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July 2011

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# Today's Trucking

The Business Magazine of Canada's Trucking Industry

**PAGE 32** **EXCLUSIVE!**

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# MORE POWER to YOU

**ALSO IN THIS ISSUE:**



A peek at  
diesel's future

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Marilyn&Ted's  
excellent adventure

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**MARKETPLACE**  
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# Today's Trucking

The Business Magazine of Canada's Trucking Industry

**NEWCOM**

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**Canada**



**Kenneth R. Wilson  
Award Winner**

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## Letters

### What's wrong with this picture?

I started driving a cement mixer way back in 1973. Ten years later I became an OTR driver hauling produce out of California. But in 1990 I quit the road. The pay was just too small.

I changed careers, and after 12 years as a financial advisor, I had accumulated enough to retire early. Unfortunately, I got involved with a few start-up ventures and ended up losing everything. At age 58, out of necessity, I returned to OTR. Guess what? The compensation hasn't improved any since I was first in the driver's seat.

I also have reasonable expectations for our industry. Reasonable pay is one of them. But our long hours on the road (last year I worked over 3,400 hours while the average Canadian worker probably works less than 2,000) and the time we spend away from home are simply not compensated fairly.

In 2010, my take home worked out to be just under \$12 per hour. My total days away from home was 286. It is far too great a sacrifice—sacrifice of health, family, and future—for what we're making.

This would be a really great job if OTR drivers worked a maximum of 2,500 hours per year for a minimum of a \$65,000.

Obe Riter,  
Calgary, AB

### RFQ, revisited

I enjoyed "A request for quotes of a different kind," (Allan Janssen, June, 2011). I'm a fleet manager for a smaller company (100 trucks, 140 trailers). In trying to keep maintenance costs to a minimum you experiment with different products and methods. My guiding words, after 40 years in this industry are: "Unfortunately, you don't always get what you pay for, but you never get what you DON'T pay for." I apply this to products, people, and services, and it has served me well

Clint Sparks,  
Milton, ON

I'm proud to say I'm a fifth-generation driver. Two months ago, I became an owner-operator, after 18 years of being a company driver, and I'm loving it!

There's one quote that has stayed with me through my career. When I was a teenager, my grandfather used to say: "The day you say you know everything about driving a truck is the day you should climb out of it, because you are now a danger on the road." He was a smart man. I lost him several years ago and miss him a lot. I can say that in the last 18 years I have learned

something or seen something new every single day.

On a lighter note, my personal quote is: "It's only illegal if I get caught."

Cherie "Chucky" Denny,  
Arthur, ON

I'm a Newfoundland trucker who's had a rough winter, full of delays, thanks to Marine Atlantic and the

weather. I suppose its not "inspirational" really, but my quote is "*Moderatio ist Figmentum*," which means "Control is an Illusion." It certainly suits me. And as long as we're on the subject of Latin quotes, you simply can't go wrong with "*Illegitimi Non Carborundum Est*." (Google it.)

Dave Bussey,  
Foxtrap, NL



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VOICE  
HERE**



**HAVE AN OPINION  
ON ANYTHING YOU  
READ IN THIS MAGAZINE?**

**Or on any trucking issue in general?**

Fire me an email at [peter@newcom.ca](mailto:peter@newcom.ca), or drop a note to the address printed on the top left corner of this page.

I love hearing from readers.

— Peter Carter, editor



### Online Resources

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By Rolf Lockwood



# Madly off in all directions

More than a third of all fleets use pencil and paper to track maintenance. Small wonder their worlds seem out of control.

Impossible to say how many times I've had this thought, and written it too, but here it is again: I believe trucking is in the midst of a full-blown revolution. More than mere evolution, and possibly even bigger than the colossal earthquake we called deregulation a couple of decades ago, which changed everything.

This is way different. There's no single declaration at its core, no lone prescription demanding that we do something in particular. Really, it's the opposite. It's countless regulatory jabs to the mid-section, countless blows to our pressure points from the various market forces we endure.

The trouble, as you know only too well, is that nobody can show us the way forward. From my vantage point it seems that we've done nothing but react ever since entry controls were lifted 20-plus years ago.

And then along came the onslaught of so called 'high tech' answers. Some people see that as the revolution. I don't think so.

A new thought about all this occurred to me in the middle of moderating a conference panel session on our driver shortage the other day. Namely that the vast array of new digital technology, while challenging for sure, isn't the enemy. I sense that a lot of you think that way, but I've concluded that all the digital wonderware before us isn't in itself the revolution either.

In fact it's no more than a bridge from the old to the new.

Seen that way—friend, not foe; bridge, not wall—technology becomes not just a way to meet specific challenges, rather the means by which you connect the divergent components of your enterprise. So that you can control them, yes, but also so that you can understand them and exploit the best bits while seeing and driving the whole as a unified enterprise.

One of my observations in recent years is that a lot of companies, in trucking and elsewhere, are nearly out of control day to day. Some are very buttoned down, certainly, but many are the opposite. I see managers rolling the water wagon from one fire to another, dousing most of them but never having time to reflect on the bigger picture. Never having time to learn how those fires were connected. Never having time to know much at all. These days it's very, very hard to be smart enough.

Frankly, if you're managing a fleet of any size from 10 trucks to a thousand, I don't know how you do it. I don't know how you manage to balance the astonishing number of demands and priorities you face.

Sadly, I believe many of you don't. Or can't, precisely because there's no time to really see the far-flung corners, let alone apply

a little strategic glue to bind them to your larger purpose. Assuming you have one. Do you?

The only possible response to this new reality, I say with conviction, is to grab hold of all the high-tech tools you can find and ride the crest of that digital wave. Some of these tools can actually do the integrating for you, delivering insights where you didn't even know you had information gaps. The more I learn about EOBRs (electronic on-board recorders), for example, the more I see how true that can be.

However, if I'm to believe a survey recently done by Arsenault Associates, which produces Dossier fleet-maintenance software, there's a whacking great bunch of fleets that don't even have their shop organized.

I've heard that anecdotally for ages now, and more than once I've embarrassed fleet managers by asking what maintenance software they use, only to find that they don't use any at all. Or that they do use such software but haven't hooked it up with front-office and other company systems.

According to the Arsenault survey, fewer than 44 percent of fleets maintain their vehicles using software designed for that specific purpose. More than 16 percent use generic, off-the-shelf

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**The vast array of new digital technology, while challenging for sure, isn't the enemy.**

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software such as Word, Excel, or Access, while six percent use a module of their company's accounting, purchasing, or payroll systems. The most disturbing observation is that almost 34 percent reported

that they still use either paper and pencil—or nothing at all—to keep maintenance records.

An engine company chief confirms that for me, saying they often see scribbled paper notes when they ask for oil-change data in the course of a warranty claim investigation. Not from struggling owner-operators but from fleets.

Now I'll admit to being a pedantic son of a bitch sometimes, a fault on display right here, but so be it. I urge you to take the total digital dive—head under—unless you have a comfy niche with no competitors and no reason to be better than you are. And how many of you fit that description? ▲

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

# Dispatch

BY MARCO BEGHETTO

## Staying For Detention

The U.S. government is keen on taking a close look at regulating dock delays in the name of safety. But is such a rule even possible?

**T**he largest trucking group in the U.S. has told the federal government to butt out of the driver detention issue currently making waves in trucking circles south of the border.

The American Trucking Associations' (ATA) Board of Directors voted to oppose efforts at regulating driver detention time at loading docks, saying that Washington should stay out of controlling specific relationships between carriers and shippers.

Earlier this year, Rep. Peter DeFazio (D-Ore.) introduced legislation to establish a maximum number of hours drivers may be detained without being paid and to study the problem of industry detention.

The effort is supported by government agencies as well as the Owner-Operators Independent Driver Association (OOIDA).

Although isolated legislative efforts such as this have

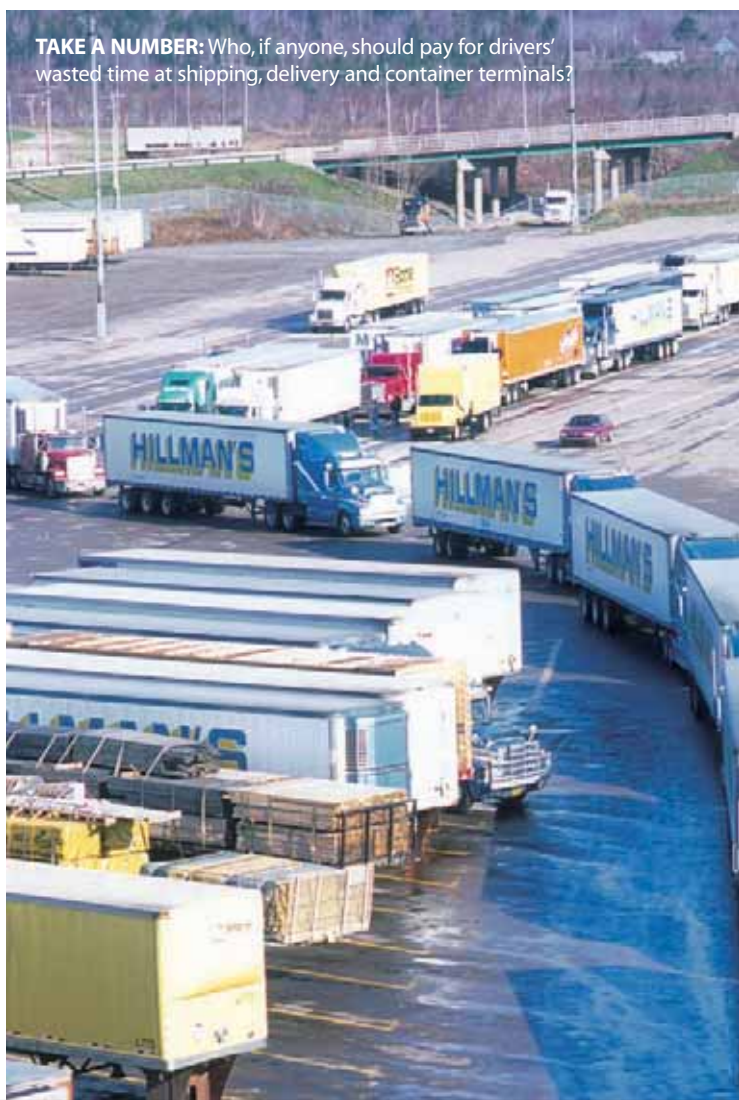
been attempted a few times without much success, the bill is getting more attention this time around because a division of the US DOT has taken an interest and sided with proponents of the bill.

In a letter to FMCSA Administrator Anne Ferro, David Parker, chairman of the Carrier Safety Advisory Committee—whose mandate is to give safety recommendations to the FMCSA—said regulators should seek legal authority to take action against companies that “cause or contribute” to safety violations, including carriers’ own customers.

It reasons that “unduly [long] detention” during the loading and unloading of trailers can potentially affect a driver’s ability to comply with hours of service regulations.

Parker said the FMCSA has authority over drivers and carriers, but needs more authority over shippers who

**TAKE A NUMBER:** Who, if anyone, should pay for drivers’ wasted time at shipping, delivery and container terminals?





# ches

play an “important role in highway safety.”

He cites stats from the Government Accountability Office, which found 65 percent of 300 surveyed drivers reporting detention in a one-

month period. Of those, 80 percent had difficulty complying with hours of service.

Moreover, the FMCSA estimates undue detention costs the industry in excess of \$3 billion annually.

The ATA says instead detention time is an issue to be negotiated between carriers and their customers.

“No carrier wants to see our drivers’ time wasted,” said ATA first vice chairman Dan England, president of C.R. England. “However, this is not an issue that can be handled with a ‘one-size-fits-all’ regulation and as a result is best addressed in contractual agreements between carriers and shippers.”

Another flag, ATA rightly points out, is the enforceability of such a rule. How would—or could—violations be properly determined or fines be applied fairly across the supply chain in the real world? What sort of bureaucracy would be required to oversee the administration of the rule across a multitude of different sectors, each with their own unique practices and demands; or settle the countless disputes that will undoubtedly arise between carriers, shippers and drivers? And who takes on the onus for equipping the trailer tracking

## AT ALL COSTS

In a recent briefing note to carriers, the **Canadian Trucking Alliance (CTA)** highlighted a handful of stats and factoids that show where operating costs are these days. The verdict? From manpower to maintenance, running a fleet is getting really expensive:

**INDUCING LABOR:** The number-one operating cost for trucking companies

(somewhere between 40 to 75 percent of most fleets’ total costs, depending on the type of operation), driver wages are reportedly going up.

Disgruntled truck stop chatter notwithstanding, the CTA says that while it’s difficult to determine average wages, carriers are reporting increases of around two percent, and much higher in “certain situations where carriers may be trying to get driver wages back to where they were prior to the recession.”

However, the consensus is that with supply shrinking, the upward pressure on labor costs—wages, benefits and recruiting—will intensify, particularly as CSA leads to an “increased stratification of wages in the form of premiums for quality drivers.”

**SPIN DIESEL:** If you’re overwhelmed by the price of filling up your trucks, know this: It won’t get better soon.

The second-biggest cost for motor carriers and independent operators, diesel has shot up by nearly 40 percent from last year.

Looking ahead, even more cash-strapped North American jurisdictions are expected to raise fuel taxes; and in Canada, a federal biodiesel mandate which was supposed to kick-in this month, will likely exacerbate things. As CTA points out, primary feedstock for biodiesel is at record levels. And with insufficient production capacity at home, most demand will be met through imports.

**TOO EQUIP TO QUIT:** As anyone who’s been kicking tires on a dealer lot this past year knows, the purchase price of a 2010-EPA certified truck is about 10- to-15-percent more.

Used trucks are also up at least that much, reflecting tight availability of low-mileage and late model units.

Carriers are reporting trailer price hikes of up by more than 15 percent over last year, while the cost of tires has ballooned by as much as 20 percent, (over seven percent in the last month alone, CTA points out) as a result of a worldwide shortage of natural rubber and increased oil prices.

Installation of environmental packages on new equipment or as retrofits in preparation for the new North American fuel economy/GHG regulations is also adding to equipment costs.

**THE FIX IS IN:** With an aging fleet and deferred vehicle replacement comes increased maintenance intervals. Also reflecting increased regulatory oversight of the mechanical compliance under programs like CSA, the cost of keeping trucks fit has risen as much as 15 percent since last year.



## Dispatches

or RFID technology surly required to verify delays?

Regardless, Todd Spencer, executive vice president of the Owner Operator Independent Drivers Association, says dock detention cripples drivers on both sides of the border and he's frustrated by the position taken by the ATA.

"It is clearly ATA's desire to see various entities call in and oppose the legislation moving anywhere," he tells *Today's Trucking*. "It speaks volumes about the lack of comprehension that some people have about how our industry really works.

"It's not as simple as saying these are things that are handled through contracts because most of the contracts aren't worth the

paper they're written on. Obviously few carriers have any real legitimate leverage with shippers and receivers. The big ones especially are their bread and butter."

John S. Roberts, an owner-op contracted to Transway Transport out of Humble, Tex., says the company he works for often can't collect detention fees from the customer.

"Since deregulation, a lot of carriers ... won't charge detention time because if they did they'd lose the account," he says. "They wave the detention time to keep the customer, and the driver is not compensated because the carrier's not getting any money for it."

The delays make it impossible for drivers to comply

with hours of service rules, says driver Dave Patraschuk of Creston, B.C.

"I'm already in violation before I even get loaded. I once wasted 25 hours to get a load. All they do is apologize, and some places don't even do that."

Things could get even worse if the FMCSA's proposed cuts to daily driving time, increased rest periods, and changes to the 34-hour restart provision are eventually passed.

Drivers that would bear the biggest brunt are those in notoriously high-delay or slow-moving lanes such as cross-border and container-drayage.

Patraschuk says he can't respond the way larger fleets can by simply dropping off

**"I once wasted 25 hours to get a load. All they do is apologize and some places don't even do that."**

trailers and coming back for them when they're ready to go. "I can't leave my equipment behind. I run one truck, one trailer. I can't afford to

drop a trailer. I can't afford to spend \$50,000 or \$60,000 on a specialized trailer to be left in someone's yard to be beat up."

Roberts thinks influential member carriers at ATA are being pressured by their biggest customers to oppose the proposal. "Do you know how many billions of dollars it will cost them—billions, not millions—if they have to pay detention?"



### The Right Battery, the Right Application

Does choosing a battery for your fleet really make a difference? There was time when choosing a battery for your truck fleet was simple — you simply chose a starting battery. Today, advances in OEM products and new anti-idling equipment have stimulated the need for advanced battery technologies. Now, more than ever, choosing the right battery for the right application really does make a difference. **Introducing Trojan's advanced line of Transportation Batteries... specifically engineered for heavy duty trucking applications.**

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Undoubtedly carriers recognize that additional costs for shippers leads to increased pressure on rates and more frequent RFPs, but there is possibly a less cynical reason at play. A few large carriers already use tracking to charge detention accessorial fees on behalf of drivers (Yes, it's arguable whether drivers and owner-ops ever see the full amount). But perhaps some carriers feel that a blanket mandate would undercut any competitive recruiting advantage they have over less appealing companies as the driver shortage looms.

Still, few will debate that shippers and consignees have been abusing truckers for decades and they're the least accountable for the cost to the industry.

## heard on the Street

■ **TRANSFORCE'S** president and CEO **Alain Bédard** says that he will consider consolidating several recent fleet acquisitions, specifically in the same-day courier and parcel delivery segments. If it happens, TransForce is the likely name he'll go with.



There's no question TransForce remains committed to getting even bigger. Bédard recently assembled a new five-man VP team so that Bédard can focus more on U.S. expansion, through acquisition. The execs are: Jean-François Dodier, Marc Fox, James P. Houston, Brian Kohut and Rob O'Reilly.

■ **MERITOR** appointed **John Nelligan** to general manager, OEM Sales & National Accounts. He replaces Dennis Kline who recently retired from the company after 36 years. Nelligan, a Canadian, is responsible for Meritor's OEM customers in North America.



John Nelligan

In his previous position of North American Field Operations, the company tapped Matthew Stevenson, who was most recently with Daimler Trucks.

■ **BISON TRANSPORT** has become the first Canadian transportation company to sell carbon credits, according to the CSA CleanProject Registry. Bison sold 10,737 tons of credits to L2I Financial Solutions. The GHG reductions amassed and traded are the result of various fuel efficiency strategies like aerodynamic devices, speed and driver management, anti-truck idling strategies, intermodalism, LCVs, and low-rolling resistance tires.

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## Dispatches

"If it's a matter of first come, first served, and there are 10 trucks ahead of you, I can understand not holding them accountable for detention time," says Roberts. "But when you're given an appointment time, and you're there at the appointed time but they take five or six hours to get you to the dock, they should have to pay for that."

— *with files from*  
Allan Janssen

### Inspections

#### Coop Counts Quite Skewed

Let's say on any given day, 10 of your trucks either drive through the scales or get stopped by a Ministry mobile inspection unit.

Of those 10, say eight get a "Have a nice day, you're good to go."

Of the two that get pulled around back for a level I, II,

or III, let's assume that one of them passes with no defects. But one gets yanked OOS.

So now try to guess what, according to the CVSA, your out-of-service rate is for the day.

That's right. 50 percent. They didn't count the ones who got waved through.

Because of the system that the Commercial Vehicle Safety Alliance (CVSA) employs to issue inspection statistics, only the inspections that generate paper reports get counted.

If they counted trucks that are sent on their way without intervention, the OOS rate would be 10 percent.

Instead, it's 50 percent. And that statistic goes on your record.

The Canadian Trucking Alliance (CTA) thinks this is absurd and should be changed to more accurately reflect the state of the nation's trucks. The CTA

#### CUTTING WEIGHT:

Trucks' OOS rate is inflated by inspectors not counting every screening: CTA



estimates that about 96 of every 100 trucks that are "screen/triaged" are sent on their way without any documentation or recording of the event. But they don't get counted.

That's why the CTA has submitted a discussion paper to the CVSA insisting that any time a commercial vehicle is required to enter a truck inspection station or is stopped by a mobile enforcement unit, an inspection

should be deemed to have taken place and be recorded on the carrier's profile. To do this, it is critical that all inspections, including screen/triage inspections, are documented, says CTA.

The Alliance maintains that even in the short time it takes to conduct a screen/triage inspection—usually 35 to 40 seconds—a significant amount of intelligence is gathered on the driver and the vehicle. Said



## LOG BOOK

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#### Fergus Truck Show

Fergus and District Community Centre, Fergus, Ont.

Contact: 519/843-3412

Website: [www.fergustruckshow.com](http://www.fergustruckshow.com)



### July 28-30

#### Rodéo du Camion

Notre-Dame-du-Nord, Québec

The infamous Québec truck rodeo revs up once again

Contact: 819-723-2712

Website: [www.elrodeo.com](http://www.elrodeo.com)

### August 2-6

#### Association of Diesel Specialists 2011 Convention & Tradeshow

Wynn, Las Vegas

Contact: 913/851-9840

Website: [www.diesel.org](http://www.diesel.org)

### August 25-28

#### Great American Trucking Show

Dallas Convention Center, Dallas

Contact: 888/349-4287

Website: [www.gatsonline.com](http://www.gatsonline.com)

### September 4-11

#### National Trucking Week 2011

Nation-wide

An annual Canada-wide event held to spotlight the contributions made by the Canadian men and women who

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intelligence should be on the record.

CTA is not calling for the end of screen/triage inspections—they work; they are just not recorded—but contends there has to be a way to efficiently collect the information on screen/triage inspections while still maintaining efficient flow of commercial vehicles through the inspection process.

### Zoning

#### City to Truckers: Park It

How often do you hear a mayor of a Lower Mainland B.C. town say that trucking is a “vital” industry and drivers need safe places to park at night?

Mayor George Peary’s task force on commercial truck parking has produced a report dubbed “Moving Forward.” Among the recommendations: that tractor-trailers be allowed to park on residential and industrial streets.

The report was hotly debated given that a number of local residents have already come out against the recommendation, saying they’re concerned about child safety and home values.

Like most municipalities, there is currently a zoning bylaw in place that bans commercial vehicles more than 6.1 metres in length or 5,500 kg from being parked or stored in residential zones, except when enclosed within a building.

There are several caveats, like applying for the appropriate permits.

Peary has become a

pleasantly surprising champion of the trucking industry in recent months, saying, “virtually everything that goes in and goes out of Abbotsford is on rubber tires.”

“The trucking industry is a vital component to our economy,” he said. “It provides us with fuel, food—everything we consume arrives by truck.”

The Moving Forward document also recommends a pilot project to allow specific streets in industrial areas to be used for overnight commercial truck parking, from 7:00 p.m. to 7:00 a.m. The measures are meant to assist long-haul truckers who arrive at night and are unable to pick up or unload until the next morning. Once implemented, city staff would monitor for compliance and complaints.

Another alternative was fast-tracking development applications for new or expanded commercial truck parking facilities on properties that aren’t located within the Agricultural Land Reserve (ALR).

In addition, promoting the use of gravel pits and sites belonging to the Ministry of Transportation and Infrastructure was also highlighted.

The proposal, which hopefully inspires other likeminded initiatives across the country, can be read in full online at the city’s website ([www.abbotsford.ca](http://www.abbotsford.ca)), and entering Mayor’s Task Force on Commercial Truck Parking: Moving Forward in the search engine.

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# on the Docket

**EXTENDED HOURS:** U.S. regulators now say their new hours-of-service proposal won't be completed until "on or before" October 28. After hinting earlier that it could miss the court-imposed deadline of July 26, 2011, the Federal Motor Carrier Safety Administration



(FMCSA) confirmed in a court filing that it is behind schedule by several months. In a surprising move last month, FMCSA reopened the rulemaking to allow for further review of "new research." The last-minute timing of the three studies—which were commissioned by the agency and appear to support its proposed changes—caused plenty of suspicion throughout the trucking industry.

**LCV X 3:** Saskatchewan is planning a pilot project that would see triple trailer B-train configurations on the Highway-11 corridor between the Global Transportation Hub in Regina and Saskatoon. A start date has not yet been set, but the province will be working with approved carriers operating triple trailer combos (about 16 m for each box) with a maximum overall length of 58 m.

Combos participating in the pilot will be subject to safety restrictions, including operation between the hours of 9:00 p.m. and 6:00 a.m. only, inclement weather restrictions (no snow, ice, or low visibility), and a speed limit of 90 km/hr or the

legal posted limit (whichever is less). Upon completion of the pilot, the province could potentially expand the routes and offer triple LCV privileges to other carriers.

**NOT SO FAST:** The **BC Trucking Association** (BCTA) is pushing US Customs and Border Protection (CBP) to reconsider its plan to open the FAST lane at the Pacific Border Crossing to all trucks. CBP carried out such a pilot project for two weeks in April in order to determine average wait times without the dedicated lane.

While the findings appear to support the case for the change given the overall congestion at the crossing, the BCTA insists that the data is too restricted to use as the basis for a permanent FAST lane reconfiguration. BCTA says the plan negates all the benefits of FAST and penalizes carriers and shippers that have already invested resources and incurred considerable costs to participate. The trucking group recommends that CBP consider a more balanced approach instead of opening the FAST lane permanently.

## Emissions

### Traffic Kills. But ...

... Cleaner vehicles—specifically the advancements made in emissions reduction technology for heavy-trucks—are helping to reduce the number of health-related problems associated with pollution from vehicles.

So say researchers from the Harvard Center for Risk Analysis at the School of Public Health.

In a new study, the researchers claim that more than 2,200 Americans a year die prematurely due to exposure of fine particulate matter in fuel emissions while idling in traffic with a related public health cost of at least \$18 billion.

The study, published in the journal *Environmental*



*Health*, is said to be the first to attempt to quantify the public health implications of growing traffic congestion.

The estimates, the researchers point out, are "likely conservative," as the study only details the impacts in 83 high-traffic

urban areas, including the three highest: Los Angeles/Long Beach; New York City/New Jersey; and Chicago/Northern Indiana.

Researchers forecast traffic congestion will rise more than 30 percent over the period 2000 to 2030 in

**CHOKED ARTERIES:** Traffic congestion can supposedly do worse than make you late.

18 urban areas.

The study noted some potential strategies to mitigate the health impact such as better traffic management through congestion pricing, traffic light synchronization and more efficient response to traffic incidents, and adding new highway and public transit capacity.

However, the study also noted—somewhat less fervently than the other conclusions—that because of cleaner trucks and cars out on the roadways, the number of additional premature deaths and public health costs has been declining over the past 10 years and will continue to do so over the next 20 years. ▲

SITED ON THE WEB

## Santa's elves can moonlight as swampers

The most direct route for a laden cargo ship to get from here to some major European markets is clear across the North Pole. Sound crazy? It's not; and shipping via the top of the world might be the route of choice sooner than you think. A trio of geographers at UCLA released a study of Arctic ice melting patterns, which concludes that three major Arctic shipping lanes will be open from July to September by the middle of this century: The North East Passage, which traces the northern coast of Russia; the Arctic Bridge, going from Churchill, Manitoba to Murmansk Russia via the east coast of Greenland, and the North Pole Route.

The revamped bulk shipping lanes will have major implications for how trucks are routed throughout North America, the study says.

**MORE @ <http://tinyurl.com/arctic-shipping>**

## Court breaks ice on cargo ferry ruling

The owner of the Detroit-Windsor Truck Ferry may have lost a recent federal court decision that forces him to pay thousands of dollars in "discriminatory" fees to the Canadian Coast Guard, but he isn't giving up yet. Gregg Ward says he's appealing a recent decision that calls on him to continue paying \$25,000 a year in icebreaking fees.

His problem? He's the only ferry operator that has to pay and the Canadian Coast Guard doesn't actually do any ice breaking. The U.S. Coast Guard does.

**MORE @ <http://tinyurl.com/breaking-ice>**

## New Podcast Episodes

Online right now are new episodes of the increasingly popular Dispatches podcast by **Today's Trucking** editors *Marco Beghetto, Peter Carter, and Allan Janssen*. What is a podcast? Think of it as a way-more fun and spontaneous version of a truck radio show. Listen while driving down the highway, taking a break, or doing the hamster thing on the treadmill.

**In the latest episodes**, we talk to a military vet-turned trucker and a Libertarian Party driver. **Plus:** mandatory detention fees; biofollies, and why you shouldn't cross the border with a can of Beanie-Weenies!

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## Saber Toothed Tirade

The claws came out when **todaystrucking.com** attempted to cover a spat between a Louisiana truck stop owner and a legion of militant animal rights activists.

In one corner, you have Michael Sandlin, local entrepreneur, employer, owner of the Tiger Truck Stop and companion to Tony, the splendid Bengal/Siberian tiger he keeps on display. On the opposite side you have activists led by the Animal Legal Defence Fund. (ALDF) who believe Tony's habitat isn't at all grrreat after all and that Sandlin is abusing the animal.

We dared to interview Sandlin for his side of the story and in an instant invited an avalanche of anti-Sandlin comments (and some anti-TT.com as well) from all over the Internet.

**CHECK OUT THE FRACAS @ <http://tinyurl.com/tigerstop>**



From Marco Beghetto's

## Right Turn Blog

### Want to solve the driver shortage?

Australia's trucking magnate **Lindsay Fox** says his country needs an infusion of human capital. What, then, to do?

"I'd encourage everyone," he **told local media**, "to go home and make love tonight and create another baby for Australia."

To paraphrase Queen Victoria's advice to her daughter on her wedding night (or so **the questionable legend goes**): lay back and think of Down Under.

Presumably, Mr. Fox is looking down the highway and is wondering who exactly is going to pilot his 5,000 trucks, or eat the tons of food he delivers or work the mines his equipment services.

It's a question that businesses all over the western world better be asking themselves as their countries' demographics dwindle away.

I know it's a touchy subject, but on the question of immigration, just what are we getting for the most part?

There's no doubt that the demographic dilemma in trucking will have to be solved with immigrant drivers—unless we **all** heed the fabulous Mr. Fox's procreation proclamation, there's no other way around it. Applied correctly, foreign recruitment is the obvious remedy.

What we don't need, though, is more minimally skilled laborers or overly skilled professionals who have no interest at all in driving a truck but slog through it because it's a landing job or stopgap career until they either find something else or, as independents, drive themselves (and a few others along the way) out of business.

What we need are bona fide, experienced truck drivers from overseas who, upon arriving, will have some real skin in the game.

I suspect, as I look at the very real possibility of cultural unrest and **societal collapse** in some western European basket-case economies over the next couple of decades, that there'll be a lot of decent, hard-working professional truckers (who, by the way are themselves under extreme competitive price pressure from eastern European and North African drivers) that'll be willing to come here to work—and stay—if we make it worthwhile.

By worthwhile, of course, I mean paying them and treating them better than we are currently doing with our own drivers. So, obviously, let's start at home first.

Let's put to the test once and for all, the argument that "there's no driver shortage, just a 'professional' driver shortage." I'll concede that is somewhat true today, but even if we overhauled the compensation and lifestyle models overnight, the math indicates a shortage is inevitable.

**MORE POSTS @ [www.todaystrucking.com/blog/](http://www.todaystrucking.com/blog/)**



Canada: Truck Sales Index

April 2011

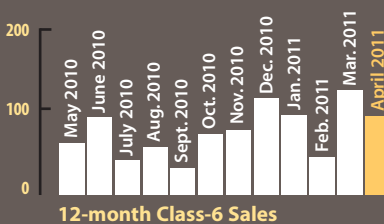
CLASS 8	This Month	YTD '11	YTD '10	Share
Freightliner	513	1896	1240	28.9%
International	411	1370	1545	20.9%
Kenworth	342	1099	1109	16.7%
Volvo	191	693	517	10.6%
Peterbilt	219	689	650	10.5%
Mack	164	419	301	6.4%
Western Star	102	402	368	6.1%
<b>TOTAL</b>	<b>1942</b>	<b>6568</b>	<b>5730</b>	<b>100.0%</b>



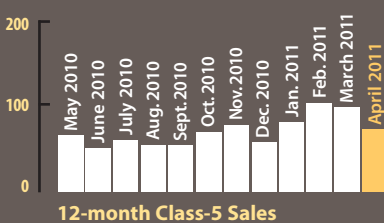
CLASS 7	This Month	YTD '11	YTD '10	Share
International	122	343	296	39.9%
Hino Canada	63	154	95	17.9%
Kenworth	38	146	114	17.0%
Freightliner	26	120	79	14.0%
Peterbilt	28	96	77	11.2%
<b>TOTAL</b>	<b>277</b>	<b>859</b>	<b>661</b>	<b>100.0%</b>



CLASS 6	This Month	YTD '11	YTD '10	Share
Hino Canada	48	189	84	54.6%
International	25	113	102	32.7%
Freightliner	13	42	13	12.1%
Peterbilt	2	2	6	0.6%
<b>TOTAL</b>	<b>88</b>	<b>346</b>	<b>205</b>	<b>100.0%</b>



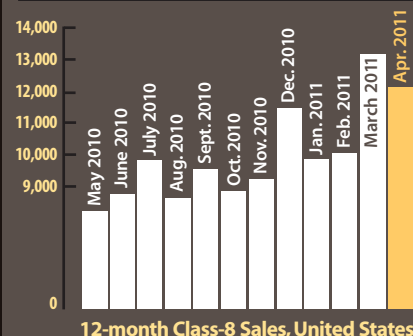
CLASS 5	This Month	YTD '11	YTD '10	Share
Hino Canada	41	234	174	68.2%
International	26	99	60	28.9%
Kenworth	0	7	20	2.0%
Peterbilt	0	2	0	0.6%
Freightliner	0	1	2	0.3%
<b>TOTAL</b>	<b>67</b>	<b>343</b>	<b>256</b>	<b>100.0%</b>



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U.S.: Retail Truck Sales

CLASS 8	This Month	YTD '11
Freightliner	3348	15,400
International	2894	9089
Peterbilt	1792	6130
Kenworth	1718	5307
Volvo	1332	5058
Mack	936	3436
Western Star	150	530
Other	3	6
<b>TOTAL</b>	<b>12,173</b>	<b>44,956</b>



Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
Freightliner	34	26	15	19	271	80	55	13	0	0	513
International	31	81	3	41	105	123	9	13	0	5	411
Kenworth	33	96	32	26	73	76	6	0	0	0	342
Volvo	14	11	7	16	89	42	6	5	0	1	191
Peterbilt	18	75	19	12	48	35	10	2	0	0	219
Mack	4	14	12	21	84	24	4	0	0	1	164
Western Star	24	25	9	4	9	23	4	3	1	0	102
<b>TOTAL</b>	<b>158</b>	<b>328</b>	<b>97</b>	<b>139</b>	<b>679</b>	<b>403</b>	<b>94</b>	<b>36</b>	<b>1</b>	<b>7</b>	<b>1942</b>
<b>YTD 2011</b>	<b>519</b>	<b>1277</b>	<b>276</b>	<b>500</b>	<b>2259</b>	<b>1274</b>	<b>300</b>	<b>117</b>	<b>9</b>	<b>37</b>	<b>6568</b>

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

Sterling ceased production in 2009 and has been removed from the truck sales listing.

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# Street Smarts

**INSIDE:**

**23 Think global; log local**

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



## Good on you

**charity** *How a former Ryder exec aims to fill your backhauls and get you brownie points in the hereafter. By Peter Carter*

**Y**ou've all had the call. Your daughter's teacher is involved with some charity that has warehoused 100 used bicycles and now they have to get them to kids in a flood-ravaged reserve in Northern Manitoba.

She heard that you have trucks, and she's wondering if you can somehow fit the bikes into one of your trailers to get them to Manitoba.

Only problem is, you run reefers out of Grand Falls, N.B.; and your trucks never go west of St. Louis-du-Ha-ha.

But you'd still like to help.

So who you going to call?

Pete Dalmazzi could well be your man.

A familiar face on the Canadian trucking landscape, after 27 years with Ryder Logistics, Dalmazzi has just launched a new kind of trucking operation called "**Trucks For Change Network.**"

And he's looking for fleet owners and managers across Canada to join.

Basically, Trucks For Change Network is a sort of non-profit 3PL for the needy. Employing state-of-the-art load-matching

software, Dalmazzi links needy groups to truckers with partially empty trailers or just looking for backhauls. (Or, of course, front-hauls.)

So, if you have space in a trailer coming back from, say, Missouri, and a charity needs something picked up en route, you can donate or discount your space through Trucks For Change Network.

"It's a matter of being in the right place at the right time with the right capacity," says Dalmazzi.

"Every time our system matches available capacity from a member trucking firm with the needs of a charity client, we improve the charity's bottom line, and contribute to the great work they do in our communities."

Dalmazzi has already made a convincing case to several notable Canadian carriers and in April, the Ontario Trucking Association (OTA) signed on as a charter member. Scott Smith, CEO of J.D. Smith and Sons, and Evan Mackinnon, CEO of Mackinnon Transport, are directors of the new non-profit company.

The first client to avail itself is Habitat For Humanity Canada, well-known for its mission to help Canadian families in need of affordable housing achieve their dream of a safe, decent, and affordable place to live.

"We're thrilled with the Trucks For Change Network initiative so far," says Rob Voisin, National Director of Habitat's ReStore Services division. "Having affordable transportation options makes it viable for us to accept many product donations which we would otherwise have to decline.

"This not only supports our primary mission, but also helps divert tons of surplus building materials from landfills, an important indirect outcome of our program."

To get to the heart (get it?) of the matter, *Today's Trucking* posed the following four questions to Dalmazzi:

**Today's Trucking:** "Why would anybody give away their services?"

**Dalmazzi:** "By donating or discounting capacity, truckers get to make a contribution to their community, they get improved asset efficiency, and they get recognition that Trucks For Change Network will achieve and promote on their behalf and on behalf of our industry."

**TT:** "Can a trucker write off the diesel or driver costs associated with charity?"

**D:** "No. Not yet. At the moment, according to Revenue Canada, you can't write off a service or a tank of fuel. Hopefully that will change. As it is, truckers do it out of the goodness of their hearts."

**TT:** Does it cost?

**D:** "The \$180 annual carrier membership fee helps offset our software and operating costs. We also have corporate sponsorship packages available to allow industry suppliers to get involved"

**TT:** Where do we click?

**D:** "www.trucksforchange.org" ▲

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# Think global; log local

**safety** *What if your drivers don't go outside the city limits? Do they still need logs? By Mark Richardson*

**W**henever a client asks me to help prepare for a Ministry audit, my first question is, "where do your trucks travel?"

If the response is, "mostly local," I ask what kind of logs they keep. And the most common answer is, "we record our pre-trips."

It's at this point that I inform them that they are only half-way home.

Back in early 2007 Ontario's Ministry of Transportation (MTO) introduced a major change for local carriers, who were previously exempt from logbooks.

The act says the following: HTA Regulation 555/06, which is "Hours of Service" and Section 18 "Exception to daily log requirements."

Subsection (3) states: If a driver is not required to keep a daily log the (Operator) shall keep a record for the day showing (a) the name, date and location where the driver started and is finished each day; (b) the cycle that the driver is following; (c) the hour which each duty status starts and ends and the total number of hours spent in that status: [Gee! Does this sound like a logbook or what?] (d) number of total hours within this regulation that the driver accumulated each day during the previous 14 days.

So what happens when a driver remains solely within a municipality like the city of Thunder Bay making deliveries?

Here's what the act says: If

a driver is on duty within a municipality such that a number of periods of driving are interrupted by a number of periods of other on-duty time less than one hour each, both periods can be combined.

It took me many calls to friends at the MTO to clarify since it's clear as mud. Basically, what I got was "When you are making local deliveries less than one hour each within a municipality, you can pick a duty cycle and stay in it till you leave that municipality."

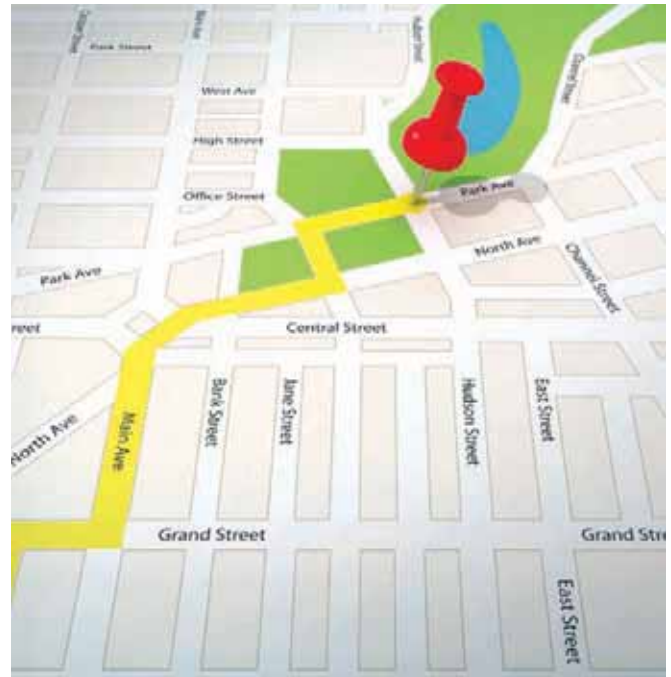
As far as I understand, Ontario is the only province that requires local carriers to complete these types of duty-status reports. Having local drivers complete these mini-logs flushed out the old 15 hours of driving under the old rules. What should a carrier

**Back in early 2007 Ontario's Ministry of Transportation (MTO) introduced a major change for local carriers, who were previously exempt from logbooks.**

do if a driver operates within the local zone say Monday to Thursday but on Friday ventures out to a longer-haul delivery (one that requires a formal logbook?)

The only real answer is, have all drivers complete a normal logbook. This way everyone is in compliance

Also I recommend hours of



service training for the drivers who are new to the duty status reports. These reports should be entered into your monthly log-auditing process. Failure to have these duty-status reports means a carrier will never pass an MTO audit.

Further, if you read the act it says the operator shall keep a record of the day showing his driving time vs on-duty time. It begs the question; how is your dispatcher going to record what all 15 drivers are doing during the course of their day?

Why the MTO just didn't just make all drivers complete a logbook is beyond my understanding. These two different ways of recording a driver's work day is extremely

confusing for carriers, alas it's critical for passing an MTO audit.

It is also my understanding that the MTO can lay fines for not completing these local duty status reports at \$390 per.

Ontario local operators. Do yourself a favor. Implement the duty-status reports. And be ready to field some questions. ▲

Mark Richardson is president of Canadian Safety Compliance Consulting, specializing in safety issues in the transportation industry. His services include risk analysis, court representation, educational seminars for both drivers and insurance companies. He has provided expert advice to the trucking industry for over 20 years. He can be reached at [mg.richardson@sympatico.ca](mailto:mg.richardson@sympatico.ca)

**V**ic De Zen, the illustrious Canadian billionaire who founded the Royal Plastics Group, is said to have a thing for elephants. And, really, who doesn't?

Particularly, De Zen believes they're a source of great luck (exclusively trunk up, though).

Who's going to argue with an Order of Canada recipient who turned 20 bucks in his pocket when he arrived from Italy 50 years ago into a multi-billion-dollar international plastics empire?

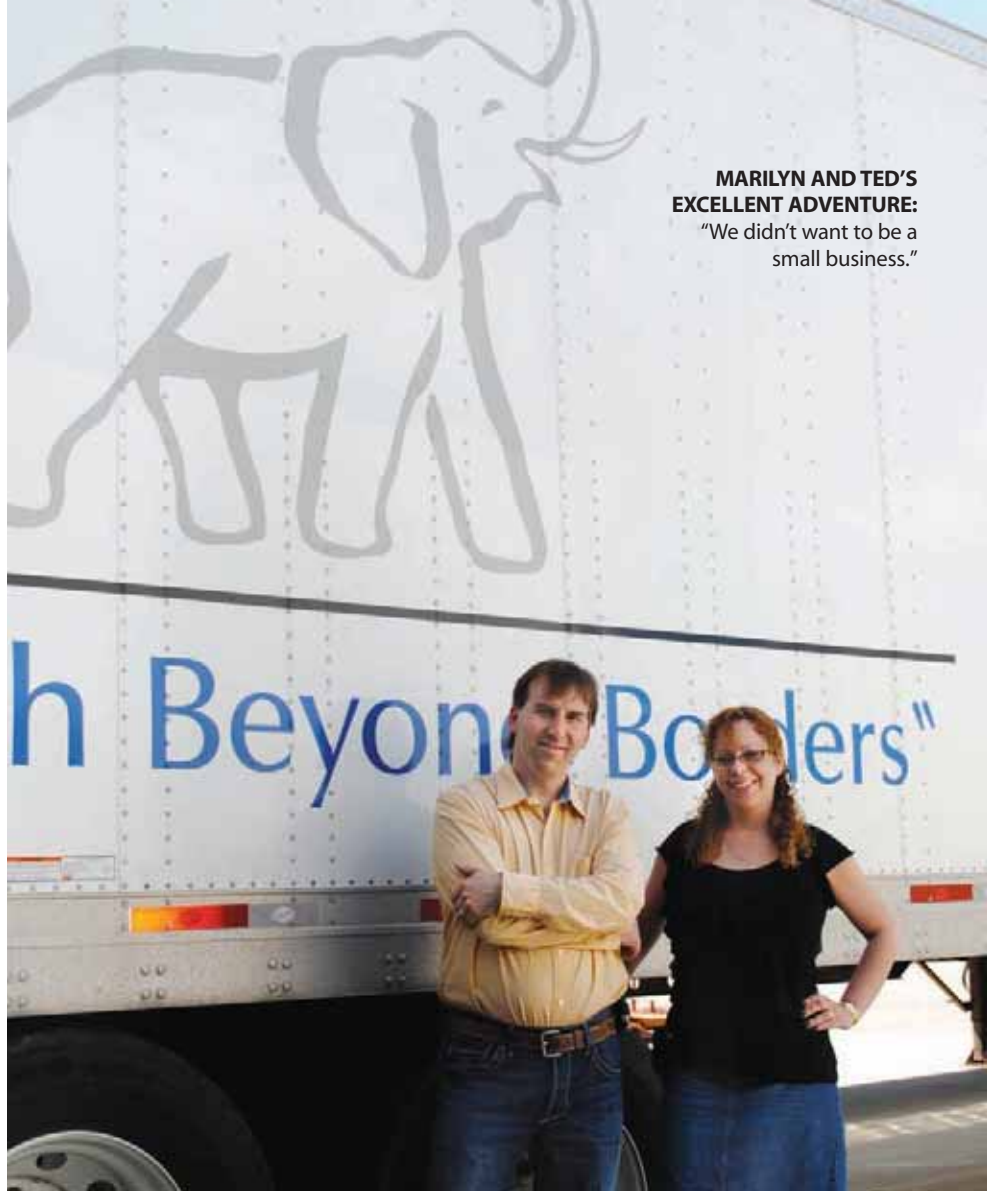
Dozens of pint-sized elephant figures supposedly line the shelves of his Woodbridge, Ont., office, and it's also why the image adorns the trailers of Titanium Trucking Services, a medium-sized, north-Toronto dry-van fleet that De Zen's latest corporate brainchild, the Zzen group, made a major investment in a few years ago.

Ted and Marilyn Daniel, the husband-and-wife founders of Titanium who sold 51-percent equity to Zzen, know firsthand, though, that their partner's fortune is hardly based on luck. As day-to-day operators of the company, they're quite vocal about their intention to trace some of the same growth strategies.

"The whole idea when we started was that we weren't going to be a small business. In fact, we probably did overkill in our processes and infrastructure," says Marilyn. "We envisioned growing into a large company right off the bat."

So far, so good. Titanium, which started in 2002 as (and still includes) a logistics brokerage business, was recently named to *Profit Magazine's* Fastest Growing Companies List for the third consecutive year. The trucking side was specifically launched in 2006—the "good" half of the aught years at that point in the rearview mirror—with a small handful of trucks. They grew steadily with owner-operators and today, after the May acquisition of family-run truckloader Flex-Mor Industries of Bolton, Ont., it runs a mixed fleet of about 100 power units and 400 trailers.

Neither Marilyn nor Ted grew up in trucking, although the latter worked as a



**MARILYN AND TED'S  
EXCELLENT ADVENTURE:**

"We didn't want to be a small business."

CFO for several fleets before opening the logistics office with his wife, founding partner Carmine Imbrogno and (later) Doug Billau. At the time, Marilyn, interestingly enough, was a political analyst for the Ministry of the Attorney General.

So, with a lucrative government gig sewn up, why do this instead?

"It was simply a business opportunity," she says. "We are very entrepreneurial by nature, so by our early 30s we were already looking for something new to do."

Despite the big city legal background, it's apparent that the trucking part of the business is where her enthusiasm is these days. "Logistics by the nature of the business is about flip freight cheap," she quips. "We don't do that."

Her fervor for safety and compliance issues and grasp of industry regs and conditions could easily lead an observer to assume she's a naturalized descendant

of the industry.

The Daniels exhibit a kind of racquet-sport synchrony at the office. Both of them are obviously strong-willed and enjoy waxing philosophical, but as communicators the overlap works. The constant finishing of each other's sentences, for example, is hardly a contest. It's much less an interruption than it is confidence in common ideas.

If there is an element of luck in this journey, it's how Ted and Marilyn came to partner with De Zen. They were looking for new, bigger digs for the brokerage and warehousing business in Vaughan, a town which maps like a Monopoly board of sorts for the Zzen Group. They were scoping out one De Zen-owned building and the man himself just happened to be hanging around.

Marilyn says De Zen and Ted "hit it off right away" and instead of just renting



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# Little Big Fleet

How does a small carrier born just before the Great Recession grow without really diversifying? It helps to have progressively smart owners, a legendary moneymen behind you, and a big appetite for acquisitions. | **BY MARCO BEGHETTO**

space from him, it wasn't long before De Zen was making a game-changing investment.

"I wasn't looking for a venture capitalist that was just going to give us money and then show up for [his returns]," says Ted. "But with Vic we got a true partner; a vertically integrated company which has a major stake. Strategically, it made more sense to have a partner that gives you the ability to open doors and the ability to leverage your balance sheet to be able to go get the equipment to service the Walmarts of the world."

Incredibly, Titanium Trucking propelled forward at a time when profit margins squeezed in on many general, cross-border truckload carriers. And it did so without really diversifying during the recession as others who relied on too few sectors felt the need to do.

For the couple, the only thing riskier

than "having your eggs in one basket" during tough times is ending up with too many baskets you can't grip.

"I'm a big fan of sticking to what you know," says Marilyn. "I tend not to follow trends so much because for the most part we've gone against the trend..."

"...I'm a full-load van, over-the-road, carrier," pipes up Ted as Marilyn nods. "There's something to be said about being the best at what you do. I don't need to go into intermodal; I don't think I'm going to go to flatbed or go into tankers. Until I saturate the van market, I don't really see a need."

Quite arguably, Titanium was able to drive the ball farther in stiff headwinds because of a brokerage-division-boosting cashflow, De Zen's financial leverage and, obviously, it's a preferred mover of a lot of plastic.

But De Zen manufacturing companies

are hardly Titanium's only large customers. "We specifically target companies that need more than just a truck—blanket wrap services, drop trailers, storage and warehousing, if needed."

To which Ted adds: "We chose our customers. We're not out looking for garbage customers or garbage freight."

Besides, a lot of comparably sized trucking companies have similar pillars of support without the same level of resiliency. In fact, says Ted, the recession was a good time to measure proficiencies against the competition.

"Trucking has become very sophisticated and in some ways it was more forgiving in the past when you had some margins to handle disparities, claims, and all the other issues; now you have to invest in things like \$100,000 servers," he says. "Let's say you're a \$50-million trucking company, you could easily with just a little bit of inefficiency lose one or two percent of revenue as opposed to making two percent. And that could be catastrophic if you let that run off for two or three years. You're going bankrupt."

Meanwhile, the low barriers to entry—"and days of drivers banding together in groups of three and four" to start companies—are coming to an end.

"You need to be proficient in so many different ways to [attract quality freight] and rates—in technology, in legalities, in compliance, [and] in management with this new era of Gen X and Gen Y employees."

Because of all these costs, rules and supply chain pressures, it seems, anecdotally anyway, that a lot of fleet owners are in one of two gears these days: Either they're expanding; or they're watching the phone hoping the next call is from the CFO of a large carrier.

While it's perhaps not considered "large" by most standards, Titanium started making some calls last year.

"Growth by acquisition was definitely a capacity issue," says Marilyn. "I just sat on a bid with [a major retailer] and one of their concerns is looking for contractual commitments in 2012 and one of their questions was about the looming driver shortage and where we see ourselves."

"If you're committing to these lanes you better be able to service them. Do

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## THE MATCHMAKER

**C**ulture is a word “that a lot of people scribble down,” says David Firman, the man sought out by Titanium Trucking’s owners Ted and Marilyn Daniel to scout a suitable fleet for acquisition. “It’s meant to mean a lot. But often, it means nothing.”

Just because two companies appear to be a good fit on paper—with, say, similar structures, procedures, lanes and operations—it doesn’t always work out.

“I’ve been around several acquisitions and I know that a lot of them just don’t work,” says Firman, who handled his own deal when he sold his company, Firm Transportation and Distribution Services, to Contrans in 2004. (He stayed on with Stan Dunford’s Contrans as a financial exec overseeing subsequent acquisitions before going back out on his own). “I could have found a company that just wanted to sell and get out and perhaps Ted and Marilyn would have been in over their heads.”

In Flex-Mor, though, Firman discovered two youngish principals who wanted to carry on with the company and be “part of something bigger going forward.”

Greg Black “brought a very strong trucking operational compo-

nent” while his brother Sheldon, the caretaker of the existing customer base, would deliver valuable sales and marketing experience. (Their dad Morley Black was the owner and founder.)

Firman pushed the idea of equity in Titanium for the two brothers and after some discussion with the folks at Zzen, the Daniels agreed. “You just don’t find a situation like this very often,” says Firman. “The [equity] was unique. But in my eyes it’s a beautiful thing because the people I brought to Ted and Marilyn have a stake going forward and not just for a period of one or two years.”

The Daniels had high praise for Firman’s work. “David is one of the best people you can hire to go and find that needle in a haystack,” says Ted. “Forget some number cruncher that could do an EBITDA calculation with a multiple of minus this or that. [David’s] a guy who’s been in this business for 25 or 30 years and knows a lot of guys in the business and knows who their dads were.”

In turn, Firman commends Ted and Marilyn for their focus and also the Zzen Group for their general hands-off approach. “They became more involved as the deal progressed, but by and large they abided by the decisions that Ted and Marilyn felt strongly about. Full credit for letting their partners do what they needed to do.”

It seems that whenever recessionary clouds move in there’s always chatter about an increase in M&As in the market. While the big boys tend to get bigger, Firman contends that consolidation or buyouts between small and medium-sized fleets is still a rarity in Canada.

“I might be a bit of a contrarian, but from my perch I don’t think it’s happening to greater extent or they’re not as frequent as the market seems to have thought they would be,” he says. “There’s a lot of talk, but many don’t want to pull the trigger ... because there’s an aversion to risk.”

“I could sell 10 companies a month if I could find good companies that are about \$5 million in annual sales. But do you know how hard it is to find that business? That’s a lifestyle business. That guy pulls out a couple hundred grand every year and he’s never going to sell. That’s an attractive business because it’s small and there’s no risk, but it just never comes on the market.”

Luckily for the Daniels, sometimes a needle surfaces.



**WITHOUT A HITCH:**  
The key to the successful corporate hookup was consolidation.

you have the leverage and the balance sheet to either acquire or replace 20 trucks when they come due? If you say you have 20 trucks per week, you better have 20 trucks.”

Ted and Marilyn then tapped David Firman, a former transport company owner-turned fleet-hunter for-hire, who began investigating possible acquisition targets. (See “The Matchmaker,” left).

At first, Titanium’s owners felt they could use a small, “tuck-in” brokerage to expand the logistics arm, but the wishlist kept expanding and after some discussion with Firman and the brass at Zzen, Ted and Marilyn realized an asset-based buy made more sense and they got the green light to go find one.

“We looked at about 10 different companies,” says Ted. “Some were good while others were looking for someone to take their problems away.”

With assistance from investment and merchant banking firm Spira Capital Partners, Firman eventually concluded that the best fit for Titanium, operationally and culturally, would be Flex-Mor—a similarly sized, family truckload fleet with a certain service quality that kept customers loyal.

“What drew us more to Flex-Mor was we saw first-hand they were kind of on the same level as we were,” says Marilyn. “We didn’t want to steal a company; we didn’t want to overpay for a company; but we really wanted to make sure there were real synergies there.”

Overall, the transition has been as smooth as a southern drawl. There have been a few challenges, though. Like the experience of integrating a pool of older, company drivers with a fleet of existing, younger owner-ops.

While Ted and Marilyn have until now been partial to owner-ops—“all our owner-ops went across the border on May two-four, while the drivers said ‘I’ll see you Tuesday’”—they have no intention of whittling away the company-driver wing.

Quite the opposite, actually. “I’m looking to invest in some new equipment and replace some of their units and continue with the company fleet strategy,” says Ted, although “more consistency” with truck nameplates will be the policy going forward.

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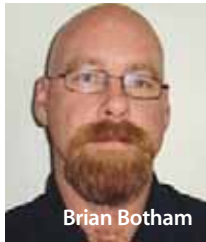


## THE GOSPEL ACCORDING TO BRIAN

**Y**ears ago when she was a policy analyst for the government, Marilyn Daniels' idea of "on-duty, not-working" might have been about her colleagues' job description.

But when she later threw herself into running a logistics and trucking company with her husband Ted, she knew she needed to get up to speed on a myriad of regulations and legal issues of a much different sort.

Enter **Brian Botham**, the well-known safety guru at CMV Safety Consulting in Waterloo, Ont., and former *Today's Trucking's* compliance columnist. (Botham is somewhat retired from transportation. He opened a bar in his native Bahamas—called Red Beard's in case you were wondering).



Brian Botham

Marilyn quickly adopted Botham's evangelism for trucking safety while taking a North American Transportation Management Institute (NATMI) course he was teaching at the time.

When this writer asks if she's a "disciple of Brian," husband Ted quips, "Funny you say that because for six months after that, it was like I was married to a preacher."

After the NATMI course, she hired Botham as a personal consultant.

"It wasn't cheap but I realized I had to capitalize on that knowledge base very quickly because of how much was involved in this industry and I didn't have anybody to learn it from."

She admits at one time the fleet's SafeStat rating was sub-par. "We were so small that a couple of violations put me at a high percent. But I brought it down by over 20 percent with Brian's help and a lot of hard work."

Botham, she says, "definitely brought me from zero to 100 in trucking. My learning curve was directly linked to him."

Here's to Red Beard.

And how about that new equipment—as a relatively new truck shopper, is Ted comfortable with the costs and technical unknowns associated with newer EPA-mandated engines?

"Do I have a choice? No. So, you just do it," Nuff said.

The couple definitely foresees more such ventures down the road. "The Zzen Group is building more plants as we speak.

Capacity will be an issue for the next two or three years," says Ted. "Hopefully, I'll have grown a little more organically by then and [another] acquisition will be my next step."

Another thing about elephants is they supposedly never forget. It's a good quality in business too, but probably not as useful as the ability to keep looking forward. That's Ted and Marilyn. ▲



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# TRUCKS GET STUCK

## A LAST *(well not quite last thankfully)* WORD ON GPS

**E**ver wonder whether it's worth outfitting a driver with GPS? We asked Sean McKenna of Kerr Global Communications—a Maritimes-based trucking-communications provider. He didn't hesitate for a moment.

"Our sister company, Frontier Technologies, one of Canada's largest third-party subcontractors, had a number of techs doing work on Christmas Eve a couple of years ago. The office was shutting down early, and all the techs came back except one. The supervisor called his cell, which went right to voice mail, and a check with the client determined he finished his last job an hour or so before. Our supervisor went into the GPS system, and located the vehicle. Two techs were dispatched to the location. There was a snow storm that day, and the tech had slid off the road into a ditch. As luck would have it, his cell phone died. Because of the system, we were able to locate him, send a tow truck, and get him back to the shop and home in time for the office to be shut down. Seems like a made up story, but a true one."



**SAME OLD, SAME OLD:** Why do trucks always break down on the road and never near the shop?



Here's who you ought to call. | **BY PETER CARTER**

I was on the highway and my brakes failed. I managed to avoid a collision but downshifted, ran up on the median, and hit the emergency.

No damage done but what to do?

I had my cell.

I called my wife. Told her I'd be late but then asked her to Google a tow for me.

"Hurry," I said, "my phone's almost out of power."

She was already at her computer so it didn't take long to find a towing company. I called the first number she found. A third of an hour later, the tow arrived.

He asked "where to?" It was after 5:00 p.m., so I said he could drop me in town and take the disabled vehicle to the nearest dealer.

He was fine with that but added: "I need confirmation from your dealer that they'll accept the drop or else I have to take it to the pound."

Turned out nobody at the dealer could authorize a drop. So, I agreed to pay the guy \$150 in advance. I asked if he took credit. He said yes.

Except, rifling through the mess inside his cab, he announced he had no credit-card slips.

Miraculously—and I don't usually carry this amount—I had \$173 in my pocket. So I gave him almost all of it, he hooked up, dropped me at a bus station, and I thought about how easily I was let off.

I could have been in an accident; I could have been phone-less; out of power; broke, maxed out on all my cards, lost, or just plain getting rained on. I could have been a trucker billing by the mile or looking at huge repair bills. Happily I was none of the above.

"But that," Alvis Violo said with a laugh when I told him the story of my brake loss, "is pretty much the story we get from 90 percent of our customers. Their cells don't work; their cards are maxed out, and they don't know who to phone."

Violo of course runs Emergency Roadside Services Canada (ERS), which helps stuck drivers locate local service. I was asking him to help devise this at-a-glance rip-and-read-and-clip-to-your-sunvisor chart that could come in handy with broken-down iron. "There are lots of ways to get help," he says. "Some are better'n others. But you're always happy to see whoever it is shows up." ▲

WHAT'S IT CALLED?	WHO CAN CALL?	WHO'S ON CALL?	WHAT DO YOU GET?	HOW MUCH DO YOU PAY?
<b>EMERGENCY COORDINATORS:</b> FLEETNET AMERICA, CDI, INTERSTAR AND TTS (TRUCK TIRE SERVICE)	Everyone, but you must be pre-registered	Large number of emergency service providers Stateside, fewer in Canada	All necessary services; towing, repair, tires, etc	Dispatch fee (usually about US\$50 plus 10-30 percent mark up of vendor invoice)
<b>RENTAL COMPANIES:</b> (e.g. PENSKE, RYDER, PTR, T.I.P., XTRA)	Registered customers of the rental company	<b>Only</b> registered service providers	All services	Usually free if problem is covered under maintenance contract
<b>INTERNET DIRECTORIES:</b> TRUCK DOWN, NTTS	Everyone	Does not dispatch help; more like Yellow Pages	No services offered. Directory <b>only</b>	Free; you pay the service provider
<b>ERS OF CANADA</b>	Everyone. First timers welcome	Service providers across Canada	All services	Coordination fee; no markup of vendor's fee
<b>TRUCKERS ASSIST</b>	Everyone	Emergency service providers who have paid to be on their list	<b>Dispatch service only.</b> Connects customer to service provider	Free. They make their money from the vendor subscription fees
<b>OEM ROADSIDE HELPLINE:</b> Google "Your truck brand here followed by roadside assist"	Owners of the manufacturers truck <b>only</b>	OE-approved service provider work	<b>Only</b> warranty problems covered including truck repairs, towing and tire services	Free if problem covered under warranty

# May MaxxForce

*be* with you

This new EGR power plant puts Navistar back in the 15-liter league.

**W** **BY JIM PARK**

hen Navistar execs first turned the key on one of the first MaxxForce 15 engines at the Mid-America Trucking Show in 2009, there was no shortage of doubting Thomas' in the audience. Now, 27 months later, the MF15 is up and running, and on the order books. It's in limited production now, but slated for full production by the end of the summer.

The engine uses the same Advanced EGR emission technology as the MaxxForce 13, with a few modifications, along with the same air and fuel management strategy. The bottom end of the engine, the block, oil pan, crankshaft, and a few other parts are the Caterpillar C15. The company took two proven platforms and combined them to achieve an engine that will keep Navistar in the 15-liter market.

The MF is available now with up to 500 horsepower and 1,850 lb ft of torque. It will soon be available in PayStar heavy-duty vocational trucks with a 550 hp rating. Peak torque is achieved at 1,000 rpm and holds steady to 1,600 rpm. It features a high-pressure common-rail fuel system, dual sequential turbochargers, effective heat-management system and low-friction design deliver more torque and responsiveness at low rpm for outstanding fuel efficiency.

Navistar introduced its dealer network to the MaxxForce 15 at a gathering in Tooele, Utah, in May, and a few journalists were invited along to. In the deal, I got an extended test drive of the engine on one for the tougher pulls in trucking, Parley's Canyon on Interstate 80, east of Salt Lake City. We gave it a bit of a workout; it did the job and then some.







**FOLLOWING THE LITER:** The MaxxForce15 fills a void for Navistar customers who just have to have 15 liter power.

## MaxxForce

### DRIVING IMPRESSIONS

The powers-that-be at Navistar decided to hold an event for dealers where they could all have a chance to drive the MaxxForce 15, even those lacking a CDL. The Miller Motorsports Park in Tooele, Utah, proved an ideal facility. There's a two-mile loop track with lots of right and left turns and a few straight-aways where drivers could get a sense of how the engine performed.

I took my share of laps in the truck just to get the feel of the engine, and frankly, to see how often it would go into regen mode while operating at low power. Since the trucks had been driven for several hours around the track at low speed, and low exhaust temperature, I expected to see the high exhaust temp warning light come on more often than it did. I saw it once in four laps, for just a few minutes.

I think that speaks well of MaxxForce's cooling strategy using the interstage cooler and two radiators to manage engine operating temperature and exhaust temperature. They are able to keep the exhaust temp high enough to minimize the need for a regen without overheating the engine.

The dozen or so low-speed laps were sufficient to get a sense of how the engine responds to throttle pedal input for shift timing, acceleration, etc. It wasn't rorty and torquey as some of the variable-geometry-turbo-equipped engines can be at low speed. In fact it was rather laid-back, which I think might encourage drivers to go easy on the pedal and keep the revs down while going up through the gears—and—a fuel-saving measure too many drivers haven't yet caught on to.

It's about 10 miles from the speedway up to Interstate 80, and then about 20 miles further east to Salt Lake City. Much of the route is flat and therefore little challenge for the MF15. It did provide time to gather a little background, like noise levels and gear selection points.

At low road speed, I could hear a little gear noise while the engine isn't making very much noise, but it's nothing compared to the air intake noise we've heard on some trucks with external air cleaners. Combustion and exhaust noise was minimal. At 65 mph, with both windows open, my sound meter recorded just 65 dB

## SPEC SHEET

### 2011 PROSTAR+

#### ENGINE:

MaxxForce 15 Liter,  
450 hp @ 1,600 rpm/1,550 lb ft

#### TRANSMISSION:

Fuller RTLO 18913A 13 spd

#### FRONT AXLE:

Meritor MFS-13-122A,13,200 lb

#### REAR AXLES:

Meritor MT-40-14x-3CFR, 40,000 lb  
3.36:1 ratio

#### TEST TRUCK WEIGHT:

STEER: 12,240 lb, DRIVE: 33,740 lb,  
TRAILER: 30,040 lb, GROSS: 76,020 lb

inside the cab. With the windows closed, that dropped to 64 dB. That's as much a testament to the quiet operation of the MF15 as it was to the low noise levels inherent to the ProStar cab. The fact that the noise level dropped only slightly with the windows closed speaks favorably.

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**MIXING THE BREEDS:** The front housing of the “Cat side” of the MF15 has been modified slightly to fit the high-pressure Bosch fuel pump.

At 60 mph in top gear, the engine was turning 1,200 rpm; at 65 mph, 1,325 rpm. Navistar recommends an engine speed of 1,350 to 1,400 rpm at cruise for optimum fuel economy, which put me at 70 and 75 mph respectively. That’s a little fast for my conservative driving style, and would

require a change to the rear axle ratio to remedy—or driving a gear down, which defeats the purpose of a low-rpm engine. Since the sweet spot is rather narrow, you’d want to be very careful in spec’ing the truck for a certain cruise speed, and then stick to that cruise speed religiously.

Since peak torque covers a band from 1,000 out to 1,600 rpm, road speed in top gear would swing from about 45 mph to north of 80 mph in top gear.

My goal on this test drive was to run up and down Parley’s Canyon, east of Salt Lake City on I-80, but I wanted to run a few rolling hills and drive it in traffic too. So, from I-80 west of Salt Lake City, I ran over to I-15, and then about 30 miles south on I-15 to Provo, Utah.

I learned the MF15 isn’t quick, but slow and steady. It maintained road speed well, drifting down to 1,100 rpm on some of the hills, but I never had to drop a gear. It lugged down close to 1,000 rpm a time or two, but had it been geared to cruise at 65 rather than 75, I suspect it wouldn’t have gone quite so deep into the rpm range. When it came to passing, it got the job done, but not aggressively.

After a putting the engine through a few rolling hills at interstate speed, I doubled back north on I-15 to I-80 east, where I faced a nine-mile climb up a six-percent (average) grade up the Wasatch Mountains through Parley’s canyon.



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**ON THE BIG HILL**

Bear in mind the MF15 I drove here was rated at 450 hp @ 1,600 rpm and 1,550 lb ft. It was by no means exceptionally powerful. On a few sections of the grade near the bottom, I intentionally let the revs fall below 1,000 to see what it had in reserve. It crossed the line and went down to 900 rpm still pulling, unlike some engines where dropping below peak torque is like turning off the key.

I had to grab a couple of gears to get back to the middle of the torque band around 1,400 rpm. It found its sweet spot at 35 mph in 5th-over at 1,350 rpm. There, it would still accelerate under load. That point, I've always been told, is where you want to run an engine on a hill. Get to an engine speed that's low enough for fuel efficiency, but high enough that it can still gain on the hill.

The coolant temp hit 210 degrees shortly into the pull and the fan came on for the first time that day. The temp stayed at that level all the way up the hill, while the fan cycled on and off for a few minutes at a time.

Turning around at the top and heading down again, I played around with the engine brake looking for optimum retarding at a safe road speed. In 6th-over at 1,900 rpm, with the engine brake in position 3 (full on), it maintained a steady 45 mph down the average grades. On the shallower sections, I flipped the switch to second position, and it held speed. On the steeper sections I had the option of lightly applying the brakes or dropping a gear to get the revs up for more retarding power.

Navistar says the engine brake will produce 580 hp at 2,000, or 480 hp at 1,500 rpm. With the revs at 1,500, I needed to apply more brake, so I preferred to run it at higher rpm.

My overall impression of the engine on the flats and the hills, as well as in traffic, was good. It's a solid, competent engine than runs smooth and quiet. For the customer who insists on 15-liter power where 13 liters would certainly do, this engine will fill the need. The engine I had was underrated for its displacement, but research Navistar did prior to launching the engine shows that more than 70 percent of competitive 15-liter engine

were rated at 430 hp/1,550 lb ft.

Customers don't seem to want the big block for sheer power output, but for perceived robustness and longevity.

My sense is that the MaxxForce 15 pulls a little better than the MaxxForce 13 with similar ratings, but I didn't have the two engines side-by-side to test. I'm just going from memory. At any rate, given that Navistar has pulled this

engine together in less than three years, using design principles from the MF13 and the proven Caterpillar block, I'd say it performs better than one might expect. Opened up a little, it would likely please even more of the doubting Thomas' out there.

Navistar is certainly back in the 15-liter game, and of that, there can be no doubt. ▲

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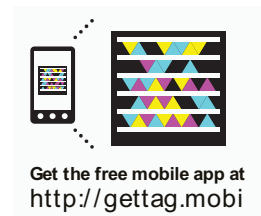


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**Y**our worst driver will cost you about 30-percent more in fuel than your best driver.

Despite all the technological advances that save diesel, the biggest variable in energy efficiency is the person behind the wheel.

The Robert Group, of Boucherville, Que., is becoming synonymous with innovation, and now Robert is involved in a groundbreaking training program designed to modify driver behavior so trucks use less fuel. What's really great is, the company doesn't only spend less on diesel, there are fewer traffic violations and insurance payouts.

At the heart of this study is the remote monitoring system developed by Isaac Instruments, of Chambly, Que.

Isaac president Jacques DeLarochelliere says fleets have long been aware of the differences between best and worst drivers but adds, "We did not have tools to identify and understand these differences and help the worst drivers approach the best."

Isaac's solution is, in essence, a 512-megabyte "black box," powerful enough to monitor and save 512 days' worth of vehicle operations, all recorded via the data bus.

Jean Sebastien Bouchard, application engineer for Isaac Instruments, says, "The system records everything that happens with the vehicle when it's operating. The GPS lets you know where the events occurred." The data bus extracts more than 40 parameters, including engine speed, turbo boost pressure, the position of the accelerator pedal, etc. An accelerometer identifies cornering speed and hard braking.

When the 300 trucks—of different specs and sizes—return to Transport Robert, the data gets transferred via wi-fi to Robert's servers.

Jocelyne Nadeau, of Robert's Recruitment and Safety Department, leads the study.

She says Robert has been "thinking green" for a long time; and the company's driver-training programs have reinforced fuel-efficient driving techniques. But, she says, those habits get unlearned, quickly.

"Even if we explained and rehearsed the principles that everyone knows in the business—such as reducing speed and reducing idling time—we had no real action. The drivers attended classes and showed goodwill, but there was always the

## LOOKING FORWARD TO IT

**A**nticipation is one of the most critical ingredients for energy-efficient driving. Anticipating traffic-flow maximizes the distance you can travel with a minimum of engine power.

And the less you use your brakes, the better.

**Jean-Sebastien Bouchard**, application engineer for Isaac Instruments, says a driver who manages traffic and keeps a good distance from the vehicle in front should never have to touch the brake pedal at highway speeds above 90 km/h.

"When you're using 50 liters per 100 kilometers, the last mile before you exit costs half a liter of fuel.

"By anticipating and releasing the accelerator one kilometer before reaching the off-ramp, you almost get that distance for free, just by using the truck's inertia. But if you keep your foot on the accelerator, it's like throwing a large glass full of fuel out the window." — *Steve Bouchard*

argument that problems could come from the truck and not the driver."

Since the Isaac Instruments program, however, the company has completely redesigned its training program.

The project began in earnest in March, 2009, with a pilot project involving a dozen vehicles and as many of the best drivers who wanted to improve. For four weeks, data was collected and then a meeting was held with the drivers.

They were then asked what they were doing to improve energy efficiency.

Says Nadeau: "The discussion started, the drivers are back on the road and all have improved their behavior from the tips of everyone else."

The drivers were not told to aim for a reduction in fuel consumption as much as a reduction in the number of events, such as abrupt corners or hard brakes.



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## GOT YOUR DEF EARS ON?

**M**ost truck operators who've bought engines whose exhausts are equipped with selective catalytic reduction aftertreatment systems say that fuel economy is at least as good as what manufacturers claim and in some cases is better.

What about the **DIESEL EXHAUST FLUID (DEF)** that's needed for this process?

Spraying DEF into the exhaust to chemically neutralize oxides of nitrogen, or NOx, is the major action of the SCR used by almost all diesel builders.

Like fuel, DEF is consumed in everyday running and should be accounted for in any economy reports or claims. Navistar International, the one engine maker that does not use SCR, coined the term "fluid economy" to mean the total of DEF and fuel consumed in a given number of miles traveled. If DEF is figured in, Navistar executives claim, their fuel-only engines come out as good or better than competitors'.

### So, how much DEF is being used?

For over-the-road operations, manufacturers employing SCR predict DEF "dosing rates" of two to three percent.

That means two to three gallons are consumed for every 100 gallons of diesel fuel, and 102 to 103 gallons of fluid should be factored into a mile-per-gallon calculation. Truck operators are seeing those levels of DEF dosing, says Dave Michael, general manager of DEF for Mansfield Oil, which sells Air 1- brand diesel exhaust fluid from Yara North America.

"Fleets tend to hold a lot of this information close to their chests," Michael comments. "With that said, the overwhelming response with regards to consumption ratio of DEF versus diesel is that the number is close to three percent. OEMs gave out a range of two to three percent when introducing SCR models, so it appears as though real-life scenarios are reporting back at the upper tier, yet still within the communicated range."

Michael also says that long-haul, over-the-road carriers are reporting 10-percent to 11-percent fuel-economy improvements, running identical routes, comparing their new SCR units to '09 or older models.

"We have also heard some disappointment coming from regional, hub-and-spoke-type carriers that the fuel-economy returns have been a bit lower than expected. We know it's highly dependent on service, road, route, etc., but we haven't seen anything less than promised from early OEM specs."

Chad Dombroski, Yara's director of Air1 operations, believes DEF consumption is

generally two gallons of DEF for every 100 gallons of diesel.

"We've seen some of the larger fleets recommend that their drivers refill DEF one out of every three times they stop for diesel."

He notes that the rate of DEF consumption will vary by fleet, truck, driver, and route. "On average, we've found that 2.5 gallons of Air1 DEF will yield over 350 miles of travel.

— Tom Berg

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Take for example a driver who, over a distance of 3,000 km, would have made four quick stops and five turns of more than 0.5 Gs. Once the driver was informed of and aware of this situation, the number of events fell one or none.

“What is particularly interesting is that the drivers are similar to each other,” says Nadeau. “From the first meeting, they acknowledged that the data reflected the way they drive. From the outset, the system was credible in their eyes.”

When a driver got behind the wheel of a truck equipped with the Isaac system, he was asked to drive as usual for four weeks, after which a meeting took place.

“During the first two or three days, the drivers had a tendency to drive in road-test mode,” she says, but they always revert back to their old ways.”

The data is used to compare drivers with his colleagues in similar conditions.

After four weeks, Robert meets the drivers again to see if they retained the learned behaviors and then every two weeks, each driver receives a record of success that shows whether their numbers got better or if, at least, they didn't get worse.

One key is positive reinforcement. Says Nadeau: “The idea is to identify what they do well and help them discover what he might do differently to move up a notch in his energy efficiency.”

Targets are based on various factors. Measures include the average travel speed, using cruise control, turbo boost pressure, time spent in the highest gear, the action on the accelerator and the amount of horsepower consumed.

“For example,” Nadeau says, “we set a goal of keeping turbo pressure below 20 lbs when the truck rolls on the flats.”

The experience has also enabled Isaac to push the capabilities of its technology to analyze accidents. The data recorded by the accelerometer not only knows when the brake was applied and when the impact occurred, but it will also tell how fast the truck was traveling, if there was a jackknife or if the road surface was slippery.

In all, the training associated with the Isaac system lasts 12 weeks for each group of drivers. Nadeau says that the experiment is very conclusive.

“Those who have Isaac in the system want to keep their vehicle. They want to

continue to measure results and maintain what they have been able to acquire during the 12 weeks of training.”

Of course, some drivers would change everything at once, but that is a mistake.

“It takes time to assimilate the concepts of one or two but not all at once. The goal is to change habits one at a time, but once they've acquired good behavior, they must keep it,” says Nadeau.

According to Robert's estimates, the investment in the Isaac system should be recouped in one year.

So far, Robert has gained a four-percent increase in fuel economy; and that doesn't include the positive impact on insurance premiums as well as accident frequency.

As Jocelyne Nadeau concludes: “When you pay attention to how you drive, everything else follows.” ▲

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**FRIDAY, AUGUST 12**  
5 p.m. Site opens  
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8 p.m. MNA's Race  
9 p.m. Marie-Chantal Toupin followed by Travelling Band

**SATURDAY, AUGUST 13**  
8 a.m. Site opens  
9 a.m. Qualifications  
Antique cars arrive  
Races begin  
11 a.m. Show 'N Shine parade  
6 p.m. Alter Ego followed by Travelling Band

**SUNDAY, AUGUST 14**  
8 a.m. Site opens  
8:50 a.m. Truckers' mass  
9 a.m. Competitions begin  
Antique cars arrive  
4 p.m. Finals begin  
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Friday, August 12, 9 p.m.  
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Saturday, August 13, 9 p.m.  
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**M**ICHELIN has introduced a new version of its most well known steer tire with a bold guarantee—30 percent more miles than the competition in long-haul applications. The tire also features a three-retread limited warranty.

The new XZA3+ Evertread steer tire, EPA SmartWay-verified, is said to deliver the same fuel-economy performance as the previous-generation XZA3, with no compromise in traction or handling either.

The secret is the XZA3+ tire's new patent-pending 'Dual Compound Tread'. This technology allows tire designers to utilize multiple rubber compounds at different places in the tread, Michelin

explains. One compound is specifically engineered to control tread stiffness and stress to reduce irregular wear, delivering tread life without compromising other characteristics. Another compound promotes fuel efficiency and keeps the tire's operating temperatures low, guarding the casing for retreading. Casing integrity is improved through the enhanced inner liner, bead area and rectangular bead bundle.

The XZA3+ Evertread tire is available now in four G-load range sizes: 11R22.5, 275/80R22.5, 11R24.5 and 275/80R24.5; as well as two H-load range sizes: 11R22.5 and 275/80R22.5.

See [www.michelintruck.com](http://www.michelintruck.com)

## AUTOMATED TRANSMISSION

FREIGHTLINER'S NEW AMT3 IS FOR BUSINESS CLASS M2 CLASS 6-7 TRUCKS. With "smart" electronics that are said to offer smoother shifting and improved fuel efficiency, **Freightliner Trucks** has introduced its AMT3 automated-manual transmission for Business Class M2 vehicles. Available to order now, it's a proprietary Daimler Trucks transmission and is built in Gaggenau and Rastatt, Germany. In Germany it's branded under Mercedes-Benz, in the U.S. and Canada under Freightliner.

As with others of its type, it's a manual transmission with electronic controls to form an automated two-pedal shift system that equalizes driver performance and improves fuel economy, at least for the worst drivers in a fleet. It eliminates the torque converter and instead couples the engine to the transmission with a hydraulically actuated clutch.

This results in minimal torque interrupt during acceleration and shifting while providing constant lock-up,

says Freightliner. The Transmission Control Unit (TCU) evaluates road, grade and load conditions to perform shifts at optimal engine rpm.

The transmission comes in two versions, one a direct drive unit (AMT3-520-6DA). Its gear ratios range from 9.20 to 1.0 and it can handle a maximum GCW of 33,000 lb. It's rated for engines up to 520 lb ft and 220 hp. The overdrive version (AMT3-660-6OA) offers gear ratios of 6.70 to 0.73 and handles maximum GCW of 40,000 lb, engines up to 660 lb ft and 280 hp.

See [www.freightliner-amt3.com](http://www.freightliner-amt3.com) and [www.freightlinertrucks.com](http://www.freightlinertrucks.com)



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### ONBOARD SCALE UPDATED

TRUCKWEIGHT INTRODUCES NEXT-GENERATION SMART SCALE Nova Scotia's own **TruckWeight** says its next-generation Smart Scale system is now available for trucks and tractor-trailer combinations with air-ride or mechanical suspensions. The system features a wireless handheld receiver to allow drivers to maximize payloads and avoid overweight tickets in field-loading applications such as logging, demolition, aggregate hauling, and liquid/dry bulk work.

Key upgrades from the first-generation system include a new backlit handheld receiver and expanded memory capacity. The new handheld receiver features a display that's easy to read in all lighting conditions, the company says. The added memory capacity allows the unit to store configuration data for up to 2000 different trailers, an important feature



for drop-and-hook operations. Also, battery replacement has been simplified with the addition of a large, glove-friendly, twist-cap access cover.

With a signal range of up to 500 ft (155 m), drivers can monitor loading from the cab or away from the truck.

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The new TruckPC upgrades include fully integrated navigation and truck-tool features like proprietary truck-specific routing, points of interest, road construction, turn-by-turn directions, and mileage-calculation capabilities.

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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	137.9	1.5	120.1
VANCOUVER *	136.2	0.5	96.6
VICTORIA	130.2	-0.3	96.4
PRINCE GEORGE	124.9	0.8	94.8
KAMLOOPS	126.2	0.0	96.0
KELOWNA	127.2	0.9	97.0
FORT ST. JOHN	128.6	0.0	98.3
YELLOWKNIFE	131.0	-0.1	111.6
CALGARY *	110.9	-1.3	92.6
RED DEER	112.9	0.0	94.5
EDMONTON	108.4	0.3	90.2
LETHBRIDGE	115.9	0.0	97.4
LLOYDMINSTER	115.6	0.7	97.1
REGINA *	118.2	-3.8	93.5
SASKATOON	121.7	-1.2	96.9
PRINCE ALBERT	122.9	0.0	98.0
WINNIPEG *	114.4	-3.8	93.5
BRANDON	114.9	-0.5	93.9
TORONTO *	127.9	1.5	94.9
OTTAWA	125.6	1.0	92.8
KINGSTON	125.9	1.5	93.1
PETERBOROUGH	124.9	-1.0	92.2
WINDSOR	125.2	1.5	92.5
LONDON	125.2	0.0	92.5
SUDBURY	124.4	1.5	91.8
SAULT STE MARIE	123.5	0.0	91.0
THUNDER BAY	123.3	-1.8	90.8
NORTH BAY	123.6	0.8	91.1
TIMMINS	130.9	-0.5	97.5
HAMILTON	122.5	-0.7	90.1
ST. CATHARINES	122.6	-0.3	90.2
MONTREAL *	132.9	3.3	94.5
QUÉBEC	127.2	0.7	89.5
SHERBROOKE	127.2	0.7	89.5
GASPÉ	126.4	-0.5	92.6
CHICOUTIMI	126.9	1.0	93.0
RIMOUSKI	127.4	1.0	91.5
TROIS RIVIERES	127.9	2.0	90.1
DRUMMONDVILLE	126.9	-0.3	89.2
VAL D'OR	126.9	0.3	93.0
SAINT JOHN *	128.0	3.2	90.1
FREDERICTON	126.1	1.1	88.4
MONCTON	129.1	3.3	91.0
BATHURST	130.7	3.3	92.5
EDMUNDSTON	130.2	3.4	92.0
MIRAMICHI	129.7	3.2	91.6
CAMPBELLTON	129.8	3.2	91.7
SUSSEX	127.9	2.9	90.0
WOODSTOCK	131.6	3.2	93.2
HALIFAX *	126.5	4.4	90.6
SYDNEY	129.5	4.4	93.2
YARMOUTH	128.6	4.4	92.4
TRURO	127.3	4.3	91.3
KENTVILLE	128.0	4.8	91.9
NEW GLASGOW	128.7	4.3	92.5
CHARLOTTETOWN *	119.9	0.0	90.0
ST JOHN'S **	132.7	3.3	96.9
GANDER	114.5	-11.4	80.8
LABRADOR CITY	140.5	1.7	103.8
CORNER BROOK	131.8	1.7	96.1
<b>CANADA AVERAGE (V)</b>	<b>124.5</b>	<b>0.5</b>	<b>94.0</b>

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# Here's the Beef





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increased application coverage. Key to it all, and responsible for lower weight, is the company's new 'Fusion Beam' trailing-arm beam design. It's now being integrated into the CBX lineup, including the CBX40, CBX23, CBX25 and the CBX25/30.

This design involves the fusion of a fabricated tailpiece to the back of the suspension's cast-steel beam to create a component that can be configured to meet a wider range of dimension requirements and meet a wider range of application demands. The new beam technology is said to reduce trailing-arm beam weight without compromising



structural integrity by combining two "proven" suspension technologies to produce one efficient, high-strength component. Fusion beams will be offered in a variety of dimensions to meet current and future van and vocational applications.

Another weight-saving and performance-enhancing feature in the updated CBX series is the optimized SAF X-Series 5.75 in. round axle.

See [www.safholland.com](http://www.safholland.com)

## WHEEL INTEGRITY

THE ZAFETY LUG LOCK FROM SPECTRA From **Spectra Products** in Toronto comes the Zafety Lug Lock that aims to keep wheel fasteners properly attached. It prevents wheel loss by securing lug nuts to each other.

The Lug Lock was designed to ensure that wheel nuts have resistance to loosening, maintaining a balanced load on the rim. It prevents wheel loss by using the resistance between two nuts to minimize their ability to rotate and loosen. The design pairs two lug nuts together and ensures that resistance is applied continuously.

The product—a highly engineered plastic—is chemically inert and resistant to the chemicals typically found in



trucking applications. Spectra says the design has been proven in independent vibration testing to retain lug nuts from rotation in operating temperatures ranging from -40°F (-40°C) to +122°F (+50°C). It also works with wheel-end brake temperatures up to 300°F (149°C) and even when severe stop-and-go braking sends those temperatures up to 450°F (232°C).

Spectra says lug nuts can be torque-checked without removing the Lug Locks.

Five sizes are available: 1-5/16 in. (33 mm) and 1-1/2 in. (38 mm) nuts on 3 1/2 in. stud centres; 1-5/16 in. (33 mm) nuts on 4 1/8 in. stud centres; and 7/8 in. (22 mm) & 1 in. (25 mm) nuts on 2 1/2 in. stud centres.

See [www.spectraproducts.ca](http://www.spectraproducts.ca)

## ROLLOVER PROTECTION

PETERBILT LAUNCHES ROLLTEK SIDE-ROLLOVER PROTECTION

**IMMI** RollTek side-rollover protection is now available on all **Peterbilt** class 8 trucks. It's been integrated in the Atlas Premium Air Ride high-back driver's seat.

RollTek combines side airbag protection with advanced seatbelt technology to help protect truck occupants. Under the right conditions, RollTek deploys within a quarter-second to minimize driver movement, says Peterbilt, and to increase survivable space while cushioning head and neck impacts. The system constantly monitors the truck's angular position.

RollTek will be especially useful on trucks with a high center of gravity or those that operate in especially severe terrain.

The RollTek side rollover protection system is available on Models 389, 388, 386, 384, 367, and 365.

See [www.peterbilt.com](http://www.peterbilt.com) and [www.imminet.com](http://www.imminet.com)

## SUPER SINGLE

GOODYEAR OFFERS A NEW SEVERE-DUTY 'SUPER SINGLE' TIRE

**Goodyear** says better mileage is the key to its newest super single tire, designed for severe-duty, on/off-highway vocational applications.

The G278 MSD replaces its G178 and is said to provide enhanced mileage thanks to a one-inch larger footprint, deeper tread depth, and "special" compounding.

Available in 385, 425, and 445/65R sizes for 22.5 wheels, the G278 MSD sports a criss-cross tread design for off-road traction

while also helping to pump away water from the tread for enhanced grip. The tread design is claimed to offer a quiet ride while its full-width interlocking groove protectors help keep stones from imbedding and drilling into the tread. Special compounding helps resist cuts, chips and tears, Goodyear says. The tire has 30/32-inch tread depth and a 68-mph speed rating.

To help keep operating costs low, the G278 MSD will come with matching retreads in three sizes. These precure retreads will feature the same tread design and depth as the original G278 MSD.

See [www.goodyear.com/truck](http://www.goodyear.com/truck)



## NON-DRIVER CSA TRAINING

FROM J. J. KELLER, CSA TRAINING FOR EVERYONE ELSE

**J. J. Keller** says carriers can now involve their entire organization in the effort to maintain good scores under the Compliance, Safety, Accountability (CSA) initiative with the help of a new training program.

'CSA: What You Need to Know For Non-Driving Personnel' goes beyond driver training to provide CSA-related guidance for other key operational functions.



## Product Watch

Topics covered include: hours of service and what it means in terms of CSA (dispatchers); why employees must know what company drivers can and cannot transport (customer service); regulations that affect the vehicle maintenance BASIC (maintenance); administrative support and early detection of potential problems (administrative staff); and many other examples of how non-driving personnel can help, or hurt, a carrier's CSA scores.

The program's base is a 32-minute training DVD that includes a message for management to encourage top-down buy-in and a 12-minute bonus segment that explains CSA and how management can minimize any negative impact. Additional training tools consist of a discussion guide, 11 employee handbooks, and a CSA overview poster.

The program also includes a special CSA handbook for shippers and receivers, developed for carriers to share with customers to explain the CSA initiative, how it might limit the carrier's ability to fulfill demands that could put their scores at risk, and how customers can help carriers maintain good scores.

Cost is US\$395.

See [www.jjkeller.com](http://www.jjkeller.com)

## TARP STRAPS

ANCRA'S NEW SILVERLINE ELITE EPDM STRAPS ARE MADE IN USA

The Silverline Elite EPDM Tarp Strap from **Ankra International** is said to have all the advantages of EPDM (ethylene propylene diene monomer), an American-made product at a "very" competitive price. Until now, the brand



has been represented by a natural-rubber version—popular in colder climates—made in China. Now, both the new strap and the original Silverline are made in the U.S. The company's "ultra premium" EPDM-based Goldline strap has been

made in the U.S. since its introduction 40 years ago.

EPDM rubber is said to deliver strength, durability and resistance to everyday environmental road conditions, like ultraviolet radiation and ozone. Ancra says EPDM-based tarp straps have been proven to last five to 20 times longer than natural-rubber tarp straps, and adds that the new lower-profile Silverline is exceptionally resilient as well.

See [www.ancra.com](http://www.ancra.com)

## FLEXIBLE REFUSE TRUCK

NEW SIDE LOADER SAID TO LOWER COSTS AND IMPROVE SAFETY

A partnership between **Fontaine Modification Company, Fyda Freightliner** and **GSP Marketing** has resulted in the new and "efficient" MP8000/M2-106 Combo, a multi-purpose refuse collection truck.

It's based on the Freightliner M2-106 conventional cab chassis from Fyda,



along with the G-S Products semi-automated dual side-loader body, and Fontaine's dual low-entry stand-up-drive cab.

It allows two operators to collect and load material from both sides of the route. The Combo's dual stand-up cab offers low entry access on both sides, and the cab can be equipped with dual steering as well. The MP8000 body has large 1.5-cubic-yard receiving hoppers on both sides which enable the operators to independently load and dump carts, loose trash, compost, bagged trash or single-stream recycling.

Fontaine says the truck lets customers currently running three-man crews on rear loaders shift to two-person crews. It's claimed to have a lower up-front cost than low-cab-forward and drop-frame configurations. The new truck is available with capacities ranging from 13 to

37 cubic yards in single- or tandem-axle configurations. It's sold exclusively by GSP Marketing.

See [www.fontainemod.com](http://www.fontainemod.com), [www.fydafreightliner.com](http://www.fydafreightliner.com), and [www.g-sproducts.com](http://www.g-sproducts.com)

## DRIVE TIRE

NEW DUNLOP DRIVE TIRE SAID TO OFFER ENHANCED TRACTION, LONGER LIFE

**Dunlop's** new SP 464 long-haul drive tire features a 28/32-in. tread depth in an aggressive tread pattern for "optimum" traction and mileage, Dunlop says. The SP 464 offers three deep "hydro" grooves, which help evacuate water. Penetration protectors help resist cuts and punctures, while solid shoulder ribs enhance long and even wear.



The SP 464 is said to be a "cost-conscious tire with excellent performance in its class." It has four-belt construction and is available in sizes 11R22.5 LR G, 11R24.5 LR G, 295/75R22.5 LR G and 285/75R24.5 LR G.

See [www.dunloptires.com/truck](http://www.dunloptires.com/truck)

## ON/OFF FAN DRIVE

HORTON INTRODUCES DM ADVANTAGE ON/OFF CONVERSION SUPER KIT

**Horton's** new DM Advantage On/Off Conversion Super Kit turns a standard DriveMaster on/off fan drive to a DM Advantage type.

The conversion kit features "easy-to-install, superior" components, including a premium double-row angular contact



(DRAC) sheave bearing and improved air cartridge seal. The converted product has a fail-safe design for reliability and long-life performance.

The kit contains everything needed to completely rebuild a fan drive.

See [www.hortonww.com/super](http://www.hortonww.com/super) ▲



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By Peter Carter

# The 10 Best Truckin' songs ever

## Because what other industry besides cowboys has its own natural-born background music?

**S**ticky-tacked to the wall above my desk is a photograph of country singer Stompin' Tom Connors standing between me and my pal Trevor MacIntyre. Trev and I were in Connors' Georgetown, Ont., living room when the shot was taken. Cool huh?

I reckon I was the only member of my university journalism class who owned several Stompin' Tom records.

In fact I'm not sure there were even any other country fans in the class.

It's not easy being a country-music aficionado in Toronto. It's sort of like belonging to a secret cult. Happily, we know where to find others just like ourselves.

My sister Mary, in Sudbury, likes C&W. And my sparkingly funny younger niece Jen also has the good taste to savor country. (She introduced me to Raul Malo's music recently. He used to sing with The Mavericks and has the best voice in the genre.)



I once wrote a story about Paul Brandt Trucking partly because I got to interview Paul Brandt the country singer. (No relation.)

When I helped screen candidates for the Ontario Trucking Association's Road Knights, one of the drivers, Barry Wicklum, had me at g'day because the presentation he made to the judges was about playing pedal-steel guitar.

Five years ago, I had the once-in-a-lifetime chance to hear George W. Bush speak at Nashville's Grand Ole Opry. Before he arrived, a bunch of C&W stars entertained the audience. I kept thinking "Wow...the president gets to share a stage with The Statler Brothers!"

And we have it on good authority that Shania Twain is my friend Mike Blondin's second cousin.

It's only right that I love country-&-western, seeing as I also edit Canada's best heavy-duty trucking magazine.

And like it or not, trucking owns C&W.

I ask you, what other industry, except perhaps cowboying, has its own inherent soundtrack?

C&W is definitely the best driving music.

And six out of 10 country songs are about trucking. (A contractor I know named Kevin told me that 75 percent of all statistics are made up on the spot. That one sure was.)

But you get the picture.

Because I'm an expert and it's the time of year for warm-weather holiday-ish editorials, I must take it upon myself to tell you what the top-10 trucking songs ever, as selected by me, are.

I should also tell you that I ran the list past my niece Jen. Her response: "The 10 are bang on. A couple of times I thought 'What about?' and then it was there. Phew."

So with that, and with Jen's endorsement, here they are.

**10.** "18 Wheels and a Dozen Roses." It's about Charley putting down the keys after 30 years of driving. If you don't get a little teary-eyed there's something wrong with you.

**9.** "I've Been Everywhere." The Stompin' Tom version, that is. He lists more Canadian towns than Googlemaps, including Wahnapeitei, Ontario.

**8.** "Truck Got Stuck," by Corb Lund. So what if he's singing about a pickup? A stuck truck's a stuck truck.

**7.** "Convoy." It's "Stairway To Heaven" for the CB set.

**6.** "Truckin'," by The Grateful Dead. Didn't see that one coming, did ya? It's diesel-propelled, rhythmic and makes you want to up and leave.

**5.** "Eastbound and Down," as made famous by Jerry Reed. Re-released a few years back by Jason McCoy. Difficult not to drive too fast when you hear it.

**4.** "Me & Bobby McGee." It's a diesel that Bobby thumbs down. This masterpiece would never have worked if they'd hopped, say, a VW Beetle.

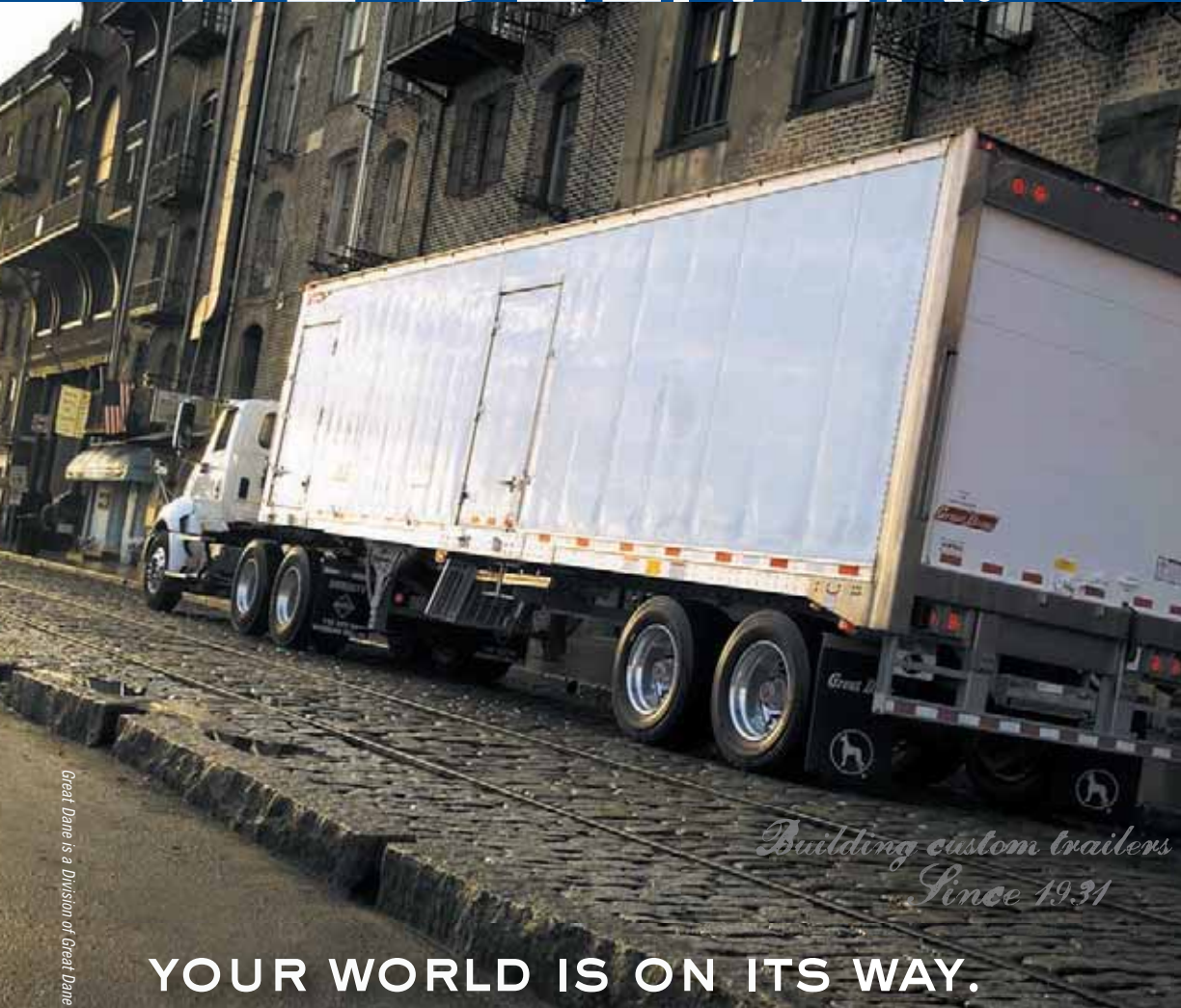
**3.** "Give Me 40 Acres." I first heard "40 Acres" when I was a kid and still think it when I'm turning around.

**2.** "On the Road Again," by Willie. I included this classic mostly so you'll have a tune running through your head later today.

**1.** "Six Days on the Road." Best trucking song ever written. Period. And that's all you need to know. ▲



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