

FUTURE POWER: What will trucks be like in 20 years? PG. 30



Futurist Frey predicts "drive-by-wire" will eliminate many components.

April 2010

www.todaystrucking.com

Today's Trucking

The Business Magazine of Canada's Trucking Industry



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Cost-saving communications **PAGE 53**

HOW the BEST was WON

The profit-yielding habits of highly successful trucking companies

(starring Ron Pridmore's retro Lonestar)

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Optimism will own the podium, and operational advice will abound at Truck World 2010.
BY TODAY'S TRUCKING STAFF



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An authoritative preview of technology to come, from smart seats that guess a driver's weight to trucks that drive themselves. May you live long and prosper.

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Old war wounds

For the love of all that's holy, please stay out of eastern European politics.

Reading the obituary of Joe Kalinowski, (February, 2010) it was noted that he was born in Lwow, Poland. This city has had many owners and many names, Leopold, Lemberg, Lviv, Lvov and Lwow. The city is now in Ukraine and is called Lviv.



Joe Kalinowski

Judging from Mr. Kalinowski's age he was born in Lwow in Poland's Second Republic. Poland is now in its Third Republic.

Nestor Gula,
Toronto

State-of-the-heart trucking

For the second year in a row, Keltic Transportation has teamed up with Hamilton Tiger-Cats offensive lineman Marwan Hage and Guelph-based not-for-profit FTC Canada to provide food and hygiene boxes to 450 families in need through Sun Youth Organization in downtown Montreal.

Keltic generously donated its services to bring the 900 boxes from the Guelph warehouse to Sun Youth's downtown Montreal warehouse where the food and boxes were distributed to the families last week. Hage, a Montreal resident and 2009

Letters

CFL All-Star and Tom Pate Award winner was on hand to distribute the boxes personally to the families as part of his Hage's Heroes program.

Last May the three groups partnered to distribute food boxes to Montreal families as part of FTC Canada's food box distribution program which in 2009 distributed over 2,800 boxes to families in Hamilton, Toronto, Montreal, and Winnipeg.

Once again, Keltic proved that the Canadian trucking is home to big hearts.

Thanks
Ryan Fletcher,
Feed the Children Canada
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By Rolf Lockwood



Gateway To Trucking's Future

Of course we have to be aware of hybrids and such, but let's keep the future in perspective.

As I write this in somewhat barren downtown St. Louis after a day at the Green Truck Summit, I find myself in a pretty reflective moment. Bear with me, please.

The Summit precedes the Work Truck Show put on by the National Truck Equipment Association (NTEA) and it's all about the future. New hybrid power technologies, the price of fuel five years from now, where battery chemistry is going. It's the very meat of my working life and I happily soak up these bits of knowledge like a dog with a bowl of kibble.

It's my job, after all, to find out what's coming down the pike and then assemble such information in some comprehensible way so that you folks don't get blindsided.

While downtown St. Louis might seem a bit empty—hotels, biggish squat buildings, not much apparent life—I'm also just a couple of football fields from the famous and quite captivating Gateway Arch that rises above the Mississippi River, about which I know absolutely nothing, and I'm not here long enough to fill that gap. Nonetheless it's an inspiring structure and I find myself staring at it whenever I walk over to the nearby Starbucks for fuel.

This really was a vital gateway city and all manner of people passed through here a century or two ago on their way to the glory of the burgeoning west.

And as I look out my hotel room window I see the Old Courthouse, an elegant, even majestic white structure with a big dome and a ton of its own history. Slaves asked politely for their freedom there once upon a time, and not really so very long ago.

So here I sit, assailed by both knowledge of tomorrow and strong images of yesterday. And you know what I conclude? That, collectively, we hang on too tightly to the past. Important though it clearly is, I prefer to look ahead.

In trucking terms I don't mean the distant past, maybe not even much further back than five or 10 years ago. I think we're maybe a little too mired in what worked for us yesterday, whether we're talking management practices or the hardware we rely on so much. It doesn't help us, I fear.

This general thought occurred to me a few hours ago as I listened to a few panelists from some very forward-looking companies talk about how long it would take for some of the more mainstream hybrid- or electric-power technologies to be

broadly accepted and utilized. The consensus answer was 2014, maybe 2015, by which time critical manufacturing mass would be achieved and prices would become manageable without financial incentives from governments.

Dimitri Kazarinoff from Eaton Corp., for instance, noted that his company's commercial-vehicle hybrid power systems have collectively accumulated some 35 million miles of service throughout the world in more than 2,400 vehicles. Its diesel/electric powertrain has been in production since 2007. So, while it's not exactly a senior citizen, it's already a pretty much proven technology. Kazarinoff added that new design and manufacturing advancements will bring prices down on their own.

While I don't want to be a contrary son of a B, I don't buy the 2014-15 time frame for broad acceptance, even if hybrid prices fall in a big way. At least not for the average Canadian operation. As things stand now, these new technologies are the stuff of very big commercial carriers and institutional fleets with mandates that rise above and beyond simple cost.

Don't make the common mistake of thinking that the various forms of alternative power are only suitable for a utility's bucket trucks and a city's garbage packers. They're just the obvious ones. In fact, the applications go way further, even into the realm of short- and regional-haul tractor-trailers.

But smaller fleets, and even many big ones, won't readily give up technologies that work now for something that might work better tomorrow. While trucking is full of innovators and risk-takers, I think Canadian fleet owners at large are a mighty conservative bunch when it comes to changing the hardware spec. I do wish we had a more pronounced sense of adventure.

All the more reason for me to urge you to join us at the Truck World 2010 show in Toronto on April 15 through 17. C'mon, set your imagination alight. ▲

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





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Dispatch

BY MARCO BEGHETTO

Yellow Brick Road North

Yellow Roadway's Canadian fleet not going anywhere, pres says.

For nearly a year now, all eyes have been on beleaguered YRC Worldwide, whose survival or failure is thought to have far-reaching freight-capacity implications across North America.

The LTL behemoth has been the bane of some competitors who privately credit its resilience to union influence and “creative” lenders who are loath to take back thousands of units of iron from the struggling carrier; while others—including its trucking partners, customers and investors—marvel at the company’s fortitude to keep trucking against difficult odds.

There’s plenty of discussion on just how far the ripples would extend if YRC went under, particularly in Canada, where the company’s reach is less pronounced. Reportedly, the 20,000-plus truck carrier controls anywhere between 15 and 20 percent of the North American LTL market, which is said to be at about

25-percent over capacity right now.

“That much freight exiting the market is going to have an impact,” says Mike McCarron of MSM Transportation. “If that did happen, and who knows if it will, the bigger guys are going to swallow a lot of that up, for sure, but I would think there’s enough left over for others.”

Hold on, though. The writing has been on the wall for YRC more than once; or so it seemed.

It’d be interesting to know how many YRC trucks have Cat engines in them, because, like a feline with nine lives, the LTL giant always seems to fend off danger.

A couple of months ago, the ground beneath YRC firmed up when the carrier was able to negotiate a \$70-million deal with investors which helped it meet debt obligations and stave off bankruptcy.

But as fast as YRC appeared to be in the clear,

UPHILL, BUT CLIMBING: Reimer and parent firm YRC like their chances going forward as the economic rockslide stabilizes.



the sea got a little choppy again. As we went to press, the company announced that it received a non-compliance notice from Nasdaq because its common stock was trading below \$1 a share. The carrier has until Aug. 30 to get its shares at over a buck and keep it there for 10 straight days.

For over a year, YRC has been struggling to restruc-

ture its operations and maintain marketshare amid very aggressive pricing from rival LTL carriers. Though, despite making investments in anticipation of a YRC collapse, some of those competitors have all but “given up trying to place YRC six feet under” with shark-like pricing, Dahlman Rose analyst Jason Seidl noted recently. In fact, “signs of life” have

ches

emerged in the battered LTL sector, enticing more carriers to shore up pricing somewhat.

Clayton Gording, president of YRC Reimer expects things to continue improving for both his fleet and the Kansas-



based parent company.

As one of the speakers at the Future of Trucking Symposium in Winnipeg, Gording said he still sees LTL as a viable market, despite getting squeezed from couriers at the bottom and truckloaders from the top.

Channeling Mark Twain, Gording quipped, "the rumors of our demise have been greatly exaggerated."

"We're not out of the woods, but with some economic return and volumes, we're going to be here for a long time," says Gording, who began his career with Reimer Express in 1966, serving in a variety of clerical positions in Regina. "There are 40,000 people in this company who are determined to make it work."

Economic return, however, could be a slow process. Gording agrees the LTL segment is at about 25-percent overcapacity.

"There are trucks parked, trailers parked and terminals working at two-thirds capacity," he says. "It spurs rate cutting and gets us all into business we shouldn't be in."

"If nothing happens, we're looking at 10 to 12 years to fill the pipe again. It's going to be a slow, slow recovery."

But no matter how long it takes for the market to rebound, Gording—who's one of the most insightful Canadian trucking veterans in the business—insists he's determined to stick around for a while.

"I've been here for 44 years and I'm not going anywhere," he says. "I'm just like you guys, I want to see how it ends."

— with files from
Steve Macleod

Three of Canada's largest fleets say the ground is firming underneath them.



THREE'S COMPANY BIG FLEETS HUNGRY AGAIN

One real sign that trucking is on the rebound is that the nation's biggest carriers are showing a renewed appetite for strategic acquisitions and gobbling up rivals.

Year-end 2009 financials for a trio of former income trust trucking giants show that revenue dropped significantly from the year before, but execs at Mullen, TransForce and Contrans are convinced a revival is in store for 2010.

"As the global economy recovers, we fully expect both segments in our business to benefit," says Murray Mullen, chairman and co-CEO. Oil and natural gas drilling activity in western Canada is improving from multi-year lows and investment in long-life capital projects like the oilsands is returning.

"These are just a couple of examples that indicate the worst is behind us."

Mullen told media that the Calgary-based truckload and flatbed hauler is in better shape than most of its competitors coming out of the downturn. As a result, adds CEO Stephen Lockwood, some of them may be ripe for picking.

Mullen attempted to buy logistics firm and customs brokerage Livingston International late last year. It didn't work out, but the company

says it has its eye out for similar companies as well as more oilfield and environmental services businesses.

After a short freeze on acquisitions, meanwhile, TransForce acquired two niche businesses in the last five months—the retail goods hauling side of Andlauer Transportation and the remaining 50 percent of Lafleche Environmental's landfill and environmental complex in Moose Creek, Ont. While growth is in the cards for 2010, Alain Bédard said any expansion plans will continue to be tempered. "We have seen some signs of renewed activity, but overall ... we are committed to our disciplined approach to managing costs now and when the economy recovers," he said in a press release.

Contrans, instead, has picked up assets in the flatbed sector, even though the market in that arena remains generally one of the weakest. The carrier, which was one of the last former income trusts to convert to a corporation, said that while 2009 was "as difficult as any [year] we have ever encountered," revenues trended upwards to close the year.

President Stan Dunford said the company's goal isn't to be the biggest carrier, but he expects "that there will be plentiful opportunities to grow steadily, profitably and at a manageable pace."



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Dispatches

Idling

IdleAire Recharging?

Perhaps IdleAire isn't ready to call it quits after all. Just a few weeks after announcing it was pulling the plug on its operations, the truckstop no-idle electrification provider indicated it could make an encore, possibly freezing any expansion plans by some of its former competitors.

As we went to press in early March, todaystrucking.com spotted this message on the company's website: "Due to popular demand from fleets, professional drivers, and all of our valued customers, a new group is working to restart IdleAire service." The com-

pany says new information will be posted on the site as it becomes available.

The company, which offered electric parking spaces where trucks can hook up to and run systems and all appliances without idling, says "extremely mild weather across the nation" reduced demand for its services in an already tough economy. Not able to find a buyer for its assets, the company shut down.

Before closing, IdleAire, which operated in 131 locations in 34 states, indicated it was looking to expand into Canada, but expansion targets were repeatedly missed.

The shutdown left some in the trucking industry wondering whether shore power is a viable anti-idling



BRICKS AND MOTORS: IdleAire's competitors insist they aren't weighed down by the same costly infrastructure that hurt the shore power pioneer.

solution going forward.

Jeff Kim, the president of competitor Shorepower Technologies, insists the demand for truckstop electrification exists, adding that his company's business model is simpler and less

costly than IdleAire's infrastructure-heavy "off board" truckstop electrification parking spaces. Shorepower's pedestal system places a 110-volt power outlet and connections for cable television and Internet between four



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or truckshow@roadtoday.com

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May 29 - June 1

Heavy Duty Distributors Council Business Conference and AGM

Halifax Marriott Harbourfront, Halifax

Contact: 519/631-9424

Website: www.hddc.on.ca

June 1-3

Roadcheck 2010

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Contact: 612/349-4000

Website: www.cvsa.org

June 15-16

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ext. 22542

Email: scottdm@mcmaster.ca

June 18

Private Motor Truck Council of Canada 2010 conference

Kingbridge Conference Center, King City, Ont.

Contact: 905/827-0587

Website: www.pmtc.ca

spaces, dramatically reducing physical assets and cost.

"We focus on the power. That way the drivers have the flexibility to use whatever they want onboard the truck," said Kim.

President of EnviroDock Ken Neal says that IdleAire was the pioneer for shore power, but the technology offered too many services already available inside a truckstop. "The problem with IdleAire is they built a system that had everything on there so it was very expensive [to produce]," he says. He says truckers are concerned with just the basics: power, heat and cooling.

In the future, says Shorepower marketing director Alan Bates, there will be a GPS-enabled reser-

vation system and the power pedestal could draw from renewable power sources like wind and solar.

As for taking over the assets left behind by IdleAire? "I'm not saying we will [take over those spaces], but we are looking at it as an opportunity," says Kim.

Both companies say they eventually want to expand into Canada, but considering they only have nine truckstops set up between them, a Canadian invasion appears to be a long way off.

It comes down to how interested truckstop operators are in the technology, says Neal. "[EnviroDock] has the type of unit that would work well up there."

— with files from
Farrah Cole

Logs

No Basis For Shorter HOS

Why let the facts spoil some good 'ol fashioned politicking?

Just a few months after special interest groups convinced the U.S. DOT to rewrite the hours of service rules because truckers supposedly weren't safe enough, the industry posted the largest ever year-to-year drop in truck-involved fatalities.

However inconvenient it may be to so-called safety advocates, vehicle miles traveled (VMT) figures released by the Federal Highway Administration (FHWA) and National Highway Transportation Safety Administration (NHTSA) show that truck

fatalities dropped by a whopping 12.3 percent in 2008 from the year before.

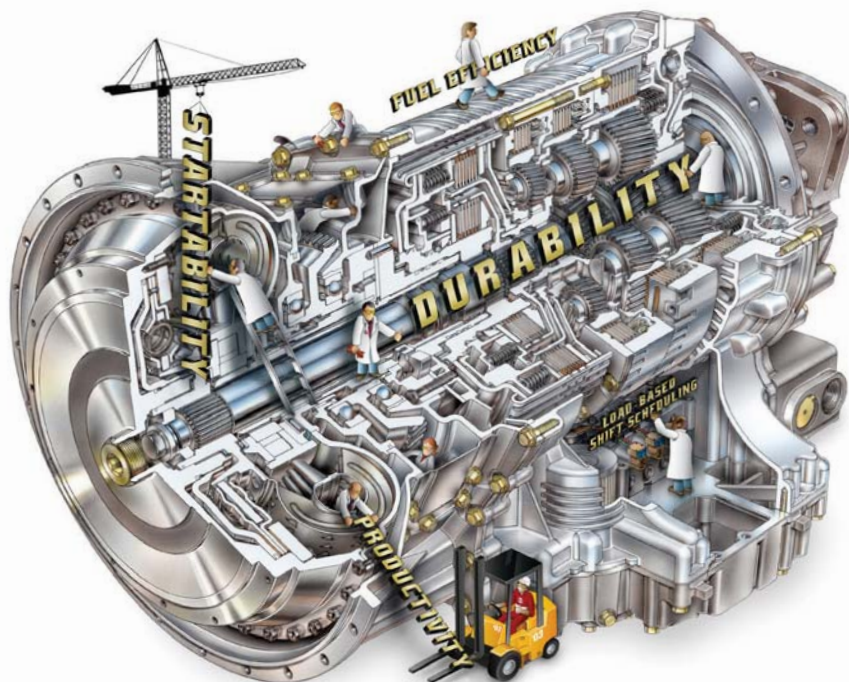
The truck-related injury rate also improved over 2007, going from 44.4 per 100 million miles to 39.6, an 11-percent reduction.

This marks the fifth straight year the fatality rate improved, falling to 1.86 per 100 million miles from 2.12 per 100 million miles in 2007.

Perhaps not coincidentally, that's just about the same length of time that the current HOS rules have been in place.

Since then, the truck-involved fatality rate has come down more than 20 percent and is at its lowest since the U.S. DOT began keeping records in 1975.

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It's widely rumored that the new rules will be stricter for carriers and allow less driving time than the standard in place now.

"The current Hours of Service (HOS) rules are working," said American Trucking Associations senior VP Dave Osiecki, who was the first of 21 speakers at a listening session on HOS organized by FMCSA administrator Anne Ferro.

Osiecki urged the agency to retain them "but add flexibility to the sleeper berth provision."

Under a previous version of the 2004 rules, truckers were allowed to obtain the necessary 10 off-duty hours by splitting their sleeper berth in two periods, as long as one rest period was a minimum of two hours long.

Drivers overwhelmingly liked the flexibility, but at the behest of critics, the FMCSA changed the rule in 2005 to force drivers to rest eight hours in a row, and take another two consecutive hours off-duty before resetting their daily schedule.

Osiecki said that safety concerns hypothesized by critics "simply failed to occur in the real world.

heard on the Street

■ **ERB INTERNATIONAL** of New Hamburg, Ont., has won another big international prize. This time, the 50-year-old family-owned fleet was the grand prize winner of the Truckload Carriers Association's (TCA) 34th National Fleet Safety Awards.

The prestigious award, in the category of less than 25 million miles, was presented this week to general manager Wendell Erb at the TCA's annual banquet in Las Vegas.

■ **Bob Gauthier's** innovative **SEAWAY EXPRESS** has been named Business of The Year by the City of Cornwall. As the closest trucking terminal to the mammoth Walmart SCM warehouse, as well as the upcoming Shoppers Drug Mart Matrix, Seaway works with other carriers to provide guaranteed high-quality on-time retail delivery. Mayor

Bob Kilger presented Gauthier with the Business of the Year Award at the 2010 Cornwall Chamber of Commerce Business Excellence Awards.

■ One of the largest niche bulk haulers in Western Canada just got bigger. The **RTL-WESTCAN GROUP**, the offspring of the 2007 marriage between ice roads services provider RTL Robinson and Westcan Bulk Transport, has acquired **ECL TRANSPORTATION**, a liquid bulk and van fleet in Edmonton. ECL President **Jim Davis** will be appointed president of RTL-Westcan and **Tom Kenny** will continue in his role as CEO. The company is controlled by private-equity firm TriWest Capital Partners.

■ **Larry Harrison**, formerly president of Kinedyne Canada, has been appointed to position of VP Sales and Marketing for **KINEDYNE CORP.** Concurrently, Romolo DiVito has been named to the position of general manager of Kinedyne Canada.

"Absent new data, these predictions must continue to be rejected by FMCSA and [DOT] and should, in no way, be a basis for any proposed changes."

Driver Education

BCTA Pilots New Training Program

It's been a few years in the making, but the B.C. Trucking Association

(BCTA) is finally ready to unveil its new Professional (Truck) Driver Training Program, and they figure the timing is just right.

The voluntary pilot program was developed with the Transportation Career Development Association (transCDA) and is scheduled to begin mid-April.

The pilot phase is the next step in obtaining final approval for the program

from B.C.'s Industry Training Authority (ITA), the Crown agency that manages the province's industry training system, including apprentice trade programs that provide recognized certification for graduates.

Similar to existing apprenticeship programs, this curriculum combines classroom and practical training with work-based learning and incorporates

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two work placement components that trainees must complete prior to certification. In total, students will be required to take 60 hours of classroom learning, 180 hours behind the wheel, four weeks of unpaid supervised work, and 1,000 hours of paid work-based learning.

"The focus is not just on getting a licence, but also learning how to be a professional driver," explains Louise Yako, vice-president of policy with BCTA. "So the student will also learn things like fatigue management, communications skills, and customer service. It goes above and beyond just driving."

For the pilot phase, the BCTA is looking to enrol between eight and 20 students, as well as participating carriers.

"The timing is both good and bad because things are still slow in the economy so there is a pool of drivers out there," says Yako, "but we want to be ready when the demand for trucking comes back."

The pilot training program will be evaluated as it unfolds by a third party assigned by the ITA. If successful, the frequency of the training program in the future will be determined by demand.

ITA provides annual funding to subsidize training programs it oversees, which lowers the cost. As well, trainees are eligible for student loans while employers are eligible for tax credits.

Having recognized training managed by ITA doesn't necessarily mean a

trade designation for trucking is on the horizon, but it does open the door for that possibility.

— Steve Macleod

Litigation

'Improper Seizure' Gets MTO Sued

For ruining his business, small fleet owner Carey Foreshew claims the Ontario Ministry of Transportation (MTO) owes him \$20 million.

The Powassan, Ont., carrier scored a "satisfactory" 65 percent CVOR rating in 2007. But that number leaped to a whopping 112 percent soon after Ontario's CVOR system underwent dramatic



changes later that year, which led to MTO enforcement officers stripping Foreshew's plates.

"If not for the change in the CVOR formula, Foreshew Trucking's violation rate would have been well within acceptable perimeters," states the claim.

At the time the new CVOR ratings went online, there was some concern there would be major discrepancies between the two systems, so MTO devised a two-year transition, which included a soft enforcement period and an appeals mechanism. But, according to the suit filed in court, the MTO failed to "follow its own procedures"



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of issuing a facility audit, a written notice, and a request for an interview before taking Foreshew's truck and trailer plates away.

"Sorry about that" was the only explanation," officers gave Foreshew when they apparently realized the oversight and returned the plates back the next day, according to the claim.

As a result of the MTO's actions, "drivers and brokers quit and customers lost confidence ... and an established business of 25 years was closed," says the statement.

As well, the claim says officials "blatantly ignored" what Foreshew calls "proof of due diligence," which included non CVOR safety records; new safety policies and procedures; 18 new, safer trucks; and continuing education and training with "recognized safety consultants."

Detroit-Windsor

Bridge to Nowhere?

Reclusive Michigan trucking mogul and bridge controller Matty Moroun is used to getting what he wants, but his expansion efforts at the Windsor-Detroit border suffered a major setback delivered by the U.S. government.

Plans to twin Moroun's Ambassador Bridge could be on hold indefinitely after the U.S. Coast Guard terminated the Detroit International Bridge Company's (DIBC) bridge permit application.

The company has vowed to build a new, six-lane twin span to rival a new public bridge being proposed by the Canadian and American governments. But a land dispute with the City of Detroit

on the
Docket

CUSTOMS CLAMPS DOWN:

The CBSA will be rolling out the next phase of its Automated Commercial Information (ACI) initiative this year, and Jason Proceviat, acting director of stakeholder consultation and implementation division of CBSA, says it will have a major impact on the way business is done.

ACI will be rolled out in stages and hard enforcement will not start until 18 months after the program kicks in.

During the first year, participation in ACI will be voluntary, and informed compliance will follow for the next six months. Carriers will be the first to join ACI this spring, followed by freight forwarders in the summer 2011, and importers in the spring of 2012.

"We know this is going to cost money, there's no ifs, ands, or buts, when you have to send data electronically," says Proceviat. "There are no new data elements we're introducing," he adds. "The difference is we're looking for them in advance, electronically."

FedEx Canada has already adjusted their procedures to accommodate ACI, says Renate Jalbert, managing director of regulatory affairs, and there's no doubt there'll be added costs. "It's really game changing. It has to be absolutely accurate, all the time, otherwise the goods stop."



RESIDUE RULE IN LIMBO:

It's still unclear when, or if, U.S. Customs and Border Protection's controversial proposal to require the reporting of trace amounts of residue in tankers will move forward. Matthew Parrott, director of northern border operations with A.N. Deringer, says there hasn't been much progress. "Trade was extremely vocal about their opposition to residue act," says Parrott. "No date for compliance has been set yet."

The rule, originally slated to take effect on Sept. 16, 2009, mandated the reporting on the e-manifest of even trace amounts of chemical or petroleum residue inside essentially empty tankers. How an accurate of a measure, and by whom, were just a few points of contention by industry.

HAMFISTED HAZMAT FEE:

The Pipeline and Hazardous Materials Safety Administration's (PHMSA) proposed hazmat fee increase has drawn the ire of truckers, including carriers with the Canadian Trucking Alliance (CTA).

PHMSA wants to nearly triple the registration and fee assessment program for hazmat transporters. Carriers could see the annual fee rise to \$2,975 (plus a \$25 administrative fee) from \$975 for registration years beginning in 2010-2011. "CTA finds it troubling that in the face of federal budget constraints, U.S. agencies are developing a propensity for significant fee hikes to maintain programs on a status quo basis, rather than taking a hard look at programs and determining where cuts to non-essential components can be made," said CTA president David Bradley in a letter to the agency.

has suspended the project.

In a letter to DIBC President Dan Stamper, the U.S. Coast Guard said it is returning the permit application because land rights at the site still belong to Detroit, whose council has indicated that it is unlikely to convey those rights to the private bridge.

At the end of its letter, the U.S. Coast Guard states it will review a "complete

application" from DIBC if one is resubmitted.

At the same time, a U.S. Judge ordered the demolition of a newly constructed duty-free store and gas pumps on the Detroit side of the Ambassador Bridge because, the judge ruled, they were illegally built on city owned property.

For his part, Stamper didn't appear to be at all concerned, telling local media

the bridge is still committed to the second span despite the Coast Guard's ruling. He insisted the company has secured 95 percent of all necessary property rights in addition to having completed the necessary plazas and inspection areas.

"We feel no farther away from building a second span and fulfilling our long-term obligation to the border," Stamper said. ▲



FAMILY FLEET'S STORY ALL OVER THE 'NET

Quick. Hop into the time machine. Whip back to 1929. The onset of the Great Depression. Meet Paul Guilbault, a young man starting a trucking service, between Grondines, Que., and Québec City.

Get a load of his reaction when you tell him that 80 years hence, not only will his firm be one of the biggest trucking companies in Canada; its vice president will be—gasp—a woman; namely his granddaughter, Nadine Guilbault.

Try it yourself. Just point your mouse here: <http://tinyurl.com/guilbaultvid>

Goupe Guilbault is now starring in a National Film Board of Canada film production project called "GDP: Measuring the Human Side of The Economic Crisis," a yearlong online series of 200 mini films that document the struggles in a wide range of industries. Guilbault's managers, drivers, dispatchers and customers tell the trucking side of the story. We hear from a pair of weathered owner-operators who can't make ends meet but are too deeply in hock to quit. But we also ride with a veteran company truck jockey whose favorite thing in the world is still driving.

Paul Guilbault made it through the Great Depression. And he'd be proud at how his descendents are determined to make it through this downturn.

Read the whole story at <http://tinyurl.com/familyfleet>

BITS & BITES

Trucking, good deeds, wrestling and all that Jazz

If you're in the States any time over the next few months and spot a 17-year-old blonde in sunglasses, sneakers, and headset trotting alongside the highway, you should know that what you're looking at is simply goodness in motion.

The girl is Jazzy Jordan and she's running across America to raise money for a fund that offers financial assistance to truckers with medical problems (www.truckersfund.com). Traveling with Jazz in a Ford F350 pickup is her dad, Lee, a trucker and a Canadian. Pro wrestling aficionados might know him better as Gentleman Jimmy Jordan. For updates from jazzy en route, check out www.runwithjazzy.com. More at <http://tinyurl.com/runjazzy>



Breaking Out of the Box

It's time for Canada to start pursuing new free trade deals around the world, says David Binks, president of FedEx Canada. Addressing the Strategic Supply Chain Management Forum in Toronto, Binks said the recent calamity in global

'Gorwellian' stamp of approval



From Marco Beghetto's **Right Turn Blog**

Who's seen the Super Bowl ad from Audi that depicts normal everyday citizens being arrested by the 'green police' for such infractions as throwing away a battery or using plastic shopping bags?

At the end of the commercial the enviro cops are conducting roadside vehicle inspections and when the sporty 'green diesel' Audi A3 TDI approaches, it's given the proverbial 'green' stamp of approval and permitted to proceed freely down the highway.

Hey, I can think of worse cars required to throw off the Green Gestapo when—err, I mean if—that day comes. But the ad represents a radical shift in vehicle marketing, which, I'm afraid, probably says more about us than the carmaker.

It's peculiar that after a century of selling the automobile based on themes like the wide open road, uninhibited mobility, individuality, self expression—in a nutshell, freedom—Audi is arguably the first manufacturer in history to market a vehicle based purely on conformity and compliance.

And it's not just us conservative types who saw it that way. Over at the 'progressive' Huffington Post one columnist agrees the "ad only makes sense if it's aimed at people who acknowledge the moral authority of the green police."

Exactly. Count me out.

Comments (19): *Isn't Audi just marketing to a demographic? Some people may believe owning and driving a certain type of car equals environmental responsibility. Which it doesn't. Some people may believe owning and driving a certain type of car equals pure freedom. Which it doesn't. Audi isn't trying to balance itself on a fence. They're a corporation just trying to make a buck.*

☺ **Posted By: Al Goodhall**

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markets has brought new economic opportunities and Canada needs to take advantage of them. "Canada is the only major trading nation that has not negotiated a brand new free trade agreement—not one—in the past four to five years," he said. While the U.S. should continue to be the focus of trade, Binks says "it is really dangerous to have all of your business with one major account." More at <http://tinyurl.com/fedexsays>

Feelin' Feminine

The trucking industry is male dominated at a rate of 85 percent and strategies to attract both drivers and management personnel when the qualified driver shortage resurfaces should include the other half of the population, female trucking pros say. "Career opportunities are available in all aspects, the only limitations are their own interests and abilities," says the CTHRC's Linda Gauthier. OBAC's Joanne Ritchie says technology and better vehicle ergonomics is making it easier for women to overcome barriers that have historically kept them out of the industry.

More at <http://tinyurl.com/womentruckers>

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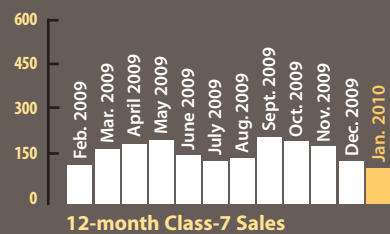
Canada: Truck Sales Index

January 2010

CLASS 8	This Month	YTD '10	YTD '09	Share
Freightliner	269	269	234	26.1%
International	259	259	425	25.1%
Kenworth	202	202	111	19.6%
Peterbilt	120	120	46	11.6%
Western Star	71	71	102	6.9%
Volvo	56	56	98	5.4%
Mack	44	44	80	4.3%
Sterling	10	10	87	1.0%
TOTAL	1031	1031	1183	100.0%



CLASS 7	This Month	YTD '10	YTD '09	Share
International	46	46	46	39.0%
Kenworth	27	27	24	22.9%
Peterbilt	22	22	17	18.6%
Freightliner	12	12	35	10.2%
Hino Canada	9	9	13	7.6%
Sterling	2	2	11	1.7%
TOTAL	118	118	146	100.0%



CLASS 6	This Month	YTD '10	YTD '09	Share
International	23	23	38	52.3%
Hino Canada	16	16	13	36.4%
Peterbilt	2	2	1	4.5%
Freightliner	2	2	4	4.5%
Sterling	1	1	3	2.3%
TOTAL	44	44	59	100.0%



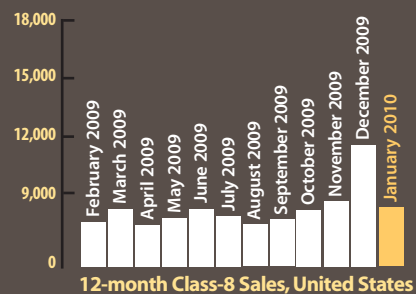
CLASS 5	This Month	YTD '10	YTD '09	Share
Hino Canada	28	28	27	47.5%
International	21	21	17	35.6%
Kenworth	5	5	4	8.5%
Sterling	5	5	24	8.5%
Peterbilt	0	0	1	0.0%
Freightliner	0	0	2	0.0%
TOTAL	59	59	75	100.0%



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U.S.: Retail Truck Sales

CLASSE 8	This Month	YTD '10
Freightliner	2256	2256
International	2191	2191
Peterbilt	850	850
Kenworth	727	727
Volvo	672	672
Mack	553	553
Sterling	83	83
Western Star	55	55
Other	0	0
TOTAL	7387	7387



Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
Freightliner	29	24	48	11	98	45	6	6	0	2	269
International	9	17	5	11	146	53	10	6	0	2	259
Kenworth	30	55	13	5	37	55	7	0	0	0	202
Peterbilt	4	12	10	11	35	35	11	2	0	0	120
Western Star	10	16	3	3	10	5	3	20	0	1	71
Volvo	0	8	5	5	20	14	3	1	0	0	56
Mack	4	3	3	3	12	14	3	2	0	0	44
Sterling	1	4	0	1	0	4	0	0	0	0	10
TOTAL	87	139	87	50	358	225	43	37	0	5	1031
YTD 2010	87	139	87	50	358	225	43	37	0	5	1031

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



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Street Smarts

INSIDE:

27 A higher standard

29 Confession time

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY

RECOVERY ROOM: Truckers and customers will be eyeing post-recession opportunities at the International Centre in Toronto.



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Truck World Need-to-knows

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- Registration at the door is \$20.
- Children under 16 are FREE.

"Don't go around looking for the next piece of bad news. Just turn off the television and go back to work."

Important words for our time, as the world creeps out of recession.

Baker will be sharing more insight when he appears as the special guest speaker at the Thursday morning Fleet Managers' Breakfast at Truck World 2010, scheduled for Thursday, April 15 to Saturday, April 17, at the International Centre, Toronto.

Truck World is a production of Newcom Business Media, which also publishes *Today's Trucking*, *highwaySTAR*, *Logistics*, *Truck and Trailer*, *Transport Routier* and their affiliated Internet products.

Baker's kickoff breakfast will be one of many highlights of the three days and promises to set the tone of the event, timed so fleet owners, managers and drivers can make smart post-recession business decisions.

Organizers expect more than 300 exhibitors and almost 20,000 visitors to fill the five halls of the International Centre.

You will have a chance to examine, sit in, and experience all the newest gear and meet the people who can best explain how 21st-century technologies can make your professional lives more profitable and exciting.

Toronto. April 15-17. Be there.

truck show *Optimism will own the podium, and ops advice will abound, at Truck World 2010. By Today's Trucking Staff*

TORONTO—Guy goes to his doctor. Doctor says, "I have some bad news and I have some really bad news. Which do you want first?"

The patient: "Give me the bad news first."

Doctor: "You have 24 hours to live."

Patient: "And the really bad news?"

Doctor: "I couldn't get hold of you yesterday."

That story comes courtesy of one Dan Baker, from Bulverde, Texas. An encyclope-

dia of wit and entrepreneurial encouragement, Baker specializes in firing up people in the trucking business.

And the story about the doctor? Baker says it's a good illustration of how so many people are "walking around waiting for the other shoe to fall."

Baker oozes optimism.

"Fear," says Baker, speaking with a Texas drawl, "shuts down your system. It never does you a favor.

Taming the Fuel Monster



By Jamie Williams
President
PeopleNet Canada

Fuel is unquestionably the toughest cost driver to tame for trucking firms due to volatile prices.

What trucking executive wouldn't snag the opportunity to improve fuel efficiency if the program paid for itself? If that sounds too good to be true, just read on.

When fuel costs spiked at over \$4.00 per gallon last summer ('08), P&S Transport VP Scott Smith pressured his drivers for better results. When he heard about PeopleNet's MPG Guarantee Program's guarantee, he couldn't pass up an opportunity to try it. And that was after P&S had already saved a million dollars conducting its own initiative.

PeopleNet Professional Services garnered ROI results in less than one month that far exceeded Smith's expectations. He says that PeopleNet's fuel-management process expanded the company's view of fuel economy beyond raw speed and idling time to include less evident factors like routing, maintenance, customers, drivers and trucks.

- \$35,000 hard-cost savings after two weeks
- \$70,000 in first month
- \$105,000 at 45 days
- 9% increase in MPG
- \$12,000/month savings from the sale of underperforming trucks
- Earlier identification and resolution of mileage issues

This new perspective is a departure from how fleets are typically managed. Instead of managing to the fleet's average truck performance, PeopleNet customizes an expectation for each truck based on years of historical performance data in our database. What's more, the information is delivered in a format that makes it easy to manage to the expectations for each truck.

Don't think P&S' results are an aberration. USA Logistics Carriers increased MPG from 5.5 to 6.9 on more than 500 trucks that log millions of miles each month – an incredible savings. The list goes on and on.

In fact, the program has saved fleets \$2,000-\$10,000 per truck and improved fuel economy by 5-15 percent during the first full year of a focused fuel management program. In some cases, it has even doubled a firm's profitability.

Intrigued by an average savings of \$1.7 million for each fleet we've worked with over the past five years? Think about calling the PeopleNet fuel monster tamers.

Williams can be reached at
jwilliams@peoplenetonline.com

Street Smarts

YOUR SLEEP APNEA WAKE-UP CALL

Did you know that there's a good chance drivers who work in the United States will have to undergo testing for sleep apnea, much like how they're now tested for drug use?

This disorder, which affects more people than you think, is the scourge of the industry and depending on how widespread it is, could put a serious dent in the driver pool.

Truck World 2010 is pleased to be presenting a special "Sleep Apnea Forum" on Friday, April 16, at 10:00 a.m. This 90-minute presentation, moderated by the vice-president of Newcom Business media and familiar trucking writer **Rolf Lockwood**, brings together four industry leaders already grappling with the issue.

The quartet includes Dr. Barry Kurtzer, the chief medical review officer at Driver Check; Mark Seymour, the president of Kriska Transportation, Schneider National's senior vice-president Don Osterberg and Ken Armstrong, a driver with Swift Transportation.

Admission to all the seminars is FREE but pre-registration is recommended.



And new for this year will be the Vocational Truck & Equipment Expo, a flashy display of work trucks and equipment. That part of the show alone will feature approximately 50 new exhibitors parading all classes of vehicles focusing on medium duty, vocational trucks, equipment, chassis, bodies and services.

Another new feature at Truck World is the Exhibitor Presentation Theatre where manufacturers will demonstrate their products and services on the show floor, but out of earshot of the crowds.

Other highlights of Truck World 2010:

Hat day: The first 2,000 visitors on Saturday, April 17th, will receive a free trucker's cap;

highwaySTAR of the Year: Once again, one of Canada's premiere drivers will be named *highwaySTAR of the Year*, in a special ceremony at the Freightliner booth (Booth number 5401) Saturday, April 17 at 12:30.

The winning driver not only gets a trip to Toronto, he or she walks away with \$10,000 in cash and a vanload of prizes, courtesy of *highwaySTAR* magazine, ArvinMeritor, Espar Heater Systems, Freightliner Trucks and the Owner-

Operators Business Association of Canada (OBAC);

Classic Truck Showcase: See Canada's most unique classic truck collection, including trucks dating back to the 1940s.

Career Fair: If you think you know somebody who might be the least bit interested in a career in trucking, you should know the Canadian Trucking Human Resources Council (CTHRC) has developed an interactive program for high-school students and counselors to inform them of the different careers in the supply chain. CTHRC personnel will be on hand at Truck World 2010 to answer your questions about this unique government endeavor.

FAN 590: From 10:00 a.m. to noon on Thursday, the FAN will be broadcasting live from the show.

Contests: All Truck World visitors will receive ballots for a Grand Prize draw as well as several other draws, conducted by some of the sponsors. **The Grand Prize:** A \$30,000 Bombardier Can-Am Spyder—a 100-hp V-twin three-wheeled cruiser. Some of the other prizes up for grabs include LCD flat-screen TVs, courtesy of International Trucks and Alutrec. ▲

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Higher Standards

safety *Second-rate drivers happen. Here's how to make the least of it.*

By Brian Botham

I was recently asked by a fleet to perform an on-road evaluation of a driver who had three minor collisions over a six-month period. In hindsight, the evaluation should have been done after the first crash, but things don't always go the way they should.

I started the evaluation by asking the driver to perform a routine pre-trip inspection and then couple to the trailer.

The pre-trip was a mess. The driver did not check his 5th-wheel height before hitting the pin. He failed to check brake adjustment and he did not perform any brake tests before announcing that he was ready to go.

During the actual on-road portion, I was amazed the guy had his permit.

He never checked his mirrors, signals were rarely used, downshifting was unheard of; it seemed to be a normal practice to kick the transmission into neutral and coast to a stop at red lights. When questioned, the driver told me he believed he was operating a 10-speed when it was actually a 13 speed.

After the evaluation, I asked the carrier how this driver ever got hired. Had he passed a road test? And why hadn't the supervisor taken action after the first collision?

The answers were interesting, but they didn't surprise me.

When the driver was hired, he'd only had six months experience, even though the carrier's official minimum

standard was two years.

They made a quick decision and lowered their standards simply because they needed to move a truck. A load had to be delivered.

To make matters worse, the senior driver who usually conducted road tests on new hires was not around that week so it was supposed to be taken care of at a later date, but—as happens so often in situations like this—the test never materialized.

As for the fact that the guy had three collisions before anybody took action,

My point is, anything is preferable to sending an ill-prepared driver out on the road.

For one, why not solve the short-term problem by searching for a reputable driver service for a temporary quick fix? There are a number of reliable providers out there with excellent drivers, who can offer more than simply a CDL and a heartbeat.

Or maybe it is time for you to get back behind the wheel for a trip or two. Revisiting the road might solve your problems in more ways than

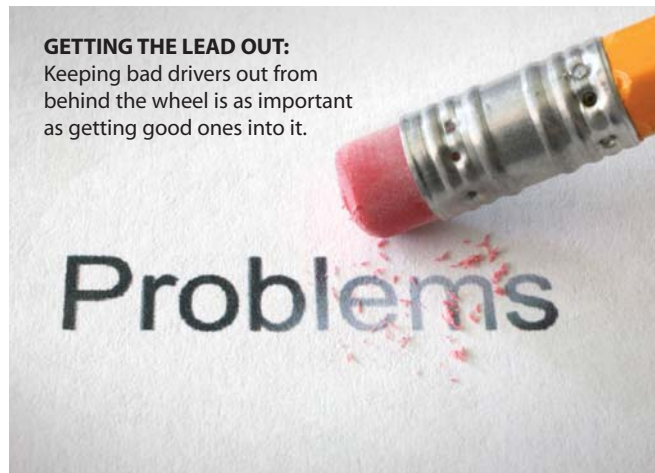
Another solution is brokering the load to a reputable carrier, after ensuring that the carrier's safety rating is good, and that he is properly insured.

However you address your all-loaded-up-but-no-driver-in-sight dilemma, remember

“People around the office were too busy fighting other fires to ensure all the protocols were being followed. Surprise, surprise.”

GETTING THE LEAD OUT:

Keeping bad drivers out from behind the wheel is as important as getting good ones into it.



that was due to a breakdown in communications and people around the office were too busy fighting other fires to ensure all the protocols were being followed. Surprise, surprise.

I see this kind of thing happen all too often. Filling the truck takes priority over putting a qualified driver behind the wheel or getting around to details like proper road tests.

one. I know of a few very successful trucking company owners who do just that on a regular basis.

All of these road-ready CEOs love getting back behind the wheel; it keeps them up to speed on what their drivers are doing and the challenges on the road. Far too often we get out of the truck and promptly forget what it's like to be out there fighting traffic.

that lowering your standards should never be an option. Here's why: say your second-rate driver backs into a fence and you're suddenly out \$1,000. How much more revenue will you need to cover that surprise cost? Take it a step further and suppose your newbie causes a serious accident or even a fatal. Would you still agree that making the hasty hiring decision was worthwhile?

The one bright side of this lousy economy is that now is a good time to be hiring high-quality drivers. There are lots of them out there looking for work.

P.S. As for that driver I evaluated, after the assessment, he was let go, as he should have been long ago. ▲

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



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Fess-up Time

strategies *How to get people to accept responsibility for their mishaps.*

By Geoffrey Medweth

I am sitting in my office, and our shop foreman pokes his head in.

“Hey,” he says, “did you know somebody backed a trailer into the south fence?”

I winced.

We had just paid \$1,400 to get the fence fixed; I knew nobody was going to fess up; and I was sure I’d never find the culprit.

The truth is, it wasn’t the busted fence I was mad about.

I learned long ago that fences in trucking yards are seemingly put up to be knocked over. It is a good thing the first Emperor of the Qin Dynasty did not run a trucking company or the Great Wall of China would have been reduced to rubble 1,500 years ago.

And yes, the \$1,400 we just spent to fix the fence weighed on my mind.

But what really ground my gears was that word “somebody.”

I’d say that the busiest person in my office is Mr. Somebody (Or, sometimes, Ms. Somebody.)

Just last week, somebody used up all the paper in the copier.

Somebody tracked mud all over the lobby.

Somebody’s spaghetti dinner exploded in the microwave and it’s now caked all over the inside.

Somebody used the last roll and then somebody went and used a paper towel and now the toilet is clogged. (That caper took two somebodies!)

You can find somebodies in government; business, even sports. And somebody only causes problems; he seldom solves them. Who ever heard the phrase, “does somebody want my winning lottery ticket?”

But how many times have you discovered dings and dents in trailers, never reported? Horn covers get levered off, cb antennas mysteriously borrowed. We can track rpms with

What to do?

I know confession is good for the soul, but drivers also know that it’s not always good for the safe-driving bonus or deductible.

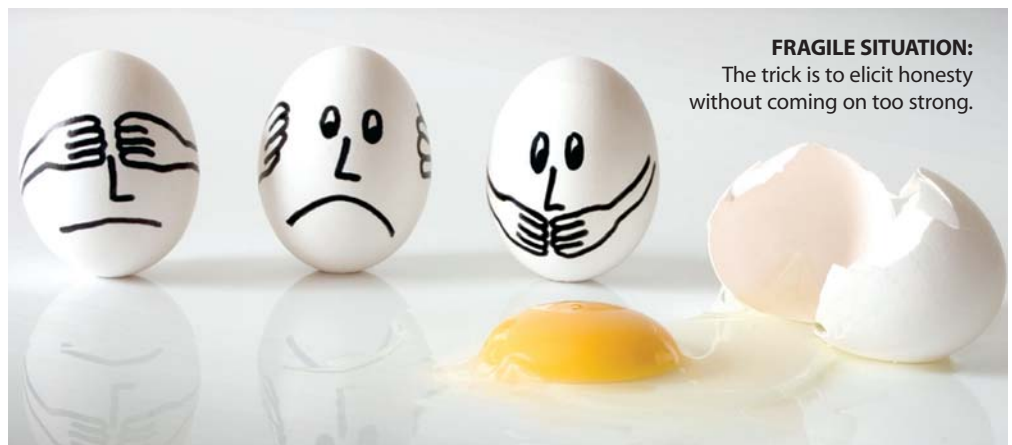
I think it is incumbent upon managers to let their people know that a minor collision isn’t a deal breaker. Everybody does dumb things now and then. As long as they are not endangering the public, committing the same

that solving problems is a two-way road.

There are few problems communication can’t overcome. (As for ramming fences, you might want to install a few signs saying “Be Careful-do not hit the fence with your trailer.”)

But the best solution would be to put an end to the mishaps altogether.

Several years ago, we had a hellish winter.



FRAGILE SITUATION:

The trick is to elicit honesty without coming on too strong.

EOBRs, we can use GPS to locate our trucks in central B.C. So how the heck does the mysterious somebody get to run amok around our companies?

I think the tendency to blame the ubiquitous somebody or—better yet—not say anything and ignore dings and dents in the hope that nobody will notice—is based on the fact that too many workers are feeling insecure about their jobs.

They think that if they admit to a mistake, they’ll be punished; and if they rat out a co-worker, it’ll come back to bite them.

error repeatedly or, of course hitting MY car, workers should be reassured that they’re not going to get fired for scratching a bumper.

I like to treat yard incidents as learning experiences, or as some might say, teachable moments.

But you also must let people know that you’re forgiving. Otherwise, they’ll assume the worst. Advertise your policy on lunchroom billboards.

When a driver does own up and tell you about a yard incident, after you discuss the issue with him, ask for feedback. Make sure he knows

After what seemed like a series of serious and semi-serious accidents, we got the bright idea of putting on a one-day-long winter driving course.

Guess what? Incidents were reduced drastically. Turns out people have to be reminded of things.

Could it be that a quick refresher course in yard safety could solve 80 percent of your yard dilemmas?

I wish somebody had told me this earlier. ▲

Geoffery Medweth is Milton Terminal Operations Manager for Arnold Bros. Transport Ltd.

Truck Trek

“IF I WOULD
HAVE ASKED MY
CUSTOMERS WHAT
THEY NEEDED,
THEY WOULD
HAVE SAID A
FASTER HORSE.”

— Henry Ford

No kidding, Mr. Ford. If he would have told a carriage jockey of the automated wheeled machines he was working on, Ford would have no doubt been met with unbridled enthusiasm from that pioneer hauler—right before being told, “...But, I think I’ll let the other guy try it first.”

Truckers haven’t changed all that much since then. A decade isn’t that long in trucking when it comes to technological benchmarks. Traditionally, the commercial vehicle industry has been at the forefront of transport innovation, but most average fleet owners—while they often maintain their schoolboy fervor for gadgetry—are usually slow to employ technology in a margin-thin industry that’s always bracing for the next cyclical downturn.

But a funny thing seems to be happening to some of the carriers who are mapping out post-recession recovery strategies this time around. They’re realizing that in the future, position battles on the freight food chain won’t necessarily be between big and small truckers as much as low- and high-tech ones.

No one truly knows what the future holds (except that the Leafs will still be without that 14th Cup), but it’s a good bet that proper adoption of the right technologies will determine, more than anything else, the winners of tomorrow.

The fleets that succeed will be the ones with the ability to comply with the oncoming rush of environmental and safety mandates; meet growing customer demand for real-time communication, have interfacing and full-tracking visibility; provide an aged workforce operational flexibility plus health and wellness benefits; collect and audit data on equipment and driver performance; and reduce the risk of liability and injury on evermore congested roadways.

“Interestingly, after a very long time, truck makers are now relying on [customer] pull, not push from OEMs, to penetrate technology into the market,” says hybrid and telematics market expert Sandeep Kar, a senior analyst with Frost & Sullivan in Toronto.

Over the next 10 to 15 years much of the technology we have today will gain market-share. It’s already begun. And forecasting the kind of futuristic truck technology that evolves beyond this decade is going to be, if nothing else, a lot of fun.



THE TEEN YEARS

Power & Design

The two-0-ten engine emissions deadline is behind us, and although there’re still plenty of unanswered engine performance and maintenance questions, no one can be blamed for wondering what the air regulators at the Environmental Protection Agency (EPA) are scheming up next.

It’s still unclear how trucking will be affected by EPA’s finding that greenhouse-gas emissions is a danger to public health, but many on the manufacturing side quietly admit that some sort of carbon-



From nextgen hybrids to smart seats and trucks that drive themselves, here's a preview of cutting edge technology readying for market as well as other far out concepts that might one day help truckers live long and prosper. | **BY MARCO BEGHETTO**

reduction regulation will likely follow the particulate matter and NOx-busting rules of the last decade.

A complete engine platform overhaul is highly unlikely in these coming teen years, so mandating or at least incentivizing some form of hybrid technology makes the most sense, considering the amount of investment vehicle makers have already made in this sphere—whether that means drivetrain electrification, hydraulic propulsion and energy storage, liquefied natural gas power or alternative fuel cells.

Each has its own strengths and weaknesses—limitations on battery power range and chargeable life on diesel-electrics, for example. On that front, engi-

neers are feverishly working on enhanced propulsion systems and extending the driving range for lithium-ion batteries.

A recent study by the Boston Consulting Group stated that until those advancements are made, the costs would continue to be too high to encourage widespread consumer buy-in. But it concluded that there's no shortage of people working on solutions.

That's one of the reasons hybrid commercial trucks so far have been relegated mostly to short-haul, medium-duty delivery and, to a lesser extent, vocational and refuse in the class 8 segment. The other is fuel economy.

Fuel savings of up to 30 percent justify

some of the added purchase cost for an urban stop-and-go application, but commercial viability in over-the-road, heavy-duty is a long way off when the best a long-haul hybrid truck can get today is probably in the five- to six-percent range. (Although, five points on a Toonie-a-liter, when that happens, doesn't sound too bad at all).

Still, at least until fuel economy can break into that double-digit territory, carbon reduction on the highway class 8 side might require a multi-pronged approach, including—if Obama's EPA proves to be aggressive enough—some sort of carbon capture and recycle technology at the exhaust system.

SHORTENING THE CHAIN LINKS

Unless shippers and transporters are willing to pay for triple-digit oil prices, they'd better start thinking of supply chains closer to home.

Speaking at a recent conference hosted by PricewaterhouseCoopers (PwC) to discuss the findings of its "Transportation and Logistics 2030" survey, world-renowned economist Jeff Rubin said that the price of energy will ultimately decide the winning modes of shipping by supply chains in the future.

"Yes, we can get more [oil]. But that new supply is going to come with an ever-increasing price tag on it."

The conventional wisdom among transportation thinkers is that freight transport will become increasingly regionalized with manufacturing finding a delicate geographical balance between suppliers and end users.

In North America, that could mean more emphasis on hub-and-spoke distribution, with various modes of transport carving specific lanes in a regional intermodal network.

Sandeep Kar of Frost & Sullivan says that to varying degrees most nations are becoming more urbanized and by 2020 major amalgamated "network" cities will evolve into "branded" cities split up into three belts.

The first is where high-income, small families reside along with retail and financial institutions. Here, delivery will be primarily in small trucks and delivery vans, many of them hybrid electric vehicles.

The second belt is where the vast middle class and manufacturing blocks are; while the third will be for intermodal freight transfers where more conventional long haul trucks and rail are linked to. "The focus for class 8 (linehaul) trucks, then, is to connect all three belts," says Kar. "Thinking about how commercial vehicle mobility fits with urbanization is the number-one priority of the decade."

High-density urbanization, notes the PwC study, continues to give rise to home delivery specialists able to negotiate the congested last mile in urban environments.

"Logistics service providers may also want to consider whether to position themselves as low cost, where customers can select just the services they need, or as high-technology providers offering highly sophisticated real-time control of the flow of goods." — Marco Beghetto



"There's no single bullet right now [for long haul]," says Bill Van Amburg of the green technologies consulting firm, Calstart. "Instead we like to say that there needs to be a silver buckshot.

"Emissions improvement came at a cost and all the talent was working on that problem. Now that talent can focus on fuel efficiency, which is the next big driver of innovation."

Some of the more immediate solutions manufacturers are focused on are advanced turbochargers, low viscosity lubricants, automatic transmissions, speed optimization, low-resistance single-wide tires; and design modification that includes lighter body materials and improved aero-

dynamics on both trucks and trailers.

On the latter front, Navistar recently hooked up with NASA at the world famous Lawrence Livermore National Laboratory to develop and test devices for reducing aerodynamic drag. Testing at the world's largest wind tunnel identified in great detail critical drag producing regions around trucks, such as the trailer base, underbody, and the gap between the tractor and trailer.

It's the kind of data that is immensely valuable to an industry that's trying to maximize fuel dollars wherever it can—particularly, as carriers push for modified GVWD rules so that long combination vehicles (LCVs) are more prevalent in North America.

Nextgen Fuels

Despite lingering doubts over ethanol's and biodiesel's net environment benefit, the industry isn't going anywhere anytime soon.

Those who are concerned that crop-based biodiesel substitutes food for oil have been told that algae biodiesel is the solution. They're supposed to produce 60 percent of their weight in oil and can be grown in salt water or wastewater. Of course, to green types who are just now waking up to the fact that water vapor is a far more potent GHG than CO₂, algae might one day draw complaints too. Yes, we know, all the contradiction is so hard to follow. But nothing is easy when politics and science collide—or collude, for that matter.

One thing's for sure, though. Diesel, for as long as we have it, will no longer be exclusively derived from petroleum crude. Volvo is one truckmaker that has been busy exploring a variation of other carbon-busting, renewable and gaseous fuels, such as biogas (comprised of hydrocarboned methane)—either as a standalone or mixed with hydrogen gas—DME (dimethyl ether), methanol, and synthetic diesel.

It's tough to say yet which fuel has the most upside. "It depends on local conditions," states Volvo, "[but] second-generation biofuels are very promising."

Telematic Safety & Cab Comfort

If there's one thing governments appear more eager to regulate than truck emissions, it's truck safety. Fleets should be bracing for an onslaught of mandates over the next decade. Among them: hands-free and voice-activated communications, electronic onboard recorders (EOBRs), disc brakes and bigger drums to meet stop distance rules, sleep apnea testing, stability control, and auto tire pressure monitoring.

Also jostling for marketshare will be a host of voluntary (for now) safety-oriented systems that includes anti-collision sensors and video, lane departure detection, active cruise with automatic braking, blind-spot detection, and nextgen fatigue monitoring technology.

According to research by Frost & Sullivan's Sandeep Kar, vehicle telematics is nearly a \$1 billion industry today. That

THE ROARING '20s & Beyond

Most drivers would love to park themselves in chairs like that. But what other comforts will a future truck cab provide? Right now researchers at the Massachusetts Institute of Technology (MIT) are working with Ford Motor Company to produce on-board sensors in a vehicle smart enough to

number is expected to rise to \$6.5 billion by 2015, likely spurred on by the biggest fleets in North America. "Anything that helps reduce operating costs and downtime is something our research shows fleets will buy," he says. "More than 50 percent of top 100 fleet managers indicate they are interested in these technologies."

Integrating many of these systems to limit distraction, shore up individual weaknesses of the devices and leverage economies of scale is what truckmakers and their suppliers are focused on today, says Fred Andersky, Bendix's director of marketing.

"Right now ... these technologies are often looked at as separate systems and are often sold that way," he says. "We see a future platform ... where all these things work together to help drivers avoid collisions and loss of control while also limiting distraction."

"So an integrated approach into the dash or into a single driver interface is where things are going to go."

And the drivers? All the slack capacity in this stagnant market has masked the demographic reality that good drivers will once again be in short supply and fleet owners will need to refocus on retention.

"Driver connectivity as well as health and wellness is the next vehicle differentiation parameter for truck makers in the new decade," says Karr. "This includes sight and vision, touch and feel, noise and temperature, security, a sense of connectivity with the outside world and connectivity to families in real time."

One reasonably inexpensive way to keep drivers happy would be to modernize the one part of a truck that drivers spend the most time in—their seats. "Humans," Thomas Frey tells *Today's Trucking*, "have three major touch points with the physical world: the shoes we walk in, the beds we sleep in and the chairs we sit in."

And considering the amount of time the aging driver population spends on its rear, "it's no time to get cheap when it comes to seats," says Frey, a former IBM human factors engineer who's now with the DaVinci Institute in Colorado and is Google's top-rated futurist.

While advancements are being made in this area, most seating technology still only cushions bumps and vibrations. By using

expanding polymeric gel technology—a gel that expands 1,000 times from its original size—future "smart" seats will have the capability of sensing weight and space distribution to alleviate circulation problems and sore points. Under extreme driving conditions, gel cells could dynamically cradle operators. "In the event of a crash, gel cells will expand ... to hold people in place," says Frey.

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measure a driver's emotional state.

For instance, a seat that starts massaging a driver's back when the sensor determines that he's getting restless or uncomfortable or raises the radio volume to snap drivers to attention if they've been zoning too long.

"Just think about how people respond to the little avatar fitness instructors on the Wii Fit," Joseph Coughlin, a director of the MIT-School of Engineering's AgeLab, tells us. "Those games sense your balance and fitness levels and then tell you what you have to do."

"Why can't," he asks, "a [vehicle] do the same thing?"

There are plenty of far-out transportation tools and toys engineers are modeling today. Some ideas will be a reality in the next 25 or 30 years, while others could end up as screenplay fodder for a Cannonball Run reboot, circa 2020.

Wireless World

Frey estimates that in 10 years wireless connectivity will be so pervasive that "virtually at anytime you'll be able to connect to the Internet anywhere in the world," including from our vehicles.

"What that will spawn is the on-demand transportation model," where cars and trucks will be able to communicate with each other as well as with the highway system and the larger outside world.

Imagine a truck smart enough to tell you that up the road, at 200 feet, another vehicle is approaching the intersection from your right and is not slowing down fast enough to come to a complete stop in time. With the advancement of sensor-based intelligent transportation systems imbedded in the highway and a WiMax wireless network linking to your vehicle, the reality isn't too far off, says Carl Kuhnke, executive director of ITS Canada.

Such a system, which would also include virtual roadside enforcement tools like weigh-in-motion capture, is already in the works stateside. The U.S. DOT IntelliDrive program, for example, is focused on building connectivity among vehicles and infrastructure to enable crashless vehicles and access to real-time data on the status of both vehicles and the roadway.

Energizbrids

In 1964, William C. Brown under contract to the U.S. Air Force demonstrated on TV a mini helicopter powered by a microwave beam. "Naturally any pigeon that would fly in the way would be toast," jokes Thomas Frey, "but other than that it was quite remarkable."

The technology continues to provide a roadmap for people in the space industry, who Frey says are still trying to figure out how to create a broad enough band that could beam power to a vehicle.

Who knows what'll come of it, if anything, but at the very least, cooking frozen dinners from the road will be even more effortless!

Another potential energy source that once showed promise and refuses to fade away is solar power. That's right, says C3 Network's Derek Kaufman, a transportation futurist who once held top technology development roles at Penske, Freightliner and Hino. Over the next 20 years nanotube solar arrays and storage devices will greatly increase the capacity for converting the sun's energy to electricity, he told an audience of truck manufacturers and suppliers at the recent Heavy Duty Dialogue in Las Vegas.

Today, the highest commercial silicon flat panel collector is at about 20 percent, but in the future three-dimensional microscopic nanotubes will cover greater surface space—like, for instance, on the roof of a 53-ft trailer—and will absorb solar light as the sun's position changes at a 300 percent increase in the efficiency.

Ready for Takeoff

The inside of a truck cab these days looks a lot like an airplane's cockpit, so it's no wonder that in the future they'll be built similarly and require kindred professionals to commandeer them.

Take drive-by-wire technology. Like modern planes, cars and trucks will eventually be rid of many moving parts, relying mainly on computer electronics to

control a wide range of operations such as acceleration, steering and braking. As Thomas Frey explains, individual tiny motors and electronics will be fitted all over the vehicle to propel main systems, eliminating the need for traditional components like a steering column, shafts, belts, hoses and liquids.

Drive by wire, then, would place less emphasis on a single large block power source, like a common heavy-duty drive-train.

Meanwhile, fully autonomous vehicles are no longer just for Hollywood studios. The technology isn't yet seamless, but engineers have already put robotic vehi-

What are the most important external forces impacting the industry today and in 2020?



IBM polled the supply chain predictions of 91 top transport and logistics executives and government officials in 13 countries.

cles on the road with no human intervention. Anyone who watches the Discovery Channel might have seen this demonstrated at the annual DARPA challenge, a Department of Defense-sponsored event which began years ago on a 132-mile course in the desert and has since expanded to prove you can drive through an urban area without a driver.

And not just small vehicles have been successful at DARPA. Severe-duty vehicle maker Oshkosh's TerraMax is completely autonomous, requiring no driver and no remote control. The military contractor has already integrated the complex sensing systems, high-power computers and

INVISIBLE TRUCKS?

NEXT TIME YOU'RE GOOGLING YOURSELF TAKE SOME TIME AND LOOK UP SUSUMU TACHI

WHO'S THAT? He's the innovator of reflective projection technology. Or as transport futurist Derek Kaufman says, "that's a long way of saying he developed the invisibility suit."

At an industry event earlier this year, Kaufman explained how Tachi's technology uses cameras pointed out ahead of your coat and thousands of tiny LCD screens on your back that show what the cameras are shooting. The result is that you become invisible to the person behind you. Theoretically, says Kaufman, the system could be used to see past trucks and high vehicles on the highway.

"It's just a concept today," he says, "but definitely doable."

In fact, all sorts of trucking video applications are on the cusp of maturing, according to Kaufman. Look for it in accident reconstruction and for viewing around corners and in the dark. "The miniaturization is better ... and the costs are coming down."

drive-by-wire technology to a 10-wheel tractor-trailer.

"While that technology is far from being commercially [viable], it certainly has potential," says Frey.

Although a few fleet owners with human-resource issues might wish for it, a national pool of fully independent, driverless delivery trucks are unlikely to be witnessed in most of our lifetimes. But the

telematic fusion of driver and truck is well underway through steering assist technology, automated navigation, odometry and adaptive cruise control via magnets and ultrasonic sensors.

In 20 years or so a truck driver with a back-end support team could conceivably lead a convoy of manned or driverless cargo units down a roadway.

SARTRE, a pretty bad acronym that

stands for Safe Road Transportation for the Environment, is a project that set out to prove that a road train is possible without short-range communication or expensive embedded wires in the highway, says Kaufman. "When you want to leave the train, you signal your exit and steer out of the train and the vehicle behind you closes the gap," he says. "It's being tested right now, and working well."

Truck drivers probably won't ever end up just being passengers in their own vehicles, says Bendix's Fred Andersky, but, like airline pilots, they'll have plenty of navigation assistance to offset distraction and cut down on stress.

"The driver is always going to be an integral part of the picture," he says. "No matter what we have, it isn't going to replace the need for good drivers and good driving practices."

In fact, as he and others note, it raises the bar and could attract a whole new kind of driver to the industry.

Like the sort who can't wait to be the first to say "beam me up good buddy." ▲

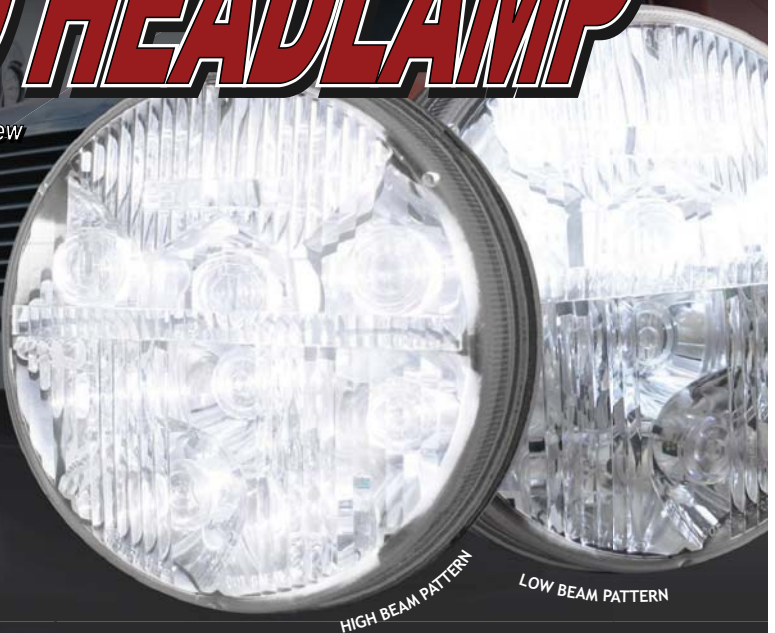
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HOW^{the} BEST^{was} WON

What a fleet manager can learn by looking at how Canada's best-managed companies do it.

BY PETER CARTER

most successful fleets. Currently the 27th largest for-hire trucker in the country, Kriska has earned an enviable reputation for itself and Mark is a familiar community-minded businessman and industry leader.

Most recently, Seymour made headlines when he volunteered to re-assume the chair of the Ontario Trucking Association (OTA) after the premature departure of Julie Tanguay, who stepped down in January. Seymour had led the organization once before, prior to Tanguay's tenure.

Gerald Tallman, after he purchased Kemptville Truck Centre, proceeded to turn it into a powerhouse. With six locations throughout the Ottawa Valley, the International dealer is ISO 9000 certified and according to Kevin, today sells almost 50 percent of the commercial trucks in the Valley.

In marked contrast to so many businesses in the country, the dealership actually grew over the past year. The Tallmans and Seymours both had good, albeit tough, 2009s.

Then, in late February this year, the friends had reason to high-five one another when both of their companies were named to the prestigious roster of the "50 Best-Managed Companies" in Canada.

Since 1993, the huge tax firm Deloitte, in partnership with CIBC Commercial Banking, The Queen's University School of Business and the *National Post* newspaper have held an annual competition to find the best-run companies in the land. Upwards of 400 entrepreneurial private companies vie for the designation.

Competing costs nothing.

Kevin Tallman of Kemptville Truck Centre in eastern Ontario is a close personal friend of Mark Seymour who runs Kriska Holdings out of the village of Prescott at the intersection of the 401 and 416 to Ottawa.

The men are close in age; Seymour buys trucks; Tallman sells and fixes them; and according to Google maps, Kemptville is just a half an hour from Prescott.

The men also grew up side by side, corporately speaking.

In 1972, Tallman's father Gerald, a used-car dealer, purchased a fledgling truck dealership from Seymour's late father, Ken.

Ken pursued trucking and the Seymours grew their enterprise into one of Canada's largest and



TEAM CANADA

Approximately 17 percent of the **50 BEST MANAGED COMPANIES** in Canada represent the transportation and logistics industry. There are three designations: Platinum members—companies that have maintained Best-Managed Status for a minimum of six consecutive years; Requalified, which are companies that maintain the best-managed designation for an additional two years, subject to operational and financial review; and first time members.

Platinum:

- Armour Transportation Systems, Moncton
- Bison Transport, Winnipeg
- Challenger Motor Freight, Cambridge, Ont.
- Kriska Holdings, Prescott, Ont.
- MacKinnon Transport Inc., Guelph, Ont.
- M-0 Freightworks, Brampton, Ont.
- MSM Transportation Inc., Bolton, Ont.
- Quik X Transportation, Mississauga
- Wheels-Group, Mississauga
- Yanke Group of Companies, Saskatoon

Requalified:

- TransX, Winnipeg
- Day & Ross, Hartland, N.B.
- Cummins Western Canada, Calgary

First Timers:

- United Van Lines/Mayflower, Mississauga
- Kemptville Truck Centre, Kemptville, Ont.

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PRIDMORE'S PRIDE

Ron Pridmore's **2010 LONESTAR** with its Cummins ISX 500 is as modern a truck as they come, but its paint job is straight from the mid-1950s.

Pridmore, whose home is in Carleton Place, Ont., is one of those die-hard drivers ("I like shiny trucks," he says) and indeed his hobby is handcrafting model trucks. Rigs from his collection can be found in offices and homes across the continent.

He has been driving since the mid-'70s and has been an owner-operator since '84. His last truck before this one was a 770 Volvo and it was, he says, "all decked out, just as good as this one."

Which would be going some, because this LoneStar is a visual stunner. Inside, the sleeper berth is as comfortable as the Chateau Frontenac, with independent A/C and heating system and a flatscreen TV.

In addition to the retro paint job, the truck has about 100 LED lights on board, so no matter where he goes, Pridmore says, "people love it."

He bought the LoneStar at one of Canada's 50-best managed companies, Kemptville Truck Centre, and he is under contract to another: United Van Lines.

The truck has about 100 LED lights on board, so no matter where he goes, Pridmore says, "people love it."



RETRO RON: A proud driver with one of Canada's best-managed companies has moved prime ministers, astronauts and NHL players.

United actually consists of about 200 companies across the country and Pridmore drives for Campbell Brothers Movers, out of Ottawa.

He's been all over the continent and has logged millions of miles and been personally responsible for the belongings of celebrities and politicians alike.

He moved former prime ministers Pierre Trudeau and Jean Chretien as well as a few Ottawa Senators (the butt-busting senators that is, the ones with skates) including Marian Hossa.

"My biggest thrill," he says, "was [astronaut] Julie Payette. We brought her to Houston from Montreal and she gave us a personalized tour of NASA and we were playing with the Canadarm."

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The FMCSA is rolling out its new **Comprehensive Safety Analysis (CSA) 2010**, a major initiative intended to improve safety and reduce crashes.

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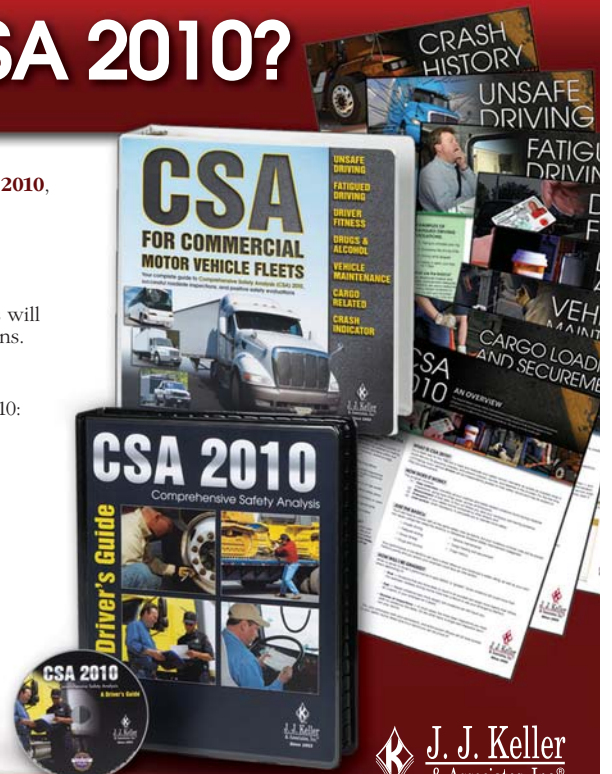
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How The Best Was Won

The process starts each June, when Deloitte starts accepting applications for the subsequent year's contest. That is phase-one of the process.

The only thing participants are required to do is open up their books and their operations to Deloitte experts who put the companies through a thorough, rigorous, and—according to the people who have participated—educational evaluation of

their management abilities and practices.

Deloitte partner John Hughes is the national leader of the program. The way he tells it, the consultants go through an applying company like Dexter on a forensic case. They examine, among other things:

- Succession strategies;
- Revenue streams, (i.e., "Do people know where profits are made in their company?" Hughes asks);



The Nifty Fifty

ACCORDING TO THE CONSULTANTS AT DELOITTE, THE **BEST MANAGED COMPANIES** SHARE SOME VERY CONSISTENT ATTRIBUTES WORTH EMULATING, BY COMPANIES OF ALL SIZES

AMONG THEM:

- Best Managed Companies (BMCs) grow. Many of this year's winners had completed one or more acquisitions over the past 12 months or have plans for some sort of joint venture.
- BMCs invest in their information systems. (In addition to other high-tech advancements, Kemptville Truck Centre replaced their technicians' time clocks with a computerized log-in system. That, combined with a bonus system, allowed the company to increase the percentage of billable hours.)
- BMCs use this quiet economic period to acquire systems at a reasonable cost. (United Van Lines boss Anne Martin, a rookie on the BMC team, says the quiet time gave her company opportunity for re-engineering.)
- BMCs place extra focus on their balance sheets. Tallman's proud of the fact that two years ago, when he saw the recession looming, he paid extra attention to getting costs in line. Says Tallman: "We have a new business development manager whose sole focus is revenue growth."
- BMCs look to de-leverage balance sheets and renegotiate debt and work to ensure the right capital structure is in place.
- BMCs have succession plans in place.
- BMCs understand relationships are everything.
- BMCs respond to the volatility of the U.S. dollar head-on.
- BMCs recognize they don't have all the answers. Says Hughes: "This is especially important during the recession, which is when your networks should be getting bigger."

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How The Best Was Won

- Core competencies and whether the company is even aware of them or not;
- Technology. “In the case of trucking,” says Hughes, “we look at how productively you used GPS and trip reviews, those kinds of things;”
- Factors affecting the industry that the company plays in. (Trucking’s would include consolidations, fuel strategies, cross-border traffic; the small margins of

the business;

- Carbon footprint;
- Financial stability and profitability. “It’d be very hard,” Hughes says, “to be one of the best managed if you’re not solvent and profitable.”

In March, the winners and sponsors get together at a gala event. At this year’s in Toronto, the trucking industry was more than respectably represented. About 17

percent of the winners are in transportation and logistics. (See Team Canada, pg.37)

And the event was an opportunity for the smartest business managers in Canada to do the thing they do best: Network.

Not only do executives at the 50 best meet and greet with an eye on expansion—the top 50 are always in growth mode—good managers learn from each other, the same way pals Seymour and Tallman have been doing for decades.

Hughes has been involved with the 50-best program for 18 years. Deloitte has, he says, “built a community of companies across Canada that help each other out.”

United Van Lines (UVL) President Anne Martin is a first-time member of the club. And she is quick to credit the profitable powers of networking. “When people put their heads together there’s no problem that can’t be solved,” Martin told *Today’s Trucking*.

Martin also says that the Deloitte coaches who were sent out to evaluate her company provided invaluable advice, particularly because this was the second year she competed in the contest but only her first win. The coaches’ advice from her previous run at the prize helped her reform her company for the subsequent, successful attempt.

Free business expertise—based on Deloitte’s experience with its 50,000 clients across Canada—at no cost to Martin.

“We learned a lot from the coaching methodology. We were told ‘this was strong’ and ‘this was weak’ and we used that information to move forward.” It clearly worked.

Deloitte limits entry to companies with minimum annual revenue of \$10 million. (Using the industry standard of a tractor yielding about \$200,000 per year, that would mean that a trucking company would require about 50 power units to qualify.

But as Kemptville’s Tallman points out, just because a company’s not eligible to enter doesn’t mean it can’t benefit from finding out what makes a top-50 company tick and graft some of those traits on to their own, smaller operations.

“Even if you’re a 10-or-12-truck operator in Brandon, Manitoba you’ll see that success doesn’t happen by accident; you have to manage your plan and stick to your long-term vision,” Tallman says. ▲

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UNITED SHE STANDS

This time last year, United Van Lines of Mississauga, Ont., was celebrating the fact that one of its drivers, Bud Rush, was named *highwaySTAR of the Year*.

Now they're partying because of their inclusion on the "50 Best Managed Companies in Canada" list.

"It's been," says president Anne Martin, "a very exciting year. Even though the moving business was down 20 percent it was one of our busiest ever."

"There were pay cuts, workshare, we worked our asses off, but at the end of the year, there was this award, and our people are over the moon."

United Van Lines went through a lot more than workshare.

One of Martin's pride-and-joys is the company's own Wikipedia, or what she calls Moverwiki.

After purchasing a software program created by Wikipedia, Martin developed an information-sharing resource that can be tapped into and augmented by every member of her coast-to-coast family of companies.

"We have developed our own encyclopedia of moving knowledge," she says.

That was the result of another Martin project: the company's 26 new task forces. They draw members from each of the 200 or so companies within United and address such company issues as uniforms, marketing, new business, unpacking services, succession, and 21 other key issues.

"It's a way of giving people direct input into everything and anything

that might be related to company policy."

Martin herself chairs one called "better practices," and it was tasked with managing all the task forces. It was her better-practices task force that came up with Moverwiki.

"We're trying for greater transparency and sharing of idea and I found that all answers lie in the community of our members."

Martin says part of the company's retrofit is the result of an article she read in *Profit* magazine while waiting for a plane a few years ago.

It was about a company's DNA.

The story said that if you asked 30 CEOs for seven words that prove why a customer should use their company over the next person's, most of the CEOs would default to "quality," "reputation," and "service."

Recalls Martin: "When I returned from the business trip, I called these two guys at Blueprint Architecture, Ken Aber and Ian Chamandy. They came into and worked with a few people in the office and developed an inspirational proposition." In UVL's case, the catchphrase was "A higher standard of care."

The changes are also apparent in the headquarters—head office has been redesigned with the accent on easier communication—and in the balance sheet. "We're starting to notice key performance indicators; increased on-time delivery; fewer claims, less expensive claims, higher ratings from customers, those kinds of things," she says.

"It took courage on the part of our board of directors to undertake a new way to manage our company so I am really proud of the board, the member community and our staff for embracing change in tough economic times and keeping an eye on the future," says Martin.

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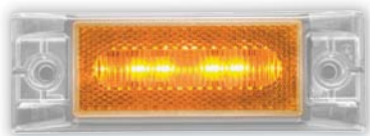
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53 Text talk

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EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS

Simple Gains

Fuel Efficiency: The Truck

Your engine appreciates clean air, and it makes for a healthy wallet, too.


By Rolf Lockwood

When it comes to maintaining your trucks, the object is reliability and durability. You want your iron to give you uptime for a long time. But good maintenance also has a benefit on the fuel front. Simple things like wheel alignment and fuel filters. When you add up their impact on your fuel bill, you're talking about an excellent payback.

There's hardly anything on a truck that's simpler than its air-intake system. And not really too many things that can have as much effect on fuel economy. A diesel engine needs an easy flow of very clean air in order to function properly, and there's as much as a two-percent difference in fuel-efficiency at stake. Doesn't sound like much, but for most over-the-road folks that's going to be more than \$1,000 a year.

Air intake is one of those things that you don't normally have to worry about spec'ing when you buy a new truck. The engineers have it pegged. But if you switch from a nice clean highway haul to pulling gravel out of a quarry and then down a few dirt roads to the highway, you'd do well to ask a question or two of the experts at your engine service shop.

And, as with many other components, if you buy a used truck it makes sense to find out if its air filter is the correct one—meaning sized properly to your engine—and if it suits the kind of work you're doing.



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DO TARPS SAVE FUEL?

You probably guessed this, but the folks at Quebec's **ElCargo Fabrication** claim that recently released fuel-consumption results from tests made last fall show a 14.93-percent fuel-economy gain with a covered dump trailer compared to an open one. These results came out of the fourth edition of Energotest fuel efficiency testing run by FP Innovations at the Transport Canada test track in Blainville, QC.

While the main objective of a tarp system is to protect bulk commodities inside a dump trailer—and the rest of us on the outside—the tarping will also reduce aerodynamic drag dramatically, especially when the dumper is empty.



ElCargo has been making tarping systems since 1998, and says its customers have long been happy on the fuel-economy front, but until now there was no scientific proof to support the idea. The results were "more than conclusive," the company says.

The Blainville result has led to the certification of ElCargo's technologies for the Quebec Transport Ministry's Energy Efficiency in Freight Transportation Program (equivalent to SmartWay in the U.S.). This allows truck operators to ask for a grant that can cover up to 30 percent of the purchase and installation costs of an ElCargo tarp system. Note that owner-operators do qualify for the grant.

See www.elcargo.com

AIR RESTRICTION

There might be one small spec'ing decision: most trucks come with air-restriction gauges, but make sure of it. You absolutely need it, because you can't just look at a filter element and see that it's dirty. It may look like it's kaput when in fact it has lots of life left. Only the gauge would tell you. The filter could also look clean enough to keep, but in reality be overloaded with fine dust. Again, only a restriction gauge could give you the true picture.

The gauge could be mounted in the dash (preferred) or under the hood, in the piping between the filter canister and the engine. Usually it'll be a bar-type readout that shows restriction in inches (of water). It means 'restriction' literally—the difficulty that air has in getting through the filter, past the trapped dirt, and into your engine.

The contaminants involved are ordinary dust, carbon soot from the exhaust, and water by way of rain or snow or even fog. If dirt particles are ingested into the

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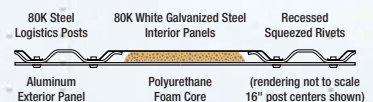
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engine, they'll do nasty things like damage the cylinder liners.

A normal restriction reading is 10 to 15 in., and as it moves to 20 in. or so it means there's dirt plugging things up. The gauge will probably go up to 30 in., but the element needs changing at about 25 in.

Leave it longer and the engine won't be breathing very well, and fuel economy will suffer. You'll use two percent more fuel at 30 in., compared to 10, according to the Technology & Maintenance Council of the



DIRTY JOBS: It goes without saying that extra vigilance is required to maintain a clean air supply in dirty, dusty conditions.

American Trucking Associations (TMC).

There's not just dirt to contend with in limiting restriction. The ducting has an important role to play here too. Add too many elbows and bends, and you'll also add restriction, perhaps in significant amounts. TMC says that an easy 45-degree bend will add a half inch of restriction, while a smooth-radius 90-degree elbow adds one inch. But create a sharp 90-degree bend and your restriction gauge will show an increase of two and a half inches.

So that's clearly a spec'ing decision too, though it's only likely to arise if you've asked for some special equipment or made an oddball modification of some sort. Luckily, the ducting normally doesn't travel very far, so there are only so many elbows you could come up with anyway.

The air-cleaner canister can be outside the hood on either side, or on both sides of a traditional long-nose/narrow-cab conventional. These days, with aerodynamic conventionals predominant, it's more likely to be under the hood.

DRY FILTER TYPES

The dry system's filter element, round or rectangular, sits inside a canister, and the system will draw air through the element and then into the engine. It can be mounted either directly on the engine or remotely.

The science of air cleaning has improved over the years, and these days most elements are very sophisticated things made of specially formed and treated paper or cellulose (sometimes a synthetic material as well), called the 'media'. They're some-

times re-useable, but with newer types this is less common. Make sure you know what you've got, because washing and re-using an element designed for one-time use will cause you grief.

If you do have a re-useable element, limit it to one year's life and no more than six cleanings. Cleaning can be done by either compressed air or washing in a special solution. But take care if you're using compressed air. That should be done cautiously by limiting

the outlet pressure of the blow gun to 35 psi to prevent damage to the filtration media.

Most air-cleaning systems are single-stage mechanisms, but there are several two-stage types that have a pre-cleaner and a dust cup that collects contaminants before they reach the filter element itself.

Before you install a new filter element, make sure that you've got the right one. It's possible to have the right diameter and the wrong height. It would fit, but there would be a gap between housing and filter, so the gasketing would never be able to make a seal.

And finally, every air-cleaning system must have a water-separating mechanism of some sort near the air intake. With an outside air cleaner, the intake should be mounted away from the flow of water-laden air as it streams over the hood or fender. That's not always possible, in which case a shield of some sort must be used.

There's nothing complicated about any of this, at least not if you do it right. ▲

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Fuel's Gold

Fuel Efficiency: The Driver *Diesel's too costly to waste. Here's a baker's dozen tips for how not to. By Rolf Lockwood*

Whether you're an owner-operator trying to survive or a fleet manager trying to help drivers earn a fuel bonus—and thus improve the company's bottom line—there's money to be made by improving efficiency at the wheel. Fact is, the worst driver will get as much as 35 percent less fuel mileage than the best one, which offers a ton of room for improvement.

But it's a complex business, figuring out fuel economy, because the variables just never stop mounting up. Depending on where and what and how he drives, one guy might be deliriously happy to be on the right side of 5 mpg while another would be considering suicide if he dropped below 9 mpg.

The only real marker here is the driver's own. So before you launch yourself or your drivers into a self-improvement program, first determine just where the individual's average fuel mileage sits—for a given run in a given season, making sure to compare apples to apples. Then you can start adjusting and be able to see what works and what doesn't.

The following tips, compiled from many sources including Bridgestone, Cummins, Kenworth, Michelin, Volvo and others, will all help to some degree depending on the driver's starting point.

1 Slow down. If you get, say, 7 mpg at 55 mph, then it'll be 6 mpg at 65 mph. And at 70 mph, you'll be down to 5.5 mpg. Those are not small differences.

2 Spend as much time as you can—90 percent or more—in top gear. Don't get in the habit of cruising one gear down.

3 Assuming the road isn't slippery, spend as much time as you can in cruise control—when on flat terrain. If you use it in hilly territory, it will probably accelerate too quickly in trying to get back up to speed after cresting a grade. Remember, a good driver will beat cruise control every time in terms of fuel economy.

4 Aim for the lowest number of engine revolutions per mile. With many engines, you'll win by cruising at about 1,300 rpm, though Cummins says 1,380, and of course higher gross weights will mean you also need to be higher up the tach.

5 Use the engine's full operating range before downshifting. All modern engines are happy to pull at 1,000 rpm or so for brief periods. Stay at peak torque speeds or slightly lower if the truck is accelerating.

6 Try to maintain high average speeds while spending the least time at the truck's maximum speed. You can do that

in several ways, starting with keeping a high field of vision and staying well back from the vehicle in front of you. That allows you to anticipate changes in traffic and road conditions and lets you avoid rapid deceleration or abrupt stops. You'll waste fuel getting back up to speed.

7 Try coasting to a stop gradually instead of staying on the loud pedal and then braking hard.

8 Get access to the information in your engine's black box and analyze the number of sudden decelerations and service-brake actuations you make. Use this info as a benchmark to improve against.

9 Old issue, but you really should minimize the amount of time your engine idles. Every idling hour can decrease fuel efficiency by a percent. Sometimes there's no choice, in which case choose the lowest idle speed possible, like 600 rpm or so.

10 In rolling terrain a light throttle is the way, and allow momentum to carry the vehicle over short grades. Again, turn off cruise control because your foot will be—or should be—much lighter on the throttle.

11 If it's quite hilly or mountainous use the engine's full operating range before gearing down.

12 As you crest a steep grade, don't mash the throttle to get back to your cruising speed. Use gravity instead.

13 Plan your routes to maximize time on multi-lane highways.

In the end, the two keys are patience and more patience. ▲

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Dial Analysis

communication *How accurate communications can increase efficiency and drive down costs. By Jim Park*

Call me back in half an hour. That was the code for, “we don’t have a load for you yet, but don’t stray too far from the phone in case something comes up.” That was back in the days before cell phones were as common as dirt, and satellite tracking was something only NASA did. If I had a dollar for every half-hour that turned into a morning, then an afternoon, and often into a tomorrow, I’d be driving a nicer car than I do now.

Paradoxically, satellite and cell-based data transmission are today doing to cell

phones what mobile technology did to pay phones a decade ago. Callbacks are relics of the past, replaced by the ubiquitous, strangely-spelled macros and codes that fleets use to minimize transmission costs. It’s all about efficiency and accuracy, and achieving higher productivity at lower cost—and the technology is no longer the exclusive domain of the mega fleets. Companies running as few as five trucks can profit from a mobile communications technology investment.

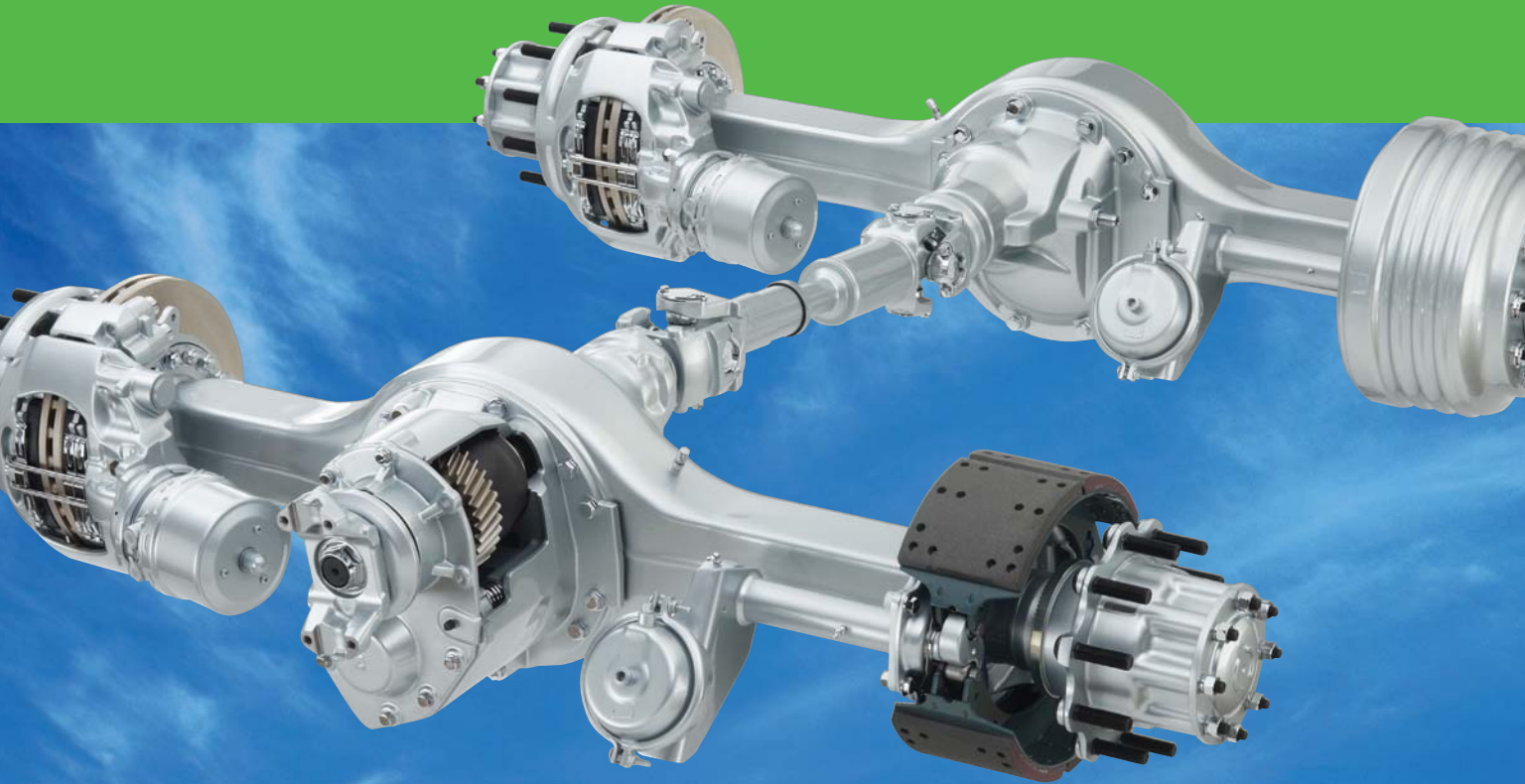
Guelph-Ont.-based Wayfreight Services

began using satellite tracking before its customers starting asking for it. Owner and president Rick Way says he wanted to simplify the flow of information from the customer, through dispatch, and out to the truck.

“Have you ever tried engaging a dispatcher in a discussion on a busy day? With incoming and outgoing calls, and all the other things to monitor, there’s a lot going on even in a small office like ours,” he says. “Our satellite system created order in the office, and improved accuracy. We can pin down problems more quickly, and that provides some level of assurance to the customers that we’re on top of things.”

Optics aside, inaccurate information can create some real and tangible problems; like redundant miles. It costs a buck fifty to move a truck a mile down the road,

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points out Mike Ham of Shaw Tracking, so you don't want to waste money driving around in circles.

"If I overshoot my destination by 10 miles getting off the highway at the wrong exit, or take a wrong turn and have to go six blocks to get back to the customer, that's money out of my pocket," he says. "Today, you can't afford to throw 10 or 20 bucks away because of routing errors or an incorrect address. And don't forget the cost of lost driving time in hours of service. Waste 30 minutes repositioning the truck,



ORAL TEXT: Texting on the go is no-go these days. Driver alerts can now be delivered via text-to-speech applications. It's safer and more efficient than dialing while driving.

and you've lost 30 minutes of revenue producing time—and so has your driver."

Of, course if you're not running into uncharted territory, or if the need for accurate communication with a paper trail is not paramount, cell phones still have their place. Prairie International is a small drayage fleet serving the Winnipeg area. Manager Dan Simcock says cell phones work just fine.

"There is still a personal aspect to the communications," he says. "Our drivers are happy with cell phones, and they know their way around the city. I don't think we'd see the full value of some of those all-inclusive systems."

SMART PHONE TRACKING

There's a new vehicle tracking application on the market that takes advantage of the functionality of your smart phone to track your progress. It provides real-time tracking that customers can access online. If you've missed loads because traditional tracking systems are beyond your reach, uDrove might be the solution.

Here's how it works: The driver creates a trip on the device that is assigned a tracking ID. The device uploads GPS position reports to a server over the phone's data connection. You provide a phone number and tracking ID to a shipper/broker who can track your location in real time on a secure page of the uDrove website. You can disable the tracking feature once the trip is finished.

If you have an iPhone, BlackBerry, or Android device, you're in the game. Any wireless provider will do, and there's no special software required beyond the uDrove app. There's a very reasonable monthly fee for the service, with no extra fees for additional functionality. Your all-in price includes: mileage tracking, fuel tax reporting, driver logging, inspections, expense capturing, and load tracking. Discounts are available for accounts with 10 trucks or more.

The tracking capability will work anywhere in North America, but uDrove hasn't yet developed Canadian HOS or trip inspection functionality—we're told that's coming.

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GETTING DRIVER BUY-IN

While in-cab technology can provide improved communications and a return on investment for fleets, if drivers do not accept the technology, the benefits go out the window.

"One critical component to successfully implementing a new technology within your organization is to get buy-in from all levels of your organization—from the drivers," says Tom Flies, senior vice-president of product management at Xata, a software and service provider out of Minneapolis.

Working as a driver has historically been synonymous with being out on the road, isolated, alone, with no one looking over the driver's shoulder. In-cab technologies make many drivers feel they're losing some of the freedom that drew them to the job in the first place, as

a virtual fleet manager now has increased visibility into what the driver is doing and can communicate with that driver instantly.

Fleets that adopt in-cab technology for the first time often have to deal with this emotional hurdle and may face skepticism from drivers who don't want to lose that freedom.

Some technology providers say driver acceptance of vehicle tracking and communications systems is no longer an issue, as most drivers have discovered they offer more benefits than drawbacks. The Big Brother concern has been resurfacing, however, with the increasing interest in electronic logging systems.

"Nobody wants Big Brother look-

ing over their shoulder," says Brian McLaughlin, chief operating officer of PeopleNet, which provides onboard computing and mobile communications systems. "Their hours and their miles are their lifeblood."

"Nobody wants Big Brother looking over their shoulder."

With electronic logs, "You're really entrusting someone to manage that lifeblood," McLaughlin says. This can be a scary thing for drivers. But Qualcomm's senior product marketing manager Chris Silver says when drivers see the benefits of such systems as electronic logging, there's a fast turnaround in acceptance.

According to Silver, drivers usually go from saying, "If you put that in my truck, I'm quitting," to "If you take it out, I'll quit," after using the system for six months. Drivers find that the system makes their life a lot easier.

It also relieves the relationship between the manager and the driver, as they no longer argue about the hours of service. "The truth is that these systems really improve the quality of life in the cab of the truck for the driver," says Bill Bland, vice-president of business development of DriverTech, which produces onboard computers.

Bland says electronic recorders can take the pressure off of drivers, as the process becomes automatic and there's no need to keep calling dispatch.

Without the system, drivers have to estimate, increasing the potential for mistakes and violations.

According to Bland, a lot of drivers want to work for a company with an in-cab system. "If the driver's happy, retention stays much higher," he says.

Aside from the Big Brother issue, some drivers may struggle with the fear of the unknown. Fleets have

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*28.1% fewer vehicle out-of-service events, 32.4% fewer driver out-of-service events and 37.8% fewer moving violations when compared against Canada benchmarks.** Based on PeopleNet Professional Services engagements.

seen drivers ranging from ex-bankers to those straight off the farm, according to Tom Bray, a transportation management specialist at Wisconsin-based J.J. Keller & Associates, which provides safety and compliance solutions.

Ease of use is a factor to consider when deciding on a technology. For instance, most drivers aren't typists, says Bray, so Keller introduced Canned Messages, which cut the amount of typing to a minimum. The Canned Message feature provides an automated message, and the driver just has to fill in the blanks. "That's where the system has to be simple," says PeopleNet's McLaughlin. "If it's not simple to use, it's not going to be used."

Playing up the ease of use of Xata's in-cab technology was a key strategy for rolling out the technology to the drivers of Orgill Inc., a Tennessee-based distributor. Jim Corbean, director of safety and fleet services at Orgill, recalls asking drivers, "Can you use an ATM card? If you can use an ATM card, you can use Xata."

— Diana Britton

PeopleNet's Jamie Williams says plans are generally less expensive than many cell-phone plans, plus there's additional functionality you can't get with a cell phone.

"For less than the cost of a typical cell phone bill, you can get text communication plus GPS or satellite tracking, web-based interfaces matched to GPS or satellite tracking, which can be combined with dispatch software, engine diagnostics, vehicle performance monitoring, and more" he says. "Even the barriers previously imposed by capital costs are gone. Most small fleets can just roll it all into a monthly lease."

So, how much more does all the functionality cost? It's not about cost; it's about savings, says Shaw's Ham.

"I'm not going to convince you to buy something that's going to add expense to your bottom line if I can't drive out some cost," he says. "Improving communications is all about eliminating costs and increasing revenue—or preferably both."

It was better data that tipped the scales for Rick Way.

"The drivers need accurate information, and the customers seem to value knowing what's going on with their freight," says Way. "We're not time-sensitive, but we've found real value in the 30-minute updates, and we've found it extremely useful in tracking and documenting delay time. There's recovery there, for sure."

And with the U.S. Customs ACE environment up and running now, Way says data transfer is seamless, often resulting in an instantaneous release. Instant or otherwise, the driver gets the message directly, so he or she knows the status of the entry as soon as dispatch does. And nobody ever picks up a phone.

If you haven't looked at a mobile communications system in a while, you may be surprised at how the business model has evolved. Both providers are now placing much greater emphasis on ROI rather than selling features.

"We've put together packages that eliminate the a la carte pricing," Williams says. "We look at the application and give the customer what they need. Longhaul, local,



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Who ever said talk was cheap never used a Canadian cell phone in the U.S. Our flat-rate plans aren't at all competitive with U.S. plans, and God help you if you run over your allotted minutes. If you're buying a cell plan over the counter, you'll not get much better than 2,000 minutes for \$365. If you're part of a group discount plan, you may do a little better, but not much. South of the border, 225 bucks—give or take a few for optional extras you might want—will get you as many as 4,000 minutes, and unlimited calling between mobile phones on the network.

Some service providers' phones work just fine in Canada, too, with no additional fees, roaming charges, long distance charges, etc. For that kind of dough, you could ditch your home phone, and go totally mobile. The only downside is friends and neighbors

might question why you have a South Texas area code if you live in Halifax.

Drivers who run south of the border have been taking advantage of U.S. cell phone plans for years. It isn't technically illegal to the best of our knowledge, but it relies on the U.S. service provider's willingness to overlook certain billing requirements—like having an American address. A post office box will usually do, or a pal who lives there could offer up his or her address, and forward any correspondence to you. Most of the drivers we know provide the address of a friend, and then put the charges on their credit card.

We contacted a shop in Fargo, N.D., on the advice of a driver and were told they do it all the time for Canadian drivers. In fact, the clerk said they have hundreds of Canadian customers—mostly drivers—at that one shop.

"Most of them opt for the high-minute plans because they're calling home, to customers, and back to the company," he said. "We've been told it's pretty expensive to do that with a Canadian phone."

God bless the entrepreneurial spirit and good old American capitalism.

or LTL, we have something to suit, and it's all one price."

Improving the efficiency and accuracy of communication is the name of the game, says Ham. "It's like the difference between on-board document scanning and waiting in line at a truckstop to send a fax. There's just no comparison."

Everything that adds complexity to the truck drivers' work—border crossings,

paper work, HOS, hands-free regulations—can potentially drive up costs. Mobile communications technology will increase efficiency, and with added functionality, the ROI is getting better all the time.

"We provide data, and data is knowledge. Knowledge allows you to make good business decisions," Ham points out. "In this business, the one who makes the fewest number of mistakes wins." ▲



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DPF CLEANING

KENWORTH AND PETERBILT DEALERS
OFFER DPF CLEANING WITH FSX



Claiming that they'll get filters at least nine-percent cleaner, participating **KENWORTH** and **PETERBILT** dealers now offer a diesel particulate filter (DPF) cleaning service that uses the FSX Inc. cleaning machine.

The machine, says PACCAR Parts, cleans both ends and each cell of a DPF, which can have up to 6,000 individual cells. It's said to clean filters from cars and off-road equipment as well as trucks, from light-duty to heavy-duty.

One of its "unique" features is the TrapTester 7, an air-flow test bench that tests a filter before and after it's cleaned to determine the extent of ash build-up. Without that, the company says it's impossible for technicians to know how clean the filter is after cleaning.

Another feature is the pneumatic TrapBlaster 7, or "air knife scanning technology" which directs air through high-pressure jets to clean each cell of a dirty DPF individually on both ends. It won't damage cell walls or platinum coatings or dislodge ceramic from the filter casing, the company promises. For filters that require extra cleaning, the FSX system offers TrapBurner, which provides the

capability to thermally clean the DPF in compliance with OEM specifications.

A standard DPF cleaning using the FSX machine takes 20 to 60 minutes. A thermal cleaning using the FSX machine's TrapBurner takes about nine hours.

See your dealer or visit www.kenworth.com and www.peterbilt.com

TIRE TRACKING

MICHELIN SUBSIDIARY TCI OFFERS 'TRACK MY TREAD' ONLINE TRACKING TOOL

Tire Centers, LLC (TCi) says its new Track My Tread is a program "...designed to change the way customers track tire assets, obtain information, and use that information to make sound business decisions."

The Michelin subsidiary says it helps provide asset accountability, streamlined maintenance shop operations, automated inventory replenishment, and true total life-cycle costs. It's an online tool that allows the customer to see and control tire assets from purchase to repairs to retreading, and then even to the scrap pile.

See www.tirecenters.com

CNG/LNG ENGINE LUBE

SHELL'S NEW ROTELLA T3 NG IS DEDICATED TO ENGINES RUNNING ON NATURAL GAS **Shell Lubricants** says its newly introduced Rotella T3 NG 'Energized Protection' oil is for use in engines fuelled by compressed natural gas (CNG) and liquefied natural gas (LNG). It's said to use a "customized combination of high performance additives" to adapt and protect under the range of pressures and temperatures found in such motors.

Shell Rotella T3 NG SAE 15W-40 oil is suitable for applications such as trucks (and buses) fitted with engines designed to run on 100 percent CNG or LNG, particularly those preferring relatively low-ash formulations.

It's said to provide an optimized balance of detergents and dispersants to promote good piston and engine cleanliness. As well it's said to offer ignition system protection through reduced levels of ash-containing additives, which control deposit formation in the combustion chamber.

See www.rotella.com

LED WORK LAMP

GROTE INTRODUCES THE TRILLIANT 36 LED 'WHITELIGHT'

Grote has expanded its LED work lamp lineup with the addition of the Trilliant 36 LED WhiteLight with mounting bracket. There are now six in the portfolio.

The new lamp has an adjustable mounting bracket capable of 180-degrees of vertical rotation. It's the same size and shape of the alternative, a standard PAR 36 incandescent bulb, but it's said to sport advanced electronics. The new lamp features a new TractorPlus beam pattern that's claimed to deliver "almost three times more usable light than traditional PAR 36 product offerings."

With a service life rating of 40,000 hours, the new LED lamp is said to compare well to the widely used PAR 36 incandescent work lamp, rated for a life up to 500 hours. Grote says its new lamp

will provide end users with 100 times the lifespan of a traditional PAR 36 bulb and will save them approximately \$600 in bulb replacement costs over its service life, as well as decreased downtime and enhanced productivity.

The Trilliant 36 has a rugged hard-coated, polycarbonate lens that can be replaced if damaged, or easily interchanged. The lamp also comes with an AMP-style connector and pigtail for hardwired applications.

See www.grote.com



WEB-BASED ROUTING

ALK LAUNCHES PC*MILER WEB-BASED ROUTING

ALK Technologies says the new PC*Miler/Web Internet-based version of its well-known software is for owner-operators as well as fleets and anyone else who needs accurate mileage for rate calculation or truck-specific driving directions and maps. The new service is available on the web through any

Internet-connected computer.

PC*Miler/Web replaces ALK's web service, eMiler.com, with upgrades that include street-level and hazardous materials routing with an unlimited number of stops. The new service also offers additional reports and mapping functionality. Since it's hosted on the Internet, regular updates are made for all users at no additional cost.

Pricing is based on a monthly subscription rather than eMiler's per-route charges, starting at US\$19.95. Three subscription packages—Lite, Standard, and Premium—offer increasing levels of access to the company's proprietary North American truck-specific database. ALK is currently offering a free trial with 48 hours of access.

See www.pcmiler.com/web



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INVERTER/CHARGER

XANTREX LAUNCHES ADVANCED SINE-WAVE TECHNOLOGY IN FREEDOM SW SERIES

Vancouver's **Xantrex Technology** says its new Freedom SW series of pure sine-wave inverter/chargers brings utility-grade onboard power to commercial vehicles as well as the RV and marine markets.

Available in 2,000- and 3,000-watt models, both OEM and aftermarket, they're said to provide clean and quiet household AC power for the operation of devices ranging from power tools to small appliances.

The base model Freedom SW 2000 (retail US\$1,300) is available with a GFCI option for direct plug-in of electronics and appliances, while the Freedom SW 3000 (retail US\$1,700) is equipped with dual AC input/output with configuration for



customized applications and is compatible with optional accessories including an automatic generator start and remote system control panel.

Operating within a wide temperature range, the manufacturer says both units feature high surge rating complemented by temperature-compensated, power-factor corrected, multi-stage charging. In addition, both meet UL 458 with marine supplement, CSA, FCC Class B and ABYC requirements.

See www.xantrex.com/freedomsw

AIR CLEANER

DONALDSON OFFERS POWERCORE SIDE-ACCESS AIR CLEANER

The new PSD08 PowerCore air cleaner expands the PSD family of air cleaners from **Donaldson**. Not an aftermarket item, it will be available on new trucks only.

It offers two-stage filtration in a single, compact unit for heavy-duty truck and off-road applications. This new air cleaner expands the PSD family of air cleaners that includes side- and end-access models in a range of sizes. The PowerCore PSD08 is a non-metal air cleaner (except for cover clamps) for medium- and heavy-duty equipment

operating in medium to heavy dust environments. Models have either end or side filter service access with a sustained temperature tolerance of minus 40 to 180°F (minus 40 to 82C).



Donaldson claims improved engine protection because there's no media movement, expansion, contraction or bunching, as well as three times more efficiency than average conventional pleated filters

See www.donaldson-filters.com

SMARTWAY TIRE

DUNLOP LAUNCHES SMARTWAY-VERIFIED LONG-HAUL TIRE LINE

Dunlop has announced a new line of long-haul tires that qualify as EPA SmartWay-verified technology mostly by way of their rubber compounding. The line of 'FM' steer, drive and trailer tires—when used in all positions—is claimed to save owner-operators and fleets up to four percent in fuel bills, compared to using standard Dunlops. Obviously, there are a ton of variables in here so your mileage may vary, but if you're now running at 6 mpg, you can theoretically move up to around 6.24.

Inspired by parent company Goodyear's 'Fuel Max' tires, the new Dunlop line includes the SP 384 FM steer tire, SP 456 FM drive tire, and SP 193 FM trailer tire in standard (11R22.5) and low-profile (295/75R22.5 and 285/75R24.5) sizes. The Dunlop casings support Goodyear Fuel Max retreads to further reduce life-cycle costs.



The steer tire has a five-rib, four-belt design (three of them steel) and uses the company's 'evolving tread' technology—as the original tread wears, jagged/angled groove walls across the footprint are exposed to help maximize traction and handling.

The drive tire is based on an all-steel, four-belt casing with 26/32-in. tread depth that features large, stable tread blocks to reduce squirm while promoting

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WHITEHORSE	105.4	-0.5	89.2
VANCOUVER *	106.9	0.0	70.0
VICTORIA	103.3	0.4	72.0
PRINCE GEORGE	95.7	-1.6	68.3
KAMLOOPS	99.2	-0.7	71.7
KELOWNA	98.9	0.0	71.4
FORT ST. JOHN	99.9	0.0	72.3
YELLOWKNIFE	105.6	0.0	87.5
CALGARY *	86.9	0.3	69.8
RED DEER	88.9	0.0	71.7
EDMONTON	83.7	-0.5	66.7
LETHBRIDGE	87.9	1.7	70.7
LLOYDMINSTER	92.4	-2.5	75.0
REGINA *	93.9	0.0	70.4
SASKATOON	93.7	1.4	70.2
PRINCE ALBERT	91.9	0.0	68.5
WINNIPEG *	93.9	-1.3	73.9
BRANDON	90.9	1.0	71.1
TORONTO *	98.9	1.0	75.9
OTTAWA	93.4	0.0	70.7
KINGSTON	97.3	0.5	74.3
PETERBOROUGH	97.9	1.0	74.9
WINDSOR	96.2	1.5	73.3
LONDON	96.4	0.0	73.5
SUDBURY	97.4	0.0	74.5
SAULT STE MARIE	93.9	0.0	71.1
THUNDER BAY	96.7	0.0	73.8
NORTH BAY	98.1	0.0	75.2
TIMMINS	102.7	0.6	79.5
HAMILTON	95.5	0.6	72.6
ST. CATHARINES	93.7	0.3	71.0
MONTRÉAL *	106.4	0.8	74.1
QUÉBEC	104.9	0.0	72.7
SHERBROOKE	105.4	0.5	73.2
GASPÉ	105.9	1.0	77.4
CHICOUTIMI	103.9	0.0	75.7
RIMOUSKI	105.2	-0.2	74.9
TROIS RIVIÈRES	105.4	0.5	73.2
DRUMMONDVILLE	100.9	0.0	69.2
VAL D'OR	103.9	0.0	75.7
SAINT JOHN *	104.3	-0.2	71.4
FREDERICTON	104.6	-0.3	71.7
MONCTON	105.3	-0.5	72.3
BATHURST	106.9	-0.2	73.7
EDMUNDSTON	106.8	0.3	73.6
MIRAMICHI	106.1	-0.2	73.0
CAMPBELLTON	106.1	-0.2	73.0
SUSSEX	104.6	1.3	71.7
WOODSTOCK	106.9	-1.0	73.7
HALIFAX *	101.9	-1.1	70.8
SYDNEY	104.9	-1.0	73.4
YARMOUTH	104.0	-1.0	72.6
TRURO	102.6	-1.8	71.4
KENTVILLE	102.8	-0.9	71.6
NEW GLASGOW	104.8	-1.0	73.3
CHARLOTTETOWN *	101.7	-0.7	72.6
ST JOHN'S *	111.5	0.0	78.2
GANDER	113.9	5.9	80.3
LABRADOR CITY	116.8	0.0	82.9
CORNER BROOK	110.2	2.0	77.0
CANADA AVERAGE (V)	98.0	0.4	72.4

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 (*)



In Gear

both fuel economy and even wear.

The new FM trailer tire uses a “cool running” triple-compound construction and an all-steel, four-belt package.

Dunlop notes that the trail position is key to the rolling resistance of a tractor-trailer—41 percent of rolling resistance comes from the trailer position, half again more for doubles.

See www.dunloptires.com/truck

E-MANIFEST MANUAL

A STEP-BY-STEP GUIDE TO ACE E-MANIFESTING FOR U.S. CUSTOMS The ‘ACE Portal E-manifest Step-by-Step Manual’ by customs specialist **Scott Thompson**, operations/customs manager at Connell Transport Co. in Hamilton, Ont., covers all the aspects of ACE E-manifesting. It moves from setting up the initial account information

through to sending an E-manifest to U.S. Customs electronically. It includes information on setting up non-FAST-card drivers, conveyances, equipment, shippers, and consignees in the user’s data base.

More than 80 illustrations help clarify the information.

It includes the latest information on U.S. Customs requirements and regulations for pre-screening of cargo and driver prior to arriving at a U.S. port of entry. It also offers step-by-step instructions on how to correct any errors or make changes in a manifest before the driver arrives at the American border.

The book is available in softcover and two styles of hardcover starting at US\$35.00. It can also be downloaded in pdf form for US\$5.00. Go to <http://stores.lulu.com/store.php?fAcctID=4413790>.

AIR DRYER

SKF INTRODUCES NEW HIGH CAPACITY DUAL TURBO-2000 AIR DRYER

SKF’s Dual Turbo-2000 air dryer is an advanced version of the standard SKF Brakemaster Dual Turbo-2000 air dryer designed with a greater maximum compressor size. The new ‘High Capacity’ version Dual is aimed at large compressor output applications and is available in 12-volt 75W (6.6 amps) and 24-volt 75W (3.2 amps) versions.

The new dryer can withstand compressor air flow output of up to 80 scfm and up to 40 percent compressor duty cycle, SKF says.

The standard Dual Turbo-2000 withstands up to 40 scfm and 100 percent compressor duty cycle. As well, the H.C. model includes the same internal filtration package with 99.9 percent efficiency as the standard dryer.

The new H.C. dryer weighs 47 lb, uses two spin-on desiccant cartridges of 4 lb each, and a dedicated external tank of at least 600-cu-in. capacity.

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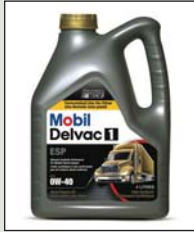
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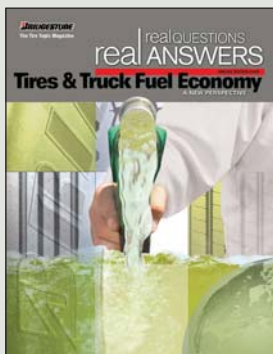
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*** NON-TRUCK OPERATORS USE BOX BELOW ONLY**

SIGNATURE (MUST)

DATE

NAME _____	TITLE _____
COMPANY NAME _____	
COMPANY ADDRESS _____	
CITY _____	PROV. _____
POSTAL CODE _____	
TEL () _____	FAX () _____
E-MAIL _____	

1 HOW MANY VEHICLES ARE BASED AT (OR CONTROLLED FROM) THIS LOCATION? PLEASE INDICATE QUANTITIES BY TYPE

TRUCKS _____ TRUCK TRACTORS _____

TRAILERS _____ BUSES _____

OFF ROAD VEHICLES _____

2 ARE ANY OF THESE VEHICLES ...

A. In any of the following Gross Vehicle Weight Classes?

- | | |
|--|--|
| Class 8: 33,001 lbs. GVW & Over | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 7: 26,001 to 33,000 GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 6: 19,501 to 26,000 GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 3, 4, or 5: 10,001 to 19,500 GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Class 1 or 2: Under 10,000 lbs. GVW | <input type="checkbox"/> Yes <input type="checkbox"/> No |

B. Refrigerated

Yes No

3 DO YOU HAVE MAINTENANCE SHOP FACILITIES AT THIS LOCATION? YES NO

How many mechanics here? _____

4 INDICATE YOUR PRIMARY TYPE OF BUSINESS: Check ONE category only.

- (A) For-hire (Common & Contract Trucking)
- (B) Lease-Rental
- (C) Food & Beverage Production/Distribution
- (D) Farming
- (E) Government (Fed., Prov., Local)
- (F) Public Utility (electric, gas, telephone)
- (G) Construction/Mining/Sand & Gravel
- (H) Petroleum/Dry Bulk/Chemicals/Tank
- (I) Manufacturing/Processing
- (J) Retail/Wholesale/Delivery
- (K) Logging/Lumber
- (L) Bus Transportation
- (M) Moving & Storage
- (N) Waste Management
- (O) Other

5 DO YOU SPECIFY, SELECT OR APPROVE THE PURCHASE FOR ANY OF THE FOLLOWING? Check ALL that apply.

A. New vehicles & components

- 01 Trucks, Tractors
- 02 Trailers
- 03 Powertrain components (engines, transmissions, axles)
- 04 Vehicle systems (brakes, lighting, suspensions, cooling, electrical)
- 05 Tires, Wheels (new or replacement)
- 06 Vehicle appearance (paints, markings - new or replacement)

B. Replacement Components, Parts & Supplies

- 07 Replacement parts (filters, electrical, engine parts, brakes, suspensions, exhaust)
- 08 Major replacement components (engine, transmissions, exhaust)
- 09 Oils, Additives & Lubricants
- 10 Shop equipment and tools

C. Fleet Products & Services

- 11 Equipment Leasing
- 12 Computers, Software
- 13 Financial services, Insurance
- 14 Fleet management services (fuel reporting, permits, taxes)

D. 15 None of the above

TO BE COMPLETED BY NON-TRUCK OPERATORS ONLY!!!

What best describes your basic business as it relates to truck/bus fleets? (Check Only ONE)

- MANUFACTURER (including factory branches) of trucks, buses, trailers, bodies, components, parts, supplies or equipment.
- NEW VEHICLE DEALER/ trucks, tractors, trailers.
- HEAVY DUTY WHOLESALE/ components, parts, supplies or equipment.
- INDEPENDENT FLEET SERVICE/REPAIR SPECIALIST
- OTHER (Specify) _____



By Peter Carter

Atrophy Business

Why a business that started life as a great idea went to the dogs

I was in bed with the missus. It was late. I wanted to read *The Da Vinci Code* until I fell asleep, but not her. Helena had something else in mind. Specifically, she was thinking about our family business.

Helena wanted to learn why I hadn't chased down an invoice. For Pete's sake, I thought, it's only for a piddling \$350 or so. Could this not wait until morning?

The phone call could, Helena said, but not the discussion.

Never mind that the guy who owed us was my friend, she said, we needed the cash to cover our printing bill.

That's right, I countered, but I don't want to hassle him because we want repeat business and I was sure that if I did phone him he might pay up but it'd probably be the last time.

I put down my book and thought "they never included this in the marriage-preparation course."

Also, I wondered, "is this any way to run a business?"

Turns out it wasn't.

Like so many small business people who work hard all day every day making one bad decision after another until the money runs out, I can proudly say that even though our family enterprise is history, I at least came to my senses before my marriage went kaput.

Plus I learned lessons that I bet would be really hard to get in business school. For example, would any teacher, anywhere, talk about how receivables can ice up a marriage bed?

You might say my short-lived business gave me my very own MBA, though, in this case it stands for Making Business Atrophy.

It's not really that hard to do, you know.

Plan A: Don't have a plan.

Our business was a magazine called *City Dog*. It was for city people with dogs.

It was a great idea. You don't have to swing a cat to find dog lovers, and we could give these people helpful and fun stories about their pets and we would support our magazine through advertising. There wasn't another magazine quite like it, anywhere.

As for a business plan, I was very familiar with the history of *Rolling Stone* magazine, which was launched the year Canada turned 100 and is still going and those guys certainly didn't need no stinkin' business plan.

My idea was so strong the ads would sell themselves. We were going to be rich and retire to yachts in the Caribbean before we reached 50.

So what exactly did I do wrong?

Would you believe "everything?"

I had no strategy; no infrastructure; no budget goals. I was very bad at taking advice and worse at making the tough decisions. And I dropped our advertising rates because I wasn't getting any advertisers.

Upon reflection, I realize that if a customer saw my rates sink that much, it'd be pretty clear that I didn't really value my product.

I had less and less money to live up to my promises; and quality sunk. Before things got too sour, we pulled the plug.

Well, I'm well past 50 now and comfortable knowing I'm not



cut from entrepreneurial material. But whenever I hear fleet owners and managers talk about bottom feeders cutting rates and poisoning the well for the folks who run respectable outfits, I'm reminded of my adventure as small-time publisher.

Truth be told, if *City Dog Magazine* had been a trucking company, our fleet would have see-through graphics, frayed glad-hands and balding tires. I fear we would have been slashing our rates in last-ditch efforts to stay alive and we'd hire inexperienced drivers who work for next to nada. You know exactly what kind of fleet I'm referring to.

The thing is, we wouldn't be that way for long. Companies who run their trucks like I ran my magazine won't be in business long either. Just you wait and see.

One final note: I should add that I'm glad it's over. I'm very partial to my job at *Today's Trucking*.

And just between you and me, I never did like dogs that much. ▲



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