

HIGHWAY STAR OF THE YEAR: "He's always there when we need him," PG. 35



Champion
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Today's Trucking

The Business Magazine of Canada's Trucking Industry

May 2008
www.todaystrucking.com

THE
WORLD
OF
TRUCKS



SPECIAL REPORT
ON TRUCK WORLD 2008 SHOW, PG.34

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**Kenneth R. Wilson
Award Winner**



Member



Universal truths

I drove truck for six years in Europe before coming to Canada and I can tell you speed limiters don't make roads safer.

Stupid drivers stay stupid drivers with or without limiters.

The speed issue is going to solve itself through the fuel price. Anything above 90 km/h is aerodynamically entirely absurd.

Ben Kuerschner,
Winnipeg

Slow truckers ahead

There's one question about speed limiters that I haven't seen answered, and that is, what are the effects of Ontario's decision on trucking in other jurisdictions?

Our company has trucks that run exclusively in Ontario and Quebec and they will be only negligibly affected by this legislation. However, we have about 50 trucks that run south of the border and they will suddenly become hazards on the road.

According to the National Motorists Association, 25 states have posted interstate speed limits for trucks of 70 mph or higher; another 19 have posted speeds of 65 mph. Trucks with speed limiters will become safety hazards on 88 percent of the U.S.A. highways.

Meanwhile, back in Ontario, I can't

Letters

wait to see the frustration of non-speed-limited drivers as they wait for trucks to pass one another. I'm sure a few truckers might show how much they don't like the legislation by passing very slowly. Until, that is, someone decides to charge them with obstructing traffic.

Darren MacDonald,
Oshawa, Ont.

Editor's Note: For an in-depth look at the speed limiter issue, see "Them's the brakes," by Marco Beghetto, on page 43 of this issue.

Top 100, Amended

The *Today's Trucking* Top 100 for-hire carriers that appeared in our March issue left more than a few readers shaking their heads because, by some standards, things didn't seem to add up.

That's because they were added up differently.

Footnote on page 39 notwithstanding, when we calculated total fleet size this year, we included the total number of company-owned trucks and trailers but not the number of owner-operators.

Many readers accustomed to our previous method of calculation expressed their concern. Day & Ross, for instance, appeared to be decreasing in size but only with regards to fleet-owned units. The Maritime operator is actually larger this year compared to last, as reflected in the number of owner-operators.

On the *todaystrucking.com* website, we will revert to the traditional system of including the owner-operators in the total fleet size and we will continue to do so in future issues of the magazine.

I apologize for any misunderstandings and also extend my sincere gratitude to all the people out there who help us compile these statistics every year.

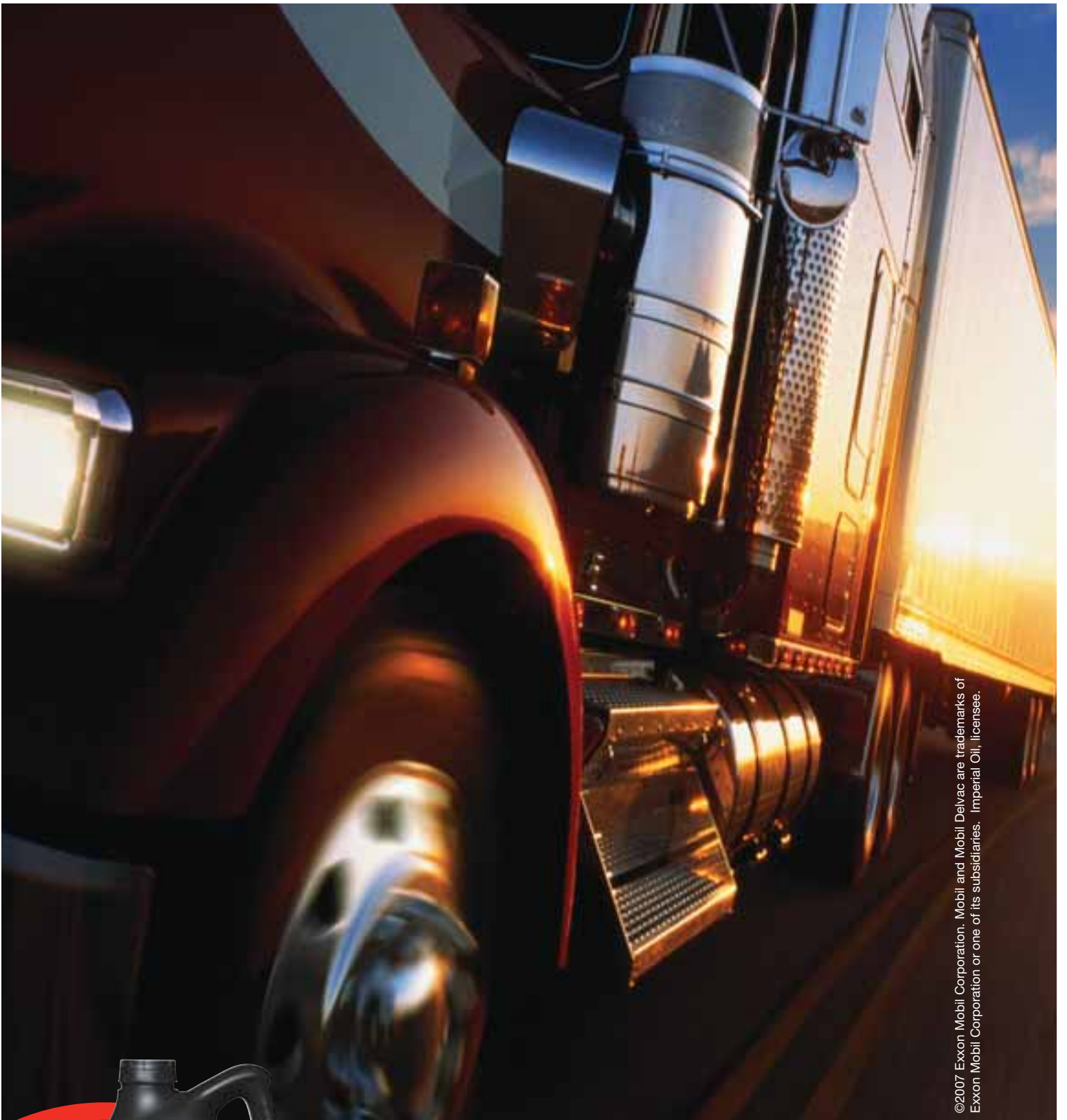
Peter Carter,
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By Rolf Lockwood



Not Good Enough

I'm revisiting the wheel-off issue because it's clear that we've not addressed it. Not even close, it seems.

Two years ago on this very page I asked if we were doing enough to ensure that trucks and their wheels don't part company (*Are we doing enough?*, June 2006). I asked what we had learned since the 1990s when wheels seemed to be falling off trucks all the time—and killing people in the process.

The letters and e-mails that I got in response to that editorial suggested that we hadn't learned anywhere near enough and weren't actually doing much about it. In spite of a massive effort 10 years earlier to create training programs and demand that every wheel and tire technician pass a simple course in wheel and hub maintenance, the problem persisted.

I feared that complacency was common, perhaps even rampant. And several responses told me I was on the money.

Here's what one veteran Ontario technician had to say, requesting anonymity for fear of losing his job:

"I work for one of the largest companies operating in Canada who are the so-called leaders in preventive maintenance and I can assure you complacent thinking is the norm around here," he wrote.

"Sure we had the new procedures and some training thrown at us when wheel-offs were in the news, but that is not the case now.

Of the 12 technicians working in my shop, there is only one installing wheels correctly, one comes close, and the others aren't even in the ball park. Management does nothing and will do nothing until a wheel-off occurs. And when that does happen they will review the procedures taken, and when they find the tech who didn't do it right they will fire him and remind those that are left of the proper procedures. A week or two later, things will be back to 'normal'.

"Are we doing enough? In the time I have been with this company, I have been on only nine training sessions, each being one to three days in length. That's a maximum of 27 days for the 15-plus years I have been here. If it wasn't for my own initiative, I would know how to grease a truck and change oil and that's it. With all the systems on a vehicle today, I hardly think 27 days of training covers it. We have senior technicians who can't adjust clutches, who can't inspect brakes properly, who know little about fifth wheels or the electronics on a vehicle. Our company is adding to the problem by hiring unskilled labor to perform vehicle inspections, although the corporate line is they are to do oil and grease jobs only. These same guys are mounting and

The wheel course is in place, so the wheel-off problem went away, right?

dismounting tires without knowledge of what they are doing. Training doesn't exist."

Is that typical? Probably not, but is it rare? No, not according to other correspondence I had at the time and have had since.

I'm revisiting the issue now at the request of a New Brunswick reader who just found that editorial of mine in the Tires & Wheels Decision Center on *todaystrucking.com*. He sent an e-mail to comment on it, asking me to keep "pushing" the matter.

"As a trainer for the 'Keeping Your Wheels On' course I agree with you 150 percent," he wrote. "At the close of this training I see



lots of students with high marks on the exams, but then to see them go back to the same bad habits they arrived with is discouraging. The paper certificate is what most come for, not the training. I'd say we're not gaining on the problem in the classroom.

"I think the mounting hardware (hub-pilot-design studs and nuts) is not maintained well enough and most of the time not at all. In some fleets with high wheel-removal and installation rates the hardware has lost most of its ability to maintain enough clamp load to hold the wheels, hub and drums tight even if the torque wrench was accurate at 500 lb ft. This is tough to get across to some techs."

No matter how you cut it, this is all bad news. Continuing bad news. And while honest ignorance about wheel and hub maintenance may have been a vaguely plausible excuse back in the 1990s, there's no excuse whatsoever in 2008. Wheels do continue to come adrift but, apparently, too many people are willing to ignore that fact. I'm not happy about this.

This industry sees fit to push for speed limiters, which will save no lives at all—and likely cost a few, in fact, while conserving paltry amounts of fuel—but hardly any effort is made to fix a real problem. The wheel course is in place, so the wheel-off problem went away, right?

Well, it didn't. And when I put these two issues side by side, I get more angry by the minute. ▲

Rolf Lockwood is editorial director and publisher of *Today's Trucking*. You can reach him at 416-614-5825 or rolf@todaystrucking.com.

Dispatc

BY MARCO BEGHETTO

Dialing While Driving

Do new cellphone bans include popular push-to-talk functions?

For most drivers, the truck cab is like a second home. In fact, in many cases, there's nothing secondary about it. These days, though, there's less truckers can do inside their homes: Smoking while behind the wheel is banned in Ontario and Alberta. And now talking while driving — on a cellphone, anyway — is out of bounds in Quebec and Nova Scotia.

Both provinces followed the lead of Newfoundland (which banned hand-held devices while driving in 2003); and as of April 1, using a cell will cost you about 100 bucks and three demerit points in La Belle Province and up to \$165 for a first offence in Nova Scotia.

A transition period of "soft enforcement" will end on June 30.

At first glance, the regulation in Quebec seems pretty simple. But things might not be all that clear as questions are surfacing as to whether

the ban includes CB-like cellular functions like Telus' "Mike" and "10-4" from Bell Mobility.

That's exactly what members of the *Comité Technique de Camionnage du Quebec* (an association for fleet maintenance managers and mechanics) wanted to know at a recent seminar hosted by the *Société de l'assurance automobile du Québec* (SAAQ).

"What about phones like Mike and 10-4 that many carriers use?" several in the audience asked out loud. The answer? Cue the sound of crickets here.

Such cell phones work sort of like CBs or walkie-talkies via a "push-to-talk" function. To use it, well, drivers have to do just that — likely putting them, as *Today's Trucking* has learned, in violation of the new rule. Also, there doesn't appear to be any hands-free voice recognition option for this kind of technology.

NOT IN SERVICE: Ambiguity in Quebec's cellphone ban just might force drivers to hang up on push-to-talk services.



shes



Bruno Muller

*Muller is
“a visionary leader”
who built his specialty
bulk commodities hauler
into one of the most
successful carriers in
Western Canada.
— Canadian Trucking Alliance*

According to information we obtained from the SAAQ, the regulation doesn't seem to apply to devices that are fixed to the vehicle, which makes traditional CBs okay.

When we interviewed him, Marc Choma, a

spokesman for the Canadian Association of Wireless Telecommunications, said the situation is interesting, but he admitted he really doesn't know how to address Quebec truckers' concerns about the absence of a push-to-talk function in a hand-free mode. "It is possible to use a headset when listening, but you must push a button to talk. To my knowledge, there is no device on the market allowing the use of the walkie-talkie mode hands-free," said Choma.

Fleets, their drivers, and owner-operators commonly use these push-to-talk functions because it can drastically cut down their communication costs and the range is pretty good (we're told they provide crystal clear sound between Quebec City and Toronto, for example). You can get a push-to-talk package, with unlimited time, for about \$30 per month.

So, can drivers in Quebec still use them? Right now, we're in a grey zone at best. And, as many truckers know from roadside inspections, whenever there's ambiguity in the law, their fate can rest with the interpretation of individual inspectors—who may or may

CTA LOOKS WEST FOR LEADERSHIP

Bruno Muller, CEO of tanker carrier Caron Transportation Systems of Sherwood Park, Alta., has been named Chairman of the Board of Directors of the Canadian Trucking Alliance (CTA) for the 2008-10 term.

A statement from the CTA describes the outspoken Muller as "a visionary leader" who built his specialty bulk commodities hauler into one of the most successful carriers in Western Canada.

Muller, who succeeds Claude Robert of Robert Transport as Chairman, started his career in the trucking industry in 1978 when he began working in the small courier sector as a driver-dispatcher. In 1991 he and a partner bought Caron and in the following years, he made numerous strategic acquisitions of bulk, aggregate and warehousing operations.

A fixture on the CTA board of directors since its inception 10

years ago and a member of its executive committee for the past six years, Muller's chairmanship comes at a pivotal point for the CTA, the group notes.

The new Chairman says among other issues, he's deeply committed to addressing the driver shortage by attracting a new generation of Canadians to the industry.

Meanwhile, the CTA also announced its new board of directors lineup. Paul Easson, Easson's Transport Ltd., of Berwick, N.S., is First Vice Chairman, while Scott Johnston of Siemens Group of Companies in Saskatoon was elected Second Vice Chairman. Johnston was formerly with the Yanke Group of Companies.

Mark Seymour, Kriska Transportation, Prescott, Ont., was named Secretary, while the Treasurer role went to Don Streuber, Bison Transportation Ltd., Winnipeg.



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not be having a good day.

"We know that such devices exist but, for the moment, we don't have all the answers," Gaétan Bergeron, chief of engineering service at the SAAQ, told

members of the CTCQ.

Peter Nelson, executive director of the Atlantic Provinces Trucking Association, says he's fielded calls from members expressing concern with the Quebec



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Hang Up or Pay Up:

Jurisdictions where hand-helds are illegal while driving

Canada

BANNED: Newfoundland, Nova Scotia and Quebec. (Alberta, B.C. and Manitoba are considering, to various extents, similar rules).

U.S.

BANNED: California (including hands-free, beginning July 1, 2008); Connecticut; District of Columbia; New Jersey; New York; Washington (takes effect July '08. Texting while driving ban already in place).

Sort of: Some states such as Illinois, Florida, and Georgia have partial bans either on limited routes or they mostly affect bus drivers. New Hampshire has no clear ban, but you can be prosecuted if using a cell when involved in an accident. In Delaware and a handful of other states, a driver can be prosecuted for "inattentive driving," which can include using a cell phone.

rule, but he hasn't yet heard that there might be similar issues in Nova Scotia.

Still, because the rules are so similar, he says he wouldn't be surprised if eventually overzealousness leads to a driver in Nova Scotia getting ticketed too. "When it's that arbitrary, it can sometimes fall onto roadside to figure it out," he says.

André Létourneau, chief of the SAAQ Policies and Programs Division, says the Quebec Ministry of Transport would have actu-

ally preferred a complete ban on all devices—including hands-free ones—while driving. But Minister Julie Boulet backed off after the trucking and taxi industries expressed concerns that a blanket rule would be an assault on business.

If reaction from safety groups is any indication, there just may come a time when all communication devices are outlawed in moving vehicles. Raynald Marchand of the Canada Safety Council says cell-

phone bans alone are useless and divert attention from the real issue. "The problem is the degree of the distraction, whether it's hand-held or hands-free. Hands-free is not distraction-free."

So, truckers, don't be surprised if you have to pull over and sneak under a bridge for a smoke as well as a chat some day.

— *with files from*
Steve Bouchard

Niche Markets

The Art of Trucking

There's an art to transporting art.

While simple supply-and-demand economics would leave most people wondering what benefit there is in going to all the trouble, Mark Starling and his family have made a living out of the specialized sector for over 40 years.

His company, Pacart, provides the art community with a vehicle to ship paintings, sculptures and artifacts in a safe and specialized manner. Working as a contractor for Eaton's in Toronto in the '50s, Starling's grandfather delivered and hung paintings for the department store's Gallery

Division. When the family moved to Vancouver in the 1960s, the family patriarch launched Pacart to provide the same service.

The art scene continued to develop during the next 25 years, and today, the 15-truck carrier has grown to offer cross-country and international art transportation service—a claim made by less than a handful of carriers.

"It's a very, very thin wedge of the market in terms of transportation volumes," says Starling. "It's not a growth industry and if there were more carriers, there wouldn't be more exhibitions."

A recent federal government announcement to cut subsidized shipping services to the art industry, however, could lead to a lot more business for Pacart. But there's one problem, says Starling: The art community just isn't used to paying anything close to market rates.

Run strictly as a cost-recovery program, Ottawa launched Exhibition Transportation Services (ETS) in the '70s to provide art galleries and museums with cheap transportation of exhibits.



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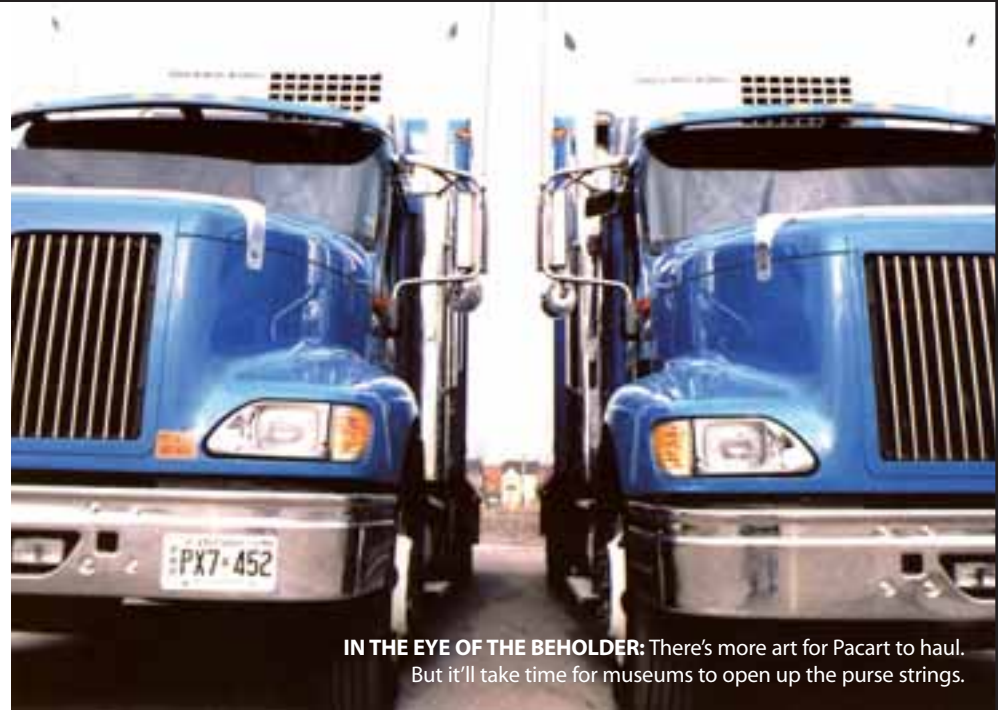


But in April, the wheels came off when the Canadian Heritage Dept. suspended the program. Now, with the costs of transportation, handling and delivery said to be three to four times more, Canada's art community is as sombre as Picasso's Blue Period.

"We heard rumors last fall and the whole museum community was astounded and upset by the problem," said Catherine Crowston, deputy director and chief curator of The Art Gallery of Alberta. "It will have a huge impact on us, not only for scheduling, but financially as well. It will fundamentally change the way we do business."

Since museums and galleries operate mostly as non-profit organizations, they don't have the budgets for the additional costs.

Also, ETS provided straight-through, expedited service, "because you can't just park a truck anywhere when there's \$10 million worth of art in it," Crowston explained to *Today's Trucking*.



IN THE EYE OF THE BEHOLDER: There's more art for Pacart to haul. But it'll take time for museums to open up the purse strings.

"There is also a maximum volume of service, for insurance purposes, and you may need to break up exhibits."

That, however, shouldn't be a problem for the for-hire sector, says Starling. "You won't find any trucking company that won't go somewhere. It's just a matter of price in making it

work." For the past few months Starling has been busy helping this niche sector realize solutions.

"It's a crazy business [ETS] probably shouldn't have even been in; they're a government not a trucking operation," he says. "Regardless, ETS was definitely a benefit to the

museum community. Can we replicate that? Well, we're trying and having some success. Consolidation is especially key for costing the smaller exhibitions."

As it sits now, though, set budgets could play a big role in what the public will be able to view at their local galleries.

"In the short term the big



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May 26-29

45th Canadian Fleet Maintenance Seminar, Doubletree International Hotel, Toronto. The event for Canadian trucking fleet maintenance people and the manufacturers that serve them. This year, CFMS has expanded to 82 booths. Contact: Rod Henderson, 519/886-6265, or email rod@cfmsonline.com, or click on www.cfmsonline.com.

June 1-4

Canadian Transportation Research Forum 2008 Annual Conference, Crowne Plaza Lord Beaverbrook, Fredericton, N.B. Trucking companies, railways, shippers, and government all make up the CTR Forum. This year's theme: Shaking up Canada's Transportation Systems to Meet Future Needs. Contact: 306/242-6199 or go www.ctrf.ca.

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challenge will be providing a low-cost service," says Starling. "Most galleries have their budgets set now until 2010, so they only have a finite amount to move exhibits."

What has also helped Starling along the way is hiring people who understand the art community. He has 16 drivers in his fold and about half work as artists.

"We try and hire from the artistic community, even though you might think it would be like mixing oil and water," he jokes. "Our drivers understand what's in the crates. It's really not insurable because it's one-of-a-kind; I mean, it's a work of art. So, it's really unique to our field."

—Steve MacLeod

Income Trusts

TransForce Trusts Equities

The trucking company that made haulage income trusts chic on Bay St. is backpedalling on the corporate runway. In our last issue, *Today's Trucking* speculated that TransForce—Canada's largest for-hire carrier—was gearing down from an income trust to a corporate equity. A couple of weeks later, Chairman, President and CEO Alain Bedard confirmed those plans in a press release.

Despite the move, Bedard said the carrier remains in shopping mode, with about \$100 million in hand. He has his eye on two large purchases and an assortment of

smaller outfits, and he hopes to have them in his stable by the end of the year.

"TransForce remains fully committed to pursuing its growth strategy and continuing to lead the consolidation of our industry," he said.

The change from income trust status doesn't surprise industry watchers. Bedard said that when the feds decided in 2006 to relieve income trusts of their special tax status, "our friends in Ottawa killed us."

Since becoming an income trust in 2002, the Montreal-based carrier has purchased about 75 transport-related companies. At the time, naysayers predict-

ed that because trusts deliver scheduled monthly payouts to shareholders that there would be no money for acquisitions; but Bedard said he proved the cynics wrong. Nonetheless, because of the new SIFT legislation taxing trusts like other corporations, Bedard admitted that it would

be increasingly difficult for TransForce to meet expected growth targets given the higher cost of capital.

Additionally, management believes that the value of TransForce's distribution payments is not being properly reflected in the price of its trust units in comparison to other Canadian income

He has his eye on two large purchases and an assortment of smaller outfits.



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CONFIDENT CONTRANS: Stan Dunford says he's staying the income trust course.

"The majority of people out there, without knowing any better, seem to think all the income trusts are going to convert to equities or be taken private and no one is going to remain. Well, that's not true," he tells us. "If we were the only one left and Trimac and Mullen converted... it still wouldn't make any difference."

The outspoken Dunford says at least one financial institution looking to broker a conversion recently rung him up, assuming "we'd be following the troops."

But Dunford says he sees no reason to do so because his unit holders (of which he's the largest) are comfortable with the fact his business model doesn't include rapid growth, which, he

funds. (In a teleconference question-and-answer period with investors and media following the announcement, Bedard called the company's current stock price "a joke").

A handful of Canada's biggest carriers are also income trusts, including Contrans, the Mullen Group, Trimac, and Andlauer Transportation Services. In an interview with

Today's Trucking, Contrans President Stan Dunford said he has no plans on trailing TransForce down equity road and doesn't expect his unit holders demand he follow suit.

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adds, isn't a strategy income trusts were originally intended for.

"The only reason you became a shareholder in Contrans as opposed to GE or Microsoft was because you're the type of investor that wants a steady, fixed income with less risk, and would forgo gambling that a CEO would take a company from zero to the sky."

And even after the SIFT tax deadline in 2011, Dunford thinks there still may be a niche market for some income trusts. "Let's just say that by then there's only 12 income trusts left, and we're still paying a 12-percent return," he muses. "What's going to happen to those people who got used

to their fixed monthly return and don't want to buy equities? Where are they going to go? Isn't it possible that those 12 will be better off than they were at the height of the trust market when everybody [wanted in]?"

Dunford and his shareholders don't mind waiting a little longer to find out.

People

Hebe Gets a Corner Office—Again

Navistar International shuffled its corporate deck a few weeks ago and has dealt former Freightliner boss Jim Hebe the position of senior vice-president of North American Sales Operations.

He replaces Dave LaPalomato, who has been promoted to a senior leadership position in the company's Engine Group.

Five years after leaving Freightliner (now Daimler Trucks), Hebe and a group of investors bought Co-Van International Trucks Inc. in 2006—a full-line International Truck and Engine dealer in the Vancouver area.

Hebe began his career in the trucking industry with International Harvester in 1972. But it was in the '90s, as the charismatic president of Freightliner, that he made a name for himself. Under his watch, the truckmaker rose from a minor player to the class

8 market share leader in North America, acquiring Sterling and Western Star brands along the way.

Hebe resigned in May 2001 after Freightliner bore the brunt of one of the most dramatic heavy-truck slumps in years.

In his new position at Navistar, Hebe will be responsible for North American sales, dealer operations, and central sales administration.

"The integration of these three functions is critical to achieve the alignment in communication, planning and execution of both our short and long-term strategies," the company stated in a press release.

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Drivers

'Desi' Drivers Form Truckers' Group

A group of Indo-Canadian truckers have established what is being called the first North American Indian trucking industry-lobbying association.

According to a report in the *India Times*, the newly created Indian Trucking Association (ITA) could be the first 'desi' trucking association outside India.

ITA President Nachhattar Singh Chohan said the group would support not just Indian-origin truckers in Canada, but also Pakistani and Caribbean haulers. "Trucking is Canada's fourth largest industry, and we have decided to flex our muscle," he said.

Leaders from all three provincial parties, including Ontario Transport Minister Jim Bradley, attended the group's recent launch.

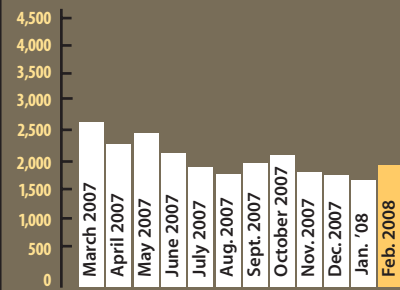
Singh Chohan says the ITA's mandate is to address long-pending grievances between the Indian trucker community, the industry and the government. He also said Minister Bradley has promised to staff highway inspection areas with more Punjabi-speaking officers. The MTO denied the promise in a follow up call by *Today's Trucking*, however.

Singh Chohan also wants enforcement officers to stop penalizing owner-operators for overweight loads that belong to the shipper. Most truckers, not just Indo-Canadians would like to see him take up that battle. ▲

truck sales index

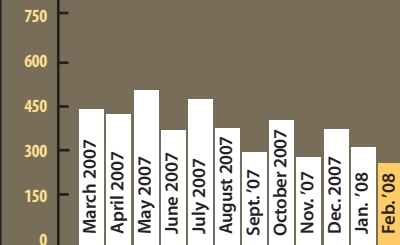
February 2008

CLASS 8	This Month	YTD '08	YTD '07	Share
Freightliner	471	781	962	22.0%
International	311	748	955	21.1%
Kenworth	333	636	678	17.9%
Peterbilt	209	428	520	12.1%
Volvo	209	337	296	9.5%
Sterling	134	261	423	7.4%
Mack	120	224	299	6.3%
Western Star	72	131	351	3.7%
TOTAL	1859	3546	4484	100.0%



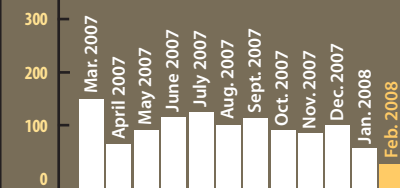
12-month Class-8 Sales

CLASS 7	This Month	YTD '08	YTD '07	Share
International	57	151	220	26.7%
Kenworth	48	113	63	20.0%
Peterbilt	51	103	79	18.2%
Hino Canada	50	85	59	15.0%
Freightliner	27	64	93	11.3%
Sterling	24	47	61	8.3%
Ford*	0	3	12	0.5%
General Motors*	0	0	96	0.0%
TOTAL	257	566	683	100.0%



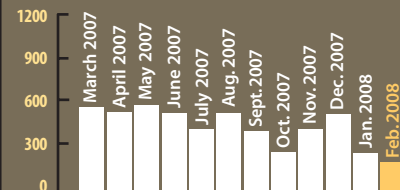
12-month Class-7 Sales

CLASS 6	This Month	YTD '08	YTD '07	Share
Hino Canada	14	35	49	38.0%
International	12	30	30	32.6%
Ford*	0	10	16	10.9%
Freightliner	4	10	8	10.9%
Sterling	3	7	9	7.6%
General Motors*	0	0	9	0.0%
TOTAL	33	92	121	100.0%



12-month Class-6 Sales

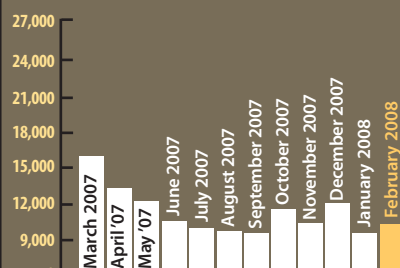
CLASS 5	This Month	YTD '08	YTD '07	Share
Ford*	0	121	330	29.9%
Hino Canada	78	115	117	28.4%
Sterling	56	86	15	21.2%
International	37	74	59	18.3%
Freightliner	2	9	11	2.2%
General Motors*	0	0	214	0.0%
TOTAL	173	405	746	100.0%



12-month Class-5 Sales

U.S. RETAIL TRUCK SALES

CLASS 8	This Month	YTD '08	YTD '07	Share
Freightliner	2456	4892	11,510	24.7%
International	2245	4701	6334	23.7%
Volvo	1489	2963	3824	14.9%
Kenworth	1378	2393	3809	12.1%
Peterbilt	1181	2266	3789	11.4%
Mack	848	1393	2790	7.0%
Sterling	527	998	2309	5.0%
Western Star	92	192	513	1.0%
Other	13	31	148	0.2%
TOTAL	10,229	19,829	35,026	100.0%



12-month Class-8 Sales, United States

Sources: Canadian Vehicle Manufacturers Association and Ward's Communication.

* The Canadian Vehicle Manufacturers' Association, which supplies these numbers, reports that it is in the process of making changes to its monthly GVW sales stats report. Until that project is completed, the sales stats report no longer contains Ford or General Motors sales numbers. Thank you.

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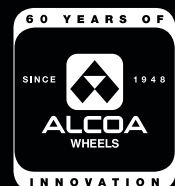
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Continental Drift and Other Conspiracy Theories

driver's side Forget the dire warnings about Global Warming. I have firm evidence that trucking is causing Continental Drift. By Jim Park

A long, long time ago, the surface of the Earth was one big chunk of dirt surrounded by water. Terra firma consisted of a single giant land mass, more or less. Because of the convection currents present in the liquid inner sections of our planet, the outer shell—the crust—is in constant motion. It's hard to imagine, but slowly, over the eons, that land mass shifted and big chunks of it moved apart and spread out over the globe.

What we recognize today as the continents of North America, Africa, Australia, South America, etc., took their present positions on the face of the Earth and life was good. Then we came along and apparently changed everything.

There's solid evidence today that Winnipeg is at least 60 miles closer to Vancouver than we previously thought. Toronto is nearly 22 miles closer to Montreal, and Halifax is nearly 80 miles closer to New York City.

San Diego has apparently shifted north, some 88 miles closer to Vancouver, and Laredo, Tex., and Winnipeg, Man., are now closer by 72 miles. I can understand the mileage between San Diego and Vancouver tightening up: that's just a hedge against the inevitable vacancy caused when Gay Bay disappears into the Pacific. They'll be able to build a nice straight bridge between San Mateo and

Sausalito, without having to bypass all that high-priced real estate.

I mean, let's be honest. By the time Microsoft upgrades Vista and all the mapping and routing software makers update their code, this theory isn't beyond the realm of possibility.



Still, I'm at a loss to explain the other differences in established distances.

Clearly, movement on such a scale represents at least as great or greater a threat as the greenhouse gasses we're trying so hard to eliminate.

How do I know this, you ask?

I ran into an owner-operator pal at Truck World who told me his carrier had switched to a new pay and routing system that showed most of the mileages he runs have shrunk by a significant margin. He and his fellow owner-ops were presented with the new routing system—the way of the future, he was told—by the president of the company. Straight faced, he told them this was how they'd be paid from here on in.

Further evidence for continental drift: Edison N.J. is now only 446 miles from Downsview, Ont. Tobyhanna and Lancaster, Pa., have moved similarly closer to Toronto as well.

In ancient times—geologically speaking, when I was trucking, it was 485 miles between Downsview and Edison. The driver who told me about this example of continental drift says he runs the trip in about 510 miles. Silly driver, I told him. You're taking the long way. Why run on the nice smooth New York Thruway when you can take US 63 and US 36 and deal with all the local cops, the traffic lights, and the deer wandering out on the road?

He said it was his preference to run the four-lane routes rather than the two lane because it was ultimately better on fuel than the stop and go of the two-lane route. That he would expect the company to pay him for his personal preferences was pure folly I reminded him. The carrier is in business to make money. "If you want to go sight seeing, you'll have to do it on your dime," I said.

Geez. Some people. Still, I can't account for the figure of 446 miles from Downsview to Edison. Have they built a tunnel under Lake Ontario? I know; it's the Toronto-to-Rochester ferry. That would account for it. That must be the routing. They should update their

software, though. The ferry went out of business years ago. Maybe they're running Vista, and can't.

My first friend, a clever fellow, did a little math right there on the spot following the presidential proclamation, and determined that he stood to lose \$7,000 this year based on the reshaping of the earth's crust. The Big Guy told my pal it would cost him \$10,000 to change jobs, so he'd be money ahead to stay put.

All this would be laughable if it wasn't true. Not long ago, the president of a large southern Ontario fleet told his owner-ops there would be cuts in the mileage because of a new routing program they had implemented. Is Winnipeg really any closer to Vancouver? Not the last time I checked.

I know some owner-ops aren't the sharpest knives in the drawer, but can you imagine a fleet president who thinks that little of his people that he'd try bamboozling them with a stunt like that?

I've said it before, and I'll say it again, there's no shortage of drivers in Canada, just a shortage of men and women willing to be exploited by fleet owners like this one. I hope he knows some unemployed drivers in Unoccupied Mongolia. ▲

A former owner-operator, Jim Park is the editor of *highwaySTAR* magazine. Reach him at 416/614-5811 or jim@todaystrucking.com.

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MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY

SO LONG LOG: EOBRs will be a fact of trucking life soon.



e-Log Jam

logbooks *A wave of electronic on-board recorders is flooding the marketplace. Our best advice? Know what you require and want to record before you invest. By Steve Macleod*

Les Martin has been driving truck for a decade and was getting tired of his logbook resembling a maze. The owner-operator currently works for Baytex Energy and for the past four years has been trucking in the oilpatch on the outskirts of Lloydminster, Alta. The short distance traveled on most of his loads allows Martin to haul up to 15 loads a day, though he'd prefer to limit the work to five or six trips. After all that stop-and-go, his logbook starts to resemble something from a kid's kindergarden painting.

"I don't like paperwork and I love electronics. It's easier and a lot neater, especially for what I do," explains Martin. "If you try and do that on paper, there's so much lines and scribbling you can hardly make it out."

Martin made the switch to an electronic logbook about six months ago and his handheld device—from Edmonton-based provider Verigo Wireless Logbooks—has been ideal for the terrain he travels.

"I was just getting an idea in my head about what was available out there," Martin says. "I know there's a kind for laptops, but I didn't want a laptop bouncing around in the truck."

"The Verigo was ideal for me because it was handheld, easy to use and with a touch screen."

As well being able to keep a cleaner paper logbook, Martin has saved time using the electronic device and always

knows he's driving within the proper hours-of-service limits.

"You don't have to get your ruler out, draw lines, write everything down, make calculations... that takes about 10 minutes and if you do it after each load, 10 loads a day, it adds up," he says.

"The handheld tallies up your hours and makes the proper calculations, so you can just look and know how many hours left you have to drive. You don't have to sit there and try and figure it out."

All in all, Martin really couldn't think of a single downside to using an electronic logbook. He thinks widespread use in the industry won't be too far off.

And if the U.S. Federal Motor Carrier Safety Administration (FMCSA) ever puts it into gear, he'd be right. The FMCSA's plan would see EOBRs required for a minimum of two years for carriers and independent owner-ops deemed "most likely to be a safety hazard on the road."

Carriers charged with two serious HOS review violations (with a rate of violation greater than 10 percent), in a two-year period, would have to fit their fleet with EOBRs.

Under the plan, the technology would continue to be voluntary for all other carriers. But critics say that doesn't go far enough. Even the FMCSA's sister DOT agency, the U.S. National Transportation Safety Board, says the proposal lacks the "resources or processes" necessary to identify and discipline carriers and drivers who are violators.

The internal pressure seems to have made a dent, as FMCSA boss John H. Hill responded by saying the agency would review that aspect of the proposal before publishing a final rule. "We

have completed additional research in response to comments about the proposed performance specifications for EOBRs," he said.



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GROWING MARKET

Here at home, Transport Canada's research arm—the Transportation Development Centre (TDC)—in Montreal has been monitoring the development of EOBRs since 2001.

There are currently dozens of different systems available to the trucking industry, including a variety of satellite or cellular messaging systems, programs for laptop computers, or handheld devices.

“When we first looked at the technologies we found a number of weaknesses, but they’ve made major improvements since 2001,” says Sesto Vespa, senior research analyst with TDC.

The research team has noticed a trend in EOBRs as they move from monitoring devices to business tools. Many electronic logbooks (e-logs) monitor different kinds of data, including fuel mileage, truck and trailer security, and braking. Some can even provide full reports—similar to an ECM download.

The majority of the devices gather and transmit information using either satellite or cellular tracking, which is important in dealing with privacy issues.

“Wireless is important because inspectors can’t be in the cab of trucks, and the truckers don’t want them there,” says Pierre Bolduc, research analyst with TDC. “There are other privacy issues as well, we’re recording all kinds of information and we don’t want truckers thinking big brother is watching over them.

“What’s really going to be driving implementation of EOBRs is industry acceptance,” he adds.

Roadside acceptance of the technology has been an obstacle among current and potential users, however. The current rules regarding the use of e-logs in Canada are outlined in Section 83 of the Federal Hours of Service regulations.

“I’m paraphrasing of course, but as long as the device records the same information as a traditional paper logbook, it’s fine,” says Brian Orrbine, chief of motor carriers for Transport Canada. “There’s a series of conditions that are based on capturing what’s in the traditional logbook.”

As for the future of e-logs, the federal government is in full-blown research mode and monitoring developments on a few different fronts.

Last year, the Canadian Council of Motor

Transport Administrators established a committee to look at EOBRs and key issues related to electronic logbook enforcement.

“While that is continuing, our colleagues in Montreal are doing the technical research and in the U.S. they’re working towards policy measures,” explains Orrbine. “It’s a multi-faceted approach.”

But most importantly, Canadian officials will be keeping a close eye on what

transpires south of the border.

“We would be wise to be in sync with the U.S., but we’re not going to be first off the mark with it,” says Orrbine.

Meanwhile, regulatory pressure aside, the trucking industry presses forward at its own pace.

“It’s happening out there, with or without the government, the technology is evolving,” said Orrbine. ▲

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Driving Without a Net

safety *There are no standards for driver training. This puts the onus for safety on you. By Brian Botham*

Not long ago I had the chance to drive a truck equipped with anti-rollover technology. It was amazing. I purposefully accelerated to a high-enough speed that would have led to a rollover and started to go around a curve.

Immediately, the technology sensed what was happening, kicked in, and the vehicle was brought under control and a rollover was avoided.

Incredible technology to be sure, but after driving this truck I thought, “Why?”

Why do we need this technology? Why are lawmakers thinking of making anti-rollover technology mandatory in all new trucks? Sure it’s great to have it there but aren’t we missing something here?

I drove as a professional for more than 10 years before moving off the road to specialize in safety, and in all that time—while logging more than one million accident-free miles through every province and state—not once was I in a situation where that technology would have been activated.

The reason is simple. When I first got my CDL, I received proper training. Afterwards, as I continued to drive, my training was reinforced. Again and again I was reminded to never put myself in a situation that would require life-saving technology.

I used to think that maybe I was one of the lucky ones. But I now know that’s not the case. The majority of drivers out there—especially the ones with long safety records of a

million miles or so— would never be in a rollover.

Some of them are trained and retrained; many of the others are just cautious drivers and good business people.

Still, luck plays a huge role.



The majority of drivers out there—especially the ones with long safety records of a million miles or so—would never be in a rollover.

And I say that because—and this might come as a surprise to many people in the business, in most North American jurisdictions—there are simply no set standards for minimum driver-training levels.

Basically, anyone can set up a driver-training school, train students to whatever level they want, and set them free to try to pass their government licence tests. But in fact there is nothing compelling an individual to attend a trucking school before obtaining a licence.

Are you still wondering why there are substandard drivers on our roads? Can you

think of another highly skilled profession that requires zero training? If you had to hire, say, a teacher, a pilot, or an architect, you could at least be confident that the individual has met certain publicly

But the governments haven’t been doing it.

Until that happens, we have to pick up the slack. You can start by asking yourself a few questions, starting with, “How often do you refresh your drivers’ skills?”

How often do we take them for evaluations on their skills?

Are we working with them after incidents and showing them where mistakes were made and how to avoid the same things in the future?

Too many drivers have the mindset that if they were not charged after an accident, they were not at fault. And this skewed reasoning falls directly on our shoulders.

We have let our drivers down by not showing them the right way to handle situations and giving them the knowledge and training they require to do the best they can at their jobs.

We as an industry have an obligation to do everything we can to train, monitor, retrain, spec equipment, and work together to make sure that we are the safest people on the roads. Nobody else is going to do it for us.

In trucking, training falls to us. And too many of us have sidestepped that fact for the simple reason that we want to move freight faster and cheaper than the next guy.

You might think that’s worth a human life. I don’t. ▲

Brian Botham, CDS, is a Certified Director of Safety through NATMI. He can be reached at 519-533-3656 or bbotham@cmvsafety.ca.

TAKE A GOOD LOOK

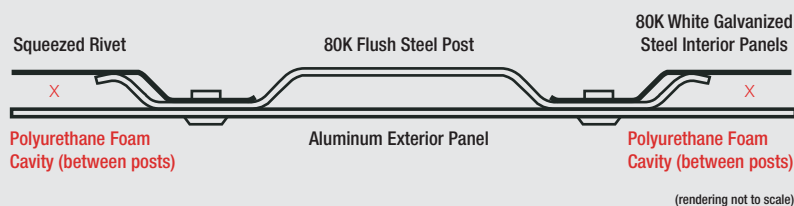
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dispatcher *Don't just tell drivers they have your support. Prove it.*

By Jane Jazrawy

How realistic is the following scenario?

9:30 a.m.: Doug arrives at the shipper's yard to deliver a load—on time.

9:49 a.m.: The shipper tells Doug to pull over and wait.

11:07 a.m.: Doug—still waiting—has no idea how much longer it's going to be.

1:45 p.m.: Doug gets his dispatcher involved to resolve the situation so he can get back on the road. Dispatch tells him he's just going to have to wait it out.

3:32 p.m.: Doug is delayed and fast running out of hours. He thinks he's going to miss his next pickup.

4:10 p.m.: Doug loses his scheduled pickup and scrambles for another one. He and his dispatcher argue.

Doug ends up sitting in someone else's yard, feeling isolated and unsupported. He finally leaves but has no outlet for his stress. There's a good chance he'll take it out on other drivers or the next customer. After a while, he'll probably think the job is simply not worth the hassle.

Doug's problems aren't uncommon. In fact, this magazine's website, [todaystrucking.com](http://www.todaystrucking.com) now offers an online audio column called "Truck Talk," featuring journalist and former owner-operator Jim Park. If you click on <http://www.todaystrucking.com/trucktalk> and open the Feb.20 story, you'll hear an interview with a driver who left the industry because—like Doug in the above example—he thought the way

shippers treated him was unprofessional and intolerable even though he had no issues with his carrier.

But why did the shipper treat Doug like that? Who knows?

All we can be sure of is that it's impossible to predict customer behavior. One day in the grocery store, I watched with amazement as a woman insisted that the clerks put plastic bags over the scanner when they weighed her produce. She was afraid of radiation.

Imagine if every customer at that store behaved that way—the store would certainly step in since it's such a waste of everyone's time. If shippers behave the same way as "radiation lady," carriers have a choice: either step up or step out.

Stepping out can be expressed in a variety of ways. Usually, it's a variation of the following:

"There's nothing we can do—that's the way it is," or, "Shippers need to be regulated so they can't do that anymore."

If that's your response to Doug's plight, you're not alone. Shippers with no respect for a driver's time are not acting in good faith and carriers habitually lay blame on the shipper.

The only reason the shipper is behaving that way is because carriers allow it. If carriers don't question unprofessional behavior and don't raise concerns with the shipper, they're stepping out.

No one takes responsibility, nothing improves and the same situation is bound to repeat itself. That's when drivers start talking about leaving the industry.

Stepping up is another matter.

In conflict resolution, a basic premise is to avoid blaming. You're better off spending the effort figuring out where the problem started and why it's happening. Once you know, figure out how to prevent it from happening again. The best way to stop the pain is to stop hitting yourself with that big hammer, right?

Figuring out the real cause of a problem means asking

solutions, a couple of things will happen.

They'll know their concerns are taken seriously and they'll know that you've made some effort to alleviate the stress these problems cause. Sometimes, they might even have a solution you never considered. And they will think twice before jumping ship for an extra two cents a mile.

The carriers with real success (even with today's economic roller coaster) are ones who really make the drivers part of the team and support them in these situations.

Remember, no matter how often the word "team" is used in an organization, people know very quickly whether

1:45 p.m.
Doug gets his dispatcher involved to resolve the situation so he can get back on the road. Dispatch tells him he's just going to have to wait it out.



why. Why are shippers making drivers wait? Can you change something about the situation or at least minimize it? If that shipper is notorious for this behavior, are there workarounds?

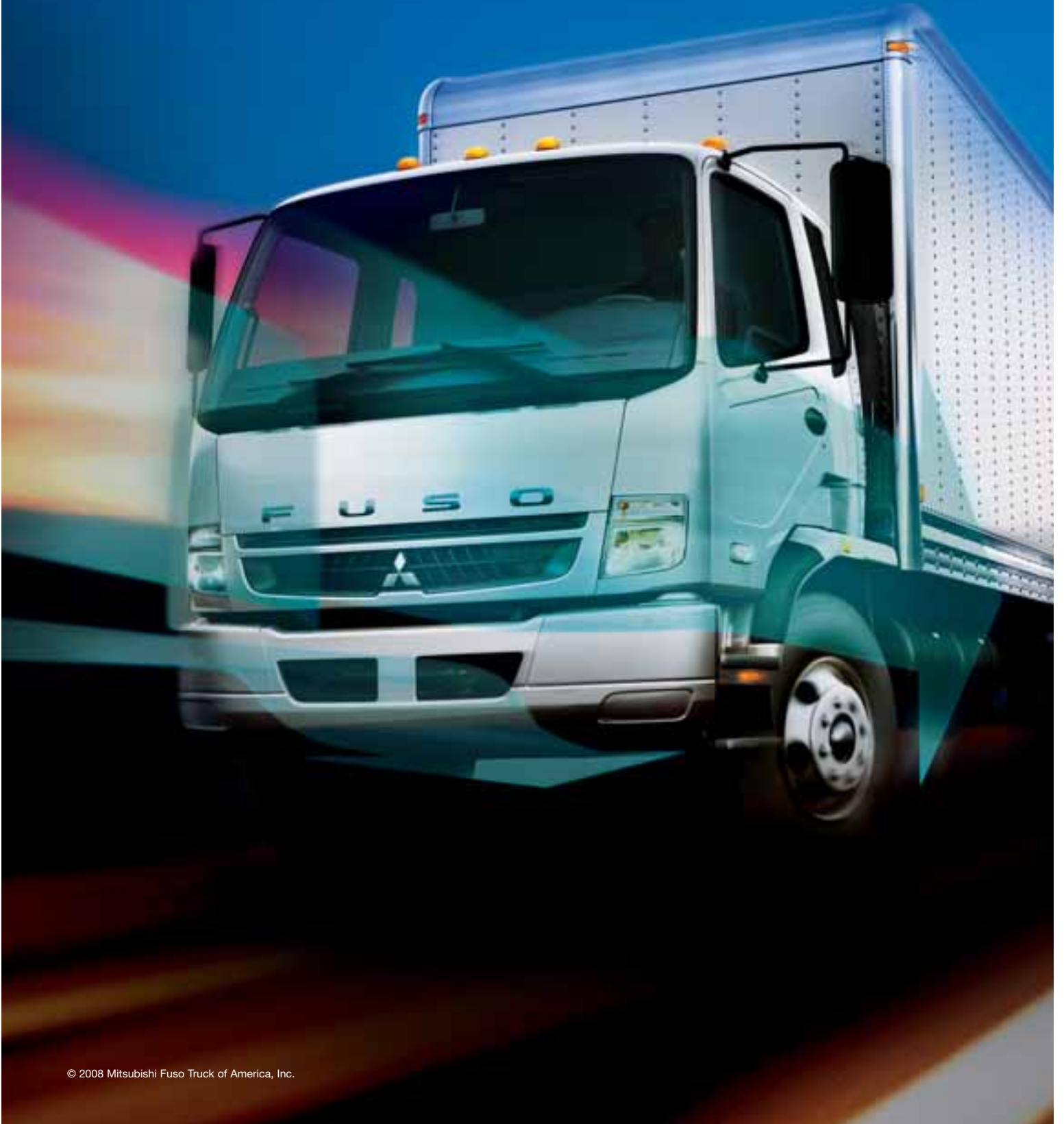
Notice that the question is not "who?" Focus on weaknesses in the process rather than people. Resolving the situation is more objective and a lot more productive.

If drivers know you've considered the why's and that you've come up with

they're actually part of one. If Doug knows that he has the support of his carrier behind him, he's not only more likely to stick around, but he'll have more interest in helping improve the business. As Michael Jordan said, "Talent wins games, but teamwork and intelligence wins championships." ▲

Jane Jazrawy, Vice President of Product Development at CarriersEdge, can be reached at jane@carriersedge.com.

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SHOW TRUCK WORLD 2008 TIME

Truck World 2008 got off to a great start and just kept going.
BY TODAY'S TRUCKING STAFF

Here's how Dawn Violo of Emergency Road Services of Canada described her experience as an exhibitor at Truck World 2008 last month.

"Being part of Truck World was the best business decision we've made since opening for business," the Mississauga-based entrepreneur told *Today's Trucking* as she and her crew dismantled their booth Saturday afternoon, after three hectic but profitable days at Truck World 2008.

By all accounts her experience was shared by more than 400 exhibitors who took over the 300,000-plus sq ft of space spread across the five huge halls of Mississauga's International Centre.

For three days and from all corners of North America they came, even from as far as Australia, thousands of truckers, buyers, sellers and wanna-be drivers. The throng made Truck World 2008 quite possibly the biggest trucking trade show in Canadian history.



Among the most popular displays was the International LoneStar, which was mobbed.

Among the attendees was a woman who travelled very far indeed to get there. Melissa Strong, human resources manager at Roadmaster Haulage in Sydney, Australia, was at the show as part of a 7-week trip that has also included time spent in the U.S. and England. That trip, courtesy of Cummins South Pacific, was the key prize she won after being named Australian Transport Woman of the Year for 2007. She was accompanied to the show by Ron Deane of Cummins South Pacific and Gary Richards of Mack Australia.

The show got underway with an injection of business-minded encouragement from one of the industry's leaders, Celadon founder and CEO Steve Russell. (See "Nowhere to go but up" on page 35.) His speech was followed quickly by a bit of politicking on the part of Ontario's Minister of Transportation Jim Bradley, who demonstrated at the Kenworth display that he could indeed set a speed limiter on a highway tractor. (For more on that contentious issue, see "Them's the Brakes," on page 43.) He needed help.

The next three days proved to be a veritable circus of technology, trade, ingenuity, and fellowship. Among the crowd-pleasing new



SHELL MILLION-MILER: John Redwood of Cambridge, Ont., middle, has driven his 1999 Freightliner Classic XL more than a million miles without needing an overhaul of its Cat engine, and thus becomes the newest member of the Shell Rotella T Million Miler Haul of Fame. He's shown here accepting an award during Truck World 2008 from Mark Reed, director of marketing at Shell Lubricants in Canada, left, with Andrea Mcken, marketing co-ordinator, looking on. Shell has inducted more than 40 owner-operators or fleet managers into the Million Miler Haul of Fame since the program's inception in 1992, and they represent over 50 million no-overhaul miles using Rotella T lube exclusively.

SPECIAL REPORT: **Truck World 2008**



highwaySTAR of the Year Dale Hadland addresses the crowd while editor Jim Park looks on.



From left at the Survival Strategies seminar: *Today's Trucking* editorial director Rolf Lockwood; Itamar Levine of Bison Transport; Gord Peddle of D.D. Transport; and Chris Willard of Hudson Bay Company.

offerings were Mack's mammoth Titan and the ultra-suave International LoneStar, and topping off the long litany of special events and seminars was the presentation of the 2008 highwaySTAR of the Year award to Dale Hadland.

Truck World was presented and operated by Newcom Shows, part of Newcom Business Media, the company that produces *Today's Trucking* magazine, *HighwaySTAR*, *Truck & Trailer* and *Transport Routier*, and their affiliated websites. The show set a new attendance record.

Nowhere to go but up

Truck World breakfast speaker offers glimmer of better times

When Steve Russell was a teenager growing up in Brooklyn, N.Y., he saw an Audie Murphy movie called "To Hell and Back."

Now, some 50 years later, he says that title pretty much sums up the state of the North American trucking industry... except for the "And Back" part.

Russell is the chairman and CEO of Celadon, an international trucking enterprise with about 2,900 tractors, 8,100 trailers, and 3,600 employees operating in the U.S., Mexico and Canada. He was the keynote speaker at the Thursday morning VIP Breakfast during Truck World 2008.

And although the business performance stats that Russell presented to the sold-out event seemed bleak, he did offer one bright note. It appears that the rate-cutting that's pervaded the trucking industry for the past year or so might be coming to an end.

Founded back in 1985, Celadon (NASDAQ: CLDN) is still growing some 35 years later, but the global economy is not making things



Freightliner Canada's Ray Carey with Hadland. Freightliner was the award's major sponsor.

John Dennehy of Espar Heater Systems presents Hadland with a prize.

HIGHWAY STAR OF THE YEAR DALE HADLAND TAKES HOME THE PRIZE

This year's highwaySTAR of the Year award was open to company drivers for the first time, but when the judging was done, owner-operator Dale Hadland earned the nod.

A resident of Beachville, Ont., he's been an owner-operator for 23 years and currently works with International Freight Systems (IFS) in Tilbury, Ont. With more than two million accident-free miles behind him, he's a steel hauler, running primarily into the Great Lake states of Michigan, Ohio, Indiana, and Illinois. He's very involved in his community, which is what the highwaySTAR award is all about.

"He's always there when we need him," his wife Kris says of Dale's commitment to his family and his community. "He's always there when anybody needs him—not just us. He always does his best to give back what he can."

For instance, for the past three years Dale's been in the Top 10 fund raisers for the Ontario division of World's Longest Truck Convoy for Special Olympics. He also donates a great deal of time to his church, and in September of 2006, he and his son Dexter went to Peru on a mission to help build a church. Dale paid his own way.

Kris calls Dale a conscientious professional who puts safety above all. He's been an active participant in the co-op insurance company at IFS, as well as serving on its safety committee, and was recently elected to be on the company's board of directors.



STELLAR DRIVER: (left to right) HighwaySTAR editor Jim Park, John Dennehy of Espar Heater Systems, Ray Carey of Freightliner Canada, Robert Hounslow of ArvinMeritor, Dale Hadland and his wife Kris, Joanne Ritchie of OBAC, Peter Issit of Caterpillar, and Newcom Business Media sales manager, Jack Meli.

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From left: Gary Moore, Kenworth assistant general manager for marketing and sales; Ken Leach, Custom Truck Sales; Bob Christensen, Kenworth general manager and PACCAR vice president; and Brent Leach, Custom Truck Sales.

“Passion and excellence” earn Custom Truck Sales “Dealer of the Year” honors for 2007.

Custom Truck Sales in Regina, Saskatchewan is Kenworth Truck Company’s 2007 top dealer of the year for the United States and Canada. A Kenworth dealer since 1965, Custom Truck Sales operates dealerships in Regina, Estevan, and Saskatoon, Saskatchewan, and Winnipeg, Manitoba.

Bob Christensen, Kenworth general manager and PACCAR vice president, praised Custom Truck Sales’ “tremendous passion and excellence for being The World’s Best” as well as their commitment to “selling the entire Kenworth heavy- and medium-duty truck line and providing excellent customer support.”

Custom Truck Sales is one of six Kenworth Gold Award winners for 2007.

Other award winners are:

Edmonton Kenworth
(Edmonton, Alberta)

Inland Kenworth–U.S.
(California, Arizona, and New Mexico)

Kenworth of South Texas
(San Antonio, Texas)

Kenworth Sales Company
(Salt Lake City, Utah)

MHC Kenworth
(Oklahoma)

For the second year running, **MHC Kenworth–Kansas City** won Medium-Duty Dealer of the Year honors.

In accepting the award, Brent Leach, president of Custom Truck Sales, said, “This recognition is a great testament to our employees, who provide a high level of service to our customers.”

2007 Silver Award winners are Cooper Kenworth, Inland Kenworth (Canada), Kenworth Northwest, Kenworth of South Louisiana, Kenworth Toronto, Long Island Kenworth, MHC Kenworth (Colorado), MHC Kenworth–Kansas City, MHC Kenworth (Tennessee), MHC Kenworth (Texas), Motor Power Kenworth–Great Falls, Truck Enterprises–Chesapeake, Wallwork Kenworth, and Worldwide Equipment.



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very easy. In 2002, Celadon revenues topped \$300 million. Five years later, they were over the half-billion-dollar mark. In 2002, about 45 percent of his business was automotive whereas that's more like five percent now. That, Russell says, is an indication of how much things have changed in a very short time.

Similarly, in 2006 the company reported a dividend of \$0.30 per share. A year later, that was down to 11 cents.

Rate per loaded mile dropped from \$1.546 in '06 to \$1.499 a year later; dead-head miles were up almost half a percent year over year; and annual miles per truck dropped by about 300 between '07 and '06.

Fuel prices are soaring, housing starts are weak, and customers are taking longer to pay bills. And that, especially with the sharp price increases that come almost



Celadon CEO Steve Russell entertained a sold-out crowd at the VIP Breakfast during Truck World 2008's opening day.

daily, takes a bigger toll than it would have done in the days of consistent fuel prices.

"I've seen the world change a lot," he said. "I've been around 68 years, and I've never seen it like this."

The only bright side, he said, is that shrinking truck capacity because of fewer trucks coming off assembly lines and more demand for trucks abroad means some attenuation in rate cutting.

"We're seeing," Russell said, "rates stop going down."

Finally, instead of offering the assembled show-goers a quick solution out of whatever economic quagmires they might be facing, the very engaging Russell served up his six self-conceived business mantras:

6. Don't get ulcers; give them.
5. L-I-D-S—it stands for Leadership, Intelligence, Dedication and Street Sense.
4. People act in their own self-interest ("As Warren Buffett says, 'If you want someone to trust in business, get a dog.'").
3. The true test of a good business person is one who can turn a liability into an asset.

2. "It's not whether you are making good or bad decisions, it's what are the priority issues upon which you should be making decisions."

1. To be happy, one needs to [think] "Can't wait to get to work in the morning" and "can't wait to get home at night." To make that last one possible, he quipped, "it doesn't hurt to marry your second wife first."

Champion Dispatcher

Trimac's Ben O'Hara brings drivers' needs to customers' doorsteps

IMAGINE THIS: In some companies, dispatchers meet regularly with customers, face to face, to bring up problems that drivers are having on the road.

"That's right," explains Ben O'Hara, a six-year dispatch veteran working with

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SPECIAL REPORT: **Truck World 2008**

Trimac Transportation out of Sarnia, Ont. "If I hear from one of my drivers that they have to drive through six inches of mud in a parking lot, I'll bring it to the customer's attention, hopefully so the customer can do something about it.

Actually, according to O'Hara, the key to successful dispatching—which results in good relationships with drivers as well as customers—is simply all-round good communication.

He should know. O'Hara, 36, was named the Shaw Tracking Dispatcher of the Year at Truck World 2008. In presenting the award, Shaw vice president Mike Ham said the committee heard from some of O'Hara's customers as well as his drivers, and they were all in concert: the guy's a joy to work with.

O'Hara says it doesn't hurt to have a supportive company like Trimac, especially if they arrange monthly dispatcher/customer meetings like he has.

That way, he says, if a driver has a beef with something that went wrong on a delivery, O'Hara can promise to raise it



CLASSIC TRUCKS: Truck World 2008 featured a display of classic and vintage trucks, including two complete units. Shown here is Ross Mackie and his 1950 Kenworth Bullnose tractor with 1955 32-ft single-axle Fruehauf furniture van, which he drove all the way from Florida for the show. Ross and Dave Karn's 1954 White Mustang was also there, hooked to a 1950 Forman tank trailer. Others were Marty Kroft's 1965 GMC 'Cracker Box' cabover; Vernon Erb's 1949 International KB7; Charlie Tackaberry's 1971 International Transtar 4090A; Barry Pettiplace's 1965 B61 Mack; and Jim Herriot's 1975 Kenworth W900. The Classic Truck Showcase was sponsored by Selectrucks.

at the next meeting.

"Say there was an extra long wait or something. If there are any transportation issues or safety issues, we'll talk about them."

Trimac dispatchers are actually called Traffic Supervisors and O'Hara supervises more than 50 owner-operators running all across North America.

Said one of the drivers to the nominat-

ing committee: "Ben has special people skills, and he treats you with respect whether you just started your career yesterday or you've been here for years."

O'Hara, a native of Petroleum Springs, Ont., is father to Tyler and Joshua, and when he accepted the Dispatcher of the Year award during the Truck World opening breakfast, he took the podium with his wife Cheryl. ▲

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— Robert Long, CFO, USA Logistics Carriers

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Like it or not, Ontario is passing a law saying you have to set your trucks' limiters at 105 km/h. So will this end the dust-up or just make things worse?

THEM'S *the* BRAKES

BY MARCO BEGHETTO

You'd be on pretty solid ground if you argued that no single issue since deregulation has triggered as much controversy (or division) in the trucking community as speed limiters. And opinion from the street really erupted in late March when Ontario's Liberal government finally made good on a promise to the Ontario Trucking Association (OTA) and formally introduced legislation mandating speed limiters for all trucks working in the province, including those heading in from the U.S.

Under the proposed law, the electronic speed-limiter microchip in the engine's ECM would be programmed to keep speed below 105 km/h.

The OTA came up with the idea in 2005 and has been trying to export it ever since. Quebec—which has a similar law ready, but has been waiting for another province to take the first leap—will likely be next in line.

The regulation heads to second reading this spring, but judging by how the opposition parties are clawing over each other to take credit (The Tories say the Libs “hijacked” their former proposal), it should have little problem getting approved by October.

Standing with the OTA on the pro-side, you have an organized coalition that includes each provincial trucking association, insurance companies, highway enforcement, and environmental and safety groups.

Firmly against the proposal is the Owner-Operators Business Association of Canada (OBAC), which is backed by the Missouri-based American driver group OOIDA. Anecdotal, based on general Channel 19 chatter and the unprecedented number of letters that have flooded our email inboxes over the last three years, many drivers and independent owner-ops are uncomfortable with a universal speed limit that specifically targets trucks.

Wheelmen aren't the only critics. The Private Motor Truck Council of Canada (PMTCC) has also spent the last few years urging the MTO to scrap speed limiters and instead step up on-road enforcement—obviously to little avail.

The argument for speed limiters is twofold: Safer highways and cleaner air.

“It just makes sense,” says OTA boss David Bradley. “Not only is there a direct relationship between speed and the severity of crashes, but there is a direct payback in improved fuel efficiency from operating at lower speeds and that in turn reduces costs and GHG emissions.”

Whether speed limiters can make good on those claims has been hotly debated. “They're just throwing a red herring out there,” says OBAC Executive Director Joanne Ritchie.

“They're trying to sell us a bill of goods that this is going to make our roads safer and help save the environment all at the same time. And it lets them off the hook of actually having to do anything meaningful because the truth is that this will not change either of those things. It's useless legislation.”

Is she right or is that just the kind of bluster that speed limiter proponents are waving off as the sort of renegade talk we sometimes hear from independents?

Taking a look at the available research on speeding variations and traffic patterns, it's certainly questionable whether runaway trucks are enough of a problem that merits a blanket regulation or that a 105 km/h-limit would have any net benefit on crash rates.

The Ontario Ministry of Transportation's (MTO) stats show that in 2003, for example, 20,600 class-A (Ontario's CDL) drivers received speeding tickets compared with some 587,000 for class G (passenger car) licence holders—a 30:1 ratio.

Plus, some of those class-A drivers were driving their cars at the time. Of those incidents, we don't know how many truckers were charged on routes where the speed limit was less than 100 km/h, where speed limiters would not have any impact. It is also on these



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smaller, two-lane routes where the large majority of truck-related crashes occur.

While there's some merit to the theory that slowing down trucks could reduce the severity of truck-car accidents, other studies suggest that a greater differential in speed between vehicles actually increases accident risk.

A report by Steven L. Johnson, Ph.D., at the Mack-Blackwell Transportation Center at the University of Arkansas, for example, shows that lack of passing speed would result in "cluster congestion" and the concern of more rear-end collisions is very real.

And assuming speed limiters create more traffic congestion, then a portion of the purported emissions savings would be offset by increased stop-and-go traffic, says Barry Prentice, professor of supply chain management at the University of Manitoba.

David Bradley counters that there's no evidence speed limiters themselves will widen the gap to unsafe levels. "We have speed differentials now, so I don't see the situation getting any worse. In fact, I see things getting better over time as we see lane discipline improve."

As ambiguous as the safety arguments remain, the pro-environment claims are on more solid footing than they once were. Citing a yet-to-be released environmental benefits analysis by Transport Canada, MTO boasts that a universal truck speed of 105 km/h would save as much as 280,000 tonnes of GHG—the equivalent of taking 2,700 tractor-trailers off the road each year.

We were not yet able to see the latest study, but Transport Canada (TC) senior research analyst Andrew Spoerri confirmed that the methodology has drastically improved over a previous GHG discussion paper based in part on OTA's past fuel-saving estimates.

As *Today's Trucking* reported at the time, that older study calculated the provincial GHG-savings using a theoretical assumption that all class 8's travel at an average of 112 km/h. It then figured out the GHG savings by applying a 105 km/h-cap to the truck population.

This time, explains Spoerri, researchers collected actual speed distribution data from weigh-in-motion sites around the country. That data was averaged to produce a speed distribution profile for each province.

RUBBER? MEET ROAD

TODAY'S TRUCKING PUT A FEW QUESTIONS TO ONTARIO'S MINISTRY OF TRANSPORTATION (MTO) ABOUT HOW THE SPEED-LIMITER THING WILL UNFOLD

Q: WHO'S AFFECTED?

A: All trucks traveling in Ontario, including out-of-province and American vehicles. If your vehicle weighs 11,794 kg or more, it needs a limiter.

Q: NO BUTS?

A: If your truck's old; pre-1995 to be precise.

Q: WHO'S GOING TO KNOW IF I DON'T USE A LIMITER?

A: The Man. The MTO will be training officers and equipping them with devices so they can check to see if a speed limiter has been tampered with. Police, too, will have permission to charge a driver for not having an activated limiter.

Q: WHEN DO WE HAVE TO START WORRYING?

A: The target date for mandatory speed limiters is 2009. The bill also recommends a six-month educational period before enforcement begins. — *Today's Trucking staff*



More importantly, the new study isolates highway systems above 100 km/h—in other words, where speed limiters would be a factor. "It does not include traffic on any two or four-lane highways below 100 km/h whatsoever," explains Spoerri. "The [previous] paper used limited data... the methodology here is quite sound."

Clearly, there are emission reductions to be gained from limiters. But can trucking make any real impact on its own? Transportation as a whole may represent a large percentage of total GHG growth (stationary sources spew the most emissions, though), but after separating transport modes, breaking down sectors within road transport, and finally comparing heavy-duty diesels to all other types of on and off-road engines, it's shown that commercial trucks contribute only a sliver of Canada's total emissions.

Another matter is what Ottawa says about speed limiters' impact on traffic patterns, accidents, and congestion. A TC report on those factors—along with examinations of privacy issues, trade barriers, tampering and enforcement—is also expected later this spring.

Joanne Ritchie has a hard time believing their conclusions could differ that much from available literature that finds that wider speed differentials causes problems.

"Unless traffic on our roads is radically different than other parts of the world, I

think we're going to see much of that confirmed," she says. "Right now there isn't a shred of evidence that contradicts that the safest scenario is when all vehicles are traveling at the same speed."

There's been lots of speculation as to where Transport Canada will ultimately side. Some question why the MTO unveiled its legislation without waiting for completion of the TC studies, suggesting, perhaps, that the Ontario folks might be afraid of what their federal brethren conclude. Of course, the opposite is more likely true—that the TC reports more or less support speed limiters and with that in mind, it wasn't so presumptuous for Ontario to come out of the gate first.

Either way, recent comments coming from Ottawa suggest the feds are at the very least intrigued by the concept, as Minister Lawrence Cannon called the latest findings on speed limiters "very encouraging." That doesn't sound like Cannon has any urge to sink the sailing speed limiter ship.

Most drivers and owner-ops we've spoken to don't oppose voluntary speed limiters. But, as trucker Paul McLellan of JP McLellan Transport in Nova Scotia says, many don't like the long arm of the law reaching into a competitive issue.

The solution to speeding truckers—as much as it's even a problem—is simply to step up enforcement, he says.

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TAMPER PROOF LIMITER?

One of several speed limiter issues Transport Canada is examining, is whether Ontario trucks would be put at a disadvantage while operating in jurisdictions with limits higher than 105 km/h, or if the universality of the law would discourage foreign trucks from doing business in Ontario.

While there doesn't appear to be a clear provision in the proposal that allows a mechanism to turn off the speed limiter function when leaving Ontario, OBAC's Joanne Ritchie says she has letters from Minister Jim Bradley from this year saying, "I would also like to clarify that the ministry's proposal is for a speed limiter than can be shut off when leaving Ontario, so as not to burden drivers operating in areas where the speed limit is higher."

That, then, could fly in the face of a tamper-proof speed limiter, though technology exists—satellite and GPS-based tracking systems—that could be programmed to activate the speed limiters within provincial boundaries. If that's what the minister was referring to, that would be an expensive addition to a truck not already so equipped.

"Other jurisdictions use what is called a police force to keep the public in check," says McLellan, who runs into Ontario routinely.

"The same idiots that fly down Ontario's highways seem to transform into law-abiding citizens when they cross the border into states like Michigan and Ohio."

There are lots of drivers who approve of mandatory limiters as well. However, many don't care for how the legislation

singles out trucks when other vehicles on the road pose larger risks.

"I support mandatory speed limiters, but [they] will only work if you get the car traffic to slow to the same speed," says veteran Mississauga trucker Ian Break.

"In 49 years of driving big rigs, I have never seen traffic as bad as it is now. If someone doesn't start educating all drivers soon, speed limiters won't matter much."

OTA's Bradley says he would like to see the rule extended to all vehicles.

"The political stakes are that much higher with cars. That's not to suggest they shouldn't do it, but to say 'let's wait until they do it for cars first' would mean we're delaying a positive measure for who knows how long. I would prefer to show some leadership, which may make it easier to move on cars down the road."

But as far as he's concerned, the time for debate on this issue is pretty much over. "It's going to happen. So, it's time to move on with life and start making it work. Undoubtedly, there's going to be issues that arise from time to time, but I don't think every time there's an elephant race we should be saying 'let's get rid of the law.' That's dumb."

Considering the emotion this issue has generated, some of the more vocal opponents may not go quietly. On the other hand, for most operators there's freight to find and bills to pay. So, like seatbelts and spot checks, speed limiters could eventually become just one more fixture of driving life. ▲



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MACK'S TITAN

TOUGH NEW TRUCK FEATURES
605-HORSE MP10 ENGINE

MACK TRUCKS says its bold-looking new Titan is the most powerful truck in the company's 108-year history. Aimed at heavy freight and construction applications, it's powered by the new Mack MP10 engine, a 16-liter motor with a top rating of 605 hp and a massive 2,060 lb ft of torque.

It's also claimed to have "excellent visibility... and driver comfort," and Mack is quick to note that it's a big-block, long-nose machine along the lines of the RW Super-Liner.

You can order one now but don't hold your breath: deliveries aren't scheduled to begin until late this year.

The truck's 'Cornerstone' chassis,

tested and refined on Mack's Granite model vocational truck, offers high ground clearance and the cab has been moved back and up on the frame in the classic heavy-haul position. An added benefit of the higher cab position is improved air flow for underhood cooling. The chassis is offered in three frame-rail thicknesses—8, 9.5 and 11 mm—with optional full or partial 5 mm inside-channel reinforcements and application-specific crossmembers. Frames are rated at 120,000 psi and 2.12 million to 4.26 million rbm (lbs in.). A short 41-in. front axle position increases load capacity, while providing for maneuverability in tight conditions. Along with the high ground

clearance, that gives drivers an approach angle well suited to the sharp inclines and uneven terrain found in logging and construction work.

Front axles and suspensions are available from 12,000- to 20,000-lb capacity, while rear axles and suspensions are offered from 38,000- to 65,000-lb capacity.

The new MP10 engine at the heart of things is certified to EPA '07 emission standards, an inline six with single overhead cam and high-pressure fuel injection. It will be available in three ratings, with peak horsepower of 515, 565 and 605 hp, all with the MaxiCruise torque rise. Maximum torque ranges from 1,860 to 2,060 lb ft at 1,200 rpm.

The Titan's cooling system is sized to handle the heaviest demands and the harshest conditions found in North America, Mack says.

The MP10 is matched to the triple-countershaft Mack T300ES series 10-, 13- and 18-speed transmissions, while Eaton gearboxes are options.

Other features include: impact-resistant Lexan headlight lens and easy-to-replace lamps; chrome horns; stainless steel sun visor, available in 10- and 13-in. widths (in Rawhide Edition); and large 6-in. dual exhaust stacks, outboard mounted behind the cab.

The cab is mounted on twin wide-spaced air bags with shocks, while stabilizers prevent cab sway. Inside, it has many features aimed at reduced noise and vibration. The air-assist clutch pedal is positioned low to minimize leg effort. And the steering column can be adjusted to an infinite number of positions for maximum comfort, increased belly room, and an easy sight line to all gauges.

See your dealer or visit www.macktrucks.com.

KENWORTH SUSPENSIONS

NEW FRONT & REAR SUSPENSIONS

The AG130, AG210L and AG400L models are the latest additions to Kenworth's suspension family.

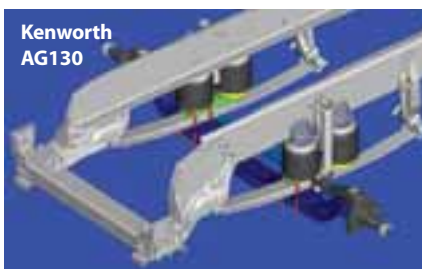
The AG130 is a proprietary air-spring front suspension in a four-bag configuration, while competitive systems typically offer two. Having four bags is said to help reduce road inputs and vibration, while the wide, flat leaf spring increases roll stiffness to provide better handling and road feel. It's 20 lb lighter than traditional 12,000-lb, taperleaf front suspensions, KW says. The disc-brake-compatible AG130 will be available in 12,000- and 13,200-lb ratings for Kenworth T660, T800 and T2000 class 8 models. A similar suspension is available on several Peterbilt models as well.

Also compatible with air disc brakes, the new AG400L tandem rear air suspension is claimed to be a cost-effective solution for on-highway work, providing a smooth ride by using a proven trailing-arm design. It's a 40,000-lb model for T660, T800, T2000, and W900 class 8

models. The four-bag suspension supports fifth-wheel height as low as 42 in. Kenworth says it's "a great choice for customers interested in a smooth ride that do not require the articulation performance of the AG400."

The AG210L single-axle rear suspension is an "economical" choice for medium-duty class 6 and 7 conventionals. A two-bag version of the AG400L, it's rated at a 21,000 lb for the Kenworth T270 and T370.

In other Kenworth news, the T2000 dash has a new look, with a speedometer/tachometer cluster featuring large, 2-in. diameter gauges with



chrome bezels, an engine-hour meter, odometer, trip odometer, and outside-temperature gauge.

The Kenworth Driver Information Center provides instant trip access information for miles per gallon, engine and idle hours, idle percentage and optimum rpm range. A "sweet spot indicator" offers visual cues when the optimum rpm is reached, while a bar graph displays current mpg against trip average mpg.

The instrumentation system's multiplex design provides enhanced serviceability and reliability, Kenworth says. For easier servicing, the wiring behind the dash has been simplified, color-coded, and numbered, with critical connections maintained by positive locking connectors.

See your dealer or visit www.kenworth.com.

TRAILER STABILITY

TWO NEW BENDIX TABS-6 SYSTEMS

Bendix offers two new stability-control technologies for trailers. The TABS-6 Advanced and TABS-6 Advanced MC roll-stability systems for trailers are designed for a broad range of trailer types and configurations.

Both are said to be affordable, easy to install (as retrofits or on new trailers), and require little maintenance. They

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WEEKLY PUMP PRICE SURVEY / cents per litre

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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	130.9	-1.5	113.5
VANCOUVER *	130.5	-0.1	99.3
VICTORIA	130.1	-0.2	101.4
PRINCE GEORGE	124.8	-0.4	99.9
KAMLOOPS	129.9	0.5	104.7
KELOWNA	130.6		105.3
FORT ST. JOHN	130.9		105.7
YELLOWKNIFE	132.5	-2.5	113.0
CALGARY *	122.3	-0.1	103.4
RED DEER	122.7		103.9
EDMONTON	121.5		102.7
LETHBRIDGE	121.9	1.0	103.1
LLOYDMINSTER	124.9		106.0
REGINA *	124.9	-2.8	100.0
SASKATOON	126.6	0.4	101.5
PRINCE ALBERT	125.9		100.9
WINNIPEG *	122.5	0.2	101.2
BRANDON	121.9	-1.0	100.6
TORONTO *	122.6	-0.7	98.4
OTTAWA	124.9	2.1	100.7
KINGSTON	121.9		97.8
PETERBOROUGH	122.9	-1.0	98.7
WINDSOR	119.3	-0.4	95.3
LONDON	122.9		98.7
SUDBURY	125.9		101.6
SAULT STE MARIE	123.9		99.7
THUNDER BAY	126.1		101.7
NORTH BAY	125.8		101.5
TIMMINS	127.7	2.3	103.3
HAMILTON	122.7	-0.4	98.6
ST. CATHARINES	119.9	-0.8	95.9
MONTRÉAL *	135.7	0.1	100.0
QUÉBEC	137.7	-0.2	101.8
SHERBROOKE	131.9	-4.0	96.7
GASPÉ	135.9		100.2
CHICOUTIMI	130.9	-4.0	95.8
RIMOUSKI	134.4	-2.8	95.8
TROIS RIVIÈRES	131.9	-6.0	95.8
DRUMMONDVILLE	131.9		95.8
VAL D'OR	137.4	1.5	95.8
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FREDERICTON	137.0	2.2	100.3
MONCTON	137.2	2.2	100.5
BATHURST	136.4	1.2	99.8
EDMUNDSTON	136.4	0.9	99.8
MIRAMICHI	138.2	2.3	101.4
CAMPBELLTON	133.9	1.0	97.6
SUSSEX	136.6	2.4	100.0
WOODSTOCK	137.9	1.0	101.1
HALIFAX *	131.7	-0.1	97.1
SYDNEY	136.1	0.1	101.1
YARMOUTH	134.3		99.4
TRURO	132.7	0.2	98.1
KENTVILLE	132.9		98.2
NEW GLASGOW	134.3		99.4
CHARLOTTETOWN *	132.2		101.7
ST JOHN'S *	138.9		102.4
GANDER	138.4		102.0
LABRADOR CITY	146.2		108.9
CORNER BROOK	137.6		101.3
CANADA AVERAGE (V)	126.8	-0.3	100.3

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 (*)

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need no additional maintenance beyond what's done for trailer ABS. Key components are replacement-only, and diagnosing problems is simple using Bendix ACom diagnostic software.

The TABS-6 Advanced is called "the first single-channel, tank-mountable trailer roll-stability system available today." It builds on the single-channel, two-sensor/one-modulator (2S/1M) configuration—the most popular trailer ABS design—and intervenes automatically when it detects potential trailer rollover conditions by applying the trailer brakes to slow the vehicle.

Bendix TABS-6 Advanced MC is for fleets needing multi-channel ABS braking and roll-stability performance on their trailers. It offers a variety of configurations from two-sensor/two-modulator (2S/2M) systems all the way up to six-sensor/three-modulator (6S/3M) systems, thus meeting the needs of almost any trailer application.



Bendix TABS-6 Advanced MC

While tractor-based full-stability systems mitigate jackknives, skids, slides, and rollover events for the entire vehicle, Bendix TABS-6 Advanced and TABS-6 Advanced MC stability systems for trailers are aimed at fleets currently operating with no stability systems on existing tractors or trailers, and those with high owner-operator use or trailers that may be married with tractors without electronic stability.

See your trailer dealer or visit www.bendix.com.

NEW CASCADIA MODEL

THE 72-INCH XT AIMS FOR FLATBED, TANKER WORK

The **Freightliner** Cascadia is now available in a 72-in. XT model, the second sleeper variation of the on-highway truck to be introduced. Designed for flatbed and

tanker operations, it features a standup sleeper that boasts 78 in. from the base of the bunk to the ceiling, allowing drivers to comfortably stand at full height. The new sleeper has an optional upper bunk or storage cabinets against the back wall of the cab, providing additional storage and maximizing space. Freightliner will introduce more sleeper variations throughout 2008, including a 60-in.

raised roof, 60-in. XT, and the 48-in. XT.

The Cascadia, incidentally, has been designated as SmartWay-certified by the U.S. Environmental Protection Agency. Trucks that earn this distinction can be 10- to 20-percent more fuel-efficient and up to 90-percent cleaner than other models. Freightliner's Columbia and Century Class S/T previously earned the certification. In other Freightliner news, the company

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Thursday, June 19

9:00 am • Registration and Coffee

9:30 am • Seminar I: Trucks and Terrorism

Criminals and terrorists can infiltrate even the best-run fleets and use them for their own purposes. Since 9/11 fleet operators and enforcement personnel have expressed concern with preventing illicit use of truck fleets for criminal purposes or terrorist attacks.

The United States FMCSA and Canada's RCMP have developed this seminar for fleets and enforcement personnel to teach effective tactics for reducing risks. This seminar will offer practical and valuable advice for safeguarding your fleet.

Our presenter, Constable Paul Webb, is the Criminal Interdiction Coordinator for the Niagara Regional Police force and he has extensive experience with this subject.

11:45 am • Conference Lunch

1:15 pm • Seminar II: Human Resources - Trucking's Most Important Asset

The Canadian Trucking Human Resources Council is the leader in developing tools for managing people in the trucking community. Linda Gauthier, CTHRC's Executive Director will moderate presentations on recent CTHRC projects such as new Career Awareness tools, ongoing *Closing the GAP* events, and *Your Guide to Human Resources - Practical Tips and Tools for the Trucking Industry*.

Note: Copies of *Your Guide to Human Resources* will be available for purchase at a special PMTC conference price.

3:00 pm • Seminar III: Keeping It Green

Reducing our impact on the environment is one of the key challenges faced by industry today. We've assembled an interesting panel of companies that have taken significant steps to do just that and each will describe what worked for them and the hurdles they had to overcome to do their part in keeping it green.

6:30 pm • Chairman's Reception & Dinner

Every conference needs a break from business and we've lined up an evening of laughter to help you unwind after day 1. We've called on Russell Roy and friends to provide a 3-act comedy show with some of the funniest comedians around. These seasoned comedians will deliver a night of fantastic entertainment, as they take to the PMTC stage following dinner in the Grand Georgian Ballroom.

Friday, June 20

8:00 am • Registration and Buffet Breakfast

9:15 am • Seminar IV: An Outlook on Trucking

James Menzies, Executive Editor of *Truck News / Truck West* will address this breakfast seminar with views on the state of trucking in Canada and some thoughts on what might be in store for us in the future.

10:30 am • Seminar V: 2010 - We're Doing It Again

2010 will bring a new round of emission restrictions that will affect truck engines. Presenters in this seminar will discuss the lessons learned in 2007 and explain the technologies available to meet the 2010 standards. It's timely information that fleet operators need as we approach the new round of regulations.

12:15 pm • PMTC Awards Luncheon Reception

12:45 pm • Annual PMTC Awards Luncheon

Join us as we celebrate some of the very best in trucking with our annual awards ceremonies:

- Some of Canada's safest private fleets will receive the PMTC - Zurich Private Fleet Safety Award in recognition of superior safety performance.
- The PMTC - CPC Logistics Hall of Fame for Professional Drivers will welcome new inductees with many years of safe driving - truly the cream of the crop.
- The PMTC - 3M Canada Vehicle Graphics Design Awards, always a highlight of the conference, will salute creativity and imagination in vehicle graphics design.

2:30 pm • Conference Adjourns



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announced new factory-installed options for its class 8 vehicles: Meritor Wabco Electronic Stability Control and the Eaton Vorad Collision Warning System. They can be spec'd on the Cascadia, Coronado, Columbia, and Century Class S/T.

Meritor Wabco's Electronic Stability Control (ESC) provides stability assistance similar to that found in automobiles. Freightliner buyers have been able to spec Roll Stability Control for quite some time, but the new ESC combines RSC protection with directional stability control. It requires no activation by the driver.

The Eaton Vorad VS-400 Collision Warning system helps drivers identify traffic conditions in advance with in-cab alerts for slow-moving vehicles, stationary objects, short following distance warnings, and more. A key feature is SmartCruise, which automatically helps the truck maintain a safe distance from the vehicle in front of it.

In addition, Freightliner has added air disc brakes to its factory-installed option list on Cascadia, Columbia, Coronado, and Century Class S/T trucks. The Bendix ADB22X-V air disc brake, designed specifically for 22.5-in. wheels, is claimed to be the only disc brake on the market compatible with all 22.5-in.



**Freightliner Cascadia
72-in. XT model**

wheel combinations without limitations and approved for all on-highway applications. The disc brakes are compatible with drum brake-equipped trailers, Freightliner says. The brakes can be spec'd without the common suspension and wheel restrictions, but only in combination with steer axles produced by Axle Alliance Corp. The air disc brake system will be available for order in June.

See your dealer or visit www.FreightlinerTrucks.com.

HEATING SYSTEMS

ESPAR'S NEW ANTI-IDLING TOOLS Anti-idling specialist **Espar Heater Systems** has introduced three new products: the Hybernator On-Frame and In-Frame systems, plus the unique window-mounted Baire Necessity heater.

Using the CARB-approved Hydronic 5 heater that's legal for use in California, the two Hybernator systems provide engine-off heat to the cab, the engine,



and the fuel system. They deliver heat continuously and are said to allow quick starts in the coldest environments.

The On-Frame unit mounts on the truck's frame, taking up 15 in. of space. With the fan powered by an AGM battery that sits in the upper part of the enclosure, it weighs 152 lb and

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In Gear

has a heat output from 8,200 to 17,000 BTU/hour. The Hydronic 5 is fuel-fired.

Its In-Frame stablemate sits between the frame rails and its installation demands no drilling. Its heat output is the same as the On-Frame model but it's a little heavier at 179 lb.

The Baire Necessity system also provides engine-off heat to the cab, but in this case it's a portable unit using Espar's

CARB-approved, fuel-fired Airtronic D2 heater. With no need for permanent installation, it's useful for drivers who move from truck to truck, and it's said to be suitable for any truck. The system is window-mounted and can be safely stored in the truck while travelling. Espar's John Dennehy says "freight terminals can supply them to drivers for temporary no-idle relief." With the fan

powered by a connection to the lighter socket, the unit's output ranges from 2,900 to 7,500 BTU/hour. Its cost is not yet set but will be near the lower range of the company's fixed-mount Airtronic heaters.

See www.espar.com.

MICHELIN'S XDN2 RETREAD

ALL-WEATHER DRIVE TREAD

Michelin Retread Technologies (MRT)

has introduced the all-weather XDN2 Pre-Mold retread for drive positions, optimized for traction and mileage. It features patented Matrix Siping Technology to maximize winter and wet traction. The retread is also engineered with a two-layer compound—the top layer designed for wear and traction and the bottom layer for maintaining cool internal casing temperatures.

The retread's wide, open shoulder grooves are said to deliver added traction without compromising tread life. It's intended for long-haul and regional use and is currently available in 220, 230 and 240 mm sizes.

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PETERBILT'S COMFORTCLASS

AVAILABLE ON 63-IN. SLEEPERS TOO

Beginning in June **Peterbilt** will make its ComfortClass environmental control system available on 63-in. sleeper models. Presently, it's an option only on 70-in. Unibilt sleepers.

Introduced last year, the system uses a combination of batteries, a diesel-fired heater, and thermal storage to provide a temperature-controlled environment for parked drivers without idling the engine. It also offers 110-volt electrical service to run computers, microwaves, and other electronic devices in the sleeper. It can use shore power when plug-in services are available.



Peterbilt's ComfortClass

While the vehicle is in operation, a 185-amp alternator charges the power pack (four dedicated, advanced-glass-mat, deep-cycle batteries) and starting batteries. At the same time, the electric AC compressor charges the thermal storage unit mounted behind the sleeper.

Peterbilt claims the ComfortClass system can maintain comfortable temperatures inside the cab for up to 10 hours with ambient temperatures as high as 95 degrees. It has the potential to reduce annual fuel consumption by approximately eight percent, the company says, resulting in a reduction of operating expenses by as much as \$5,000 a year, per vehicle.

In other Peterbilt news, the company

is sprucing things up a bit with a new dash panel in its medium-duty 325, 330, 335, and 340 trucks. Available in July, it features enhanced instrumentation layout, improved side-window defrost system, and new dash panel colors.

There's also a new integrated GPS navigation system with a 5-inch touch screen, built in MP3 audio player, and a 30GB hard drive. It provides turn-by-turn directions and visual and audio cues integrated with the vehicle's stereo system.

See your dealer or visit www.peterbilt.com.

LIGHTWEIGHT BRAKE DRUM

FROM WEBB, THE UNIQUE VORTEX DRUM **Webb Wheel Products** has unveiled its new Vortex, a "truly new idea" in light-weight brake drum design using full cast-iron metallurgy. The company says its engineers designed a drum profile that results in lighter weight with no compromise to the structural integrity, reliability,

or braking capabilities expected in heavier drums. The patent-pending design, with a re-positioned squealer band and reinforcing exterior ribs, is said to produce a cooler running drum by pulling the heat away from the braking surface, maximizing lining life without sacrificing strength.

The Vortex is made from standard cast-iron material, and Webb says it will work with major OEMs to determine its availability on new trucks and trailers.

See www.webbwheel.com.



Webb Wheel Vortex Drum

LINING-WEAR SENSOR

ARVINMERITOR ADDS SENSOR TO FRONT BRAKES

ArvinMeritor has added a new lining wear sensor and stamped spider design for 16.5x5-in. front brakes. The new option is said to offer the benefits of larger, high-performance front drum brakes with a



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www.STMARYSCEMENT.com

In Gear

PETERBILT, WESTPORT DEVELOP LNG 386 FOR WAL-MART

First four chassis will go to Wal-Mart's Apple Valley, Ca. distribution center. Peterbilt has partnered with Vancouver's Westport Innovations to develop a natural gas version of its Model 386 for Wal-Mart. It will deliver several trucks optimized for the Westport LNG system, featuring a 400-450-hp Cummins ISX engine, rated at up to 1,750 lb ft of torque. These units meet 2008 EPA and CARB emission levels.

To run on natural gas, the injectors in the ISX engine are replaced with Westport's high-pressure direct-injection units, which independently meter, time, and inject diesel and high-pressure natural gas directly into the combustion chamber. A small diesel pilot injection is used at all times to provide an initial combustion source.

The first four of these units will be for Wal-Mart to use at its Apple Valley, Ca. distribution center. They compliment Peterbilt's existing Model 320 LNG units. Introduced last year, there are now over 50 of these units deployed throughout the U.S.

In other news, Paccar's plant in Ste. Therese, Que., will soon host full production of Peterbilt Model 330 and 335 medium-duty diesel/electric hybrid vehicles, due to start this summer. They feature the Eaton hybrid power system. The factory will also make the equivalent hybrid versions of Kenworth's T270 class 6 and T370 class 7 trucks.

See www.peterbilt.com, www.westport.com, www.everytime.cummins.com, www.kenworth.com, and www.eaton.com.



10-percent reduction in weight over comparable cast spider assemblies.

The patent-pending design uses a broken-wire-type sensor concept, using a hollow fastener that replaces a rivet already in use in the shoe assembly to hold the sensor in place. When coupled to the vehicle's electronic control unit, intermittent wear indication is provided to the operator and will indicate worn friction material before the shoe's rivets contact the drum. This may prevent potential damage that could require drum refinishing or replacement. The new wear sensor helps take advantage of the maximum amount of wearable lining while improving overall cost of ownership.

See www.arvinmeritor.com.

CORROSION PROTECTION

GREAT DANE'S COATING SHIELDS
TRAILER UNDERBODIES

Applied to suspensions and support gear, Great Dane's spray-in-place thermoplastic elastomeric coating—CorroGuard—is claimed to provide long-term protection from road abrasion and corrosion.

When paint coatings are abraded, the trailer maker says, those areas are left exposed to dirt and road debris that can mean persistent deterioration and oxidation. Today's stronger salts are especially destructive because they cling to the underbody of a vehicle and crystallize as they slowly dry out, staying in a semi-solution state for extended periods of time, which multiplies their corrosiveness.

CorroGuard, available on all Great Dane dry vans and refrigerated trailers, is said to be an effective defence. It's air- and water-tight, and will not peel, crack, warp, flake or split under even the harshest conditions, Great Dane says. It cures rapidly, needing neither humidity nor moisture, so it can be applied in cold temperatures and will not bubble in humid climates. And it's 100-percent solids, containing no volatile organic compounds or solvents, which means it's not carcinogenic, ozone-depleting or harmful if inhaled, the company says.

See your dealer or visit www.greatdanetrailers.com. ▲

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- S.P.I.F. – 1 to 4

Thursday, May 29

- New Safety Technology
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By Peter Carter

Triumph Over Tragedy

How Maurice Tardif turned his loss into this industry's gain

My friend John O'Callaghan who helps Toyota assemble cars and trucks in Cambridge, Ont., asked me the other day what I like best about my job.

The answer's a cinch. It's guys like Maurice Tardif. Trucking is full of them.

Tardif owns a company called Johnny-Tiedown.

The company is about four years old. It's based in Rouyn-Noranda, Que., and there, he manufactures alarm systems for flatbed trailer tiedowns.

Briefly, a Johnny-Tiedown is a wireless alarm that alerts a driver immediately whenever one of the straps out back gets loose.

It's not Mr. Tardif's first business. Trained as a surveyor, Tardif ran a very lucrative mining-supply business for 14 years. He sold that, semi-retired in north central Quebec, bought a few acres and cut timber, more to keep busy than to make a living.

But in the early hours of Dec. 20, 2001, two Quebec Provincial Police officers knocked on his door. "There was one older guy and one younger guy. I think they do that to train the young ones how to act," he says.

Tardif's only son Jonathan, an athletic and brainy student at Quebec City's Laval University, was coming home for Christmas. His northbound car passed a southbound flatbed, loaded with 55-gal. drums of steel balls, destined for the Quebec City shipyards.

One of the drums fell off the truck. It was dark, so the driver only knew about it when he saw the sparks of the steel barrel hitting the pavement and then—Jonathan's car.

Jonathan, 19, died instantly.

A family never really recovers from the death of a child. As Tardif says, "it's something you have to learn to live with."

"For the first six months, you are in another world. Nothing matters," he says.

But eventually, he says, he had to get out of the house so he returned to the forest to cut wood.

Even in the woods, he couldn't focus on the task at hand.

A month in, he found himself up a tree. He lost his footing and fell on his face. The wound required a cranio-facial specialist. Tardif thinks that had he not been with his cousin who brought him to hospital, his wife Renée would now be a widow, in addition to being a grieving mom. Cutting timber is no place for daydreaming.

Convalescing back in the little village of D'alembert, which is just outside Rouyn, Tardif came up with the idea of the Johnny-Tiedowns.

It was his way of making sure an accident like the one that took his son never happens again.

The tiedown went through several versions, and although Tardif is not officially an engineer, he talks like one and he's just as thorough. His first system, which he came up with in 2002, involved a lot of extra steel and was too expensive to be feasible.

Also, the alarm was integrated into the tiedown itself so it would have been difficult to find an insurance company that would cover a mishap. "If one broke I would have been in big trouble," he says.

"In 2005, I came up with a flash of an idea and it works. It's like the one you see on my website."

You don't need me to explain how these things work. Just click on www.johnny-tiedown.com. There're explanations galore; and very extensive videos and catalogs.

There's also a picture of Jonathan.

You can equip your trailers with a tiedown alarm system for well under a grand.

You decide if Johnny-Tiedowns are worth buying.

But like I told my pal from Toyota, having a conversation with a man like Tardif is priceless. Wouldn't it be great if more people who suffered losses turned the tragedy into victory?

"One thing I learned is something that many people never learn," Tardif adds. "You never know when it's going to be the last time you see somebody. Don't ever say goodbye angry."

He was talking about family. It's probably advice you can take to the shop, too. ▲

Peter Carter is the editor of *Today's Trucking*. You can reach him at 416/614-5828 or peter@todaystrucking.com.



A MEMORY SECURED: Jonathan would have approved of his dad's response to the accident.

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