

**INNOVATORS:** Put me in coach; I'm ready to drive! page 36

TST's Tom Philips

April 2005

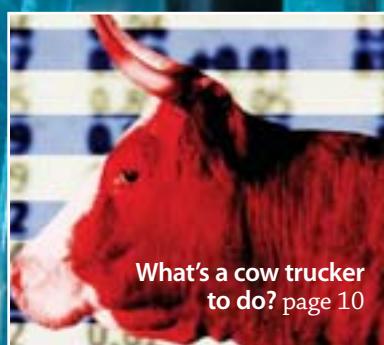
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# Today's Trucking

The Business Resource For Canada's Trucking Industry

## 2007 Solutions

**HOW DIESEL MAKERS ARE MANAGING  
THE NEW EMISSION STANDARDS AND  
WHAT IT MEANS TO YOU, page 39**



### **PLUS:**

- **Management tips from the best, page 29**
- **Computers in your service bays, page 49**
- **Tire tech tips, page 45**



## STERLING CONTINUES TO BUILD ITS REPUTATION ON CANADIAN SOIL.

*St. Thomas, Ontario* – In 2005, Sterling remains the only manufacturer in North America to produce 100% of their medium- and heavy-duty conventional trucks in Canada.



**John Merrifield**

Senior Vice President,  
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*"From a North American perspective, it makes sense to consolidate our manufacturing operations in St. Thomas,"* stated John Merrifield, Senior Vice President of Sales & Marketing. *"Since the majority of our parts suppliers and customers are in the eastern half of Canada and the United States, this location allows us to more effectively streamline shipping and distribution."*



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On nearly 80 acres in northeast St. Thomas, a 440,000-square-foot building handles the bulk of Sterling's assembly operation. Off-site, a 100,000-square-foot warehouse is tapped for additional storage, sequencing and some light fabrication.

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Sterling employs skilled, enthusiastic workers at the St. Thomas manufacturing facility. These employees are assigned to work groups consisting of 10-30 individuals. Each work group actively participates in a culture that encourages input from all levels.



### **Sterling Truck Plant**

**Location:** St. Thomas, Ontario

**Size:** 440,000 square feet

**Capacity:** 120 trucks/day

**Workforce:** 1,150 employees

Bruni added, *"One of our best sales tools is extending open invitations to customers and prospects to visit our plant. Meeting the people who build the trucks is an important connection, because each Canadian-built Sterling carries a special pride that's unique to our brand."*

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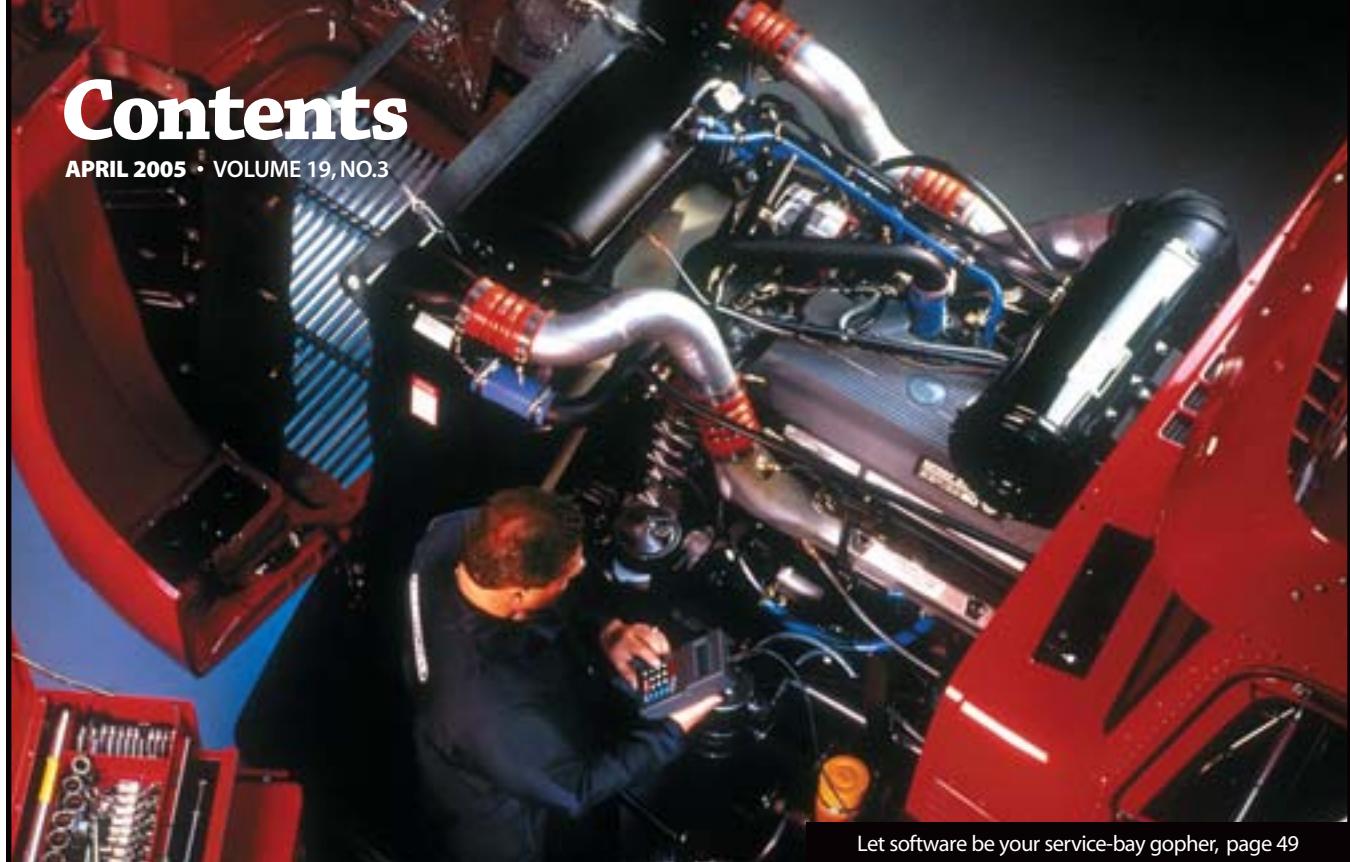
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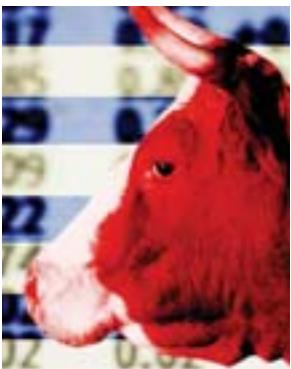
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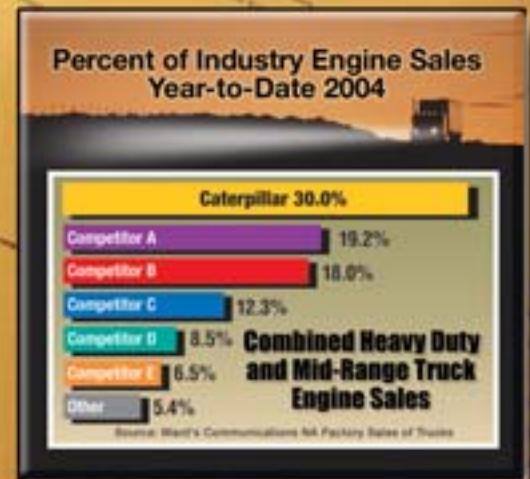
No doubt about it. The trucking industry continues to choose Cat engines with ACERT Technology over the competing technology. The numbers tell the story:

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## Letters

### New morons need not apply

As a long-time driver, I've seen what happens when young, inexperienced drivers get behind the wheel of a rig. They are menaces to the public and black eyes on our industry. I get so tired of these "truckers" that it makes me want to get out of the industry altogether. Unfortunately, with the shortage of drivers it seems anyone can get their steering papers. The trucking industry does not need new morons: it needs to start looking after the good drivers we already have, and also let those good drivers check out these up-and-coming hot shots.

The school scandal in Alberta is only one of the scams out there. I think you should make all Class-1 [A] drivers drive body jobs [straight trucks] for two years before you give them big rigs.

A trucker wants and needs two things: good pay and regular home time. I'm an OTR driver, and know what it takes to move freight from one part of the country to another on time. It's huge. Considering bad weather, heavy traffic, and all the other lousy drivers on the roads, it's clear companies need experienced drivers and smart dispatchers. Otherwise, you're asking for trouble.

We drivers have to do it all: trip-plan, check weather, deal with the DOT, put on snow chains, check weight, etc. This stuff doesn't get done on its own, and there's a considerable time commitment involved, too. It's to the point where we're on duty 24/7.

I love my job. I just wish that companies would really pay what it's worth to get the job done. Real truckers don't like bitchin' about what they do, but sometimes after you have driven in the snow and ice in the mountains for 11 hours, and you can't find a safe place to park, you ask yourself, "Is this worth what I am getting paid?" For most of us, I'm afraid the answer is "no."

I stay out 30 to 40 days at a time—that's the only way I can survive. To do so, you have to give up any sort of real home life. I hope they tell the driving students that.

Wayne Greanya,  
Hinton, Alta.



### Top 100 Correction

Transport NJN Inc., appearing at #51 in last issue's Top 100 For-Hire Carrier list, is part of TransForce Income Fund and should not have been listed separately.

### Greenhorns beware

I'm in complete agreement with Kim Richardson on driver training ["1-800 How's My Driver Training?" Letters, March 2005]. I have been a driver for many years and know what he is talking about. I think the people who want to become drivers are getting cheated on their driver training. They pay big bucks to learn to drive and they're not getting their money's worth.

For example, you see these training trucks driving around town with five or six concrete blocks tied down on the deck, which I think weigh about 2,000 lb each. That is a far cry from 30 or 40 tons, but that's what they're taught with, so the drivers don't know what it's like



to haul a real load. Do you ever see a training van with a high load in it? I doubt it. Or a half-full tanker? Same story.

Which brings us to the next problem: brakes. It's easy to stop under normal conditions. But how can a driver-in-training know if he can stop real short? Or going down a steep hill? Still, if everything goes according to plan, the new driver can graduate and go out and get his first job. Then what happens?

They pile on a load of lumber, so right away he is 13-ft high with a GVW of 80,000 lb or more. On the first day, he comes to a ramp, takes it too fast and over he goes. "How come?" he asks himself. "I did everything right, didn't I? That's what they taught me to do."

If the government inspectors looking after these schools were experienced drivers I think you would get better drivers out there.

R. DeRoover,  
Salmon Arm, B.C.

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By Rolf Lockwood



# Lock 'Em Up

A reminder that cargo and vehicle security starts with the basics.

lately we've been hearing an awful lot about identity theft, and there's no doubt that it's a big and growing problem. It has nasty financial implications but there's a continental security angle to it as well. Don't know about you, but I have no wish to help some nefarious nogoodnik assume my respectable persona by failing to protect it.

Mind you, he can take my credit cards if he'll also assume the debt.

Anyway, in both financial and security terms that's a pint-sized problem compared to truck and cargo theft, about which we hear—and maybe do?—too little. Estimates peg the North American cost of identify theft at about \$500 million a year. Peanuts. Cargo theft alone is probably pushing \$10 billion.

I raise the issue because I still see tractors and/or trailers parked in odd and risky places. For instance, there's a supermarket parking lot I sometimes cut through on my way to and from a friend's house in midtown Toronto. It's almost always at night that I make this jaunt, and often when the store is closed. And that's when I sometimes see a good looking Freightliner cabover, occasionally with trailer attached, lounging about in this not terribly well lit parking lot. No houses look directly on to it, nor any businesses except for the supermarket, and I've deduced that the driver lives or has a friend in a nearby apartment building that offers no view of the parking lot at all. In other words, whether it's loaded or not, this vehicle is vulnerable and then some.

Which leads me to believe that vigilance isn't universal, even though theft prevention is largely a matter of common sense. Sure, there are modern tricks like electronic security seals and GPS tracking, but one of the first rules has to be dead simple: don't let your vehicles or your cargo be left at risk in unprotected places like that Freightliner often is.

The core truth about trucking is that your vehicles are rolling 'production lines' that are largely unsupervised and manned by



people who may be hundreds of miles away from your controlling hand. But even one mile is separation enough. Electronic sensors and satellite or cellular links between you and your trucks can do astonishing things on the security front these days, but let me offer a reminder about some of the most fundamental security rules.

Another piece of basic common sense for van-freight haulers is to get your drivers in the habit of locking their trailer doors. Almost all of them, roll-up or swing, have holes for a padlock or cable lock. Yet how often do you actually see them locked? It's a hassle, no doubt, so drivers don't bother.

But they're obviously not to blame if they haven't been supplied with a lock in the first place. The simpler locks are readily available from door manufacturers, but few customers buy them, according to a spokesman for Whiting Door Co. Obviously, a simple lock won't stop the determined thief with the right tools, but for \$30 or so you can get a pretty robust padlock that's not easily broken.

Managing locks and keys can be a complicated matter, but less so if you put a limit on who gets a key and then keep a record of the people who have them.

Speaking of such things, a kingpin lock can be very useful in preventing someone from waltzing away with your trailer. But I gather that few fleets use these either—even smaller outfits doing just local runs—precisely because managing the keys can be overwhelmingly difficult.

No lock of any kind represents sure-fire theft prevention, but if the bad guys have several trailers to choose from in, say, a truckstop lot, they'll go for the one that presents the least difficulty and the quickest getaway. I'd say use as many deterrents as you can.

And make sure your drivers understand the virtue of silence. Urge them not to discuss their cargo on the CB, on a cell phone, or at a truckstop. Nor should they leave manifests and freight bills and the like where they can easily be seen.

There's a zillion other things your drivers can do to minimize the theft risk, and I'd urge you to work hard to get them on your side in this fight. Review your rules with them regularly, and if you don't have rules, make 'em. Do it more or less right now, I'd suggest, because the problem isn't going away any time soon. ▲

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# Dispatch

EDITED BY MARCO BEGHETTO

## A Whole Lot of Bull

**Canadian cattle haulers say the latest border snub over mad cow is rooted in politics, not facts. So the question remains: Can we eat ourselves out of this mess?**

**A**s even the not-so-pessimistic Canadian cattle haulers predicted, the U.S.'s scheduled March 7 border opening to live cattle couldn't hold firm.

A federal U.S. judge sucker-punched a rule to lift the 21-month ban for live Canadian cattle, knocking down—and perhaps knocking out for good—the hopes of beef industry workers and cross-border cattle haulers anticipating an end to the two-year trade battle.

Just five days before the U.S. Department of Agriculture planned to lift the ban on live cattle younger than 30 months (about 70 percent of Canadian stock), as well as all boxed beef shipments, U.S. District Court Judge Richard Cebull granted a request by an anti-trade cattlemen's group for a temporary injunction to keep the border closed indefinitely.

The border has been shut down to live cattle ship-

ments since a single Alberta cow was diagnosed in May 2003 with bovine spongiform encephalopathy (BSE), otherwise known as mad cow disease.

The protectionist industry group, R-CALF United Stockgrowers of America, told the court that it would be "insane" to allow imports to resume so soon after two other back-to-back mad cow cases were discovered in Alberta in December 2004 and January this year. Judge Cebull agreed for the most part, granting the temporary injunction, and ordering lawyers for both sides to prepare for a trial.

The decision doesn't surprise veteran cattle haulers north of the 49th, however. Many have been skeptical of the border opening process since it became clear soon after the first BSE case in 2003 that politics, not science, would dictate if and when the U.S. would again accept live Canadian cattle.



# chees

"The American [ranchers] are getting very good prices for their cattle now," says Jim Ryan, general manager of Butte Grain Merchants, in Picture Butte, Alta. He told *Today's Trucking* that because of high demand, and

with no competing premium cattle from Canada crossing the border, U.S. ranchers have never seen the kind of prices they're collecting today. "And they want to keep it that way. That's what all that injunction business is about," he says.

Ryan says Butte Grain Merchants—a feedlot that hauls its own product—has been luckier than most carriers. While he's been able to hold on to 70 percent of his people since May 2003, much of the industry has seen more than a 50 percent decline, he says. That number is likely to worsen as the glut of Canadian cattle swells further in the coming months.

Keith Horsburgh, owner of Grace Cattle Haulers in Brooks, Alta., and the self-described optimist who told *Today's Trucking* earlier this year that he had his doubts on the promised March 7 opening, didn't say "I told you so," but expressed disappointment with the decision. "I think everybody was kind of praying it was going to open. But unfortunately, we all knew we had yet to hear from R-CALF," he said.

Officials are now saying that it's going to take at least another nine months for the USDA to convince the courts

**GETTING THE HORNS:** Even if the U.S. border reopens one day, it may never be stable for cows again. It's time to reroot back home, industry insiders say.



## A TALL ORDER:

Easily the highest building Minty's Moving has ever hauled, this 160-ft-tall, 280-ton grain elevator recently snaked its way up and down a couple of steep hills and a few icy roads 20 miles from La Riviere to Somerset in the heart of Manitoba's breadbasket.

It took the Onanole, Man.-based heavy hauler eight days to move the 16-storey building. "We had to go from a deep valley up and down hills with grades as steep as 13 percent going up and

10 percent going down," says owner Harold Minty. "We had to maneuver through sharp turns, and the Manitoba Department of Highways had to grade the snow off the road and spread salt and sand to clear the way."

So what sort of monster is called on to schlep such a structure? Minty's "workhorse" 1992 Kenworth T800 high hood with a 425-hp Cat and an 8-speed "double under" transmission, with a 4-speed auxiliary providing power in the front. A 1980 W900 with a 450-hp Cat teamed with a 1969 W900 with a 290-hp engine pushed from the back on inclines and helped brake going downhill.

Carrying the load was an 84-wheel, self-leveling, and manually adjustable dolly system designed to keep the grain elevator level, even on the 13 percent grades.

Minty's has been moving such buildings for close to 60 years. Harold's father, Victor, started off by hauling a small building for his uncle. "One move led to another and we kept taking on bigger jobs," Minty said. While this grain elevator is the carrier's tallest haul, it certainly isn't the heaviest. That feat was achieved in 2002, when Minty's moved a 400-ton, 95-foot tall grain elevator.

Minty's Moving's website is [www.mts.net](http://www.mts.net).



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to reopen the border. But even if the U.S. began waving in Canadian cattle tomorrow, Ryan, for one, doesn't think carriers or drivers who left the industry will flock back.

"If this all went ahead as scheduled, it would still probably take six months for guys to get comfortable again and

put some capital into the industry," he says. "Even if it opened right now, it would be more like a year just to get guys to try it again."

With indications that the U.S. border may never again be stable in respect to Canadian cattle, and since Canada can't eat itself out of

## logbook

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### MAY

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#### 8-11 Canadian Fleet Maintenance Seminar,

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#### 8-11 Canadian Transportation Research Forum 39th Annual Conference,

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this mess, many are starting to call for a retrenching of the industry to focus more on its own backyard. Horsburgh predicts the opening of more Canadian slaughterhouses and meat packers. "Maybe we'll just end up sending everything down [to the U.S.] in a box," he says.

Ryan also says that some retooling is in order, and agrees that in the coming years Canada may begin to see truckers trading in their livestock trailers for reefers.

As for the timing of the latest U.S. decision, Horsburgh can't help but speculate that perhaps Canada's latest snub to the U.S.—its refusal to sign on to a North American missile defence program—had somehow impacted the judge's ruling. And while the Bush Administration originally gave the directive to open up the border in March, Horsburgh wonders how motivated the President will be to throw his weight around this time. "I'd hate to say it, but I

think our own federal government can't help shooting us in the leg every time we do something lately," he says. "The minute we think we're getting ahead on this BSE issue we have a government that seems to do something that puts it back into jeopardy."

### Training

#### Licence Mill Crackdown

Alberta truckers are still shaking their heads over a recent truck-driver training scandal. Not because it happened—that didn't surprise anyone—but because they know it's going to be a tough problem to solve.

"It's not an easy fix," warns Steve Dormaar of SK Driver Training Ltd. in Lethbridge, Alta. "My feeling is that it's a bruise to us, but on the other hand, I'm glad to see it getting cleaned up."

Most seem to agree that Operation Humbug, which led to charges against a doctor and the owner of

Calgary's Delta Driving School, may have a hand in tarnishing the industry's reputation. Police, tipped by provincial investigators, allege Class-1 licences were doled out to several hundred unqualified drivers, many of them from outside the province.

Insurance Corporation of B.C. (ICBC) subsequently retested over 100 truck drivers that received a licence from the Delta school—and every one failed the retest. Investigations continue, and at least one more of Alberta's 30 or so schools are suspected of similar violations.

The fallout was almost instantaneous. Already there's been demand from public interests to institute mandatory driver training before a road test can be completed, and even some rumours of a provincial apprenticeship program.

Lyle Oberg, Alberta Minister of Infrastructure and Transportation, has already publicly vowed to do "what must be done" to

**SHUT DOWN:** A high-profile licence fraud case has put the spotlight on Western driver-training—and the industry says it's about time.



Calgary Sun Photo

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## Pros all the way

clean up licensing abuse. But he didn't endorse an apprenticeship program, telling *Today's Trucking* that a rookie driver in training would need to spend months behind the wheel under constant supervision from a qualified veteran driver. "The industry just can't afford the time or the cost," he says.

Oberg also says that Alberta has no plans to change its policy of contracting out commercial licence testing. For now, the province will step up a system of random checks on schools, "just to make sure they're legit," notes Oberg. The government will also offer industry a new cer-

tification process that would standardize training and testing requirements.

"There would be requirements for the driver and the driving school, and it would be quite regimented," says Oberg. However, details could still be a year away.

Dormaar welcomes improvement in testing standards, but warns that in itself may add another layer to the worsening driver shortage. "Truck training is expensive," he says, adding that a reputable school can cost between \$4,500 to \$5,500. "People don't have the funds, so they do the minimum."

So how do you firm up standards without turning off potential trainees?

### Now a guy rolls a truck in the ditch, and he just walks away.

Over at Transportation Compliance Centre in Calgary, owner Lynne Kuipers says both government and industry have a role to play. "The province needs more staff to monitor drivers and driving schools," says Kuipers. "But due diligence also lies with carriers. You can't just accept a licence at face value. Remember, they're putting a driver in a truck, and that truck, trailer, and load could easily be worth \$250,000. It's good business to road test that driver no matter how long he's had a Class-1 for."

In the wake of the alleged Delta school scam, Ron Singer, president and CEO of Ron Singer Truck Lines in Calgary, calls for enforcement of existing standards,

but he too believes that the industry must police itself.

On the flip-side, he also sees a need for regulatory or legislative changes that put some liability in the driver's lap. "Drivers need to be made more accountable," says Singer. "You know, now, a guy rolls a truck in the ditch, and he just walks away and asks for his pay-cheque. It's the company that's faced with liability."

— by Timothy le Riche

### Labour

### Be Considerate: Court to Bosses

A new Ontario Court of Appeal decision strongly reinforces a rule that requires employers to provide sufficient



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compensation to employees when changing terms of an employment contract.

The case—*Hobbs v. TDI Canada*—effectively means that drivers and other employees are entitled to “consideration” from carriers for entering new contract terms anytime after commencing employment, and the promise of continued employment is not adequate consideration.

In this case, Mr. Hobbs accepted employment from TDI on terms set forth in an offer letter. The offer at the time did not specify commission rates previously agreed upon orally. After commencing employment, TDI presented Hobbs with an agreement with the mutually agreed rate, but indicated that TDI had the right to change it at its discretion and eliminate Hobbs’ right to commissions after termination, even on deals closed prior. Months later, Hobbs filed a lawsuit. A trial judgment sided with TDI, but the Court of Appeal recently overturned that decision.

“The law does not permit employers to present employees with changed terms of employment, threaten to fire them if they do not agree, and then rely on the continued employment relationship as consideration for the new terms,” the court said.

What this effectively means for carriers, says Ron Ouellette, attorney for Toronto-based labour law firm Sherrard Kuzz LLP, is they cannot change, for example, a driver’s rate-per-mile, or other accessory pay after employment

commences without properly giving the driver “consideration.”

Some examples of consideration, Ouellette suggests, can be monetary payments, bonuses, a wage increase, or a lump sum payment.

“At the time an employee starts employment, make sure the terms and conditions in the contract you set forth are everything you want, because if they’re not, and you want to enter a new employment contract later, you’re going to have pay something for that,” he says. “It’s not a free ride, you can’t just change it at your whim or it might be deemed to be invalid or constructive dismissal.”

### Merger

## Two Haulers Covered in Oil

Two Grande Prairie, Alta.-based oilfield carriers have been acquired by Producers Oilfield Services Inc. for approximately \$190 million—making the company one of the largest providers of oilfield services in Western Canada.

Producers Oilfield Services has agreed to purchase the business and assets of H.L. Powell Trucking Ltd. and Swanberg Bros. Trucking, which recently came in at 100 on *Today's Trucking's* 2005 Top 100 For-Hire Carrier List. The deals are expected to close in about two months.

Swanberg, with 144 tractors and 291 trailers, is one of the largest transporters of drilling rigs in Western Canada. It also provides related oilfield services in Northern Alberta, Northern

## on the Docket

### LIBS FLYIN' HIGH ON HTA CHANGES:

The Ontario Liberals are cracking down on flying truck parts with sweeping changes to the Highway Traffic Act, including fines for equipment operators and an extended pre-trip checklist.

If passed, the proposed Transit and Road Safety Bill will make flying vehicle parts from both commercial trucks and passenger vehicles a mandatory Highway Traffic Act offence. The provision automatically deems a vehicle unsafe if a part becomes detached on the highway, and would make vehicle owners and third parties who maintain the equipment, such as mechanics, responsible for any such incidents. Fines for commercial trucks determined to be “unsafe” currently range from \$400 to \$20,000.

“Previously, the law was not as specific as it is now,” Danna O’Brien, assistant to Transport Minister Harinder Takhar, told *Today's Trucking*.

“[Detached parts] was more broadly addressed under the definition of an unsafe vehicle. While the fines are the same, what we’ve done is make the offence more specific.”

The new law is in response to a May 2004 traffic fatality in Toronto involving a flying truck part. In the accident, a 10-kg shoe from the base of a trailer’s landing gear flew off a truck and went through a car’s

windshield, killing the driver.

Ontario already has a zero-tolerance policy for detached truck tires and wheels. Section 84.1(1) of the Highway Traffic Act denies carriers a defence of due diligence and automatically affixes guilt in the event of a wheel separation from a commercial truck. Carriers have challenged the law as being unconstitutional, but were recently turned down by the Supreme Court of Canada.

The new bill would also implement a new National Safety Code Standard that hikes a truck operator’s required pre-trip inspection checklist from 23 to 70 items. “In most cases, the driver is the person who conducts this inspection, and often at locations away from their home terminal,” says Glenda Prudom, team leader of the MTO’s Carrier Safety Enforcement



Making a list, checking it 70 times.

Branch. “In these situations, it’s not possible for the driver to actually see and inspect all the components of some vehicle systems—for example, all the components of the braking system.” A more detailed list of the 70 items will be made available if the bill is approved by Cabinet, which may also make regulatory changes to the proposal.

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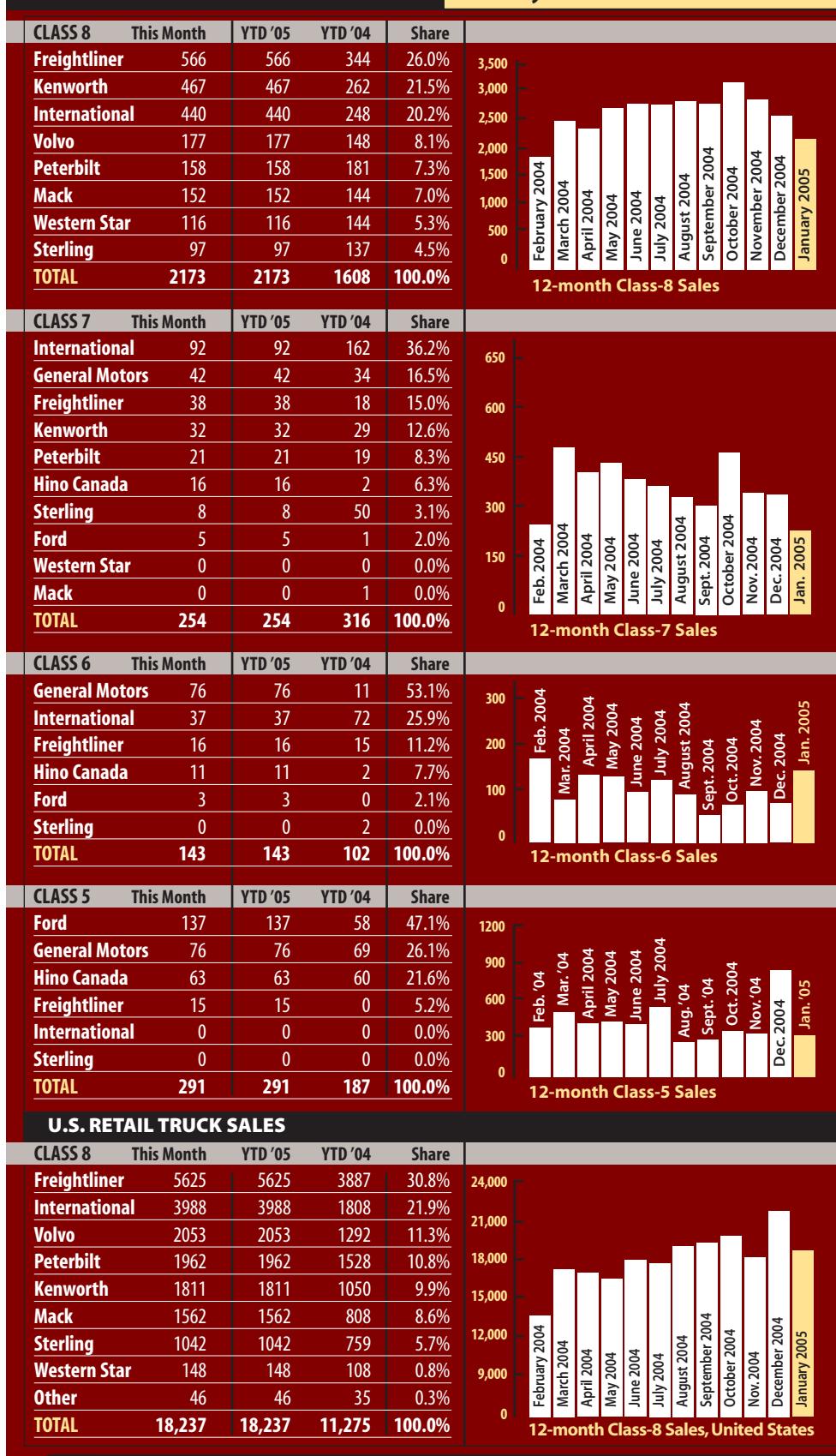
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# Dispatches

## truck sales index

January 2005



**Online Resources:** For more truck sales stats, go to [todaystrucking.com](http://todaystrucking.com)

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

B.C. and the Northwest Territories.

Family-run H.L. Powell has been transporting and warehousing oilfield fluids, drilling mud, and other equipment since 1950. It has facilities in Red Deer, Alta. as well as Kindersley, Sask. and Fort St. John, B.C.

Pat Powell, owner of H.L. Powell, and Swanberg owner Dean Swanberg have agreed to remain in their current capacities with their respective companies until closing, at which time they will also assume senior executive roles in Producers.

Producers Oilfield, which is chaired by Mullen Transportation President and CEO Murray Mullen, is an energy services company whose operating subsidiaries provides trucking, disposal, and other services to oil and gas producers. The company's oilfield construction and maintenance operations account for half of its total revenue.

Formerly known as Moveitononline, the company treats oilfield waste, including used production and drilling fluids, through its Producers Disposal Services subsidiary. Through its Patch Point Enterprises subsidiary, the company provides construction, trucking, and pipefitting operations. Through its Ironlink unit, Producers Oilfield Services provides customers with its Moveitononline product — a computer-based application used to track and report waste disposal activity. ▲

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# Big Hairy Deal

**driver's side** *My locks are on the block for a very worthy cause. By Jim Park*

I learned a few years ago that celebrity, even in its mildest form as an all-night radio show personality, has some caché. Back in '97-'98, I was doing a radio show called "The All-Night Road Show" on Hamilton's 820 CHAM, a midnight-to-6:00 a.m., 7-day-a-week gig playing country music and talking about trucking. It was a hoot, and it earned me a reputation that had some value in a twisted sort of way.

The Husky truckstop in London, Ont. held a driver appreciation day that year, and had invited me to the event. They had a dunk-tank there too. For a buck-a-toss, truckers could have a go at dunking their "favourite" Putnam, Ont. MTO scale-guy in the tank. They were up a few hundred bucks when a guy named Ross Jessup asked if I'd volunteer for the tank if he raised the ante a little. Sure, I said, figuring I could do worse than get wet on a warm September afternoon.

Jessup worked the crowd and raised more than \$2,000 in less than an hour for the privilege of dunking yours truly. My celebrity status worked then, so here I go again. This time I'm hocking my graying mane.

Most readers will be familiar with OBAC, the Owner-Operator's Business Association of Canada. The organization is in dire straits, but not because of its own failings. In fact, the demands on the group's executive

director, Joanne Ritchie, have become so overwhelming she's in danger of collapsing, personally. It seems that since OBAC hit the stage a little more than a year ago, the response from industry, government, and others interested in owner-ops has surpassed her wildest dreams.

What's up you ask?

That elusive critter, the owner-operator, is on everyone's radar screen these days, and everybody wants to know more about them, or wants input from them. Statistics Canada, Transport Canada, Canadian Council of Motor Transport Administrators, HRSDC, Alberta Infrastructure, ICBC, WCB, and dozens of municipal and regional governments around the country have been chasing OBAC for information about owner-operators.

The work she's done in the past few months has inspired far too many tips and calls from one agency or another advising that OBAC is the place to go to learn more about drivers and owner-ops. The demand is insatiable, but OBAC's ability to deliver is finite.

The problem is funding. The group's start-up funding was gambled away by Anthony Leckie, the infa-

mous "missing accountant." OBAC doesn't even have the money to file suit to recover the misappropriated funds. Without a basic operational infrastructure, and some part-time paid help, OBAC simply can't keep up with demand.

I can say with certainty that contributions OBAC has already made to some of the



organizations listed above have been very well received, especially at CCMTA. There's a bunch of work going on over there, or about to begin, including an overhaul of commercial driver licensing;

HOS—of course; and a study on aging drivers. OBAC has been invited to participate in all of these. There's also a commission reviewing federal labour standards that wants OBAC's input in defining the owner-operator's place within that Act.

There's more, but you get the drift. I could go on about the good work OBAC has done, but the more important element is the work yet to come. It would be a damned shame to lose OBAC to its sea of debt.

I'm therefore offering up my scalp to raise money for this worthy organization.

Your scribe promises to lop off his locks, right to the wood, if contributions totaling \$100,000 can be reached or exceeded by September 23, the opening day of Truxpo in Edmonton. The highest personal contributor gets to work the shears.

I'm calling on drivers, owner-ops, carriers, suppliers, other associations, and anyone else who partners with drivers and owner-ops to pledge their support for OBAC. I've seen the potential here. I believe it's important to keep OBAC alive, because a strong owner-op community is in this industry's best interest. I'm willing to lend my support to the cause. How about you?

Watch for follow-ups on this, but in the meantime, you can send a contribution to: OBAC, 275 Slater Street, Suite 900, Ottawa, Ontario K1P 5H9, or call them at 613-237-6222, or via e-mail [jritchie@obac.ca](mailto:jritchie@obac.ca). Mark the envelope "Big Hairy Deal." ▲

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



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# Street Smarts

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## A New Transfer of Enthusiasm

**marketing** *How to help your sales team sell new deals.*

By Marco Beghetto

**T**here's been a rumour or two that truckers are starting to make money again.

The capacity crunch has swung buying power back trucking's way, and after sitting on the sidelines these last couple of years you want your sales team to go in and save you a seat on the raise-your-rates bandwagon, right? And while you always knew pulling the customer onside was going to be laborious, you never thought you'd have to engage in a tug-of-war with some of your salespeople, too.

For many carriers in the past, sales were tied more to gross revenue than to net profit. Sales and marketing types were usually asked to be more like ambassadors—initiating, maintaining, and nurturing relationships—and the more of them the better. So, in this new era, where the term “demarketing” is no longer the heresy it once was, how do you convince the sales rep still tied to volume that quality freight trumps quantity every time?

### Back to School

Tired of years of not making good money, Julie Tanguay, president of St. Thomas, Ont.-based L.E. Walker Transport, decided it was time her sales department underwent this metamorphosis.

Salespeople love pulling out their reports and seeing that \$3 million account, but many don't realize that it may cost \$3.1 million to service it, Tanguay says. “We always hear people say that we have to go out and educate the customer,” she says. “But before we can do that, we have to educate salespeople so they understand all the factors that go into rating a lane.”

The process required a true marriage between the operations and sales departments, where the latter learned of all the factors that can chew profit right out of a rate: Turn-around times at loading docks; trailer pools; redeliveries; transit times too short or too long; off-route miles, and so on. “In the past, it was the customer dictating what the rate should be,” Tanguay

says. “The new role of the salesperson is to truly understand what goes into making us [successful] as a company, and then be able to sell that to the customer.”

### Eliminate Excuses

Was it an easy lesson to teach? “No, it was a rough road for the salespeople to get used to—especially when it came to long-term business,” she says. That's when the excuses absolving the customer from paying his share of all the rising new costs of transportation started rolling in.

“There were days where I wondered, ‘who does the salesperson work for? Do they work for Walker Transport who signs their cheques, or do they work for the shipper?’” she asks rhetorically. “The excuses were endless: ‘The customer doesn't believe in paying detention; their terms are 60 days, not 30.’ And of course, ‘but this is how it's always been for years. We'll lose business.’”

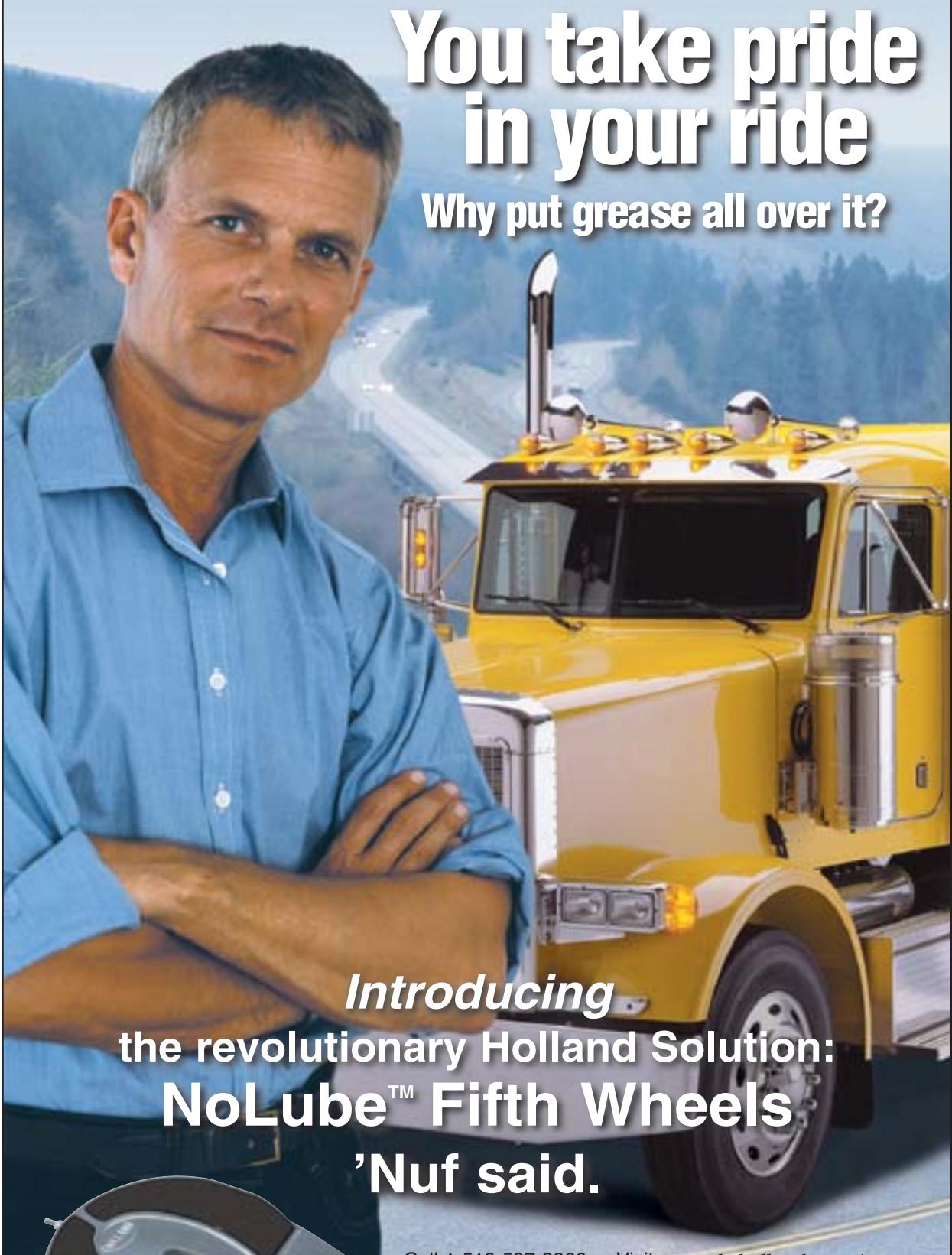
Precisely. Tanguay was fully prepared to demarket unprofitable business—unprofitable to everyone but the customer and some of her own salespeople, that is.

But she didn't want to act without giving her staff one more chance to see the toll some of their “best” customers were having on the company.

### ABCs and Even Es

To remove the emotion out of long-standing, unprofitable, accounts, Walker Transport drew up a rating chart for their biggest customers, and began to grade each account. The grades, ranging from A to E, measured customers not only on rate-per-mile or the willingness to pay accessorial charges, but also on the intangibles that pinched the bottom line. High-maintenance and low-maintenance accounts were compared side by side in several categories.

Invoices outstanding: “Are we a trucking company or a bank?” Tanguay asked her staff before answering her own question by marking up the chart.



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Customer service: "Are we data clerks for the shipper, plugging in Excel spreadsheets for the shippers to take to their management meetings?"

Driver appreciation: "How do they treat our drivers? If a customer cannot respect the role of a truck driver," says Tanguay, "I have a difficult time doing business with them no matter how they rate on everything else."

"It was amazing when we saw it laid out in front of us that some of the people we classified as top customers, as A or B accounts, were actually rated C or D," Tanguay says.

Customer rating is a growing trend in the trucking industry. Mark Seymour, president of Prescott, Ont.-based Kriska Transportation, has had an informal system for a few years. While Kriska's isn't directly tied to pricing, Seymour says it definitely impacts levels of service customers receive. "It's certainly not very sophisticated, but the concept of customer segmentation is a healthy process for any organization to go through," he says. "It's not correct to think that all customers need to be treated equally, because not all customers behave equally."

Seymour says the process encouraged customers to behave the way they too want to be treated. "Especially when capacity is such a concern, there will come a day when you can't do everything for everybody," says Seymour, "and the last thing you want to do is leave an A customer in the lurch at [the expense] of servicing someone who isn't graded as favourably."

### Follow the leader

At just about every small- to medium-sized carrier, the owner still likes to cradle a handful of long-standing business relationships. It was no different at Tanguay's 200-truck fleet where it was essential she herself drop some of her own D- and E-rated business in order to establish credibility with her staff. "If I didn't have the courage to go out and do what I was asking them to do, then I'm giving them every reason in the book not to carry out the new directive I set forth," she says.

In the end a few customers were "demarkeeted," says Tanguay, including one of her own 15-year accounts that could not

be convinced to accept a rate increase. A salesperson or two also followed.

"I think that this process really separated the good salespeople from the weaker ones," she says. "After all this was done, if the salesperson still couldn't accept this and convey it back to the customer, it was evident that they weren't going to make it in the new role of what a salesperson needs to be these days."

Seymour says the time has come for the industry to properly rate quality of revenue and stop linking the success of a sales team strictly to the volumes it brings in. People—those in sales included—have different needs and they'll innately measure things based on those needs, he says. "It's our job to teach our salespeople that our success, and [in turn] theirs as well, has to be based on sustained profit." ▲

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# All Wound Up

**safety dept.** *Driver stress affects your team in mysterious ways. It's time to take a hard look at it. By Raymond Mercuri*

Until recently, it never occurred to me that commercial truck driving had become such a high-stress profession. But recently, I attended a management seminar on the topic and my eyes were opened. Without a doubt, all of the changes and growth in our industry—consolidation and withdrawals from the industry, the lack of infrastructure and growing population density, border crossings—have made driving a very stressful occupation.

The seminar was presented by A.J. Bullivant at the Hamilton Transportation Club, and the more I heard about how to spot stress, the more I thought that trucking fleets should be taking this health risk very seriously.

What does a stressful workplace lead to? Among other things, Bullivant says, "high blood pressure, insomnia, back problems, anger, and fatigue." And what makes the work stressful? Again, in the words of the seminar leader: "unpleasant working conditions such as high noise levels, poor lighting, various temperature extremes, limited opportunity to socialize, and excessive work hours."

Sound like trucking to you? Does to me.

The poor health resulting from prolonged stress can end driving careers prematurely. This is unacceptable in an industry that's already losing far too many professional drivers to early retirement.

Other symptoms include

low productivity, frustration, lack of concentration, depression, or even panic attacks. Do you want your people prone to those problems behind your wheels?

We dispatch drivers with set-in-stone time commitments. Drivers operate in the bubble of their cabs with minimal social interaction. Major life events that are family- or home-related can wreak havoc on a driver's mind—a problem that's compounded by a driver with a ton of time alone in a cab to dwell on things. If you cut

Bullivant told the crowd.

Crossing a border is very stressful, as are DOT roadside inspections, safety blitzes, and heightened border security levels. When our industry has—let's face facts—quite a few people with poor communication skills, how are

**If you cut somebody off from major life events such as family activities, you're just asking for stress-borne trouble.**



somebody off from major life events such as family activities, you're just asking for stress-borne trouble.

What's more, day-in and day-out, drivers are required to keep up with increasingly complex and ever-changing rules, regulations, and procedures.

"Stress may occur through an inability to cope with the technical or intellectual demands of a particular task,"

they expected to function?

Whenever Bullivant discussed stress-causing factors—unpleasant noise or plain, old-fashioned dirty working conditions, I thought "drivers."

As an industry, we must take note of the stress. It's affecting our drivers for sure, but also, your businesses. This is not an admission of weakness or an inability to cope. It's an honest admission

of a blatantly obvious but oft-overlooked problem in this industry.

So what are we going to do about it?

We can ill afford to lose quality drivers prematurely but we have not tackled the subject of handling stress in a meaningful way to protect the current driver pool.

Outside of Bullivant's seminar, very little has been devoted to tackle stress in the trucking industry. Apart from the Transportation Health & Safety Association of Ontario's "Road Rage" training seminar, I can find very little on the subject for professional drivers.

We need to take a closer look at the effects of stress in our line of work, and then find ways to deal with it.

Let's re-think our drivers' working environment and their responsibilities and then focus some much-needed resources to develop stress management training and tools to help our drivers deal with this very real issue. We don't have much choice, when you think about it. And not having choice causes stress too. And who needs that?

Want to hear it right from the consultant's mouth? Contact Bullivant & Associates Inc., Stoney Creek, Ont. [www.bullivant.ca](http://www.bullivant.ca) or call toll-free 1-888-712-7197. ▲

Raymond Mercuri writes about safety and training for *Today's Trucking*. He can be reached at [raymond@markel.ca](mailto:raymond@markel.ca).



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# Lease or Buy?

**big money** *It might be one and the same—with unintended consequences.*

By Steve Mulligan

**W**hen the Canada Revenue Agency (CRA) institutes a new tax, it gets all the fanfare of the circus coming to town. They advertise, produce glossy pamphlets, and otherwise shout it from the mountaintop.

But when a change to the Income Tax Act might reduce your tax burden, it often goes unheralded. A big part of our job at TFS Group is to sniff out these changes and help clients change their tax strategy accordingly.

This brings us to *Shell Canada Ltd. v. The Queen*, 99 DTC 5669, a case heard by the Supreme Court of Canada in 1999. It brought about a monumental difference in the way CRA assesses what is a lease agreement and what is a purchase agreement. Further, it resulted in the cancellation of Interpretation Bulletin IT-233R in June 2001. You may not know it, but if you ever signed a lease to acquire a tractor, you used rules set out in this now-canceled IT bulletin.

IT-233R determined whether a contract was a lease or sale based on the "underlying economic reality" of the deal. Say you lease a new \$120,000 truck for 60 months with a \$15,000 security deposit; 8 percent lease rate; \$2,129.02 monthly payment; and a \$1 buyout at the end. This type of financing was, and remains, common; we call it a "bargain purchase option." The deal is, for all intents, a purchase.



IT-233R interpreted a bargain purchase option lease as a loan with the truck added to the capital cost allowance (CCA) schedule.

No more. The Supreme Court said, "the economic realities of a situation cannot be used to re-characterize a taxpayer's bona fide legal relationships." Simply put, your lease payments are expensed and your truck is not capitalized. Your tax deduction is now equal to the real cash outbound and your accounting and tax planning are simplified. CRA no longer has the authority to review your lease agreement and force you to treat the deal as a virtual purchase agreement. The CRA provides background at its website: [www.cra-arc.gc.ca/E/pub/tp/itnews-21/itnews-21-e.html](http://www.cra-arc.gc.ca/E/pub/tp/itnews-21/itnews-21-e.html).

So chalk up one for the little guy—and a tax advantage if applied intelligently. There's the rub: How does this rule change affect you when you decide to trade your current truck? Here are four scenarios.

**1** Your present truck is on your books as a purchase and your new truck arrives, again, as a conditional sales contract finance agree-

ment—in short, a purchase. Since you're moving from a purchase to a purchase, the change should not affect your tax planning.

**2** Your present truck sits as a purchase, but your trade is being financed through a lease. Now pay attention: the disposal of your present truck may close out that CCA class altogether. Any recapture of depreciation at the point of trading trucks is income. This could be sizeable. If your truck is on the books for \$25,000, and you trade it on a lease for \$60,000, then \$35,000 of recapture will be included in your current year's income without any significant offsetting expenses from the new lease agreement. Ouch!

**3** Moving from an existing lease to a new lease is

not an issue, but again, only if the existing lease was treated as a true lease. Watch for any business income derived from the difference between your current truck's trade-in value and your lease agreement's bargain purchase option (e.g. \$1). This gain must be declared as income. It's something many owner-operators miss, only to be terribly surprised once audited.

**4** You're trading a true current lease for a new purchase. Again, watch for business income derived from the difference between the trade-in value and your lease's bargain purchase option. Any gain on the sale of your old leased truck is income that year and your new truck will be added normally to your CCA schedule and interest expensed from your loan's amortization schedule.

The disappearance of IT-223R may result in a surprise tax hit if you're not well advised when you trade in your truck. Before you structure your next truck acquisition, talk to your accountant about the tax implications. And don't accept a blank look as an answer. ▲

Steve Mulligan is vice-president of TFS Group, a Waterloo, Ont., company that provides accounting, permits, logbook compliance, and other business services for trucking companies and owner-operators. For information, visit [www.tfsgroup.com](http://www.tfsgroup.com), or call 1-800/461-5970.

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BY PETER CARTER

**A** trucking Xanadu opens this Spring in Cambridge, Ont., on 53 acres of prime industrial land. If you want to see how trucking will be done in the 21st century, drop by.

You'll see a yard-management system with comprehensive trailer-tracking whereby incoming drivers will not only be told immediately where to park their trailers but when the next guy comes to pick up, he'll know precisely where the trailer is. The people who run this place don't want to waste precious nano-seconds.

You'll see a 56,000-sq-ft maintenance building; indoor fuel bays with doors that open automatically when the bay's vacant, and technology that measures tire pressure, weight, and alignment while the truck is being fueled. Other amenities include a first-class driver lounge with a remedial training room complete with a top-grade driving simulator.

The showpiece is Challenger Motor Freight's new headquarters, and Dan Einwechter, Challenger's founder and president, is walking proud.

"Wait'll you see the simulator in the driver-training room. It's the real McCoy," Einwechter boasts. "When I drove it at the vendor site, I simulated driving an army vehicle through the Afghan mountains and learned what it was like to drive over a cliff."

In real life, it's safe to assume Einwechter doesn't steer anywhere close to cliffs. If he did, he wouldn't be at the helm of this remarkable company. Einwechter founded Challenger in 1975, and now oversees more than 1190 tractors, 3400 trailers, and about 300 owner-operators providing truckload as well as LTL services across North America. It's the sixth largest for-hire fleet in Canada, according to *Today's Trucking's* Top 100 rankings for 2005.

Furthermore, if he were a reckless operator, no way would Challenger have been named—along with a handful of other trucking companies—as one of the best-managed companies in Canada.



For the past dozen years, management consultants Deloitte&Touche have teamed up with the CIBC to take the pulse of Canada's 15,000 or so medium-sized businesses. To qualify for the title, a company must have between \$10 million and \$1.5 billion in sales; it can be publicly held but the majority of shares must belong to a single controller or a small group.

The team surveys the country, usually receiving about 500 responses from interested companies, and then with the help of local business experts, winnows the list down to the top 50. The winners are announced in late January. If a company is named to the list six years running, it becomes a member of an even more prestigious group—the Platinum Club.

Since the project's inception—it was started during a recession and the stated aim was to basically be a cheerleader for private enterprise and a call for job creation—the program's popularity has blossomed, and now, being named one of the winners is in itself a competitive advantage.

"It's certainly something you show clients and customers," says Mike McCarron, one of the founding partners at MSM Transportation Group, a member of the Platinum Club. Adds McCarron: "Things like this also makes the people around here feel good."

This year, Challenger's and McCarron's conferees on the list include a trailer-load of trucking companies: Winnipeg's Bison Transport, Boucherville, Que.-based Transport Robert, Canada Cartage in Mississauga, Ont., the expedited LTL pros QuikX Transportation, Brampton, Ont.-based Maritime-Ontario Freight Lines, the intermodal experts Consolidated Fastfrate

partner who quarterback the project, is two-sided. First, as McCarron says, if you do try to get on the list and make it (this is Transport Robert's first time trying, incidentally) it's good for business. Customers and investors like it.

More importantly, Hughes notes, whether you're one of the chosen few or not, you can learn from them.

Which brings us back to risk taking and lesson number one:

Well-managed companies don't take risks, they manage it. "We wanted," says Hughes, "to hear about strategy—does a company have a well-developed plan? Strategic planning is key. These companies have to be looking at tomorrow."

The organizers weren't too interested in growth or profits alone, but only as they related to other key elements of running a business.

"When you think about all the new challenges that face trucking companies these

"We're also looking at strategic growth to see how these people are taking costs out of the supply chain to share the savings with customers," says Hughes.

MSM's McCarron says that's his company's strongpoint. "We've got a unique dispatch service that combines the use of our own equipment and our partners in one seamless system," he says. "It allows us to sell our LTL service with maximum efficiency."

Penultimately, Hughes says, the best-managed companies boast strong innovative leadership. Now that, as you know, is a trademark of trucking. Challenger's Einwechter is famous for speaking his mind; Claude Robert, even though he's a chartered accountant by training and a high-powered executive, has no problem climbing into a truck to deliver a load.

Finally, Hughes says, good management is about teamwork and people ("it's not about celebrating an individual"). As Gary Babcock, the president and CEO of QuikX,

# Leaders of the Pack

**Some of Canada's best business managers are truckers. And they have a thing or two to teach the rest of us.**

in Woodbridge, Ont., and the 3PL people at the Wheels Group.

Clearly, there's a lot of management expertise in our industry.

The question must come up: "why should anyone who's not on the list—and that means practically everybody else in the land—care?" The answer, according to John Hughes, the Deloitte managing

days—security, technology, and driver shortages—it's crucial that they have the resources and strategies they need to embrace change," Hughes says. "These are companies that invest in the future."

Hughes says other hallmarks for the well-managed all-stars include investment in technology and preparation for entering American markets.

says "while technology is transforming our industry, transportation is still very much a people business."

When Einwechter talks about his swanky new facility in Cambridge, he says "we're giving our employees a premier facility that's unrivaled in Canada. This industry is all about the people and we go the distance for our people."

Jim Rudyk from Canada Cartage, the 90-year-old company that provides transportation machines and manpower for many of corporate Canada's private fleets, sums up the "people power" strategy succinctly.

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## Best Managed

"Without the employees, we're not going to get the customers and you have to keep all lines of communications open. Then, you have to develop strategies, communicate them, set goals, and reward the employees for achieving those goals. It's really quite simple."

It must be effective. One of Canada Cartage's biggest selling points is the fact that it's a non-union shop, often

delivering services, and in fact working in close-conjunction with fully unionized customers.

Jean Robert Lessard is the vice-president of marketing and business development at Transport Robert, the Boucherville empire that earned its way on to the list for the first time this year. Lessard has been with the company for 22 years and says that if you're looking for good management, look no fur-

ther than the Quebec TL fleet.

Claude Robert, says Lessard, "has the passion for the business.

"And the guy at the top with the passion has to transfer it to the guys on the bottom."

One of the ways Robert succeeds in transferring his passion, according to Lessard, is by holding yearly two-day-long meetings at which all employees are invited to ask the management any question they want. And they're entitled to answers. He says the popularity of the meetings is growing—and last year more than 700 staff members showed up.

## TRY OUT FOR THE ALL-STARS

If you're interested in having the measure of your management style taken, why not log on to [www.canadas50best.com](http://www.canadas50best.com) to see if you qualify for next year's survey. Winners say it's good for business; great for morale; and you'll get media attention galore. But even if you don't make the final cut, you'll be eligible for a "growth diagnostic report," which provides insight into how you're achieving and sustaining growth. That alone is worth the price of admission.

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because they want to be involved.

"They can ask why Robert doesn't have this or that gimmick; or they find out why it's important to have a profit at the end of the year or what depreciation's all about," Lessard says.

"You sit with drivers and find out what economic problems they're facing and they find out what economic problems the industry is facing. That way, if they get questions at the dock about fuel surcharges, for instance, they can answer them confidently.

"We say, 'you want to know our strategy? You want to know the Robert vision? Well here it is.' ▲

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**CASTING THE NET:** TST's Tom Philips, driver coach Chris Bastian and Stan Morris.

**I**n the current market, an owner-operated truck can generate about \$1.87 a mile for the carrier. A busy rig can travel about 2,400 in a single week. Say next Monday you bring five new drivers on board. Now say they get up to speed right off the bat. That's going to bring in about \$20 grand by Sunday. This time next year, those five drivers will be worth a million bucks.

Is it any wonder that fleets get inventive when it comes to luring new owner-operators into their folds?

Two years ago, a few inventive fleet types—Tom Philips and his friend Stan Morris—were at the Fergus Truck Show, trying to figure out how to best attract new flesh to their teams. Philips is the vice-president and general manager of TST Truckload Express and TST

**Did you hear the one about the fleet owner, the teacher, and the used-truck salesman? It's no joke, but their driver-recruiting scheme is bringing smiles to lots of faces. BY PETER CARTER**

# HIRE POWER

Load Brokerage Services, and Morris is the manager of driver services for TST Truckload. Every truck show features fleets on the prowl for recruits, and everybody's trying to outfox the next guy. It occurred to the TST guys: why keep poaching owner-operators from other outfits if you can bring new drivers on as owner-operators immediately?

That was then. Philips and Morris cultivated something they called the Power-to-Drive program, and it's a bigger success than they anticipated. Since that day, TST Truckload has hired 16 new owner-operators without swiping any of them from other fleets. "That represents about half our new hires for the year," Morris says. "We only have about 60 owner-operators, so to us, 16 is huge."

And getting huger. This year, they're expanding the program to attract even more bodies.

It happened like this: Philips and Morris approached the driver-training expert Kim Richardson of Caledonia, Ont.-based KRTS Transportation Services and Frank Oliviera of Arrow Truck Sales in Mississauga, Ont. and proposed a trucking love triangle. KRTS would produce the trained bodies, and Arrow the rigs and financing.

But really, you can't expect a guy to leapfrog from the classroom to the cab, right? So, Philips and Morris devised a coaching program.

For the first month, the new driver rides with another member of the TST team—a coach who has been on board for at least a year and who agrees to take the newbie in his cab with him for a month. The newbie gets \$500 flat for the month plus a \$1,000 signing bonus at the end of the four weeks, the coach receives his regular mileage plus a coaching bonus, and then, at the end of the training period, the new driver, who has already been approved for financing, simply switches vehicles. He can climb into his own vehicle and begin a career as an owner-operator.

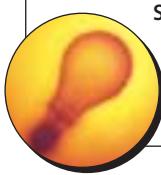
The Power-to-Drive program has been expanded. Now, if a KRTS grad signs on with TST and stays a year, they'll repay his tuition. Furthermore, if an experienced driver shows up interested in purchasing a truck and starting life as an owner-operator, TST will help with the down payment.

Jim Nicholson, 53, is one of TST's coaches. He says new drivers seem ready to head out on their own after the training period.

## INNOVATORS WANTED

**THINK YOU'RE SMART?** Or do you know somebody whose trucking-related innovation deserves our readers' attention? It could be something huge that we've all read about or it might be behind the scenes. Either way, we want to hear about it. Over the next year, we'll be publishing the best of the innovations and then choosing an overall winner.

Send your ideas to Innovators, 451 Attwell Drive, Etobicoke, Ont., M9W 5C4, fax your suggestion to 416 614-8861, or email them to our editor. [peter@todaystrucking.com](mailto:peter@todaystrucking.com)



"They catch on pretty quickly—and they also find out what it's like to be away from home for long periods of time." (TST doesn't let the new recruits drive into the mountains until they have a year experience.)

Kim Richardson of KRTS was at first skeptical, when Philips and Morris approached him about it. "It was never in our mindset that you could take somebody right out of school and make him or her into an owner-operator," Richardson says, adding "but look—the proof's in the pudding."

Other doubtful types wondered about insurance problems, but Philips says TST is self-insured, and he adds that as part of Transforce Income fund, other parts of his company are based in Quebec and they hire new owner-operators directly out of school and have had no problems with the plan. ▲

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Those who are now running '04 engines will have experienced (or will soon) the effects of increased under-hood temperatures and will be looking for solutions to those maintenance issues. Many will have seen fuel-economy degradation in the range of three to five percent, and almost everyone will have experienced the sticker shock associated with the new power plants. A time to contemplate?

Could it be any worse come 2007? All the North American engine makers are saying existing technology is up to the challenge.

NOx (nitrogen oxides) reduction can be accomplished with expanded EGR capacity—or in Cat's case, ACERT. Dr. Steve Charlton, executive director of Cummins' advanced engineering group, says the present ratio of about 15 percent EGR will be upped to 20 or 25 percent. Tim Tindall, director of emissions programs at Detroit Diesel says the EGR function on a Series 60 will be upped to about 30 percent, or double the present ratio.

Mike Powers, Cat's product development manager, says refinements to the shape and function of the combustion chamber including changes to piston, ring, and liner designs, along with modifications to the fuel and air systems will bring ACERT up to scratch for '07. Cat will stick with variable valve actuation and series turbochargers as well—the principal features of ACERT.

That leaves engine makers with the challenge of cutting PM (particulate matter) from 0.1 to 0.01 g/hp-hr, or 1/10th of the present level. This, they all say—Cat included—can be accomplished with particulate traps, officially known as diesel particulate filters (DPF).

The engine makers are warning that we'll likely see further degradation in fuel economy, similar to what we saw with the '04 engines, and heat rejection

# 2007 SOLUTIONS

**ALL ENGINE MAKERS SAY  
THEY'RE ON TRACK TO MEET  
EPA'S 2007 STANDARDS. AND  
MOSTLY, IT'S TECHNOLOGY  
WE'VE SEEN BEFORE.**

**By Jim Park**

will be a huge issue in '07 engines—as if it isn't already. But all in all, what's under the hood won't be terribly unfamiliar.

## A FEW NEW PIPES

For starters, EPA has said crankcase emissions will be treated as engine emissions beginning in '07, forcing engine makers to develop closed-circuit crankcase ventilation systems. Says Detroit's Tindall: "We'll

be using oil-driven centrifugal oil-separators to scrub the oil vapor from the crankcase gases."

And with increased EGR volumes, expect larger EGR coolers. Truck journalists recently had a

"sneak preview" of Detroit Diesel's '07 Series 60 engine and found an EGR cooler that appeared roughly twice the size of the existing cooler.

The turbocharger is key to the perform-

ance of the more demanding EGR ratios. To that end, at least two engine makers, Detroit Diesel and Volvo, have adopted the Cummins-owned Holset sliding-vane VGT. Volvo Trucks North America spokesperson, Jim McNamara, confirmed recently that Volvo's newly introduced VE D16 engine uses a Holset sliding-vane VGT—"with electronic actuators to provide more precise control."

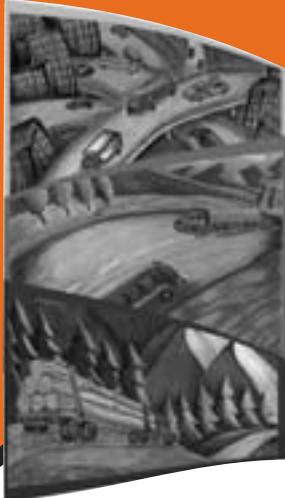
Volvo currently uses a form of internal EGR relying on differential exhaust manifold pressure to divert a portion of the exhaust gas back into the engine. The '07 standards will require more precise control of engine intake air and the mixing of clean air with exhaust gases, requiring a VGT.

Detroit Diesel will also be using the Holset turbo, replacing the current—and in some cases troublesome—Garrett swinging-vane turbo. Both Detroit and Mack have experienced difficulties with that design. In Detroit's case, we saw coolant

**Detroit Diesel and  
Volvo have adopted  
the Cummins-  
owned Holset  
sliding-vane VGT**



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## Cover

lines running to and from the turbocharger—something we haven't seen before.

But aside from a few new pipes, some bigger pipes, a couple of new sensors, larger fans, radiators, and charge-air coolers, the changes planned for '07 won't be obvious. We will, however, see some very different looking exhaust systems.

### DIESEL PARTICULATE FILTERS

Having nicked NOx somewhere forward of the firewall, engine makers still face the challenge of a 90 percent reduction in PM output. The DPF will filter the soot out of the exhaust and store it until it can be burned off. Proper function of the DPF will depend on new fuel and lube oil formulations designed to reduce soot in the combustion chamber. New engine lubes will use a reduced ash formulation, while diesel fuel will be refined in a manner that removes almost all the sulfur.

Once trapped by the DPF, the accumulated soot will be reduced to ash using a chemical catalyst, platinum in most cases, and then burned off by elevating the temperature inside the DPF. Cat's Powers says in most applications, the heat produced under normal load will be enough to remove the particulates from the filter.

This process is called passive regeneration. "But in low-load situations where the exhaust temperature isn't high enough, we'll rely on a thermal device to provide enough heat to accomplish the filter regeneration," he says.

This approach is typical across all brands. In a process called active regeneration, diesel fuel will be injected into the exhaust stream to raise the internal temperature to somewhere between 900 and 1300 F, resulting in very high exhaust-outlet temperatures. The process is managed by the engine-control system and is triggered by temperature and pressure changes in the exhaust system as the filter accumulates soot. It will be transparent to the driver, and each event will last about 10 minutes, occur every four to 16 hours, and consume about half a litre of fuel.

These filters will also need periodic manual cleaning to remove accumulated ash from the regeneration process and from oxidized engine oil. The EPA says cleaning intervals must be at least 150,000 miles apart, but actual intervals will vary, said Tony Greszler, vice president of engine engineering for Volvo Powertrain group.

"These could easily go to 200,000 miles depending on conditions," he said.

## NEW HARDWARE

**W**ith the February launch of Volvo's 16-L engine, the VE D16, we saw the first new engine introduced to North America since Mercedes' MBE 900 and MBE 4000 in early 2002. It's a big-block motor to be sure, pumping out up to 625 hp with a whopping 2250 lb-ft of torque.

Meanwhile International announced a joint-venture heavy-duty engine co-developed with MAN Nutzfahrzeuge of Germany. No word yet other than it's going to be a Class 8 platform. We'll have details in the May issue.

Detroit Diesel will be introducing a new engine sometime after the '07 emissions standards go into effect. No details yet, other than it's a clean-slate design, available in 9.9-L, 12.8-L, and 14.8-L displacements that will carry the

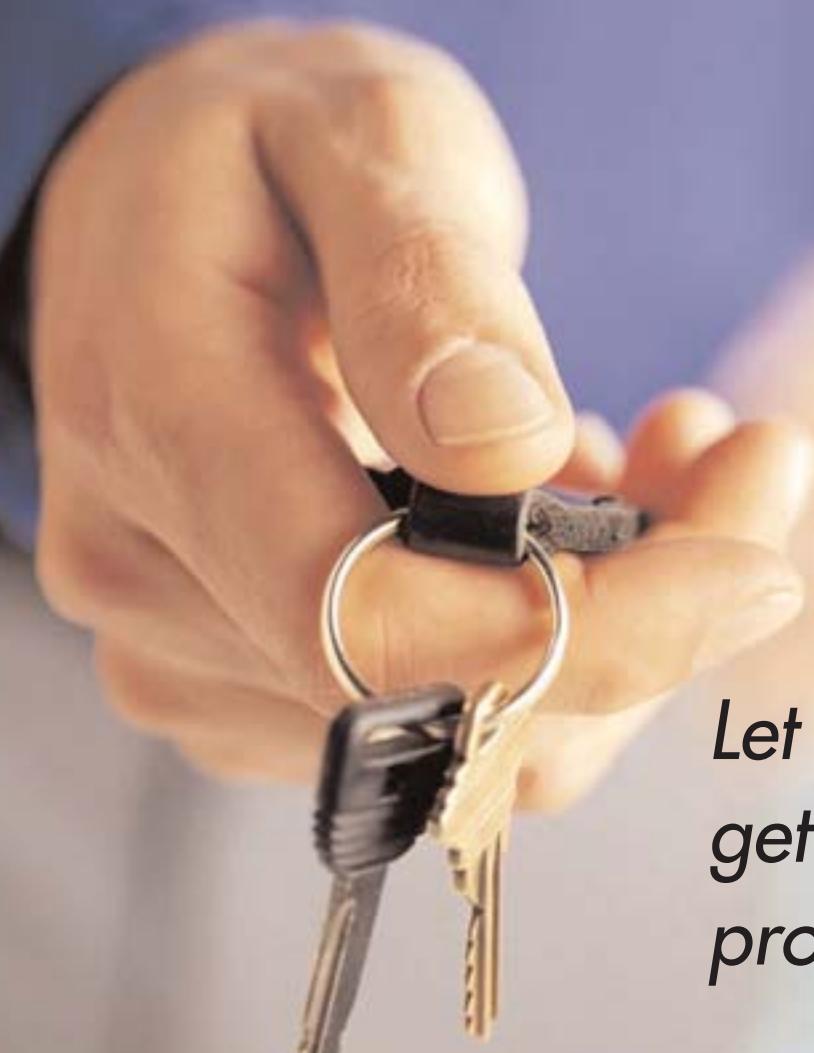


company through 2010 and beyond. The 14-L Series 60 will remain the company's large-bore offering even as the new engine is phased in, but Detroit will phase out production of the 12-L block.

Mack says it will continue limited production of its ASET engines up to and beyond '07 while Mack and Volvo begin integrating the VE D12 engine into Mack chassis. "There will be a period of overlap during which customers will be able to choose between the existing ASET engines and the new ones," says Mack's trade relations manager, John Walsh.

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The engine makers are saying the filters will be integrated into a muffler-type device with a removable filter section to facilitate cleaning or replacement. The filters will not be interchangeable across engine brands, and cost estimates for a "filter change" stand now at US\$150. For fleets using different engine platforms, this could create inventory issues as each brand of engine will require a mated DPF.

Detroit's prototype weighs about 150 lb, and while internal temperatures will hit 1,500°F, external temperatures, even during the active regeneration process, are not climbing much above 300°F.

Cat will be switching from a diesel exhaust oxidation catalyst (currently integrated into the muffler) to a DPF, which will replace conventional mufflers. The significantly larger diameter of the DPF will make

chassis placement an issue, especially for chassis with bodies, such as beverage trucks, garbage compactors, and dump boxes.

### UNDERCURRENTS

While we're waiting for the next wave to hit, there's a lot going on with the engine makers outside the test cells. The Mack ASET engine will survive 2007 in limited production while Mack and Volvo begin integrating the VE D12 engine into Mack chassis. Its future beyond 2010 is doubtful.

The new engines will be customized to meet the unique performance demands of each brand's individual customers. "In other words, the differences will be just as significant as the similarities," Mack's John Walsh notes.

And with concerns about cost, performance, maintenance, fuel economy, and of course, heat rejection, the obvious question remains: will there be another pre-buy prior to '07?

All the engine people say there will be engines in customers' trucks by mid-2006, so we'll have a chance to see 'em and feel 'em before we buy 'em. Performance results should be well established by D-Day.

Here's what LLC president Rainer Schmueckle said about a pre-buy recently. Freightliner and the other OEMs are building at capacity right now, and he expects that trend to continue out beyond 2006. On sales predictions of 290,000 heavy- and 180,000 medium-duty trucks in 2005, there won't be the capacity to accommodate a sustained pre-buy.

"With many of the OEMs currently building to capacity, and with little bricks-and-mortar expansion planned, I can't see how we'd fulfill a major pre-buy," Schmueckle said.

"We'll have '07-compliant engines in customer trucks later this year. We hope that will increase the confidence level of the customer, and we're continuing to negotiate with federal officials for customer incentives to promote early adoption of the new engines."

As to the cost of meeting 2007, Schmueckle has said the upcharge could be as high as US\$4,500 to \$6,000. Others have booted around a figure closer to \$10,000. And generally that doesn't include increases in operating costs or in maintenance and reliability concerns. ▲

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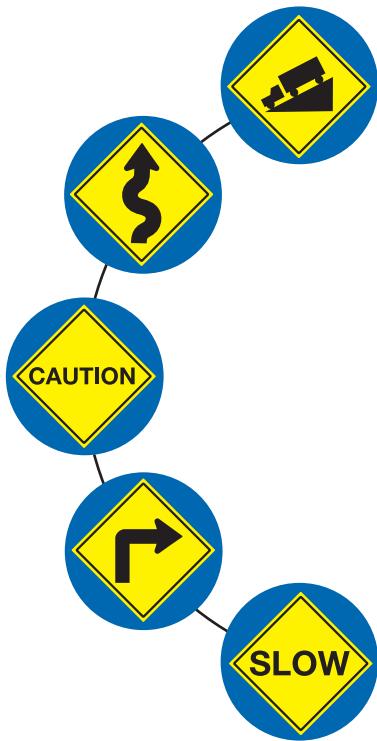
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# In Gear

EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS

## INSIDE:

- 47 Theft prevention gear, Western style
- 49 Maintenance software for the small shop



Proper alignment can make a driver's life much easier, says Doug Peters of Kal Tire in Kamloops, B.C.

## Aligned Forces

**alignment** How off-kilter axles eat into your tire budget.

By Mike Smith

**S**tudies have shown that 80 percent of Class 8 tractors operate misaligned, and over 90 percent of the trailers they pull have serious alignment problems. Even new trucks aren't immune. The Technology and Maintenance Council (TMC) of the American Trucking Associations recommends re-alignment after 90 days of service, or between 15,000 and 30,000 miles. New axles and suspensions have to seat themselves, TMC suggests.

What are the consequences of ignoring things? According to Hunter Alignment, improper vehicle alignment can lead to excessive tire wear, increased fuel consumption caused by increased rolling resistance, unsafe vehicle handling characteristics, driver fatigue and driver reten-

tion problems, and premature suspension component wear.

In a typical highway operation, it's reasonable to expect that steering tires will last up to 100,000 miles and drive tires considerably more. But if the tires are being forced sideways, even slightly, they'll overheat and wear down so fast that even bumping them to a trailer position won't save them. Once abnormal wear gets out of hand, replacement is the only solution. For example, if the overall thrust angle on a tandem drive axle deviates from the chassis centerline by even a 1/4 in., the truck must attempt to correct the direction of travel by as much as 55 ft for every mile driven, or almost 1 percent of its overall distance traveled.

Misalignment could also affect fuel

## A GAME OF INCHES

**T**he Technology and Maintenance Council Recommended Practices Manual (TMC RP#642) is the recognized source for recommended alignment settings. The published settings are intended only as a guideline, however. Actual specs will vary between manufacturers and chassis styles. Wheel alignment is as much an art as a science, so compromise will be part of every adjustment.

Factory-specified steering axle toe-in (1/16 in per wheel +/- 1/32 in. up to 1/8 in. total overall) accounts for suspension dynamics when the vehicle is under load at highway speed. The small amount of toe-in allows for a neutral toe position when the truck is up to speed.

Typical caster angles are between 3 and 5 degrees – sometimes more. To counter the crown of the road and the tendency for the truck to want to take to the right, alignment shops have found a working balance at 3 degrees for the left and 4 for the right. Shops use metal shims to bias the whole axle toward the center of the road. Ideally, the forces cancel each other out.

Camber adjustments require axle bending and are not usually part of the alignment process. However, a fully equipped shop can make these adjustments as well. Accurate tire pressure helps stabilize camber by maintaining proper front axle height.

For drive axles, TMC recommends tandem axles be perpendicular to within 1/8 in. when measured from the axle end to the chassis centerline. In addition, the axles must be parallel with one another to within 1/8 in. when measured between axle ends. For more information on the TMC Recommended Practices manual, see [www.truckline.com/aboutata/councils/tmc/rp](http://www.truckline.com/aboutata/councils/tmc/rp).

## In Gear

consumption by as much as 4 percent, not just in extra distance traveled but also by trying to drag a tire sideways mile after mile. If the truck travels 100,000 miles a year and normally gets, for example, 7.1 mpg, the additional fuel used at today's prices would amount to almost \$1,900. When replacement costs for tires are factored in, the price for failure to stay ahead of alignment problems can quickly multiply.

Alignment expert Doug Peters of Kal Tire in Kamloops, B.C., says beyond the mechanical difficulties, driver issues are as good a reason as any for having the vehicle properly aligned. "Tired drivers are accidents looking for a place to happen," he notes. "You're not in the best shape to drive when you're constantly having to fight the truck's unpredictable handling."

### Self-Examination

Before attempting any adjustments, check that worn or damaged parts aren't causing (or being caused by) problems that an alignment could cure. Examine the king-

pins and tie-rod ends for excessive wear, and the wheel bearings for correct end-play. The steering box could be worn or loose, too, the brake drums could be out-of-round, or the axle spindles damaged. Don't neglect the ride height. A simple adjustment here can also affect the front-end geometry.

Next, examine the tires themselves starting with the steering axle. Are the ribs wearing evenly across the entire face? If not, is there evidence of 'feathering'?

Al Kohn, the manager of training and technology at Goodyear, calls this "fingerprint diagnostics."

"Run your hand over the tread from side to side. If the ribs are rough in one direction and smooth in the other, then the tires are being scrubbed sideways," Kohn suggests.

Among the more common alignment problems, toe-in is the most critical steering adjustment when it comes to abnor-

mal tire wear. The others are caster, and rear thrust.

Even if you have to go outside your own shop to have this work done, it's

worth it. A typical check-over at an alignment shop will cost about \$75. Setting the toe-in will cost about \$125. Adjusting drive axles will be about \$150 for a tandem group (with an additional \$100 for each cut and weld if you are running Nuway rear suspension). A

caster adjustment will cost around \$65, with an additional \$50 for each shim. Rear-axle thrust adjustments are an additional \$100. So, the worst case will see you spending from \$400 to \$600 depending on the severity of the work. Think of it as the cost of one tire and a half a tank of fuel. Then balance that against the cost of extra fuel over one year and the continuing damage being done to tires and other components. It's not hard to see the upside. ▲

You're not in the best shape to drive when you're constantly having to fight the truck's unpredictable handling.

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# Gate-to-gate Security

**tech mechs** Alberta company offers freight-theft prevention gear.  
By Timothy le Riche

**T**here are plenty of companies offering tracking systems for trucks, trailers, railcars, or other shipping assets, but now shippers and manufacturers have another tool to help curb billions of dollars' worth of cargo theft.

Edmonton-based Safefreight Technology has patented a GPS-based telematics platform designed to give shippers product security control from gate to gate. Safefreight's SecurityGuard hardware and SmartFleet software can tell the shipper if a truck driver is speeding, if a trailer door is opened when it shouldn't be, warn of brake or engine problems, check routing, and even set off alarms if something isn't right.

"What sets us apart is we incorporate additional elements—door-contact sensors, thermal sensors, brake wear, engine diagnostics, locking mechanisms, and immobilization," says Curtis Serna, CEO and founder of Safefreight. "Sometimes it's not a matter of people taking stuff off a trailer, but people putting on stuff that doesn't belong. We've even got sniffers to distinguish whether there is biohazardous material."

Serna founded Safefreight in 1998 as an exclusive distributor of truck-trailer tracking systems offered by Maxxal International of Calgary. "We told them

we need to enhance the technology incorporating a telematics component," says Serna. "They disagreed, and resolution came by Safefreight acquiring that company." Serna says the company then expanded into "asset behaviour, and monitoring and controlling those assets, as opposed to just providing mere location information."

Ray Moschuk, Safefreight's senior vice-president, says the SecurityGuard and SmartFleet system offers shippers a way to reduce insurance costs. "A lot of theft that occurs is inside—if the truck stops for a little while, the doors open and some product is taken off the top and the driver doesn't know what happened sort of thing," says Moschuk. "Now, we can lock that up and take the driver out of the equation."

Today, Safefreight is still in the commercialization process. But it has 240 investors and can provide a list of corporations that are interested in taking part in Safefreight's development. Potential clients or partners include trailer-maker Featherlite, and security giants Pinkerton and Securitas, as well as State Farm Insurance. ▲



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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	97.9	2.7	80.3
VANCOUVER *	99.9	1.4	68.4
VICTORIA	97.4	4.8	69.5
PRINCE GEORGE	87.9	0.5	63.1
KAMLOOPS	90.2	-1.2	65.3
KELOWNA	92.6	1.7	67.5
YELLOWKNIFE	95.9		76.5
CALGARY *	82.2	1.8	63.8
RED DEER	81.4	1.5	63.1
EDMONTON	80.7	0.6	62.4
LETHBRIDGE	N/A		
REGINA *	87.6	-0.7	62.8
SASKATOON	84.7	0.1	60.2
PRINCE ALBERT	85.9		61.3
WINNIPEG *	86.4	1.3	65.2
BRANDON	85.4	-1.5	64.3
TORONTO *	83.2	3.3	59.5
OTTAWA	84.7	2.8	60.8
WINDSOR	80.1	2.0	56.6
LONDON	82.7		59.0
SUDBURY	N/A	2.5	64.3
SAULT STE MARIE	84.2	1.0	60.4
THUNDER BAY	87.3	1.2	63.3
NORTH BAY	85.5	1.8	61.6
TIMMINS	84.9	4.5	61.0
HAMILTON	82.4	1.8	58.7
ST. CATHARINES	79.9		56.4
MONTRÉAL *	95.0	3.0	62.4
QUÉBEC	94.4	0.3	61.9
SHERBROOKE	92.9	2.0	60.6
GASPÉ	94.2	2.3	61.7
CHICOUTIMI	92.0	0.3	59.8
SAINT JOHN *	98.1	1.5	64.4
FREDERICTON	95.9		62.5
MONCTON	94.7	2.0	61.5
BATHURST	92.9	1.5	59.9
HALIFAX *	90.9	2.7	59.6
SYDNEY	95.0	1.5	63.2
YARMOUTH	91.9	1.0	60.5
TRURO	92.9	2.5	61.4
CHARLOTTETOWN *	85.6		62.5
ST. JOHNS *	100.9	4.1	67.2
GANDER	102.6	5.8	68.7
CORNER BROOK	100.9	5.8	67.2
<b>CANADA AVERAGE (V)</b>	<b>88.7</b>	<b>2.2</b>	<b>62.8</b>

V-Volume Weighted

(+/-) indicates price variations from previous week.  
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## Bring 'er In

**maintenance** *A good fleet maintenance software package can automate your PMs, flag warranties, measure your shop staff—and even pick lemons out of the lineup.*

By Duff McCutcheon

**T**here was a time when the old-school wrench wielder didn't exactly welcome new technology into the shop with a nod and a smile. But the fleet garage has come a long way in the last decade. Maintenance software systems, for example, are an effective tool for both fleet and shop managers—the latter can easily manage the day's work orders, while the boss manages the shop staff's on-the-job efficiency.

A good maintenance software package provides preventive maintenance (PM) scheduling, parts inventory management, component life history, returns tracking, and helps establish vehicle costing—which comes in handy come trade-in time. It also acts as a complete database of vehicles and components, with individual pages for every single piece of equipment.

Ask the pros and they'll each have their favourite features.

Earl Coleman, maintenance manager of Steinbach, Man.-based Big Freight Systems, likes his Richer Enrich System's warranty capture abilities. "It's great for flagging potential warranty opportunities," he says. "Say you install an alternator with

a one-year warranty. If you have that set up in your system, when you put it on your truck and the truck comes in six months later and you have to replace the part, the system will flag you for a potential warranty situation. You take it off, put it in the warranty bin and collect your warranty."

And Bob Dumond, maintenance coordinator for Manitoulin Transport in

**In the morning, the software will have a work list ready to be printed telling them everything they have to do in 14 days, 10 days, six days, three days, or past due.**

Gore Bay, Ont., likes the detailed costs analysis the system provides his staff. "Everything we do to every unit gets run through this system, so we have a detailed cost history on each piece of equipment that we own since the date of purchase. We use it for PM scheduling, and we use it for accounting purposes so we can determine what our costs are in-house versus third-party maintenance."

### In the PM

If a fleet has 50-plus power units and twice as many trailers, then government inspections on any given piece of equipment is going to be around the corner, so it helps to have a reliable PM system to check and repair units on a timely basis. Same goes for a company's internal A and B inspections. Users can set up the software to prompt them to upcoming work on various components on a unit—say, routine oil changes or transmission work—or A and B unit safety inspections as a whole.

When the maintenance team arrives to work in the morning, the software will have a work list ready to be printed telling them everything they have to do in 14 days, 10 days, six days, three days, or past due. Staff can then schedule work accordingly.

Most software packages will have an automatic PM reporting feature that keeps tabs on what work has been completed and by whom. That feature, says Manitoulin Transport's Dumond, comes in handy if government inspectors come around asking questions.

"We've had MTO audits where they've come in and looked at our system. Rather than us providing a paper trail, they've accepted a lot of the electronic stuff on the system, largely because of the real-time recording, electronic timekeeping," he says. "It's largely for inspections on trucks, for example the brake thicknesses on every inspection. And it makes it easy for you to search work orders on each piece of equipment."

Plus, says Ron Turley, a veteran fleet maintenance manager at UPS who now consults privately with Turley Transportation Consultants in the Caribbean, the software can provide management with a weekly compliance report. "It's a window on how you're operating. If you run several shops you can see how the other shops are doing and get on top of issues. It doesn't replace the personal follow-up that should be done on a PM system—inspecting PMs, making sure they're done adequately and completely—but it is very efficient."

### Have it Handy

Of course, when you've got something prompting you to do work every day, it helps to have a well-stocked parts

## Street Smarts

inventory. Another important feature is its inventory management capabilities. Like PM reporting, the software's inventory management features will prompt users on what parts need to be replaced and prints out an automatic reorder that's based on historical data on usage.

### By the Numbers

Turley says there are multiple efficiencies to be wrung out of an effectively utilized software system, but the biggest money-saver—and most ignored attribute—is using it to maximize the efficiency of shop technicians. "That's actually a feature that's not widely used by many companies," says Turley, "but it should be."

Turley says when he was head of maintenance for UPS back in the 1970s, he was able to save that company \$100 million in productivity costs by studying the time it took to do 800 repetitive maintenance jobs and benchmarking each one. "It told us who needed to be trained. [Maintenance staff] would say, 'I can't do it that quickly,' but we showed them that they could," he says. "The overall effect was that within five years, we were operating a substantially larger fleet with fewer technicians."

Manitoulin Transport is one firm that uses the software to keep track of productivity, although Dumond admits they could be stricter about it. "Whenever a mechanic does work on anything, it gets logged on and a work order is created and it's live because we use electronic time keeping," he says. "It keeps track of our mechanic hours, and we use it for productivity reports on our garages. We do have time guidelines on various jobs, but we're pretty easygoing about that."

Such software can also paint a decent picture of your equipment's efficiencies. It tracks breakdown and road calls by type and provides a window on areas where more PM training might be required. "We might see that we're spending a lot of money on air conditioning or brakes and you can start to see trends and look for problems," says Big Freight's Coleman. "It doesn't give you solutions but it points out problems you might have in your maintenance system."

Best of all, your maintenance system can really shed light on the lemons in your fleet. "The technicians know what's bad

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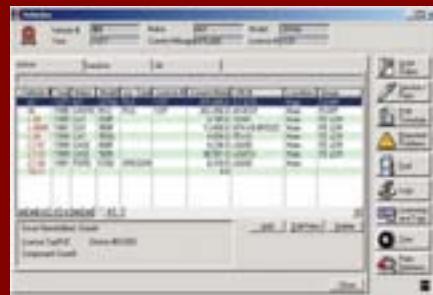


because they deal with the equipment on a daily basis, but the software really brings out the dogs," says Turley. "I've done some consulting where they used the software to compare one brand against another. They were both comparable models and same age, but one was three times more expensive to operate and they were able to see that through the software."

Coleman agrees, adding he too has

maintenance. Enrich can produce over 70 standard maintenance reports while tracking service intervals, processing inventory, tracking labour costs, producing warranty reports and more. See [www.richer.ca](http://www.richer.ca), or call 800-491-7780

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squeezed a lemon or two out of his fleet. "It helps us with our replacement decisions, life-to-date costs, and year-to-date costs," he says. "If we have a four- or five-year trade-in cycle, we can take a look at a block of trucks and quickly identify any units that have had excessive repairs and catch one or two that may have had some major repairs done in the last while that we might want to consider selling." ▲

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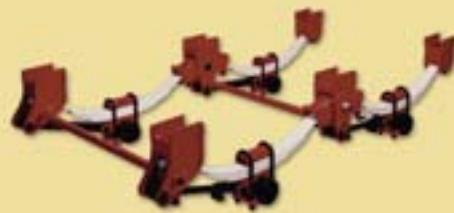


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## FULL CONTACT TRUCKING

PEOPLENET OFFERS NEW G3 TO TAKE ONBOARD TELEMATICS TO A NEW LEVEL

The more you think how much trucking's changed over three generations, the more you realize it hasn't. As one vet put it recently: "You go from A to B and back, and hope you don't get in a wreck." Still, for the onboard telematics and fleet-tracking industry, three generations is counted kinda' like dog years as telematics has evolved from a standard CB radio to an onboard computer that communicates over the Internet in real time.

Such is the case with PeopleNet Communications' newest in-cab technology: the next-generation PeopleNet g3. It incorporates GPS, wireless messaging, mapping, ECM data, trip and fuel-tax reporting, automated manifests, and driver logs. And it all happens in real time over multiple wireless networks, such as Verizon, Sprint, Bell, and Rogers, in both digital and analog. The system is said to provide up to 500 times the bandwidth of first-generation satellite systems.

The system sends data from a dispatcher's computer to the truck via the Internet and wireless cellular network. It is processed through PeopleNet's network, which packages the info and sends it back to fleet HQ. Info going back follows the opposite path says Rob Pallante, vice-president of PeopleNet Communications Canada.

The g3 includes a USB (Universal Serial Bus) 2.0 port that enables connection to various

ancillary devices including multi-media message displays and handhelds, in-cab scanners and printers capable of dealing with detailed documents, Wi-Fi access points, biometric scanners, and more.

According to Pallante, the g3's Wide Area Augmentation System technology reveals not only a truck's location along a road, but also which side of the road the truck is on.

Perhaps one of the best features of this system is that it's self-maintained and continuously evolving, meaning you don't have to drag the IT guy into the office every time you need a system upgrade. Software upgrades are automatically sent through the network and installed on each driver's module without pulling the vehicle off the road. "It's like turning off your computer with Windows '98 on Friday night, and turning it back on Monday morning and it has Windows XP," says Pallante. The upgrades are free.

He says the system acts as a safety net in this era of ever-changing cross-border regulations. For example, not only can g3's driver-log feature easily adapt to whatever the new U.S. or Canadian hours-of-service rules will be, but Pallante is confident it will comply with a possible electronic onboard recorders mandate U.S. regulators are currently mulling over. [www.peoplenet.com](http://www.peoplenet.com)

— BY MARCO BEGHETTO

## ACERT YOURSELF

CAT OFFERS DRIVER TRAINING VIDEO FOR NEW DIESELS

Veteran drivers have probably noticed that the new **Caterpillar** engines with ACERT Technology sound and feel different. However, Cat engineers suggest that operators take a new approach to spec'ing and driving the new products, so they've produced "Right From The Start," a video for drivers.

"The cost of fuel isn't going anywhere but up, so getting the best possible fuel economy and performance is critical to everyone driving an on-highway Cat-powered vehicle," said Steve Brown, director of marketing, Caterpillar On-Highway Engines. "Our new video will help drivers and their OEM truck dealers correctly spec Cat engines with ACERT Technology, as well as provide driving tips to experience the best performance and fuel economy."

The 17-minute video talks about—among other things—progressive shifting, downshifting on grades in a way that will save fuel, and transmission spec'ing.

[www.cattruckengines.com](http://www.cattruckengines.com)

## WHOLE LOTTA SHAKIN' GOING OFF

EATON BRINGS OUT NEW VIBRATION-REDUCTION UNIT

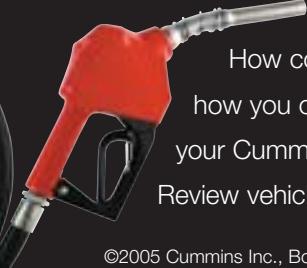
**Eaton Corporation** announces the latest addition to its Eaton MD Mobile Diagnostics product line: the MD-300-V Vehicle Vibration Analyzer, designed to quickly diagnose complicated vibration problems. Eaton says this new technology will decrease downtime as well as vibration-related complaints. According to the manufacturers, the basic vehicle vibration analyzer pinpoints the root cause of a vibration, isolates the location of the problem and suggests a way to fix it.

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To register for the 9,000 Gallon Giveaway Sweepstakes, go online at [www.everytime.cummins.com](http://www.everytime.cummins.com) or visit your Cummins dealer or distributor. Entries must be received by 11:59 p.m. (EST) October 22, 2005. Valid CDL license and address required. No purchase necessary. Rules available online at [www.everytime.cummins.com](http://www.everytime.cummins.com).

## In Gear

### SEEN THE TRAILER?

QUALCOMM EXPANDS

TRAILER-TRACKING CAPABILITY

Wireless IT supplier **Qualcomm** is incorporating Aeris.net's MicroBurst short data packet messaging service into its T2 Untethered TrailerTRACS asset management solution.

This latest version of MicroBurst offers data-packet messaging capability over both CDMA digital networks and traditional analog (AMPS) cellular networks.

Qualcomm provides ubiquitous coverage over its customers' operating lanes in the entire NAFTA trade zone. The TrailerTRACS solution uses a combination of high-bandwidth CDMA and MicroBurst multimode service to communicate with Qualcomm's Network Operations Center. MicroBurst complements Qualcomm's existing trailer-tracking solution's primary communications mode in the U.S. market.

Aeris.net adapted its control channel technology to work with both analog and digital networks. The technologies

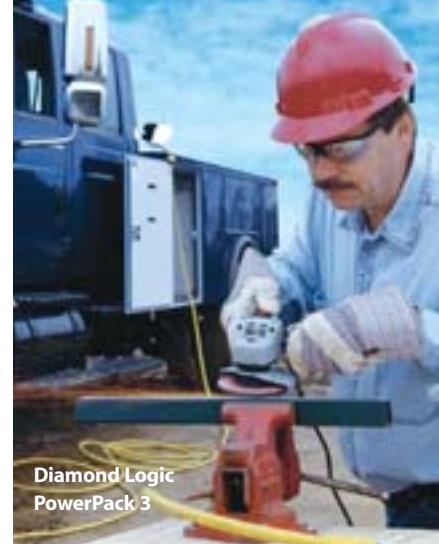
will operate in conjunction with each other and will initially enable the same services that are currently being offered. New dual-mode (analog and digital) and dual-band (850 and 1900 MHz) radio modules will assess and select the technology that provides the best wireless connectivity depending on what is available in a given location.

[www.qualcomm.com](http://www.qualcomm.com)

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Diamond Logic PowerPack 3

trical system enables electronic integration of the various types of vocational equipment installed on work trucks.

"Diamond Logic PowerPack 3 provides heavy-duty mobile power that virtually eliminates the potential for theft as well as the hassle and high cost of maintaining a gas-powered generator," said Brad Bishop, business line manager of truck electronics at International. "It turns the truck into an integrated mobile power source."

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- assess your training needs.
- train your workers to a national standard level.
- offer a career path as part of your retention strategy.

The National Occupational Standards (NOS) tool box may be just what you need for the positions of professional driver, dispatcher, professional driver trainer, and transportation safety professional.

National Occupational Standards ...

- are points of reference against which occupations and the proficiency of people in those occupations are measured or assessed.
- describe the full range of competencies and skills required for on-the-job performance to a satisfactory level, such as information on technical skills requirements related to: job tasks; technical skills; soft skills; attributed and knowledge.

They are used ....

- to customize the occupational standards to your organization's needs.
- to help assign tasks and organize the workload.
- to assess your training requirements and develop programs according to your needs.
- as part of your retention strategy to offer continuing education to your worker



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April 2005

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

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

TRUCKS \_\_\_\_\_ TRUCK TRACTORS \_\_\_\_\_

TRAILERS \_\_\_\_\_ BUSES \_\_\_\_\_

OFF ROAD VEHICLES \_\_\_\_\_

**2 ARE ANY OF THESE VEHICLES ...**

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

Class 8: 33,001 lbs. GVW & Over  
Class 7: 26,001 to 33,000 GVW  
Class 6: 19,501 to 26,000 GVW  
Class 3, 4, or 5: 10,001 to 19,500 GVW  
Class 1 or 2: Under 10,000 lbs. GVW

**B. Refrigerated**

**3 DO YOU HAVE MAINTENANCE SHOP FACILITIES AT THIS LOCATION?  YES  NO**  
How many mechanics here?

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

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

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

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

**B. Replacement Components, Parts & Supplies**

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

**C. Fleet Products & Services**

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

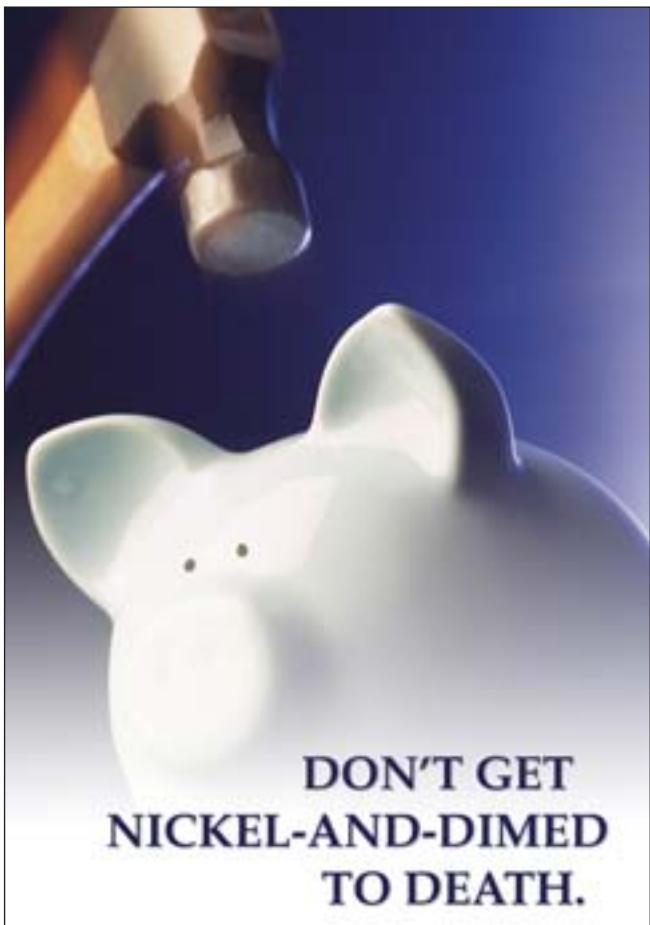
**D.  15 None of the above**

**\* IF YOU ARE A TRUCK OPERATOR, PLEASE BE SURE TO COMPLETELY ANSWER ALL QUESTIONS IN FULL**  
**\* NON-TRUCK OPERATORS USE BOX BELOW ONLY**

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

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

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



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## In Gear

tell me  
**More**



### THEM'S THE BRAKES

**AW Abex** has introduced a line of premium replacement disc brake pads and brake shoes for fleet, school bus, emergency vehicle, utility, and other Class 2-6 applications. The brake pads and shoes feature carbon-based metallic friction formulations engineered for superior stopping power. Abex commercial-grade brake pads feature Federal-Mogul's integrally molded technology with reinforced friction-bond design. Each pad is post-cured and features



OE-matched shims, slots, chammers, and wear sensors.

Abex is the first brand to offer a complete line of new shoes and brake linings for medium-duty applications. The medium-duty brake shoes feature virgin steel, and each shoe's friction material delivers excellent flexural strength, modulus of elasticity, and fade resistance, according to the manufacturer. Shoe sets are packaged with all OE-required pins and levers, and are protected with a durable black powder-coat finish for long-lasting corrosion resistance. "The Abex brand's expertise as a heavy-duty friction innovator represents a significant advantage for customers servicing today's more demanding vocational vehicles," said Group Manager, Commercial Vehicle Friction Products, Brian Rassin. Abex brake products are manufactured and marketed by Federal-Mogul Corporation.

[www.federal-mogul.com/abex](http://www.federal-mogul.com/abex)

### LEASE OF YOUR WORRIES

**Brossard Leasing**, the biggest short- and long-term heavy truck rental company in Quebec, has launched its Go 24 power leasing service. It means Brossard will handle all aspects of fleet management—technical, preventive, and administrative—around the clock. Brossard's Go 24 offers an Internet-based information service that displays all technical, administrative, and operational information about each leased fleet of vehicles. Customers will be able to track vehicles in real time anywhere in North America via the GPS system. The data is transmitted to the Go 24 Operations Centre and is accessible online 24 hours a day. Finally, Brossard Leasing's mobile units will do most of the vehicle maintenance and inspections on site at locations of the customers' choice. Founded in 1973, Brossard Leasing is the largest truck rental company in Québec.

[www.locationbrossard.com](http://www.locationbrossard.com)

### THE CHEQUE'S IN THE E-MAIL

Getting them home might still be a problem but getting them paid has never been easier. **Wright Express** has enhanced its Internet-based account-management tools with an online payment feature that eliminates the cost of cutting and mailing cheques, and provides fleet managers a high degree of integration between invoice, payment, account maintenance, and other functions. Wright Express provides payment-processing and information-management services to over 280,000 commercial and government fleets.

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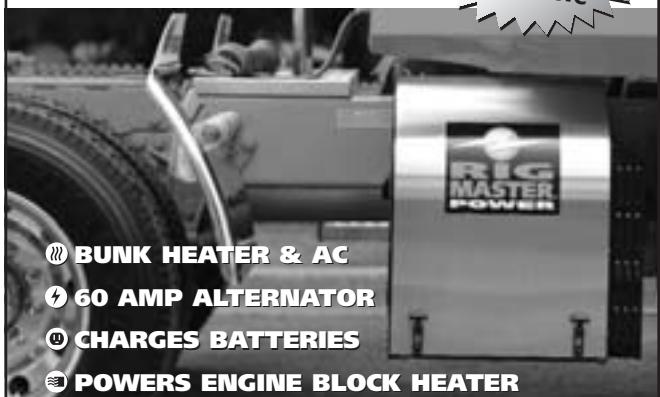
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#### FOR SUBLEASE

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- 5,200 sq. ft. • 6 doors • 3 acres • Possession April 1st

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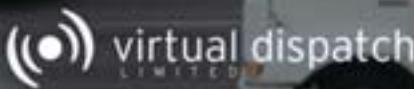
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**MARKETPLACE**

# MARKETPLACE

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### Used Truck Branch Sales Manager: New Montreal Location

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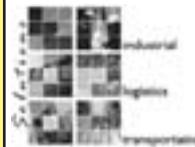
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HAMILTON CROSSDOCK – FOR LEASE

■ 36 doors on 4 acres

PICKERING – FOR LEASE – CROSSDOCK

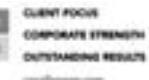
■ 14 doors; office; yard parking ■ Immediate Possession

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By Peter Carter

# Ideas That Click!

## Why you should tell us about your clever colleagues

**H**e'll kill me when he reads this, but here goes anyway: When you first see my friend Jerry, you think "shaggy." Or, more politely perhaps—"intellectual." Or maybe, "does that guy own a razor?" Of course after you get to know him you learn that Jerry's a brilliant, industrious, funny guy, and a great person to have around. He'd be a welcome addition to anybody's staff. But your initial response? It would probably NOT be "there's the guy I want to hire."

Still, when he attended last year's Truck World show in Toronto he was amazed by the number of unsolicited out-and-out employment offers he got as he walked around the show.

"Man," he told me, "I'm like walking by these folks and they're asking if I want a job."

"I tell them I don't drive but they're like, 'Don't worry. We'll train ya.' I've never seen anything like this before."

"Welcome," I said to him, "to trucking." The job offers were coming from fleets on the prowl for new drivers.

Not far from where that conversation took place stood the TST-Arrow-KRTS booth where some guys were touting their new recruitment scheme. They would attract drivers by providing raw recruits—newbies—with training, financing, a truck, and a contract, all in one deal. When one of the proponents of the program, Kim Richardson of KRTS Transportation Specialists described the plan to me at the show, I smiled, told him it seemed like a perfect recipe for recruitment, and thought, "as if."

As you'll see on page 36 of this issue, year one into the TST-Arrow-KRTS program, it's a huge hit. I won't go into detail here, but I will tell you that I wasn't the only doubting Thomas. Even Richardson was dubious when the TST boys brought it to his attention.

You have to like that about trucking. It teems with people who live to overcome "can't be done" challenges. They're the kind of people who rather than calling a 1-800-help line number somewhere, stand back, rub their jaws, and figure things out for themselves. And they love it when other people throw the "it won't work" challenge their way. This industry breeds innovation by the truckload. It's also full of people who aren't afraid to take chances with something new. As in Jerry.

Tom Philips and Stan Morris, two of the guys behind the TST-



Arrow-KRTS scheme, are the first in our new series celebrating that innovation. We're going to choose 10 over the next year, and then we'll have a committee of industry pros select one from our short list. The winner will be suitably feted and get some swell prizes, not to mention the respect of his or her peers.

The innovation could be huge. Creating the trucking-industrial park near Pearson Airport in Mississauga, Ont., for instance, was somebody's impressive brainchild. So was figuring out that investors would look fondly upon a trucking company that's really an income fund. Of course the celebrated innovation could be less dramatic but just as heartening. Sort of like the one that we're celebrating in this issue.

The thing is, inasmuch as we here at the magazine do our best to monitor the entire Canadian truck business on a month-to-month basis, we want your help on this one. We want you to let us know about men or women who've come up with those "click" ideas that made their fleets, themselves, or their fellow truckers richer, more efficient, or just plain happier. If you've an idea about an innovator, I want to hear about it. Thanks. ▲

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

# WELCOME TO THE REVOLUTION



## Introducing ThermoGuard Liner from Great Dane — *For The Life of Your Trailer*

To get the most out of your refrigerated trailer you need it to maintain its insulation efficiency. Not only for today, but for the life of the trailer. Great Dane's revolutionary liner, ThermoGuard, is designed to help keep refrigerated trailers running cooler for longer, and generating income for you.

### *The Only Liner That Helps Maintain the Thermal Efficiency of a Trailer.*

How does it work? Refrigerated trailers with traditional FRP liners continuously lose thermal efficiency because these liners allow an "out gassing" effect that causes insulation degradation over time. ThermoGuard contains a revolutionary composite layer that seals a trailer's insulation more effectively than traditional liners, significantly reducing the "out gassing" effects. ThermoGuard allows a trailer's insulation to perform more efficiently year after year. As a result, operational costs are reduced as the cooling unit runs less, consumes less fuel, and requires less maintenance.

ThermoGuard has revolutionized the refrigerated trailer by creating a longer useful lifecycle and a higher resale value.

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