new engines.

e-manifests start to ease life at the border.

Support for **mandatory speed limiters** starts to pick up in Ontario and Quebec.

My engine gets me there on time.
That's why I use Mobil Delvac.



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mobildelvac.ca

My name is Tom Quinton and not many guys know cold weather driving like I do. I've been driving 34 years in severe weather conditions in Canada, where temperatures reach -40 degrees C. With the help of Mobil Delvac oils, I've never had any trouble starting my trucks, no matter how cold it has been.

Next time you change your oil, switch to Mobil Delvac.
Visit www.winwithmobil.ca to learn about the Win with Mobil Delvac promotion.

Mobil Delvac
For Long Engine Life

25 REASONS

WHY TRUCKING IS WAY BETTER THAN IT USED TO BE

By David K. Henry

WAS AN EAGLE SWOOPING DOWN FROM THE MOUNTAIN TOP,

the wind rustling my feathers as I flew lower. Truth be told, I was in a Jimmy cabover with a full load of eggs in my reefer and what my eagle eyes saw was a light at the bottom of the Pennsylvania hill that was probably going to change, and not for the better. As I flew downhill I realized it was going to be hard to stop in time...

That was 25 years ago. You'll have to read on to find out how that episode ends but **a:** At least I'm here to talk about it; and **b:** Experiences like that have given me pause; time to reflect on ways trucking is a far better place to work now than it was in 1987. The list was easier to compile than you might think.

25 Quieter cabs. The few times I ran team, by the end of the trip my wife thought I had a bad throat infection. Just trying to talk to your partner required shouting. Especially when you had a 2/50 air conditioner (two open windows and 50 mph). All radios had to have high output or you had to guess at what you were listening to. Today I can actually hear what a passenger is saying.

24 Radials. Early in my working life on the farm, in fact even before I had a truck license, we had stacks of tires. That was important because you never made it very far before you had to change one. In the late '80s my goal was to make it a whole week without tire trouble. Now if I get a flat before I have 300,000 kms on my rubber shoes I'm very unhappy. Today, many tires last the tread life and beyond with no trouble.

23 Air conditioning that actually cools, and heat that actually heats. The seasons were always upside down in trucks. The trucks pumped hot air in summer and frigid air in winter. Today I have climate control that adjusts without my help.

22 Air ride. My back can tell you stories, none of them good. Originally dismissed as not being up to the task, air bags are everywhere now. "Can't feel the road" was a common snort by some. Last I checked... no road feels good.

2007

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce

Loonie Tunes!

Truckers try to make sense (*and cents*) of the growing Canadian dollar. The U.S. economy begins teetering on the edge of a recession.



2008

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce



Them's the Brakes
Ontario announces the mandating of speed limiters, joining Quebec.

What a Hang-Up

Provinces start to ban handheld cell phones, and the trucking industry wonders if push-to-talk devices will go, too.

21 Cleaner-burning engines for a better environmental future. In the old days, many times you knew there was a truck ahead, you just couldn't see it. Drivers would turn up their fuel pumps which produced immense clouds of black smoke and shortened the lives of their engines. Insects died in a

four-mile radius and people ran for cover, thinking an explosion was about to happen. Today we only see steam when it's lower than minus 15C and yet they still keep putting more restrictions on our engines. Truck exhaust today is cleaner than California air. Maybe we need to cut back on the number of politicians...

20 PARS/ACE/FAST border clearances. Anyone who did the trek in winter from Canada Customs to the broker buildings at Emerson, MB., loves this improvement. Years later I think I'm just now getting feeling back in my toes and cheeks.

19 The comforts of home—not only bigger sleepers but comfortable, well-appointed areas built with drivers in mind. After years of crawl-in "coffin" bunks I wanted a bigger opening so when I finally got a truck with a large opening and six inches of floor space I was ecstatic. I need to slap myself sometimes when I start to complain as I'm watching TV, eating microwave-heated food from my fridge, as I put my table away.

18 GPS. These days, with GPS I can quickly get into a really bad spot. I trust my GPS and so without watching signs, I effortlessly manage to find truck-unfriendly places while being oblivious until it is too late. On the other hand, with GPS, I can see my total miles and know exactly if I am going to be late and by how many minutes.

17 Cell phones, Skype, Twitter, Facebook, texting. Today I get notifications on my phone regarding weather and traffic problems or road closures. I used to rely on the CB. The problem is what is good for one driver is not always good for another. Or a dispatcher; "Radar shows that the snow is ending just past you." Yeah, like 500 kms ahead.

16 Budd wheels. It used to drive me nuts when a tire man didn't care how your Dayton wheels were installed. I'm sure it was hard on your tires to wobble down the road, but some were convinced it wasn't.

Fleet Sense 101

Today's Lesson: Cab Heating

Whether your drivers are sleeping, loading, unloading or eating, once the cold weather hits, they'll idle to keep the cab warm.



That's \$4.85 saved every hour, every truck.
How many trucks do you have?



**Espar Heaters:
They Just Make Sense.**

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* Based on \$1.33 p/l; the average price of diesel in Canada on Sept. 08, 2011.
 †Based on DOE/Argonne National Laboratory estimates: 1,500 hours overnight idling.

2009
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce

A protectionist agenda starts to emanate from the south.

Naturally... Industry starts to ask if LNG engines are here to stay.

OVER THE YEARS,
I HAD GOOD VETERAN
DRIVERS WHO TOOK ME
UNDER THEIR WINGS TO
SHOW ME WHAT IT MEANT
TO BE A TRUCKER. I TRY
TO PASS ON THAT WISDOM
ON TO ROOKIES TODAY.

13 Single-stick transmissions. Two-stick transmissions took skill to shift smoothly. Done right it was good, but lose your spot and accidentally put both sticks in neutral and you were forced to stop and try again.

12 Improved and clearer log-book rules. Some will not agree, but how often did we hear... "we really need you to get that load there by tomorrow morning"? What was STRONGLY implied was "Use logbooks B and C, sleep tomorrow... maybe... and don't be a wuss. You slept at least four hours last night."

11 Satellite radio. In the back of my mileage book I used to list all my favorite radio station frequencies for as many cities as possible. With the old dial radios, finding a station was an art. Some places didn't have my kind of music and so I resorted to cassettes. Today, I still carry some cds but now I can listen to whatever music I want on the satellite radio and when I tire of that I plug in the MP3/iPod player.

10 More four-lane highways. But why do we still have some two-lane Trans Canada? Never made sense to me. Nothing like getting behind a Saskatchewan farmer on a two-laner with nothing but time on his hands as he runs 60-70 kph looking at his neighbor's crops on the way to the coffee shop. Today, you have many more passing lanes and four-lane roads.

9 Fully automated manual transmissions. I have really no idea how many gear changes I've made over 25-plus years in farm trucks and highway tractors, but two million changes is not unbelievable. Probably even more if you ask my right wrist. I even considered going to drive in England or Australia to give my right wrist a breather. There are quirks to the new transmissions but I'm sure they'll get much better. Mine is an early generation and most days I really like it.

8 Larger adjustable mirrors. Makes blind-side backing not quite so blind. I admit that on occasion I forget to adjust them back so next time I look in the mirror I scare myself, wondering why the truck 4 four lanes over looks like it is beside me.

7 Truck-stop restaurants with healthier choices and better food. In some of those old greasy spoons, they had to keep the music cranked up loud to drown out the sound of your arteries hardening and closing up.

15 More horsepower. It was flat out embarrassing to be passed by a hippie in a VW bus going up a hill. Meantime, we were doing zero to 60 in six miles.

14 Auto slack adjusters. They don't solve all braking issues but they help.

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2010

**GM Stops Truckin'
Medium Duty**
No buyers come calling as GM winds down production.

CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
TransForce

CSA **2010**
Do we need to say more?

Meanwhile, **Navistar** drops its lawsuits against the California Air Resources Board (CARB) and the EPA, then pushes for tougher standards on rivals' SCR tech.

Claude Robert
Trucking makes a huge investment in LNG.

“It’s not about
the wood.
It’s about
how it’s made.”

Learn more at prolamfloors.com

PROLAM
Driven by Innovation

THE NUMBER ONE

6 Newer warehouses with easier truck access. Fortunately for us, people don't want 53-ft rigs running downtown all the time so the trend has been to site warehouse developments closer to suburbs and four-lane roads. Yes!

5 Satellite dispatch that provides all the information a driver needs. In the past, we were expected to know what the dispatcher was thinking as we called in on pay phones from beside a busy highway. "Go to... crackle... Great... sczzz... Company in Elks... and pickup sczzz...". "WHAT????". "Why aren't you listening!!!! d@#* drivers!!!" (that last part always came through clearly).

4 Female trailers. A female trailer is one with side skirts. It's no surprise I like this. I get better fuel economy and a nice clean skirt looks cute!

3 Better truckstops, cleaner showers, more efficient pumps. In Canada we still haven't mastered the art of having both sides pumping at the same time and don't give me the BS about our weather. North Dakota does it and it works fine. But all-in-all, our truckstops are much nicer. Showers get cleaned. (I know they do... I actually saw a cleaner once.) Sometimes you can see the pavement and if your day ends at 3:00 p.m., you may be able to find a parking spot.

2 Auxiliary power units. They just make sense. Ask any mechanic and he or she will tell you most damage happens during idling. I never made any money idling in a truckstop. Still baffles me why some idle their trucks when the weather is so nice. I guess they have more money to waste than me.



David Henry, currently an LCV O/O for Penner International, has been driving truck for over 25 years. He lives with his wife Alta and family near Landmark, MB.

The NUMBER-ONE reason I say trucking is better now that it used to be was that first incident in Pennsylvania. The only thing that happened was a cop saw me blow the light with brakes smoking. I'm still around and trucking.

Over the years, I had good veteran drivers who took me under their wings to show me what it meant to be a trucker. I try to pass that wisdom on to rookies today.

Trucking is constantly undergoing changes that would be too big a challenge for other industries. While we are often quite unhappy with what we need to change, we continue to adapt and then thrive while doing so.

I am optimistic that as an industry we will continue improving what we haul, what we do it with, and for whom we do it.

DRIVERS GET BETTER TRAINING TODAY.

THEY'RE NOT JUST GIVEN A KEY, A PAIR OF COWBOY BOOTS AND HAT AND TOLD TO "HAVE AT 'ER SON!"

Since I am 'just' a trucker I can't always count so here are other things that have improved our trucking careers:

Drivers get better training today. They're not just given a key, a pair of cowboy boots and hat and told to "have at 'er son!"

Improved brake drums and shoes mean better stopping. Disc brakes, as well as engine brakes that work, help. Sensors prevent most major engine failures. Customers understand logistics. Improved fuel and oil improve fuel economy. Heaters and reefers keep product at the required temperature. Other big improvements include nitrogen in tubeless tires, better recaps that stay capped, low-rolling-resistance tires, LED lights, brighter whiter headlights, and last but certainly not least—companies, like the one I drive for, that have the willingness to run legal. **TT**

2011
CANADA'S
Top 100
FOR-HIRE CARRIERS
NUMBER-ONE
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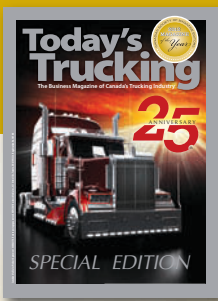
Wait, What?
More changes to U.S DOT hours of service are coming.

Court says **No to EOBRs**; ruling is sent back to the drawing board.
#TruckTweets
Carriers and drivers tiptoe into the world of social media. And some end up liking it. A lot.

2012
CANADA'S
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R-E-S-P-E-C-T
The Canadian Trucking Alliance releases a landmark report on the driver issue: You have nobody to blame but yourselves, CTA tells carriers. Let's start with respect.

Highway to Heaven
Trucking groups rejoice over the signing of the long awaited U.S. Highway Bill. The only divisive issue? The bit about mandating EOBRs.



Magazine of the Year

Today's Trucking

Name a profession. There's likely a magazine about it. Whether you run a pizza shop, a drugstore or a mortuary, somewhere, a team of editors, designers, sales people and their colleagues are publishing a magazine designed with one goal and one goal only: To help you succeed.

These publications are known as Trade Magazines. In June, The **Canadian Society of Magazine Editors** recognized **Today's Trucking** as the **Canadian Trade Magazine of The Year**.

Of all the specialty business magazines in the country, Today's Trucking was held up as a model; a magazine firing on all cylinders.

We at Today's Trucking are very proud of this achievement, particularly as it coincides with our 25th Anniversary. We extend deep gratitude to the judges and CSME, but more importantly, we want to thank you, the readers and advertisers. Without you, we have no reason to publish a magazine. And like you, we at Today's Trucking are on a constant quest for continuous improvement.

To that end, we not only encourage but rely on your input, help and feedback. Whether it is kudos or criticism, your comments help us make a more useful magazine for you. Indeed, we consider you part of our award-winning team. Thank you.

The Judges said:

"Today's Trucking is a perfect trade magazine: expertly edited with useful news, thoughtful features and a distinct voice. [It has a] flawless tone. Really stands apart."



PETER CARTER

EDITOR



ROLF LOCKWOOD

VICE PRESIDENT, EDITORIAL



JASON RHYNO

ASSOCIATE EDITOR



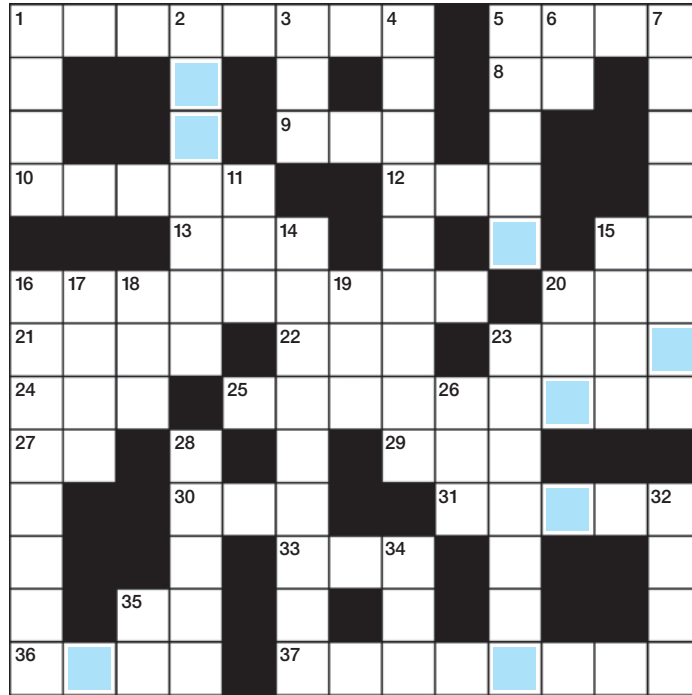
The Canadian Society of Magazine Editors was established to be the voice of Canadian editorial professionals in the magazine industry.

CROSSWORD

Today's Trucking 25th ANNIVERSARY

Across →

1. Founding editor
5. Valuable assets park here
8. Upbeat greeting
9. Downhill or cross-country
10. Melodies'n'words
12. CB for sailors
13. Edgar Allan
15. Big port for short
16. Eye doctor?
20. ATM DNA
21. It's in your blood
22. Smoky fish
23. Tree
24. Positive thinking
25. Runs too close for comfort
27. Dollywood's state, initially
29. Dine
30. .COM for non-profits
31. What drivers do
33. L'il devil
35. Spin, sort of
36. Purveyor of surplus goods
37. Founding father and son



Down

1. You can't roll without'em
2. Most vital link
3. Oh-Oh indeed
4. Where wheels of power turn
5. Change gears
6. Pogey, shortened
7. Minimum required for passing
11. Mich. border town
14. Making bigger
15. Family, blood, or fine
16. Flowery B.C. burg
17. Mideast state
18. Heir with whiskers
19. Miss Piggie's retort
20. Hole in the shop floor
23. Predictable path
26. Coal-oil alternative
28. Truck o'er home
32. Tractors
34. Air apparent
35. Scheduled shop stop, briefly



DOWN	ACROSS
1. LOGS	1. LOCKWOOD
2. KINGPIN	5. SEAT
3. OOS	8. HI
4. DRIVEAXLE	9. SKI
5. SHIFT	10. SONGS
6. EI	12. VHF
7. TWOLANES	13. POE
11. 500	15. LA
14. ENLARGING	16. VISIONMAN
15. LINE	20. PIN
16. VICTORIA	21. IRON
17. IRAN	22. LOX
18. SON	23. PINE
19. MOI	24. CAN
20. PIT	25. TAILGATES
23. PATTERN	27. TN
26. GAS	29. EAT
28. LORRY	30. ORG
32. RIGS	31. STEER
34. PSI	33. IMP
35. PM	35. PR
BONUS: INTERNET	37. GLIONNAS



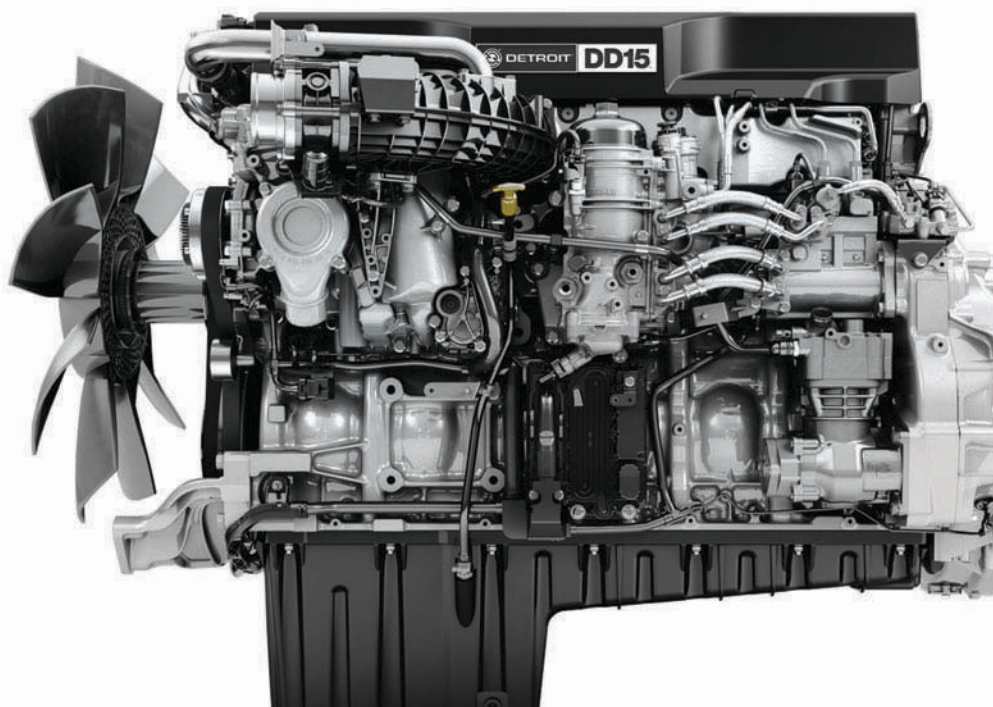
The is to magazines what DEREGULATION is to the Canadian trucking industry.

Answers

Product WATCH

WHAT'S NEW AND NEWS FROM SUPPLIERS

DETROIT'S 2013 LINEUP



DETROIT UNVEILS ENGINE ENHANCEMENTS, EXPANDED LINEUP

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Product
Watch

ON THE WEB AT
todaystrucking.com

Detroit Diesel's 2013 engine family, engineered to meet Greenhouse Gas 2014 (GHG14) regulations from the Environmental Protection Agency, features electronics and emissions-technology improvements to benefit fuel economy.

All Detroit heavy-duty engines feature an enhanced BlueTec emissions system. New components include a liquid-only DEF delivery system, which contributes to better fuel economy due to the elimi-

nation of air assist. A '1-Box' package with fewer parts is now universally configured for all trucks, said to improve serviceability.

Additional changes to every engine include enhanced DDEC electronics, optimized powertrain and BlueTec management, and accurate fuel reporting.

There's also a new fuel-filter system. Featuring one less filter and longer intervals (100,000 vs. 50,000 miles) than the previous system, the new module also

requires fewer priming strokes and provides easier access to the water drain, Detroit says.

The newly designed DD15 engine features a proprietary asymmetric turbocharger with a next-generation amplified common-rail system (ACRS), which is claimed to improve performance and fuel economy as well as reduce overall weight and complexity. The variable-speed water pump and optimized oil pump reduce load on the engine, also decreasing fuel use.

Detroit will continue to offer the DD15 TC (with turbo compounding) which will receive many of the engine-family changes including the new DDEC electronic controls and improved fuel-filter system.

The updated Detroit DD13 engine features longer service intervals and other improvements, including a variable-speed water pump.

The 2013 Detroit DD16 now has a wider selection of available horsepower and torque ratings that have been shifted from the DD15 engine, up to 600 hp and as much as 2050 lb ft of torque.

See www.demanddetroit.com

DEF HOSE

GATES SAYS IT'S FIRST TO THE AFTERMARKET WITH DEF HOSE

Gates has introduced a new line of diesel emissions fluid (DEF) hose and heated assemblies to the aftermarket.

The initial offering includes six HotLine heated hose assemblies. DEF is susceptible to contamination and cold, so emissions systems are specially designed to keep the fluid temperature above freezing. The Gates design is said to exceed OEM requirements and improve performance by providing quick and consistent heating.

See www.gates.com



UPGRADED ROUTING

ALK'S MAJOR UPGRADES IN PC*MILER 26 INCLUDES INTERACTIVE MAP FEATURES

ALK Technologies says its new PC*Miler 26 provides an increased ability to interact with the system's RouteMap program for more effective route visualization and customization. New features include the option to view satellite imagery, new map styles to customize the look and feel

of the maps, and additional zoom levels to allow for more granular framing of the map window.

Users can take advantage of real-time and historical traffic information to find the fastest route to the destination. You can set time of departure or desired time of arrival, day of week and time of day, to calculate more accurate ETAs.

RouteSync is a new function that



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ensures operational consistency between dispatched routes and actual routes, delivering the guidance to drive the miles that are being billed and to reduce non-revenue mileage.

PC*Miler runs on Microsoft Windows, UNIX, and Linux platforms, as well as IBM AS/400 and mainframe computers. It's also available as a web-based application.

See www.alk.com and www.pcmiler.com/pcmiler26

TRAILER SIDE SKIRT

UTILITY ANNOUNCES
ENHANCEMENTS TO SIDE SKIRT

Utility Trailer Manufacturing has introduced new manufacturing enhancements to its USS-120A aerodynamic side skirt. Launched last August, it's EPA SmartWay verified as an "Advanced Side Skirt".

Two design changes were made: the skirt now includes a spring attachment



added to the front of the side skirts and the bottom of the skirt has been redesigned.

The USS-120A is now securely bolted by a spring attachment to the support-leg wingplate. The reinforcement, says Utility, will allow enough of the forward edge of the skirt material to engage the slip joint "seamlessly".

To further enhance durability, Utility's galvanized high-tensile-steel braces that connect to the side skirt's crossmembers have been vertically moved up by 5.75 in'. This change will provide more material below the brace, the company says, which will allow the side skirt to bend and flex more freely on impact.

See www.utilitytrailer.com and www.epa.gov/smartway

TIRE INSPECTION TRAINING

FREE TRAINING VIDEO FROM MICHELIN AND TIRE INDUSTRY ASSOCIATION **Michelin North America** and the **Tire Industry Association (TIA)** have partnered on another free training video for the tire and transportation industries. 'CSA Tire Inspection' covers the guidelines for inspecting truck tires under the new Compliance, Safety, Accountability (CSA) Program.

The video is intended to help the industry educate drivers and technicians on federal inspection regulations.

The CSA Tire Inspection video is available for free download or viewing here under the Tool Box tab or here on YouTube. Previous Michelin/TIA videos (In Shop Safety, Wheel End Safety, Tubeless Radial Truck Tire Safety, and Commercial Road Service) are also available for no charge at the Michelin truck website.

See www.michelintruck.com and www.tireindustry.org



MACK ADDS NG MODELS

MACK TAKES NATURAL GAS TO ON-HIGHWAY AND CONSTRUCTION TRUCKS

MACK TRUCKS is expanding its natural gas-powered offerings and has taken a step forward in its hybrid vehicle development process. You'll see NG versions of the Pinnacle and Granite models next year for on-highway and construction applications, both using the Cummins Westport ISX12 G engine with compressed (CNG) or liquefied (LNG) fuel systems. Customer testing is scheduled to begin this year.

Mack already offers natural gas-powered TerraPro low-entry and cabover refuse models (see photo).

The NG Pinnacle and Granite models will feature maintenance-free aftertreatment and require only a three-way catalyst to meet EPA 2010 and CARB emissions standards.

Mack is also investigating other alternative technologies, including high-pressure direct injection, which uses a combination of natural gas and a small amount of diesel in the combustion process, as well as DME (dimethyl ether), which can be produced from natural gas or biomass.

The company says it's also moving forward on development of diesel/electric hybrid TerraPro models, recently delivering additional Low Entry test units to the New York City Department of Sanitation for evaluation.

Mack says its hybrid technology provides up to a 30 percent fuel economy improvement in stop-and-go applications such as refuse, with a corresponding greenhouse gas emissions benefit.

See www.macktrucks.com

MACK COMPLETE CARE

PREVENTIVE-MAINTENANCE PLAN CAN BE BUNDLED INTO THE PRICE OF A NEW TRUCK

Mack has launched 'Complete Care', a preventive-maintenance and inspection plan that's said to promote 'Compliance, Safety and Accountability' (CSA) while keeping customers' trucks in top running condition.

Value is enhanced by the convenience of appointment scheduling. Complete Care customers simply contact Mack OneCall, the company's round-the-clock customer support network, to schedule their next service. The new service plan is recognized nationwide and redeemable at any authorized Mack dealer in the U.S. and Canada.

The program can be bundled into the price of a new truck at the time of purchase or can be bought separately within the first nine months after delivery. Ask for quotes on custom plans for 36, 48 and 60 months.

Complete Care is offered as part of the Bulldog Asset Protection component of Mack Pedigree Uptime Protection, an integrated suite of aftermarket aids.

Customers also have access to complete vehicle service history reporting through MVASIST, Mack's web-based service-management system that allows fleet managers and service providers to work together in real time to expedite



repairs. It's been a no-charge option on new Macks delivered since Jan. 1, 2012. Through an online portal, customers are able to communicate with the dealer, initiate repairs, access a complete service history, approve and monitor repair status, and manage repair expenses.

See www.macktrucks.com



Groeneveld on-board camera

ON-BOARD CAMERA

SEE EVERYWHERE: GROENEVELD LAUNCHES GREENSIGHT CAMERA SYSTEM

Proven on Paris-Dakar rally trucks and elsewhere, the new generation of **Groeneveld** cameras has been extensively field-tested. The completely new Greensight camera, developed and produced by Groeneveld in-house, is combined with the Greensight high-resolution in-cab monitor to produce what's claimed to be a "perfect" image, even in bright light, at night, or in poor weather conditions.

The basic Greensight system, used in Europe for many years, is an obstacle-detection system to give the driver accurate information about the free space in front, behind and beside the vehicle by way of ultrasonic audio and visual (LED) alerts.

It can also include the camera either as a supplement to the acoustic system or as a stand-alone setup. Up to four cameras can be connected to the monitor and can be controlled independently.

The new camera meets all possible CE, DIN and EMC standards and has also been certified for ADR applications for use in the transportation of hazardous substances.

Canadian gas giant Air Liquide is one major user. The fleet has opted to spec the active-safety system on all its tankers, with cameras and sensors on the rear, top and sides of its vehicles to cover all high-risk areas around the vehicle.

See www.groeneveld-group.com

SCISSOR LIFT

NEW ROTARY LIFT EFX90
IN-GROUND SCISSOR LIFT IS
GOOD FOR 90,000 LB

Rotary Lift's EFX90 modular inground lift incorporates three heavy-duty scissor sections to lift vehicles weighing up to 90,000 lb, including articulated buses and vehicles with tandem axles, such as fire trucks, dump trucks, semi trucks, and other vocational and over-the-road vehicles.



It includes the company's patented universal-style lifting saddle with flip-up adapters to make lift set-up "a breeze," Rotary says. As a result, the EFX90 is compatible with a wide selection of light-weight adapters. It has an infinite adjustment range, so technicians can precisely position adapters exactly where they're needed for proper lifting. The adapters swivel, making it possible to pick up vehicles by either the frame or the axle.

Technicians can set up the EFX90 in just a few minutes, the company says.

See www.rotarylift.com

ON-BOARD WEIGHING

VPG INTRODUCES DIGITAL CAN ON-BOARD WEIGHING SYSTEM WITH TILT COMPENSATION

SI Onboard, part of the **Vishay Precision Group**, has introduced what is said to be the first digital on-board weighing system in North America to be based on the CAN standard and to feature tilt compensation.

The new SI Onboard 9150 provides high accuracy regardless of truck position, the company says. It also features simple calibration, detailed, real-time diagnostics; and a graphic color TFT display.

It's useful for underbody on-board weighing in a broad range of truck makes, models, and applications—including forestry/logging, waste management and recycling, freight, and bulk hauling.

The 9150 provides gross or net vehicle weight as well as axle-group loading and overload alarms for the truck and trailers. Its tilt compensation measures the



Vishay Precision Group on-board weighing system

tilt angle of the truck and trailer in both pitch and roll axes. The measured angles are used to compensate the readings from the load cells to ensure accurate weighing regardless of the truck position.

The digital CAN system is composed of two components: the 9150 meter to

provide the user interface and the 9150 JBOX/transmitter to integrate the interface with the load cells, signal processing, diagnostics, and the local functionality needed for setup and calibration per trailer.

See www.vishaypg.com

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FREE-STANDING PIT JACK

STERTIL-KONI SAYS OBSOLETE CONCRETE MAINTENANCE PITS CAN DISCOVER A NEW LIFE

Thousands of aging, below-floor concrete pits in heavy-duty workshops may soon have a new lease on life thanks to heavy-duty lift specialist, **Stertil-Koni USA**. The vast majority of these pits don't have the proper equipment to enable mechanics to safely remove under-vehicle components, including transmissions and the like. Many pits are thus rendered virtually useless other than for routine inspections and standard lubrication maintenance.

In response, Stertil-Koni has developed a free-standing rolling pit jack with a capacity of 30,000 lb that's specifically designed to operate safely on the pit floor—entirely independent of upper pit edges. Lifting is done by an air-driven, fully hydraulic pump actuated by tandem foot pedals. One pedal quickly raises the



piston to be in contact with the vehicle being lifted while the other allows precision lifting in small increments. In this way, the service technician is hands-free to work on the vehicle or operate other tools.

The jack frame is supported on wheels for easy relocation within the pit.

Two models are available: the FPJ-150-F is fitted with a fixed vertical piston and the FPJ-150-U has a vertical piston that moves side to side.

See www.stertil-koni.com

CUMMINS PARTS

MAHLE CLEVITE INTRODUCES NEW CUMMINS CATALOG

Mahle Clevite's new Cummins catalog includes over 230 new part numbers and expanded market coverage. The instructions and technical information in the catalog are supported in English, Spanish and French.

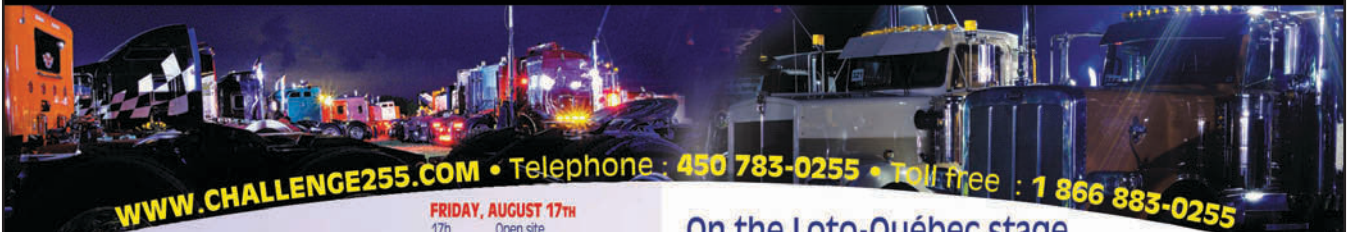
The catalog includes the new N14 Ferrotherm articulated pistons and supporting parts to create sleeve assemblies and engine kits. Originated by

MAHLE, the pistons consist of a durable forged-steel crown coupled with a free-floating aluminum skirt. The design serves to increase piston-crown durability, the company says.

There's also increased coverage for B and C series engines, including piston



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17h Open site
18h30 Free essays
21h **GIRLS WANNA HAVE FUN!** followed by **THREE OF US**

SATURDAY, AUGUST 18TH

8h Free essays
9h30 Arrival of antique vehicles
10h Moto's qualification
10h30 Races begin
19h - 21h Show N' Shine Sound & Lights
AKASHA followed by **THREE OF US**

SUNDAY, AUGUST 19TH

8h Open site
8h30 Truckers's mass
9h Races begin
15h Beginning of finales
17h Show N' Shine Parade
Awards and trophies

On the Loto-Québec stage



August 17th, 21 h
GIRLS WANNA HAVE FUN!
followed by **Three of us**



August 18th, 21 h
AKASHA
followed by **Three of us**

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MOTORCYCLES

PICK-UP

SHOW N' SHINE

ANTIQUE VEHICLES

OFF THE WALL RACES

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Shipper Carrier Breakout

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KEYNOTE SPEAKER: Don Soderquist, Founding Executive of The Soderquist Center, Arkansas, and former Sr. VP Chairman and COO, WalMart USA.

Mike Riggs, Chairman, Jack Cooper Holdings, Kansas, *recipient of the 2011 General Motors, Supplier of the Year Award.*

Wolfgang Spillner, President, Albacor Shipping Inc., Toronto.

Hazem Ghonima, President, TAF Consultants, Ottawa.

George Magliano, Sr. Principal Economist, IHS Global Insight, New York.

Pierre Desrochers, Associate Professor of Geography, University of Toronto.

Susan Moore, Director of Sustainability, Lakeside Logistics.

J. Gardner Hodder, Attorney, Hodder Barristers, Toronto.

Dr. Keith Mussar, VP Regulatory Affairs, IE Canada.

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Jean Robert Lessard, Vice President of Marketing and Business Development, Robert Transport.

Patricia Mohr, Vice President & Commodity Market Specialist, The Scotiabank Group.

Marian Weilert Sauvey, Sr. VP & Secretary, Atlas World Group, Indiana.

Neil D'Souza, Vice President, Versa Cold.

Loreto Saccucci, CEO, Blue Rover.

Lou Smyrlis, Editor, Canadian Transport & Logistics.

Dr. Sylvain Fournaise, Vice-President, Food Safety and Technical Services, Olymel I.p.

FEATURED MODERATORS:

Richard Kunst & Mariela Castano-Kunst, President and Vice President, Kunst Solutions Corp, *Plenary Session*

Doug Munro, President, Maritime Ontario, *Plenary Session*

Adam Gambriano, Former Chair of the Toronto Transit Commission, *Plenary Session*

Mark Feduke, Director of Trade Compliance, VLM Foods Inc., *Food Safety and Regulation Session*

John Fiorilla, Attorney, Capehart & Scatchard, *Transport Law Session*

Patrick Bohan, Manager, Business Development, Halifax Port Authority, *Automotive Session*

Christine Brown, Consultant, *Shipper-Carrier Session*

Last year, over 300 companies attended the event in order to learn and exchange views on logistics innovation and cost savings. Manufacturing companies from the consumer goods, automotive, grocery industries, as well as trucking, railways and intermediaries, receive an overview of the solutions to a number of current problems in the transport industry. This year we have added a new panel on Food Safety and Transport Regulation. There will be ample opportunities for networking during our traditional four-course rotational luncheon.

BETTER HYBRIDS

EATON IMPROVES FUEL EFFICIENCY, PERFORMANCE AND SYSTEM PAYBACK

EATON says it's made a number of enhancements that will increase the fuel economy, performance, and payback of its hybrid power system for commercial vehicles. Included are a new high-capacity battery, a single-phase 115-volt AC auxiliary power generator (APG), a higher-capacity clutch to expand applications up to 860 lb ft of torque, and a new remanufactured battery for aftermarket purchase.

The new design of the lithium-ion battery increases the fuel savings of its hybrid system an additional 5 to 10%, the company claims, while also improving vehicle performance. The new battery more than doubles the engine-off capability of the system for job-site operations, says Eaton, and extends battery life as well.

Fuel savings of its hybrid system an additional 5 to 10%

There's also a new single-phase 5-kilowatt auxiliary power generator as of this fall. The APG option converts high-voltage DC current from the battery to 115-volt AC current that can be used by any number of tools on the job site. It offers a soft-start function

that can handle high in-rush loads that demand an immediate boost of power, Eaton says. The APG is fully isolated from the high-voltage battery.

Both the new high-capacity battery and APG will be rolled out during the fourth quarter of this year to serve utility applications. The new battery will be available for city delivery and beverage tractor applications in the third quarter.

Eaton now offers a remanufactured battery, providing fleets with an affordable aftermarket option.

See www.eaton.com/roadranger

kits, turbochargers, gaskets, valve-train parts, cams and cam gears, among others.

Online, users can easily search for Cummins engine parts and kits either by selecting an engine model from the drop down menu or by entering the OE number or CPL number. Once a selection has been made, search results matching the request will appear, showing the various engine parts and kits available.

The online version of the catalog includes an "add-to-cart" ordering function tied directly into customer accounts.

The catalog is now available in print and for PDF download at www.mahle-aftermarket.com.

EMERGENCY RESPONSE GUIDEBOOK

2012 ERGS ARE NOW AVAILABLE FROM J. J. KELLER

The 2012 Emergency Response Guidebook (ERG) is now available from **J. J. Keller**, and the company says copies can be ordered at 2008-edition prices.

The book contains information needed to respond immediately to a transportation incident involving hazardous



J. J. Keller
Emergency Response Guidebook

materials. Carriers, police, firefighters, and other emergency services personnel use the ERG as a quick way to identify the hazardous materials and get response information to protect themselves and the general public.

The 2012 ERG replaces the 2008 edition and reflects the latest guidelines for proper emergency response to a hazmat incident.

J. J. Keller offers the 2012 ERG in multiple formats, including soft-bound, spiral-bound, and CD-ROM.

To see descriptions of all the formats, plus quantity pricing, go here. Or call 800-327-6868 and refer to promotion code 51391.

See jjkeller.com/51391

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WEEKLY PUMP PRICE SURVEY / cents per litre

Prices as of July 17, 2012 · Updated prices at www.mjvri.com

CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	132.9	0.0	115.4
VANCOUVER *	134.1	-0.8	90.0
VICTORIA	128.2	-0.2	92.0
PRINCE GEORGE	120.4	-0.5	88.0
KAMLOOPS	123.2	0.9	90.6
KELOWNA	125.4	1.3	92.8
FORT ST. JOHN	125.2	-2.7	92.6
YELLOWKNIFE	137.6	0.0	117.9
CALGARY *	104.4	-1.3	86.4
RED DEER	108.2	0.0	90.1
EDMONTON	107.2	0.0	89.1
LETHBRIDGE	112.6	0.3	94.2
LLOYDMINSTER	113.9	2.7	95.5
REGINA *	110.2	0.0	85.9
SASKATOON	111.3	-0.6	87.0
PRINCE ALBERT	116.9	0.0	92.3
WINNIPEG *	112.9	-0.7	92.0
BRANDON	109.5	-0.2	88.8
TORONTO *	119.5	0.7	87.5
OTTAWA	120.4	-0.5	88.2
KINGSTON	118.9	0.0	86.9
PETERBOROUGH	118.1	0.7	86.2
WINDSOR	112.3	-2.9	81.1
LONDON	116.2	-0.5	84.5
SUDBURY	117.8	-0.5	85.9
SAULT STE MARIE	119.2	-1.0	87.2
THUNDER BAY	121.0	0.6	88.8
NORTH BAY	117.9	-0.4	86.0
TIMMINS	124.1	0.0	91.5
HAMILTON	117.6	0.5	85.8
ST. CATHARINES	118.4	-0.5	86.5
MONTRÉAL *	134.9	6.0	95.1
QUÉBEC	128.9	2.0	89.9
SHERBROOKE	127.9	1.0	89.0
GASPÉ	128.4	1.0	93.3
CHICOUTIMI	127.9	2.8	92.9
RIMOUSKI	128.9	3.0	91.8
TROIS RIVIÈRES	128.9	2.0	89.9
DRUMMONDVILLE	128.9	3.0	89.9
VAL D'OR	128.6	-1.2	93.4
SAINT JOHN *	126.5	1.3	88.8
FREDERICTON	127.1	1.9	89.3
MONCTON	127.7	1.5	89.8
BATHURST	129.4	2.1	91.3
EDMUNDSTON	128.5	2.1	90.5
MIRAMICHI	128.5	2.1	90.5
CAMPBELLTON	128.6	2.1	90.6
SUSSEX	126.3	0.7	88.5
WOODSTOCK	126.9	0.1	89.1
HALIFAX *	125.5	2.9	89.8
SYDNEY	129.0	3.2	92.8
YARMOUTH	128.1	3.2	91.9
TRURO	127.0	3.0	91.0
KENTVILLE	127.6	3.2	91.6
NEW GLASGOW	128.2	3.2	92.1
CHARLOTTETOWN *	121.3	6.3	91.3
ST JOHN'S *	130.4	2.1	94.9
GANDER	132.9	5.1	97.1
LABRADOR CITY	137.2	1.9	100.9
CORNER BROOK	131.1	2.1	95.5
CANADA AVERAGE (V)	119.2	0.9	88.9

V-Volume Weighted

(+/-) indicates price variations from previous week.

Diesel includes both full-serve and self-serve prices.

The Canada average price is based on the relative weights of 10 cities (*)

www.espar.com



FUEL AUDIT TRAIL

BLUE TREE SYSTEMS LAUNCHES "GAME CHANGING" FUEL AUDITOR FEATURE

Blue Tree Systems, provider of the R:COM fleet-management system first launched in 1995, now offers the new Fuel Auditor feature for all new and existing customers. It's been fully evaluated by TransAm Inc. across its 1400-truck fleet.

It allows carriers to audit the fuel used across their fleet easily and accurately and to examine fuel usage per truck and/or driver, the company says.

Blue Tree says its R:COM technology includes advanced algorithms capable of calibrating the ECM fuel data quickly and easily to provide more accurate fuel-usage data than the ECM can offer. The Fuel Auditor program compares the

amount of fuel burned by each truck in the fleet to the amount of fuel purchased. Fuel-purchased data can be imported from electronic fuel cards, on-site pumps, or typed in manually from receipts. Any discrepancies between fuel burned and fuel purchased are immediately highlighted in the Blue Tree reporting system which can identify the exact time window and location of the discrepancy.

The Fuel Auditor also monitors a truck's fuel-tank level constantly to detect all fuel fills and extractions with great accuracy and can map the location of the fuel-level change event.

See www.bluetreesystems.com

YARD TRACTOR

CARGOTEC'S NEW OTTAWA TRACTOR POWERED BY FORD V10 GAS ENGINE

Cargotec USA has expanded its Ottawa trailer-spotter line with the introduction of a gasoline-powered model. It sports a 6.8-litre Ford V10 engine and meets both 2012 EPA and California Air Resources Board (CARB) standards for on-road vehicle emissions.

It's a lower-cost option compared to the equivalent diesel-powered EPA/DOT tractor. There's a performance gain as



well, Cargotec claims, saying the Ottawa's gasoline powertrain allows it to reach top speeds faster and has higher maximum speeds in both third and fourth gears compared to equivalent diesel units.

The Ford 3-valve V10 engine provides 240 hp and 450 lb ft of torque at 2800 rpm. It's coupled with an Allison 3000 RDS transmission, offering a maximum speed of 33.2 mph with three gears and 45 mph with four. The rear axle is the Meritor RS-24-160 with 7.17:1 ratio and all axle-ratio options are available. Also available is the Meritor RS-23-186 with 7.83:1 ratio for DOT/EPA terminal tractors under 33 mph with a 116-in. wheelbase.

See www.cargotec.com



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REFRIGERATION MEETS 2013

NEW ECOFORWARD TECHNOLOGIES FROM CARRIER TRANSICOLD

EcoForward' technologies is the name behind the new transport refrigeration units and generator sets designed by **CARRIER TRANSICOLD** for compliance with U.S. Environmental Protection Agency diesel emissions standards, which change in 2013.

Refrigeration systems with these new technologies will consume significantly less fuel, operate more quietly, and deliver improved performance, Carrier claims, all while running cleaner than the models they'll replace. They'll be available in limited quantities by the end of the year and fully available in 2013.

Common to these new systems are 2.2-liter diesel engines based on Carrier's established engine line and made "smarter" with the addition of sensors and electronic control modules. For trailer refrigeration, efficiency improvements result in a 5 to 20% reduction in fuel consumption compared to previous models.

A new custom-designed engine emissions system (EES) adds emissions reduction and compliance with the California Air Resources Board ultra-low emissions standard.

EcoForward technologies are being applied to Carrier's trailer refrigeration platforms, both the belt-driven units and the Vector hybrid diesel-electric units, as well as the PowerLine gen sets used with container refrigeration systems for overland inter-modal applications.

See www.carrier.com/ecoforward

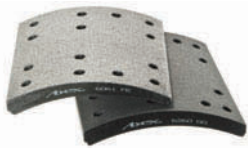
Trailer refrigeration efficiency improvements result in a 5 to 20% reduction in fuel consumption compared to previous models.

BRAKE FRICTION

FEDERAL-MOGUL HAS INTRODUCED ABEX REDUCED-STOPPING-DISTANCE BRAKE BLOCK

A new offering of Abex commercial-vehicle drum-brake block that meets FMVSS 121 Reduced Stopping Distance (RSD) requirements is now available, manufactured by **Federal-Mogul**.

FMVSS 121 was amended to reduce the specified stopping distance to 250 ft—a 30% reduction—for new truck tractors built on or after August 1, 2011.



The new Abex RSD friction includes three application-specific formulations engineered to enhance overall performance while meeting the new FMVSS requirement:

RN is an organic, copper-free formulation for 20,000-lb axle ratings; RSM is a semi-metallic, with a 29,000-lb axle rating, for severe-service applications; and RSC is a semi-metallic combo formulation with a 23,000-lb axle rating.

See www.federalmogul.com

DOCK MANAGEMENT

CARRIER LOGISTICS MAKES IMPROVEMENTS TO ITS DOCK MANAGEMENT SYSTEM

Carrier Logistics (CLI) has improved its Dock Management System (DMS). Features include re-weigh integration, misload prevention, dimension capture, piece-level tracking, and complete automation of paperwork.

Savings of 30% and more in dock costs are possible, the company says, and adds that there can be "extensive savings" in administrative costs, too. CLI says payback can be measured in months, not years.

The new DMS offers real-time manifesting with full revenue capture while helping move shipments in the right direction. It helps to pinpoint shipment location and to scan freight at every stage. It also enables full communication with no paper notes or verbal instructions because workers see their instructions right on their hand-held devices.

The system allows for multiple dock-workers to load or unload a single trailer, keeping track of where all shipments are and who handled them when.

See www.carrierlogistics.com

LIGHTING CATALOG

TRUCK-LITE FEATURES 50 NEW PRODUCTS IN 2012 SUPPLEMENT

Truck-Lite has released its 2012 New Product Supplement, a complement to its 2011 full-line product catalog. This new 10-page brochure illustrates 50 recently introduced lighting products and accessories.

It details Truck-Lite's LED forward lighting offering with beam-pattern illustrations and comparison photos. The brochure also contains information on 4- and 7-in. LED auxiliary products, LED snow plow kits, LED perimeter lamp, Sky-Lite, 36 Series Flex-Lite LED marker clearance products, LED CSA Roadside Repair Kit, and more.

The brochure offers high-resolution photos of each product, accompanied by dimensional drawings, parts numbers, product descriptions, and technical specifications.

The supplement can be downloaded or a hard copy can be requested online.

See www.trucklite.com



IMPROVED AIR HAMMER

FEEDBACK LEADS SNAP-ON TO ENHANCE ITS HEAVY-DUTY AIR HAMMER

The **Snap-on** heavy-duty air hammer (PH3050B) now has the quick-change chuck retainer (PH200D) installed on the tool for added convenience.

After feedback from technicians about enhancing the tool, the company replaced the beehive spring with the quick-change chuck retainer, making it easier to use.

Other features and benefits include: dual elastomer cushions to absorb shock and vibration and reduce user fatigue; direct multi-port front exhaust to keep air and debris away from user; and variable-speed soft-touch trigger to provide featherability for greater control.

See www.snapon.com/powertools

LED WORK LAMP

NEW HELLA POWER BEAM 3000 LED WORK LAMP OFFERS 3000 LUMENS

Hella says its new Power Beam 3000 LED work lamp is both powerful and very efficient, consuming substantially less electricity than standard halogen work



lamps. It provides 3000 lumens of output by needs only 43 watts of power. The lamp uses 16 long-lasting LEDs to create a powerful

white light closest to daylight and is more efficient, says Hella, than Xenon-based lamps.

It's available in both close- and long-range illumination models, using Hella's Free-Form reflector technology, which is designed to deliver more light output and provide a more precise beam place-

ment than conventional lamps. Its lifespan is said to be over 60,000 hours and it's claimed to last more than 350 times longer than a traditional halogen lamp.

The Power Beam 3000 has a multi-volt operating range from 9 to 33V. It comes completely sealed from the factory and requires no additional service.

See www.hellausa.com and www.myhellalights.com

MEDIUM-DUTY DISC PADS

NEW FROM BOSCH IS A SERIES OF PREMIUM MEDIUM-DUTY DISC-BRAKE PADS

Bosch has introduced a new series of 'QuietCast' medium-duty disc-brake pads, expanding the line with the addition of 24 part numbers. Coverage now extends to class 3-7 truck applications.

QuietCast pads are manufactured using OE friction formulas or friction



formula upgrades. They're claimed to give superior stopping power, increased pad life, quiet stops, low dust, and good pedal feel.

The blends of friction material are application-specific, Bosch explains, based on obvious factors like vehicle weight and typical duty cycles. But the company says more subtle considerations include rotor diameter and thickness, and even caliper bracketry.

See www.boschusa.com **TT**

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YOU CAN'T GET THERE FROM HERE



Could this be the Real McCoy?

Every month we award a fabulous **Today's Trucking** cap to the first 10 eagle-eyed readers who i.d. our roadside attraction. Last month, our photographer stopped near Britannia Beach on the Sea-to-Sky Highway to grab a shot of Lynne Cook's Mountain Woman Fish&Chips&Burgers bus. She's been running the restaurant out of her '75 Thomas Built school bus for 28 years and was glad to hear Thomas is now part of Daimler. "I might never get a Porsche," she told us, "but I now have a Mercedes."

If you can tell us where **this month's** distinctive Ozarkian sign is, you can be the envy of your block by scoring a swell Today's Trucking cap. Give Jason Rhyno a call at:

July Answer:

Lynne Cook's Mountain Woman Fish&Chips& Burgers bus.



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By Peter Carter

In Trucks We Trust

Thinking of getting out of trucking? Here's why you haven't got a prayer.

When I was a kid my parents made me and my brothers and sisters go to church a lot. Every Sunday (and many other days of the year too) and as far back as I can recall, we Carters would get marched up to St. Clement's, 1.5 blocks from our house in Sudbury, to pray.

It was torture.

First of all, church was invariably scheduled for morning. What kid wants to get out of bed to go to, of all places, church?

And once there, we were supposed to sit still. On a hard bench. For an hour or so.

The sitting was relieved by periods of standing or kneeling. But even then, we had to stand or kneel straight. We weren't to rest our butts against the pews.

That was just the physical pain.

When I was really young, the Mass was in Latin. I barely knew English. Did anybody really expect me to understand what was going on? (I still don't.)

But like all the other wheels my folks kept their shoulders to, Mom and Dad persevered with the churchgoing, and to a large degree, it took.

When I started raising my own kids, I realized my parents probably used church as much as a management tool as anything else. I had four brothers and four sisters. What's a higher power for if not to control a crew like that?

Also, my Dad ran a fleet of buses. The precious hours he spent in church was the only time he could escape the phone.

But back then? Put it this way: I sure wish they had invented Ritalin.

I thought about all this very recently on another visit to church. And even though I am an official grown up, I still wasn't exactly paying strict attention. Indeed I couldn't help but watch a very attractive young family of five—mom, dad and three fair-haired boys, the youngest still being rocked in his mom's arms.

The other two were busy pursuing what I consider a very heavenly pastime: The boys leafed through glossy picture books;

one called *"Monster Trucks"*; the other, which had a lovely Pete gracing its cover, was *"National Geographic Kids Big Trucks."*

I approached them afterwards.

Mom and Dad are both schoolteachers. But get this: Dad's late father was a trucker who carried steel from Brampton to various places across Canada and Dad—the man I talked to—has fond memories of riding with his father.

He boasted that not only do his boys adore big rigs, he has finally schooled his wife on how to tell a Western Star from a Volvo.

(We also agreed that Grandad could smile down on the boys when they were reading about trucks in church.)

But then it came to me.

Trucking is a lot like religion. Seriously.

For one thing, it's in your blood. Any old timer will tell you that much.

It's often irrational. I've met more than one owner who gripes on how crazy it is to stay in trucking but he can't imagine doing anything else. For reasons you often can't articulate, you hang in there. (Did you hear about the trucker who won the lottery? He said he'd "keep on truckin' till the money runs out.")

Trucking, like praying, is frequently a family thing.

And even though we older guys remember the past fondly—we must admit that trucking today is better than it used to be.

Just take a ride in a rig without a/c or power steering and you'll know what I'm talking about. My dad used to say, "the best thing about the good old days is they're gone."

(Religion, too. At that Mass where I met the family, the priest was actually making the parish laugh with stories from his own childhood. The music was lively and no kids were being forced to sit up straight. Many were snacking or coloring. None looked like torture victims.)

But agree with the comparison or not, you have to admit that in the end, trucking is a force for good.

Carrying goods to where they have to be is perhaps the most important service any single industry can provide. No wonder you hang in there.

Keep up the 'goods work'. **TT**



My dad used to say, "the best thing about the good old days is they're gone."

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