

ROADSIDE MANNERS: Do your drivers follow the 3-ft. rule? PG. 27



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Jason Pearce

April 2011

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Today's Trucking

The Business Magazine of Canada's Trucking Industry

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NEWCOM BUSINESS MEDIA INC.

451 Attwell Dr., Toronto, ON M9W 5C4
416/614-2200 • 416/614-8861 (fax)

VICE PRESIDENT, EDITORIAL

Rolf Lockwood, MCLT
rolf@newcom.ca • 416/614-5825

EDITOR

Peter Carter
peter@newcom.ca • 416/614-5828

SENIOR EDITOR

Marco Beghetto
marco@newcom.ca • 416/614-5821

CONTRIBUTORS: Jim Park, Allan Janssen,
Steve Bouchard, Brian Botham,
Deborah Lockridge, Ozman Omar

ART DIRECTOR

Tim Norton
production@todaystrucking.com • 416/614-5810

PUBLISHER

Joe Glionna
joe@newcom.ca • 416/614-5805

SENIOR ACCOUNT MANAGER

Jack Meli
jack@newcom.ca • 416/614-5827

QUÉBEC SALES MANAGER

Denis Arseneault
denis@newcom.ca • 514/938-0639

PRESIDENT

Jim Glionna

CONTROLLER

Anthony Evangelista

PRODUCTION MANAGER

Lilianna Kantor
lily@newcom.ca • 416/614-5815

DIRECTOR OF CIRCULATION

Pat Glionna

CIRCULATION INFORMATION

P.O. Box 370, Station B, Toronto, ON M9W 5L3
416/614-2200 • 416/614-8861 (fax)

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Dysfunctional family day

Perhaps your publication could touch on an unfortunate situation many of us here in Ontario deal with every February—the “Family Day” holiday.

A huge majority of commercial drivers (including myself) may enjoy a three-day weekend, but we also “enjoy” the involuntary loss of a day’s pay.

As I work for a federally regulated company, I don’t get the day off. But because most of our customers are closed in Ontario, there’s simply no work for us to do. It’s bitter-sweet to know that this long weekend comes with financial hardship for many in our industry who can’t afford to lose a day’s pay.

Mark Morissette,
Oshawa, Ont.

Lights are off though somebody’s home

I have noticed over the last year or so that a number of trucks don’t have daytime running lights on them. The MTO and OPP are always promoting safety on the roads, yet they never do anything about these trucks. The MTO has a front-row seat when the scales are open. Maybe



RIBBON OF LIGHTNESS:
Many of the convoy trucks bore bows in Chris Walsh’s memory.

some drivers think it’s cool to pull the fuse, or else they think it will make a difference when they cross the border to the U.S. But they are so wrong. Besides drawing penalties and fines (\$390, two CVOR points to the driver, two CVOR points to the company), the truck is automatically pulled out of service because it is not legal for the highway, and a Class A mechanic must be called to reinstall the fuse. We are supposed to be better and drive smarter than four-wheelers. If you want to be thought of as a professional driver, you have to act like one!

Bruce Thomson,
Waterford, Ont.

Warm ‘n’ fuzzy trucking

We at Convoys For Wishes in New Brunswick would like to thank you for supporting us in your magazine.

Another year has come and gone, and on Aug. 28, 2010, around 75 vehicles participated in our convoy and the day turned out like a wonderful dream; the sun shone bright and warm.

We had a silent auction, a barbecue; a 50/50 draw; we gave out prizes and the children named our bear mascot “Fuzzy Trucker.” The children also held their own convoy with home-made trucks.

One local business, Newalta, joined us with seven trucks. They had just lost a driver, Chris Walsh, in a terrible accident and white bows were placed on most trucks in his memory. In his honor, a minute of silence was also observed

during the opening ceremonies.

These are just a few of the activities. Overall, \$7,000 was raised for the Children’s Wish Foundation and the decision was made to make this an annual event, to be held on the last Saturday of August. See you on Aug. 27, 2011.

Judy Jordan,
Picadilly, N.B.



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By Rolf Lockwood



Why the Vendetta?

The CBC's recent attack on trucking wasn't journalism at all, not even close.

Calling me shattered would be going too far. Extremely disappointed might be closer to the truth. My faith in what I honestly thought was the last bastion of more-often-than-not responsible reporting in the mainstream media took a major hit to the head during a chat I recently had with a CBC Radio producer. A 20-something kid, I'd guess, who ultimately rejected me as an "expert" interviewee.

Later that day I breathed a sigh of relief because I had unknowingly escaped being part of one of the worst examples of inaccurate, dishonest reporting I've ever seen.

I'm talking about the vendetta waged against our industry by both CBC Radio and TV toward the end of February. A co-ordinated national attack on trucking which I'm sure most of you will have seen or at least heard about. It will have angered every one of you who saw or heard it.

This attack apparently sprang from a U.S. report that seemed to leave a very strong impression on some bright CBC spark who concluded that Canadian truck drivers are swarming our neighbour's highways in states of exaggerated fatigue. This particular spark was wrong. Like, totally wrong. Not very bright at all, as sparks go. Maybe 25 watts at best.

But as far as I can tell, the report that got journalistic blood boiling was also wrong. Or at least easily misinterpreted by folks who don't understand trucking.

If you want to pursue the details, look at my colleague Marco Beghetto's "Right Turn Blog" on todaystrucking.com. (For the print version, see page 20 of this issue.) The telling part in there is that Marco tried for days to get someone from CBC to explain a key point in their vendetta but never got a call back.

But the issue here isn't the report or a flawed understanding of its contents, rather the nature of the CBC's attack on us. First of all, why? Then, why try so hard to beat us up? Are we such enticingly easy victims? Well, yes, sad to say.

Let me explain my small non-role in here. It will show just how misguided these young CBC producers were, how their collective mind had been made up long before they talked to me and wasn't going to be swayed by the truth.

One afternoon in February Marco passed an interview request from CBC Radio over to me. A young producer named Sean called to ask if I would be their trucking "expert" for a series of 13 separate phone interviews between 6:00 and 9:00 the next

morning. Similar questions from 13 different reporters at 13 different stations across the country. That was the plan. Like I said, a co-ordinated attack.

I told the guy I never do media interviews because I've been burned too often by lying, irresponsible mainstream reporters and editors. And my God, the hour! But then I thought maybe I really should do this because whoever else they might get could possibly care less about defending trucking's honor. So, very reluctantly, even fearfully, I said OK. Young Sean said the producer in charge would call me in a few minutes to go over the questions.

And then there was Lisa. She proceeded to ask me, just how big a problem is truck driver fatigue? I said it's an issue but way overblown, that accident data can't be trusted because the right questions aren't asked and they're often asked by people who know nothing about trucking. Worse, a big whack of accidents are attributed to driver fatigue by default, and many of those are actually due to some four-wheeler error in all probability. She persisted, asking the same fatigue question over and over, in slightly different ways each time, and I kept giving her the same response but expanding it each time so that she'd see her basic premise about too many tired Canucks was wrong. It was like an interrogation in which the interrogator is losing. This went on for 15 minutes until she very abruptly cut things off and said she had to talk to her senior producer. The poor girl was frustrated.

I was sure she'd come back saying thanks but no thanks, because I clearly wasn't going to back up their pre-drawn conclusions. The truth sure wasn't going to get in their way. And that's exactly what happened. Young Lisa—they're always young—called back and said, "You're off the hook, we're going to handle the 'expert' angle internally."

Our industry was pilloried over the next few days, but at least I wasn't party to it. ▲

She proceeded to ask me, just how big a problem is truck driver fatigue? I said it's an issue but way overblown.

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

Dispatch

BY MARCO BEGHETTO

Turning Back Time

Brick by brick, the support wall that FMCSA built to justify major changes to hours-of-service rules is crumbling.

The lines in the sands of the hourglass are now pretty clearly drawn.

On one side stands the handful of groups that want to limit the amount of time drivers can operate a truck and generally be on-duty—the Teamsters; special interest, anti-truck gadflies; and, most importantly, a U.S. DOT that appears to have all but promised those groups some of these changes.

On the other side: Pretty much everyone else.

The Federal Motor Carrier Safety Administration (FMCSA) got an earful in Washington when it held “listening sessions,” which, to its credit, gave the industry a chance to express opinions over the plan.

It's not often drivers, owner-ops and fleet owners are nearly unanimous in agreement, but one after another during eight hours of testimony they told the



agency that—other than adding more flexibility in how drivers take their time off—the current rules ain't broke and don't need the government's fixin'.

(For an inside-the-beltway look at the hearings, check out <http://tinyurl.com/hos-session>).

Bob Petrancosta, VP of Safety for Con-way Freight said moving back to a 10-hour drive time “would disrupt the movement of freight within our system and force us to realign both infrastructure and assets,” while relocating many of the

SHATTERED GLASS: FMCSA's “politically motivated” HOS proposal is getting much more resistance than the agency might have thought.

company's employees—a sentiment echoed by many other fleet managers.

“I question why we're even here today. In my opinion the current rules work,” said Bob Weller, a 36-year veteran driver from Maryland and a captain of America's Road Team. “Many of the runs for the last seven years were set up knowing that the 11th hour of driving time was available, if necessary, for flexibility. If DOT changes the hours, many drivers would realistically face the fact that they might not get home at night.”

Added another driver, via telephone: “Forcing a stop when I'm not tired prevents me from getting to where I rest best. At home.” (See sidebar for a selection of additional comments).

ches

And that's pretty much how it went for eight hours, interrupted by the odd declaration of support for the changes.

Other than some emotional testimony from family members of truck-crash victims, the staunchest support for the proposal unsurprisingly came from the groups who have been trying to get the current rules thrown out since 2004.

Speaking on behalf of the Teamsters, Public Citizen, and Advocates for Auto and Highway Safety, attorney Henry Jasny said his groups' only major problem with the proposal is that it doesn't limit driving to eight hours. But knowing that the "agency won't propose that," if 10 hours "is the best we can get ... that is acceptable."

The FMCSA will take it if they could get it too. While there's no telling what the agency will finally decide, its justification for changing the rules appears to be crumbling.

In March, a leading sleep expert whose scientific studies were used by the FMCSA to underpin the changes said the agency misapplied those findings and misused his research. Dr. Francesco Cappuccio, a physician and researcher at Warwick Medical School in the U.K.,

says many of the agency's interpretations are flawed and concluded that the government cannot use his studies to quantify benefits or justify shrinking driving time and the workday window by an hour.

Cappuccio—who the American Trucking Associations (ATA) says has reviewed 16 published studies on the effect of sleep duration on mortality and co-authored a 2007 study that the FMCSA leaned on most heavily to support its proposal—also challenged FMCSA's assumption that if drivers worked fewer hours they would actually use the extra time (or significant a part of it) to sleep. This comes just a few weeks after an independent review of the FMCSA's "Regulatory Impact Analysis" found that the government grossly overstated the net benefits of its proposed changes, which, states the report, are in effect based on questionable logic, inadequate data, and sloppy math.

In its official comments submitted to the FMCSA, the trucking association once again called on the agency to abandon its "politically motivated" proposal.

"The agency has abandoned years of objective analysis in favor of speculation and internal 'judgments' of critical



Michael Baker, VP of Safety & HR, Usher Transport to FMCSA: "I foresee a lot of problems" with HOS changes.

YEAH, WHAT HE SAID

A SELECTION OF COMMENTS THAT DRIVERS, FLEET MANAGERS AND SHIPPERS MADE TO THE FMCSA IN THEIR HOURS-OF-SERVICE SUBMISSIONS AND DURING THE AGENCY'S LIVE PUBLIC "LISTENING SESSIONS." (Quotes edited for brevity).

"The 34-hour restart with two periods of midnight to 6:00 a.m., in my experience, will lead to a possible 50-plus-hour break. A longer break does not mean more rest. Waiting for an extended break to end can get stressful knowing I need to go but I can't."

— Alan Parker, driver, Werner Enterprises

"If there's so much concern about driver health as some of these organizations who keep causing us to be back here at these hearings [believe], why don't we look at having to sit around truck stops more, in locations where they don't want to be. I don't know if many of you have ever [been] around a truck stop for a long time, but you're definitely happy when it's time you can pull out of there."

— Michael Baker, HR manager, Usher Transport

"For those concerned about the time we put behind the wheel, they have to be reminded that when you're done with your 40-hour week, [they] go home to their son's soccer games. When I'm on the road, I'm on the road."

— Anthony McNabb, owner-operator

"I've been driving tractor-trailer for over 36 years. I feel I know my body better than anyone. I know when I'm tired. I know when I have a cold, I know when I need rest. So why should a rule dictate to me [exactly] when I'm supposed to rest?"

— Bob Weller, Maryland driver

"I've worked under different hours-of-service rules in my career and I believe [current rules] have not only improved safety they've improved the quality of life for truck drivers ... To me the purpose of a rest break is to refresh the driver and to keep them alert. The best time to take a rest break is when it is needed and not when it is required."

— David May, 30-year driver, Con-way Transportation

"We're an LTL carrier delivering in the city. It's our finding that the 11th hour driving does not translate into unsafe driving. None of [our] collisions occurred in the 11th hour. In fact, across LTL trucking most accidents occur in the first three hours of a driver's shift."

— Bill Bennett, director of regulatory compliance, Southeastern Freight Lines

"The proposed change reduces the ability to schedule deliveries at night, placing more trucks on the road during normal commuting hours. This adversely affects a retailer's supply chain performance, potentially increasing congestion-related delays and increasing the likelihood of accidents."

— David French, VP, National Retail Federation

areas," ATA stated. "In short, the agency is far from making any sort of case that the HOS rules should be changed and the obvious strains in its attempt to justify those changes illustrates how ill-considered they are."

Policy changes "must be based on sound research and data, not pressure or politics," David Osiecki, ATA's senior vice president of policy and regulatory affairs, told FMCSA officials. "And their benefits must outweigh the costs. The proposed HOS changes do not pass the test on any of these principles."

Also casting a stern warning were the folks who will be responsible for enforcing the changes across North America. "Several of the

HALT THE 60-SECOND PRE-TRIP

That straight talk came from **CARI BAYLOR**, the director of sales at Milan, Indiana-based Baylor Trucking. Baylor was recently a guest speaker at a Shaw Trucking Executive Conference. She was talking about the advantages of EOBRs when she digressed and appealed to Canadian carriers to voice their opposition to the new proposed hours of service changes as often as they can.

"The new rules aren't based on safety," she told the audience, adding that with driving time being more precious than ever before, the new system could lead to drivers cutting corners, like doing pre- and post-trips "in a minute."

"And you know that's not legal."



proposed changes will create more difficulty for roadside inspectors and law enforcement officers to verify compliance," stated Commercial Vehicle Safety Alliance Executive Director Stephen A. Keppler in his submis-

sion. "We believe the prudent course of action at this point would be to retain the current rules."

Perhaps not wanting to further inflame protectionist sentiment brewing south of the border, the Canadian

Trucking Alliance (CTA) chose to focus on how the changes would affect U.S. exports to Canada. "The changes would have a significant negative impact on the efficiency and productivity of the North American

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supply chain with no appreciable benefit to driver safety," it stated. "During the recession," says CTA's David Bradley, "exports to Canada were a key to survival for many U.S. businesses. The proposed changes will negatively impact that trade."

Speed Limiters

Trucker vs MTO: The Rematch

The Ontario government is refusing to give up on a speed limiter case it lost last year.

Last June, owner-op Lee Ingratta became one of the first known truckers to beat a charge under Ontario's mandatory speed limiter legislation. But the Ministry of Transport (MTO) decided to

not take it lying down and has filed an appeal. Ingratta tells *Today's Trucking* that shortly after he won the case he received a letter stating that the MTO intended to ask the Appeals Board to overrule the decision or order a new trial. Seven months later, Ingratta got a 60-page document with all the info MTO submitted to the Court Of Appeals. He expects he'll soon be getting a summons to reappear in court.

"I guess I'm going back to court," he says. "This is the government. They can do whatever they want."

He says he thinks MTO is being aggressive with him because his case could set a precedent that makes it

easier for other truckers to defeat the law. As we reported last summer ("*Trucker Beats Speed Limiter Rap*," Aug. 2010) Ingratta convinced a traffic court judge to toss out a ticket he got for refusing a speed limiter check, which is considered a compliance violation. In court, Ingratta insisted that he did not refuse the MTO officer's request to plug in an electronic device that confirms engine speed settings—"I told him he could hook it up as many times as he wanted to"—but first, the officer would have sign a waiver that the MTO accepted liability if the device damaged the engine's computer. A self-proclaimed computer expert, Ingratta told the

judge that the so-called Ez-Tap devices are capable of transmitting viruses and in rare cases have been known to damage the engine's ECM. With barely a rebuttal from the MTO inspector who appeared in court, the judge agreed. He ruled that Ingratta was in the right to present the waiver and, as a result, he did not refuse a speed limiter check.

Presumably, the MTO will be better prepared this time around, but Ingratta says he's confident he'll come away with the same result. "It's my truck. It's my company. The computer is \$5,000 to replace [if it gets damaged] and basically, the judge agreed that it's not fair that I should be responsible," he says. The

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Owner-Operators Business Association of Canada (OBAC) has started a Speed Limier Defense Fund, which would assist Ingratta with his defense.

Mark Reynolds of OTT Legal Services says he's had several calls from drivers and carriers about speed limiter violations. Many just want to get out of a ticket, sure, but his firm has handled a few legitimate grievances. A couple, he says, have also been dismissed. (Although the MTO is apparently appealing at least one of them as well). He agrees there are plenty of loopholes in the speed limiter enforcement policy, mainly involving the functionality of devices and whether the MTO uses them

on the Docket

GET BUGS OUT FIRST

Freight transportation in North America could be crippled by a lack of pallets and other wood packaging materials (WPM) if plans to control the spread of harmful insects are not well planned and executed, says the **Canadian Trucking Alliance (CTA)**.

Right now, WPMs moving across the Canada-U.S. border are exempt from being treated to kill insects that pose a danger to North American forests. But the US Animal and **Plant Health Inspection Service (APHIS)** has outlined a plan to eliminate that exemption.

According to the proposed rule change, pallets, dunnage, and other WPMs would be

required to be treated for bugs the same way WPM from other countries are.

In a submission to APHIS, CTA cautioned that there would be serious disruptions at land borders unless industry is given adequate time to prepare for the rule changes. There are 320 million pallets used each year in transporting Canadian goods into the United States.

"[We've] seen too many examples in recent years where new measures affecting the

border have been rushed, only to be withdrawn at the 11th hour when it became apparent that they were unworkable. Let's just take the time to get this right."

CTA argues that enforcement should not begin until there are enough WPM

compliant pallets in circulation to meet the demands of cross-border shippers.

This recommendation was echoed by the Government of Canada, which in its own submission urged the U.S. to delay full enforcement until at least 2013.



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Featured

Back

1988 VOLVO LADDER TRUCK
FIRE TRUCK, DETROIT ENG,
6V92, 350 HP, AUTOMATIC
TRANS, 20 & 44 AXLE(S),
WALKING BEAM SUSP, 228" WHEELBASE, 75"
LADDER, STK#Y1...more

2007 FREIGHTLINER FLC 120
HIGHWAY TRACTOR, 73"
CONDO SLEEPER, DETROIT
ENG, 14L, 455 HP, 13 SPD
TRANS, 12 & 40 AXLE(S), AIR LINER SUSP,
229" WHEELBASE...more

(2) 2006 VOLVO VNL670
HIGHWAY TRACTORS, 61"
HI-RIDE SLEEPER, CUMMINS
ENG, ISX, 450 HP, 12 SPEED
AUTO-SHIFT TRANS, 12 & 40 AXLE(S),
AIR-RIDE SUSP, 215"...more

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Dispatches

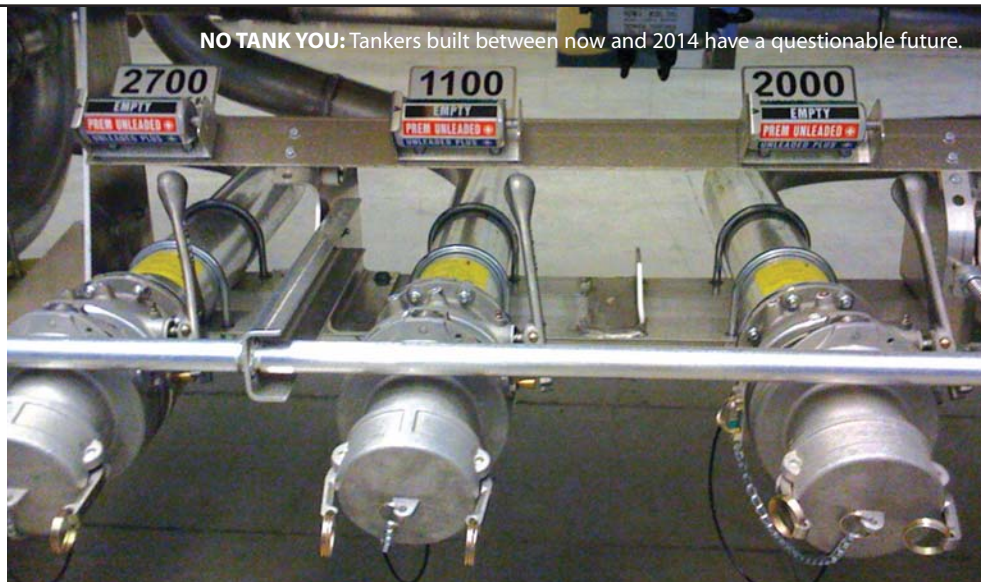
in proper accordance with the manual. "MTO," adds the former MTO inspector, "is notorious for not doing such things." However, drivers may find that challenging the rule on these grounds on their own could be difficult without some technical expertise. Because of his computer background, (Ingratta) "might have a better chance," says Reynolds.

The trucker certainly hopes a second judge sees it that way.

Tankers

New Reg is Slippery When Wet

Despite the overwhelming cost to the trucking industry and lack of evidence that tanker fuel lines are a safety hazard, the U.S. Pipeline and Hazardous Materials Safety Administration (PHMSA) has decided to proceed with a proposal to ban so-called wetlines.



NO TANK YOU: Tankers built between now and 2014 have a questionable future.

The rule would require flammable liquid haulers to either install a system that purges all but one liter of product from the wetlines on the underside of a tanker or outfit some sort of metal cage or bumper system around the piping.

And 12 years after the rule takes effect (assumed for 2012) wetlines won't be permitted on the trailer at all, so

tankers built before then will either have to be retrofitted or put out of commission.

The agency says that about 27,000 cargo tanks would be affected today by the new rule.

"Because the external piping used to load and unload cargo tanks in flammable liquid fuel service is located on the underside of a cargo tanks, without pro-

tection, the piping remains exposed to a collision," the proposal states.

PHMSA has twice before introduced a proposed wetlines rule but withdrew it after a cost-benefit analysis concluded it could not be justified because of the expenses involved and that wetlines accidents are so rare. But under new pressure last year by a Democratic



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June 4-7

Heavy Duty Distributors Council 23rd Business Conference and AGM

Hilton Suites Conference Centre,
Markham, Ont.

Contact: 519/631-9424

Website: www.hddc.on.ca

June 11

2011 Atlantic Truck Show

Moncton Coliseum Complex,
Moncton, NB

Contact: 506/855-2782

Website: www.apta.ca

Congress, the agency tried again, acting over the vocal protests of the trucking industry, namely John Conley, president of National Tank Truck Carriers.

Reiterating statements he made to *Today's Trucking* last summer when the idea was being floated, Conley says that the proposal has little to do with safety—in fact, it puts shop technicians in danger because during retrofit welding there's a risk of coming into contact with trapped gas vapors. (There are 14 documented fatalities or severe injuries due to this).

While he doesn't deny that wetline ruptures do happen, Conley insists that the government is overstating the risks. In fact, there isn't any verifiable evidence that there's more than one serious mishap a year caused by broken wetlines.

The "poster event" legislators leaned on to justify the rule—a fatality involving a car-tanker crash in Yonkers, N.Y., in 1997—has since been proven by subsequent investigations to be a result of the tank shell ripping, not solely the wetline, and therefore virtually unavoidable at the speed the car was traveling. Conley asked the National Transportation Safety Board to reopen the investigation, but to no avail.

Conley says installing guards around wetlines or on-board purging systems is going to be mighty costly for tank fleets. Plus, the extra weight will cut into payload, critical to liquid bulk haulers. He even suggested the idea of installing purging systems (of which, there's only one known manufacturer right now) at fuel loading racks rather than on trucks. "Of course," he says, "they said they couldn't do that."

ENTER THE DEN

It's obvious that most of the entrepreneur wannabes that go on CBC's hit show *Dragon's Den* know that they don't have a hope in hell in getting a deal done. The folks who peddle boring board games, toilet enhancements, and the endless array of useless "green friendly" trinkets surely just want to get on TV.

Well, this season, two trucking-related products not only got valuable airtime and boosted their exposure, but also mightily impressed the notoriously stingy Dragons.

The young Bryan McCrea, Channing McCriston and Evan Willoughby of Saskatoon-based 3twenty Solutions were among the few entrepreneurs to get money from a Dragon—and keep it after the dust from due diligence settled.

Their product is basically a used steel shipping container customized into a flexible, mobile home or office for workers in the oil patch, mining and other



severe service fields. The trio created the container for the Idea Challenge at the University of Saskatchewan. Using McCriston's family trucking terminal as a staging ground, they used their \$30,000 in prize winnings to perfect the concept.

In the Den, valuation is everything. And the trio were rewarded for their sanguine business plan by oil-and-gas millionaire and philanthropist Brett Wilson, whose offer of \$120,000 for a quarter equity topped the offer by the entertainingly curmudgeon Kevin O'Leary, who wanted half the company for around the same money. Naturally the young men went with Wilson's offer, which unlike most deals on the show, didn't fall apart when the lawyers took a look. "It was actually painless," McCrea tells *Today's Trucking*. "Brett is a part owner of 3twenty Solutions. He adds a lot of value because of his experience in the oil and gas industry."

While the container living idea isn't new, 3twenty Solutions stands out because it's aimed at the industrial sector and is a far more durable, easily transportable, mold-resistant alternative to traditional wood-framed containers.

"We eventually had to come to the conclusion to drop residential and go solely industrial. The industrial market definitely pulled us that way," says McCriston.

Depending on how they're customized, the containers sell for anywhere between \$15,000 and \$60,000.

For now, the company is focusing on Saskatchewan, which on its own has a demand for about 20,000 beds. Asked how big the North American market could be, the young McCrea gives a veteran answer: "Enough to keep us happy for a very long time."

ALL WOUND UP

George Schmidt and Laurie Johnson also walked away from the Den with a royalty deal from marketing guru Arlene Dickinson. Unfortunately, even though there was excitement about the product from Dickinson and Brett Wilson, they were notified after a few months that the deal wouldn't happen after all.

No worries, though. Schmidt's Mag-Roll-Up—a handy adapter that quickly attaches to a flatbed's winch and accommodates a hand-held drill for fast, easy windup of loose straps—was seen on the show by another company that intends to pick up where Dickinson left off. Johnson says a deal with a "heavy duty parts" distributor is very close and hopefully the product will "be on shelves very soon."

Schmidt is a working truck driver. He invented the device after thinking about it while on the road. "If you want to save time and money you start thinking, and this is what I came up with," says Schmidt. "After you unload, you have 20 straps laying on the ground. They have to be rolled up by hand, which puts a lot of pressure on the arms and shoulders."

Johnson says this is a low-cost alternative to much more expensive, automatic wind-up systems. Plus—since it just consists of a winch attachment and a small, 12-volt cordless drill—it's portable from truck to truck.

Asked if the product comes at a good time considering Canada's aging driver force, Schmidt, in his thick German accent, answers like he's been in marketing all his life. "The time for the product was right 30 years ago and it'll be right in another 30 years. Sure, age make a difference, but what we're talking about here is fatigue and time which [affects] everyone."



For more see www.magrollup.com & www.3twenty.ca

Dispatches

It's likely, then, that relatively young trailers bought between now and 2014 might be rendered inoperable unless they're retrofitted and redesigned without wet-lines. "Thousands of gaso-line trailers will need to be worked on," he says. "There's a fundamental lack of understanding of the mechanics involved." And can you just imagine the tanker prebuy?

Philanthropy

Look! It's Super Mario!

On a narrow mountain pass, Robert Transport driver Mario Fortin comes across an overturned truck blocking his way. "There's a truck, a six-wheeler, on its side. It

can't move and I can't get through," he says. "But I have the right equipment and materials, and enough logistics skills to help get the truck back on its wheels." In a few hours he's on his way again.

Believe it or not, this is not an uncommon situation for Mario. Incidents like this—rare in Canada—happen all the time in Haiti where Mario is currently volunteering as a humanitarian worker with Médecins Sans Frontières (MSF).

"When we got to the village, we saw that the patients were in very rough shape. They would have died without our help. It feels so good to be able to help," he tells Today's Trucking from his Haitian outpost.

"Something like that happens every day. Every day." And every day, Mario faces new supply chain challenges as he crisscrosses the country from trouble spot to trouble spot. "I'm doing everything that isn't medical," he explains. "I'm making sure all the supplies are where they're supposed to be working on all the logistics issues from finding drinking water, to arranging chlorination, to getting rid of medical and human waste... you name it. I'm a generalist. I'm doing everything and nothing in particular."

It's a far cry from his career in Quebec, which pays a lot better he admits with a laugh, but doesn't offer the kind of personal gratification that humanitar-

ian work does. He was working out of the Boucherville head office in January 2010 when the Haitian earthquake caused its devastation. He was allowed to go right away, no questions asked. "I am so grateful to the people at Robert Transport who give me a job when I'm in Canada give me the freedom also to go on these missions," he says. A few months later, in the summer of 2010 he left again to assist medical missions in Cameroon and Chad. And late in the fall, he returned to Haiti. "It was always the same," he says. "Whenever you come back, Mario, there's a truck waiting for you."

Of course there's a reason Robert Transport is so flexible with him. He

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Ontario-based Mackinnon Transport uses PeopleNet eDriverLogs, Automated Fuel Tax and Vehicle Management to maintain an impeccable safety record. (The Ministry of Transportation rates Mackinnon Transport's log books at 98.5%, the highest ever earned by an over-the-road company.) If you think that sounds above average, it is. PeopleNet customers perform 58.4% better than the national average across three major safety indices. They experience 43.8% fewer vehicle out of service events, 66.7% fewer driver out of service events and 64.8% fewer moving violations*. And when it comes to safety and compliance, being average can be very costly. [To join Mackinnon Transport and other way-above-average PeopleNet customers, visit http://peoplenetonline.ca.](http://peoplenetonline.ca)

brings 25 years of driving experience, and the business acumen that comes from having owned his own transport company. He sold it and started volunteering with MSF when his first marriage ended. "I always wanted to do this," he says. "But sometimes life is too busy. Only when I was free of obligations did it become possible."

Maria Ordonez, the MSF recruiter who coordinates Mario's trips, says his skills are essential in disaster areas. "We need supply chain people and logisticians who can do a little bit of everything. They're in charge of a group of people, a float of vehicles, making sure that everybody gets where they're supposed to

heard on the Street

■ **Tom Payne Jr.**, of **PAYNE TRANSPORTATION** was elected president of the Manitoba Trucking Association. Other newly elected executive committee members include: **Susan Snyder**, Searcy Trucking (1st VP); **Norm Blagden**, Bison Transport (2nd VP).

■ **CANADA CARTAGE SYSTEM** has announced the hiring of former National Fast Freight President **Lori McCreight** as senior VP of Solutions. McCreight will be responsible for

Canada Cartage's solutions engineering and national account management functions.

■ Atlantic trucking powerhouse **ARMOUR TRANSPORTATION** acquired 40-truck perishable-goods carrier, **HILLMAN'S TRANSFER** of Sydney, N.S. A 100-year-old family fleet, Hillman's is a strong regional brand with 40 trucks, 70 trailers, and 60 employees.

■ Toronto-based custom truck body builder, **Durabody Industries**, named **Peter Collins** as VP of sales and marketing. Collins, formerly of Waltco Lift Corp., will lead strategic planning and day-to-day management of all selling activities and communications.

go, and comes back safe," she says. His stories are fascinating, like how he manages to get drinking water for 45,000 people out of a muddy river. Or how he fixes urgently needed equip-

ment with minimal tools.

"It's just go-go-go, seven days a week. It never stops," he says. "You have to push yourself because, in the end, it's about saving lives. If you're not at your best,

people die. You don't count the hours or stop when you're tired. And it's a great, great feeling when you're done. I want to continue this as long as I am able."

— *Allan Janssen* ▲



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Lights, camera... trucking!

A British production company is looking for about a dozen truckers from around the world—including one or two from Canada—to show off their driving skills in a global competition this summer. It will amount to a working vacation for the competitors who must have well-developed driving skills, and a love of trucking. “There are plenty of people who drive for a living, or to pay the bills. But it’s really the next level up that we’re looking for,” says Dominique Foster, who is helping to cast the show. “We want drivers who have the experience but also a real passion for the job, and who can talk about it with enthusiasm.”

MORE @ <http://tinyurl.com/6dzbbhw>

I am woman. Hear me roar... the engine.

A female truck driver has won a discrimination case against a Montreal-area carrier that she said refused to hire her because of her sex. The Quebec Human Rights Tribunal ordered the company to pay \$10,000 in compensation. The owner reportedly told her: “We don’t take women here. It’s very difficult for a woman to remove the snow from the roof of the trailers.” Well, considering it’s illegal to force any driver to climb a trailer without fall protection, the company is lucky it doesn’t spend more time defending suits.

MORE @ <http://tinyurl.com/discrim>

“Why subsidize these Mexican trucking companies? We’re talking about a fairness issue here.”



— **Bill Vickery**, a spokesperson for a coalition of U.S. fleets, on the Obama admin’s plan to pay for Mexican carriers’ EOBRs while mandating them for American and Canadian companies.

MORE @ <http://tinyurl.com/mexeobrs>

TODAY’S TRUCKING on

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From Marco Beghetto’s

Right Turn Blog

CB-Seeing What They Want To

If the facts don’t fit the theory, Einstein supposedly once said, change the facts. Or, if you work at the CBC, just ignore all the relevant facts and hype up the trivial.

That’s pretty much what CBC did **in this report**, which is gaining traction among the network’s affiliates and across the Internet. In a nutshell, CBC sensationalizes the ‘discovery’ (my air quotes) that 4,800 Canadian “carriers” (not my quotes) violated hours of service and logbook rules in 2009 and 2010.

I suspect that by “carriers” CBC doesn’t mean individual fleet companies and owner-ops, but the number of total units that had violations. (I’ve been waiting for CBC to confirm for several days, but haven’t yet heard back).

A red herring? I don’t think so. While it’s hard to peg the exact number of individual Canadian drivers that cross the border, estimates in the tens of thousands are not unreasonable. So, then, are 4,800 violations over a two-year period at all extraordinary or inconsistent with U.S. drivers’ rates? Hardly. It’s a non-story.

My ROFLOL moment came when I read UoFT “fatigue expert” Alison Smiley’s alarmist statement that “we’re sacrificing people on the roads to have our strawberries on time and to not have to pay too much for them.”

Really? DOT data shows fatigue is a contributing factor in only 1.4 percent of truck-involved fatalities. Would that have been so hard to check?



CONSIDER THIS: Yesterday my colleague Rolf Lockwood gave a prelim interview to CBC about this issue. He was asked about the “problem” of fatigue, to which he responded that it’s way overblown; that four-wheelers are usually at fault, etc. Not satisfied, the reporter pressed the fatigue angle over and over again, but Rolf stood pat. Later, the reporter called back and told him he’s off the hook. They were going with another “expert.”

UPDATE: After scanning Canadian driver violations at FMCSA’s motor carrier information resources site, I think CBC made a mess of the data. The number of the top HOS-related Canadian driver violations in 2010 are around 18,000 (many clerical), with an OOS rate of just over 5,000. Out of how many total inspections is that? FMCSA says over 97,000. That’s a Canadian OOS level of about 6%. What CBC also doesn’t tell you is that while the number of total inspections in the US has increased in recent years, the driver OOS level is still lower than in 2006 when enforcement made about half the inspections they do now. Furthermore, CBC implies that Canadian carriers are breaking HOS rules at a more alarming rate than American carriers. This too is nonsense. The American OOS rate against total inspections is actually slightly higher. I repeat, a non-story.

COMMENTS:

Marco... excellent reporting! What a pillar of integrity *Today's Trucking* is to the industry. Your report has inspired me. 😊 **Posted by: Robert**

Well, at least not many people watch the CBC. Showing the trucking industry in a bad light is one of their main objectives and has been for the last 22 years since deregulation.

😊 **Posted by: brian107**

JOIN THE CONVERSATION @ www.TodaysTrucking.com/blog

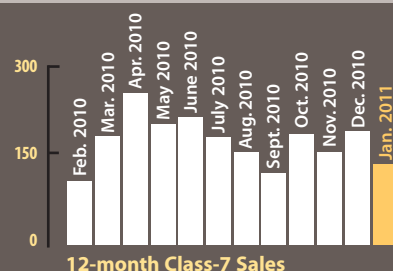
Canada: Truck Sales Index

January 2011

| CLASS 8 | This Month | YTD '11 | YTD '10 | Share |
|---------------|-------------|-------------|-------------|---------------|
| International | 257 | 257 | 259 | 23.6% |
| Freightliner | 317 | 317 | 269 | 23.0% |
| Kenworth | 173 | 173 | 202 | 18.7% |
| Peterbilt | 145 | 145 | 120 | 11.0% |
| Volvo | 105 | 105 | 56 | 10.6% |
| Mack | 73 | 73 | 44 | 6.2% |
| Western Star | 84 | 84 | 71 | 6.2% |
| TOTAL | 1154 | 1154 | 1031 | 100.0% |



| CLASS 7 | This Month | YTD '11 | YTD '10 | Share |
|---------------|------------|------------|------------|---------------|
| International | 41 | 41 | 46 | 37.9% |
| Kenworth | 27 | 27 | 27 | 18.4% |
| Freightliner | 35 | 35 | 12 | 18.3% |
| Peterbilt | 14 | 14 | 22 | 13.0% |
| Hino Canada | 18 | 18 | 9 | 11.6% |
| TOTAL | 135 | 135 | 118 | 100.0% |



| CLASS 6 | This Month | YTD '11 | YTD '10 | Share |
|---------------|------------|-----------|-----------|---------------|
| International | 59 | 59 | 23 | 49.6% |
| Hino Canada | 28 | 28 | 16 | 26.7% |
| Freightliner | 9 | 9 | 2 | 17.7% |
| Peterbilt | 0 | 0 | 2 | 4.5% |
| TOTAL | 96 | 96 | 44 | 100.0% |



| CLASS 5 | This Month | YTD '11 | YTD '10 | Share |
|---------------|------------|-----------|-----------|---------------|
| Hino Canada | 65 | 65 | 28 | 70.9% |
| International | 11 | 11 | 21 | 18.8% |
| Kenworth | 0 | 0 | 5 | 5.1% |
| Freightliner | 0 | 0 | 0 | 2.1% |
| Peterbilt | 1 | 1 | 0 | 1.4% |
| TOTAL | 77 | 77 | 59 | 100.0% |



Canada: Provincial Sales (Class 8)

| CLASS 8 | BC | AB | SK | MB | ON | QC | NB | NS | PE | NL | CDA |
|-----------------|------------|------------|-----------|-----------|------------|------------|-----------|-----------|----------|----------|-------------|
| International | 18 | 30 | 10 | 10 | 90 | 56 | 33 | 4 | 6 | 0 | 257 |
| Freightliner | 21 | 23 | 11 | 23 | 160 | 67 | 10 | 2 | 0 | 0 | 317 |
| Kenworth | 22 | 61 | 5 | 6 | 20 | 54 | 5 | 0 | 0 | 0 | 173 |
| Peterbilt | 14 | 31 | 11 | 6 | 59 | 17 | 6 | 1 | 0 | 0 | 145 |
| Volvo | 4 | 9 | 7 | 20 | 33 | 25 | 4 | 3 | 0 | 0 | 105 |
| Mack | 3 | 21 | 6 | 4 | 22 | 14 | 2 | 1 | 0 | 0 | 73 |
| Western Star | 25 | 37 | 1 | 0 | 10 | 9 | 0 | 2 | 0 | 0 | 84 |
| TOTAL | 107 | 212 | 51 | 69 | 394 | 242 | 60 | 13 | 6 | 0 | 1154 |
| YTD 2011 | 107 | 212 | 51 | 69 | 394 | 242 | 60 | 13 | 6 | 0 | 1154 |

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

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

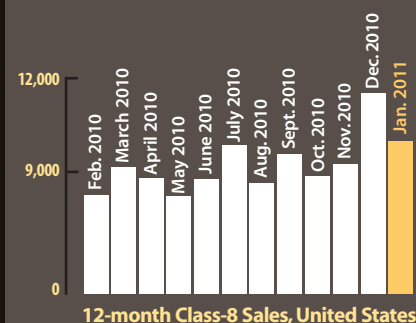


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U.S.: Retail Truck Sales

| CLASS 8 | This Month | YTD '11 |
|---------------|-------------|-------------|
| Freightliner | 3170 | 3170 |
| International | 2276 | 2276 |
| Peterbilt | 1722 | 1722 |
| Kenworth | 1034 | 1034 |
| Volvo | 802 | 802 |
| Mack | 686 | 686 |
| Western Star | 124 | 124 |
| Other | 1 | 1 |
| TOTAL | 9816 | 9816 |





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Street Smarts

INSIDE:

27 Roadside tips for keeping your abstracts clean

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



Smile, You're On ExpoCam

truck show *Why Place Bonaventure is the place to be in April.*

By Today's Trucking Staff

Later this month, an elite group of Canadian truckers will be getting an exclusive look at Caterpillar's first-ever on-road heavy duty truck, the new Cat CT660.

If you want, you can be among them.

The Cat is making its Canadian debut at the ExpoCam show that runs from April 7 to 9 at Montreal's Place Bonaventure. (*ExpoCam is operated by Newcom Business Media, the same company that produces this magazine and its French Canadian sister publication Transport Routier, highwaySTAR magazine; and the publications' attendant websites.*)

The Cat truck promises to be a popular draw at ExpoCam but it's also just one among more than 300 exhibits from across North America that will be on display in the 225,000 sq ft of show space.

Organizers are expecting more than 16,000 industry professionals to tour the show to take in the three days of special activities and business opportunities.

Here's what one delighted exhibitor had to say about his experience at an earlier version of ExpoCam. (The Montreal show takes place every two years.)

"We sold two units right at the show," Tony Primiani, the regional director of

SEMINAR PROGRAMS

ExpoCam will feature a series of seminars on subjects with a direct impact on the Quebec trucking industry. All seminars are free with your show badge.

CSA 2010: The new U.S. regulation and the impact on your operations.

Panelists: J. Jacques Alary, *President of Jean Jacques Alary Plus Inc.*, and André Lacasse, *Director, Compliance and Recruitment, Groupe Guilbault.*

Moderator: Normand Bourque, *Quebec Trucking Association.*

Time: **Thursday, April 7,**
11:00 a.m. — 12:30 p.m.

HUMAN RESOURCES: How to deal with the industry-wide challenge of recruiting and retention for your trucks, your shop and your office.

Panelists: Bernard Boutin, *President, Groupe Boutin and President of the Quebec Foundation for Training in Road Transport;* Tamara Miller, *Project Manager, Canadian Trucking Human Resource Council.*

Moderator: Steve Bouchard, *Editor in Chief, Transport Routier.*

Time: **Friday, April 8,**
2:00 p.m. — 3:00 p.m.





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Manac Trailers said. "Thursday and Friday we met with existing and potential customers. On the Saturday, we met future customers and users of products, like drivers who have an influence towards their bosses for purchasing of the product."

This year, one of the more intriguing venues promises to the popular "Green Route" which highlights exhibitors whose products promote fuel efficiency or

reduce emissions. Prominent for the first time this year will be the competing producers of Diesel Exhaust Fluid (DEF), the urea-based additive that has become an integral part of the emissions system on most post 2010 engines.

Every engine maker but Navistar has opted to employ Selective Catalytic Reduction (SCR) technology to meet new emission standards and DEF is a required

ingredient. Navistar—and by extension Cat because their new offering will be a crossbreed between International and Cat—will employ Advanced Exhaust Gas Recirculation (EGR).

The new CT660 will offer a full range of popular transmissions, PTO, engine-ratings and torque-capability options, including a 550-hp power plant. It's also only one of countless show highlights. ▲

At the Show...

Meet one of Canada's top drivers

At noon Saturday, one of Canada's top drivers will be singled out and crowned **Highwaystar of the Year**, marking the culmination of a year-long search for the best of the best. The **Highwaystar of the Year** is showered with praise and about \$15,000 in cash and prizes at the **Freightliner Booth** (Number 4751).



Prizes for you, too

Each visitor badge comes with five detachable tickets that you fill out and deposit at various locations around the show. A few days after the show, five names will be drawn from the drums and the winners will receive an **Apple 64G Ipad**. Four of the iPads are sponsored by the Newcom Business Media; the fifth is sponsored by **Navistar**.

And finally, step up to Newcom's kissing (or dissing) booth

Don't forget to drop by **Booth 4000** to say meet the staff from *Transport Routier*, *Highwaystar*, *Today's Trucking* and *Truck and Trailer* magazines. Bring your questions, compliments, story ideas, critiques or comments about this and future shows.

See you there.

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Save Yourself the Trouble

drivers *A handful of roadside tips for keeping your abstracts squeaky clean.*

By Jason W. Pearce

Sir Robert Peel once said, “The Police are the public and the public are the Police.” Before you head out on the road, you must understand that a law-enforcement official is a paid professional and is highly trained to do his job properly. You should also know that everybody has bad days and good days.

In case you encounter an officer having a bad day, make sure you follow these five rules that will help you change your situation from bad to, well, less bad.

Rule 1: Keep your friend in uniform calm.

Upon your very first contact with an officer, smile. Don't appear smug like you just came off your father's yacht or over-do it and give the officer any hint that you're not taking the traffic stop very seriously. Officers like to probe for an “attitude” and what they find might affect how the rest of the encounter unfolds.

Most people make the major mistake of asking, “What did you stop me for?” Or else, they'll say something like, “I just got this truck serviced” or “this truck is brand new” or “I just got pulled over yesterday and my truck is fine.” These words automatically breed an adversarial relationship and will result in a more negative outcome. Instead, ask “How can I help you?”

As difficult as it may be, use positive tones with the official. Say “Hello, officer” but don't be too friendly. Be polite and professional.

If you are standing in front of an officer, try to stand at least three to five feet away. Remember, police officers are similar to horses: if you stand too close they will kick you. (Figuratively speaking.) If your cell phone rings, ignore it. You can always talk to your girl or boyfriend later. If you're wearing sunglasses, take them off and look the officer in the eyes. Don't look away or down.

Rule 2: Please remain silent. It's your right.

No matter what the officer says, don't get defensive. That is most people's second mistake. Defensiveness will give the officer even more justification to prove that he or she is right. If the officer makes a comment about a violation, remain silent. If he or she says something that demands you make a comment, simply reply in a non-defensive positive fashion without admitting to any-



NOTHING'S UNIFORM:
Even law-enforcement officers have good and bad days.

thing. Most law-enforcement personnel respect people who exercise their right to remain silent or ask for legal representation.

If you're stopped for speeding, never, ever, ask to see the laser or radar. Doing so simply helps the officer because later, in court, he will be able to say he actually showed you the registered speed. In effect, you will be helping the prosecution.

Rule 3: Be a good witness for yourself.

If you're in trouble, be a good witness for yourself and take notes at the time or shortly afterwards. You are certainly allowed to take pictures or even a video of what the officer is alleging. If there's a question, call a legal representative.

In the event of a mechanical violation, you can collect evidence for your case by taking the truck immediately to a qualified mechanic and having him provide testimony on your behalf.

Don't make excuses for anything. You will sound like the kid who left his homework on the school bus. Your comments will hurt you later in court and make your representative's job that much more difficult. Again, remain silent.

If there is a conduct issue with the officer, this is not generally relevant to your court proceedings and will not necessarily invalidate what has been alleged against you. Focus on your defence to the charge.

Rule 4: Don't become a moving target.

Your roadside behavior actually starts before you leave your yard. Be your own police officer or inspector. Have a good look for anything that might create problems.

Lately, enforcement officers have become concerned with drivers having proper authorization to operate for a company. Always carry a letter from your company stating explicitly that you're allowed to operate for them.

Conduct thorough and comprehensive pre-trips, and I especially caution about weighing your load accurately. I heard about one recent inspection in which the officers had a truck weighed axle by axle instead of as a unit.

Beware of relying on the specifications of repair from a dealership. I've been receiving word that a lot of operators are

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having trucks repaired at dealerships and then being charged for something that the dealership felt was within compliance of the law. This sounds crazy but the repair specs must match the law. I recommend taking the actual legal requirements to your mechanic so he understands what he must do to your truck to ensure it's compliant.

Make sure your logs are up to date and you have all your correct documents. If you're going to receive a ticket, why receive one for being lazy?

(If you're an employer reading this, you might find it beneficial to ask ministry officers to come to your company to make a presentation on safety to your staff).

Rule 5: Understand the consequences of any charge.

I find a lot operators are not taking the time to review how many CVOR points are attached to any charge. The range is enormous. Failure to affix a license sticker means one point. Dangerous driving is 30. Check <http://tinyurl.com/4zsyhhv> or search your provincial transportation ministry's website.

Some operators don't realize that the government holds records of convictions forever. Most people say "oh well this traffic ticket will only be on my record for three years anyways."

You must understand that it does come off of a three-year abstract that is "unrestricted" but it remains on a "restricted" driver's abstract. You can obtain your record at any MTO kiosk or MTO licensing office. A record can be easily obtained on line. The cost for an unrestricted abstract: \$12.

If you are subject to a Highway Traffic Act charge, the prosecution usually has your driving record from the day you were first licensed. This varies from jurisdiction to jurisdiction and is more typically used in out-of-town courts. They will present this to your legal representative at court and depending on how it reads, it could very well affect the way in which you are treated. It is my philosophy to take any allegation seriously especially when it effects your employment.

I'm also aware that some insurance companies will raise your premiums no


matter how big or small a charge might be. Most people believe that if a charge doesn't come with demerit points or CVOR points, it won't affect your insurance premiums. This is a complete falsehood. Most insurance companies will raise your rates for any registered conviction.

Find out from your insurance company how a conviction could affect your insurance premiums. Each company is a little

different, so be wise and learn what your insurance company bases its premium hikes on before you buy their coverage. ▲

Jason Pearce is a former police officer and paralegal who now runs Jason W. Pearce Legal Services in Etobicoke, Ont. He has represented many truckers and can be reached at pearcelegal@gmail.com or 416-841-5248.


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BY MIKE MCCARRON

It created hysteria for my entire family. As the news spread, their phones and Blackberries began sounding like Vegas slot machines. None of them could fathom what had just happened. It was the only topic of conversation around my house for more than a week.

Yes, it was true. Dad was on Facebook.

For years, I resisted the urge to chat, tweet, link, or join any form of online community other than the odd hockey chat room. More than once, I was invited to connect with my goalie partner from Minor Atom hockey who now happens to sell tires for a living and wants to catch up with his “old buddy.” In fact I find it quite appalling that people would try to force themselves on me like this. If I didn’t talk to you 42 years ago, why would I talk to you now?

But there comes a point when you stop fighting the inevitable and wave the white flag. It’s not 2004 anymore. (Believe it or not, that’s the year Facebook was launched.) It’s time to join the rest of the world online.

For me, the impact of Facebook, Twitter, LinkedIn, and other social media hasn’t just hit home, it has hit work as well.

The face of trucking looks a lot younger today than it did three

in the back of the truck. I was pleasantly surprised when I went to both sites and within minutes had crossed over into 2011.

Once you’re official, it’s time to tell the world who you are by completing an online profile.

Take your time and be cautious about what you share. Facebook, LinkedIn, and other sites use information in your profile to suggest connections with people who have similar interests and backgrounds. Get ready to take the bad with the good.

My most memorable faux pas was on day-one. The very first person I asked to be a Facebook friend was my 20-year-old daughter who called me in panic minutes after I hit the “send” button. Apparently, the boxes I checked on my profile page indicated I was bisexual and was interested in getting to “know” both men and women (in the “biblical” sense). The mistake was quickly corrected but not before I had some interesting messages from potential new “friends.”

FACEBOOK vs LINKEDIN

Facebook is by far the most-used social networking site in the world, but so far, I like Facebook the website about as much as I liked Facebook the movie.

I’m really having trouble dealing with the site’s emphasis on sharing the details of my personal life. I have zero interest in

LOL! Dad’s on facebook

What a veteran trucker learned from his experiments with social media.

years ago. Most of my daily interactions are with people who have more in common with my kids than with me. If you want to reach generations X, Y, Z, or the Baby Busters, your best bet isn’t the phone, email, or direct marketing. It’s through social networking.

I was blown away when I discovered that between Facebook, LinkedIn, and Twitter, there are more than 880 million registered users, and that doesn’t take into account other popular and well-established sites like YouTube and MySpace.

Here are a few things this ultra-conservative Baby Boomer learned during his first month experimenting in the world of social networking:

GETTING STARTED

My Petri dish had space for two social networking sites: Facebook and LinkedIn. Registration was easy—don’t be a dummy like me and waste 30 bucks on how-to manuals that will only collect dust

telling 600 million of my best friends that I’m away on vacation and oh by the way, here are the photos from my trip. I know I sound like an old man, but privacy is a big deal, especially on Facebook, where the default settings on what information you expose to the world seem to change from week to week. And it’s going to take some getting used to before I can derive any tangible business benefits from joining.

LinkedIn is a different story. It’s a business-oriented site that’s mainly used for professional networking. Once I started connecting with people and adding them to my network, I was amazed at how productive my connections became. I even found some old customers who still have lots of freight and were interested in catching up. I have noticed and enjoy that LinkedIn is not populated with every one of my kids’ friends, their younger brothers and sisters, and every liberal politician that I never voted for.



ONLINE GAMBLING:
Be careful setting up your profile. Writer McCarron checked a wrong box and invited responses from some pretty sketchy folks.

Mike McCarron is a managing partner at MSM Group of Companies.

INFORMATION OVERLOAD

I already get too many emails and have threatened to rid myself of my modern-day homing device called the Crackberry. But I was not prepared for the onslaught of interruptions that would accompany my foray into social networking.

Every time one of my online pals changes his profile, feels like chatting, or meets someone new, I get an email. There has to be a way to control it, but I haven't figured it out yet. (Editor's note: There is. Once you've logged on and you're at your home page, find "Account" and then scroll down to "Account Settings" Click. You'll see several tabs across the top of the page. Click on "Notifications." Uncheck the boxes that you don't want to apply to you.)

SET SOME RULES

I get too many hits from so-called friends I've never met. Most appear to be salespeople looking to flog their products or services to MSM.

Decide early on the types of people who you want to connect with. My early rule of thumb has been not to accept or send invitations unless I already know the person. That could change, but at this time I'm still trying to decide if I want to do business with someone who won't pick up the phone to introduce themselves to me personally.

I'm not even at first base with social media and have lots to learn. I have some good ideas but I am still scratching my head trying to figure out how these services are going to improve my bottom line. My instincts tell me that the key is to be proactive with information and communicate it to key stakeholders in a medium in which they are comfortable. For some people, social media is it.

Like many of you, I fill trucks for a living. After a month in the world of social networking, I know it can be a very powerful business tool. I just haven't realized its full potential. Fortunately, I do have a couple of unused manuals in my car—and three teenaged children who can help me figure it out. ▲

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Miners' canaries

A year-in report from those carriers brave enough to go where no man has gone before—full bore into 2010 engine technology.

BY ROLF LOCKWOOD

Several themes run through almost any conversation about 2010 engines these days, and mostly they represent good news.

Fuel economy is better, first of all. No severe mechanical or electronic issues are being encountered, if any. Engine makers are truly bending over backwards to service their customers. Drivers either don't notice the difference in engines or else they say the new ones are mighty quiet. Diesel exhaust fluid (DEF) availability is an issue for some.

And the most common observation? It's still too early to know anything about 2010 engines in a truly conclusive way, and that's especially so in Canada where fleets are small, relative to the U.S., and just don't absorb as many new trucks at a time. So we spoke with quite a few American operators in putting this informal survey together.

Some owners want another month, some another year, before casting their

vote on '010s. Some, for that matter, just haven't bought any yet.

That said, there are those who are already convinced that their new diesels are just fine and nobody seems to be frowning the way so many did at this same point in the 2002/04 and 2007 emissions regimes. All in all, the only real downsides are the added cost and weight, though those aren't small deals.

Itamar Levine, director of maintenance at Bison Transport in Winnipeg, figures the cumulative weight gain over the last four years is about 1,500 lb. He's adding the APUs they began installing a few years back to avoid idling, the extra weight of 2007 engines, and now the additional weight of the '010 motors.



Itamar Levine

TOO EARLY TO SAY?

The "too early" idea is indeed a common theme. Almost all the carriers we spoke to, Canadians and Americans alike, remain cautious about concluding anything in terms of fuel efficiency. Some declined to comment at all.

Con-way Truckload's Randy Cornell, vice president of maintenance, is in that camp. While the fleet has taken delivery of 216 MaxxForce-powered International tractors and 230 Kenworths with MX



Meijer, the Michigan-based superstore chain, took its first of 75 Detroit DD13 engines in late 2009. Fuel economy is back to pre-2007 levels.



Yanke has 40 Volvos with the company's own '010 D13 engines and is so far seeing a 4.5 percent fuel-economy gain.

motors since September of 2010, he wants 12 months worth of data to really understand what's going on.

Many fleets didn't take delivery of any new trucks at all last year, and among those who did, the additions often didn't happen until the fourth quarter or even later. That means the most senior of those trucks might only have 25,000-35,000 miles on the clock, if that. A common story, we found.

When we spoke with Wendell Erb, general manager of the Erb Group in southwestern Ontario, in early March, he laughed and said it was a little premature to comment.

"We just got our first 2010 International trucks with MaxxForce 13 engines two weeks ago," he said. Five of his owner-operators are also running new MaxxForce 13s and another has a little more experience with a Detroit Diesel DD15. Too early to tell.

HAPPY CAMPERS

One interesting tale involves Denis Martin, director of maintenance at LTL carrier Pitt Ohio in Pittsburgh, PA. Decidedly unhappy with 2007-spec engines in general—he has 72 of them representing four different engine makers in



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his 650-tractor fleet—he was very “apprehensive” about trying ‘010s. So he took just one last fall, a Mack with an MP7 engine.

“The ‘07s had us deeply concerned,” Martin explains. “With the ‘010s we only put our toe in the water with one tractor at first.

“We worked a deal with Mack so that we had one ‘010 to take a good look at and then move on from there. Now we have 21 of them, and those next 20 have been running for a couple of months. The first one has about 80,000 miles on it, the others about 22,000 miles on average.”

Martin has also added five Freightliner Cascadia tractors sporting Detroit Diesel DD13 motors, which also have relatively low miles on them.

And is he happy? Yep.

“When we moved into 2004 emissions, it was really a tough go. It got worse when we moved into ‘07s,” he says. “But the

MX 12.9-liter motors. He’s not yet ready to talk about fuel economy numbers.

“There have been some glitches with the ‘010s,” he says, “but really nothing monumental. We had some issues with electronics right out of the box last year, with some DEF sensors and some ECM programming. But most of those have been resolved.

“The ‘07 launch and the ‘010 launch, they’re light years apart as far as downtime goes, as far as reliability,” he says.

Another happy camper is Stotesbury Transfer, an operation with just 25 trucks in total. It’s a specialized bulk-liquid carrier—milk and food oils for the most part—based very near Kitchener Kenworth, just west of Toronto. That proximity made it a good candidate to be a development fleet for the Paccar MX engine.

Stotesbury had two MX test engines for a year or so in Kenworth T800 highway tractors pulling tanks with gross weights of up to 140,000 lb on hauls as long as 500 to 600 miles. Those two engines were

“We’re basically just talking sensors that in some cases weren’t performing quite up to snuff,” he explains.

“The performance of the engines has been good, and we’ve gone nowhere but up in terms of fuel efficiency [compared to pre-2007 engines]... There’s nothing startling here but we’re real comfortable with the MX because it does well in terms of weight vs. performance. It’s a nice weight/horsepower ratio for the tanker business.”

THE MPG BATTLE

Fuel economy has indeed improved, or at least we think it has. It appears that a three-to five-percent improvement over 2007 diesels can be found—though not always—less the consumption of DEF in the case of engines using SCR. DEF-usage rates range from two to three percent, it appears.

In fact, a comment we heard a few times is that these new diesels are taking their owners back to the sort of fuel economy enjoyed with 2004 or even pre-2004 engines.

Pitt Ohio’s Denis Martin sees things



From left, Stotesbury Transfer’s Bryan Stotesbury, Bruce Stotesbury, and Rob Pettigrew, who drives a Kenworth T800 with an 2010 PACCAR MX engine. They’re all happy.

2010s, even though it’s a little premature to say too much about these products, they’ve been outstanding compared to the ‘07s. I think, from a reliability standpoint, that we’re back to pre-2004 emission days. These engines are pretty solid.”

Itamar Levine has similar things to say about rampant problems with ‘07 emissions technology, across several engine brands in his experience, and also about the relative quality of the newest diesels. Bison has 184 SCR-engined trucks all told, the first 50 acquired in Q2 2010, mostly Volvos with D13 engines and some Freightliners with DD15s. He has since added many more, including 25 DD13s and most recently 40 Kenworth T700s with



pulled and sent back for testing at the end of last year, replaced by production motors. Stotesbury has also added a pair of MX-powered T800 day cabs for regional milk runs grossing 115,000 lb. All four engines are rated at 485 hp and 1,650 lb ft of torque.

The new production engines are better, says Bruce Stotesbury, but even the test engines presented no huge problems.

that way, saying they lost 8/10ths of a mile per gallon with the 72 ‘07 motors he has in the fleet.

“We’re getting better fuel economy with the ‘010 Macks than with our 2004 models. The only offset that would put you almost even with ‘04s is when you roll in the SCR part of the equation and the costs associated with that. If you back that out, you’re back to those same numbers... Plus

we're running the cleanest engines out there, which we're pretty proud of."

Martin says, by the way, that his Mack MP7s and the Detroit DD13s are pretty much equal in these terms. "They go toe to toe," he says. "You couldn't tell one from the other."

Pre-2007 fuel economy is also enjoyed by one of the most buttoned-down fleets in the U.S., that run by Meijer Inc., the superstore chain based in Grand Rapids, MI. Dave Hoover manages the fleet of 150 tractors that serve 200-plus stores in five midwestern states. And despite his operation's small size, Hoover is amongst the most experienced of all when it comes to 2010 engines. He has 75 2010 Freightliner tractors with Detroit DD13 power, and another 30 are on order. An early adopter and a development fleet, Meijer took its first group of DD13s back in November of 2009, working closely with Detroit Diesel headquartered nearby.

"We have five 2010 engines with over 150,000 miles, as high as 170,000, and it looks like another eight are over 100,000 miles," Hoover said, looking over his



records as we spoke. "It looks like 8.3 million miles in total with 2010 engines. We've got some good numbers and experience now.

"Fuel economy [on the '010s] is consistent with our previous pre-2007s, which were mostly Cummins in Volvo tractors," he reports. "Overall we're doing slightly better than those last models."

Saskatchewan's Yanke Group, is also



Bison Transport runs 184 2010 engines. Too early to talk fuel use but it's been a smooth launch.

happy on the fuel front, according to Alan Klassen, director of fleet assets and maintenance. He's running 40 2010 Volvo VNL670 tractors with 405-hp Volvo D13 motors.

"As for our 2010 emission engines, we're quite early into this technology with 40 trucks ranging from 20,000 km to 120,000 km. Thus far we have appreciated a 4.5-percent miles-per-gallon gain with a 3.3-percent DEF usage," Klassen says. "We certainly expect to continue to have better MPG and also expect that DEF usage will come down with warmer weather.

"We're expecting, but again too early to really tell, to get better life on components such as belt tensioners, fan hubs, etc., as the heat under the hood has been decreased. We are also expecting better reliability out of these engines and thus far have had no significant concerns that we won't."

THE DEF STORY

Yes, to get this subject out of the way early, we did speak to one fleet with a driver-related DEF disaster. Only one, mind you, but that particular outfit suffered two separate instances of drivers pouring the magic fluid into the truck's fuel tank. The fix cost the better part of \$1,000 per, sad to say, but the pragmatic boss took the blame. A training failure, he concluded.

Otherwise, DEF doesn't seem to be a source of confusion for drivers at large, nor is it an issue for fleets running regionally or terminal to terminal. Overall, the situation isn't bad though there are only a

little more than 100 truckstops with DEF pumps at present, and none in Canada as far as we can tell.

"The biggest issue we face today would be supply of DEF in bulk at the Canadian fuel stops," says Yanke's Alan Klassen. "Currently we're tasked with supplying the 10-liter jugs to our operators, which takes up space in the bunk, freezes in winter, and is more money. We currently have bulk stations in both Winnipeg and Saskatoon so when these trucks are through these locations they can complete a bulk fill. There are several bulk fills in the U.S. so it's not as big an issue there."

Bison's Levine has 330-gal totes installed in heated sheds, each holding three totes, at his seven terminals, and drivers on longer hauls also carry jugs on board. Still, they sometimes need to buy DEF on the road.

"Canada is where the challenge is," he says, "but the challenge isn't in finding DEF. Most truckstops in Canada have it, but not in bulk. They have it in smaller jugs where you're paying an arm and a leg."

So, all in all, while things aren't perfect on the 2010 front, things have gone pretty smoothly. So far.

All the truck operators we spoke to are pleased at this point, whether their engines have turned 15,000 or 150,000 km. But almost every one of them suggested we talk again in a year or two when they've had the chance—or maybe the courage—to analyse the reams of data they're collecting. And that's exactly what we'll do. ▲

A Major Trailer Hitch

Why a series of tests that blame trailers for car crashes might end up costing you money.

BY MARCO BEGHETTO

The American National Highway Traffic Safety Administration (NHTSA) has an insatiable appetite for truck regulations these days, and a group of insurers is urging the agency to add one more to its “to do” list.

In a letter to NHTSA boss David Strickland last month, the Insurance Institute for Highway Safety (IIHS) called on the U.S. government to beef up certification standards for underride guards on trailers.

Among other changes, the Institute wants a “substantial increase” in the quasi-static force requirements of underride guards.

“Current standards allow underride guard designs that fail catastrophically when struck by passenger vehicles at speeds that frequently produce minimal intrusion and injury risk in other consumer frontal crash tests,” says Institute president Adrian Lund.

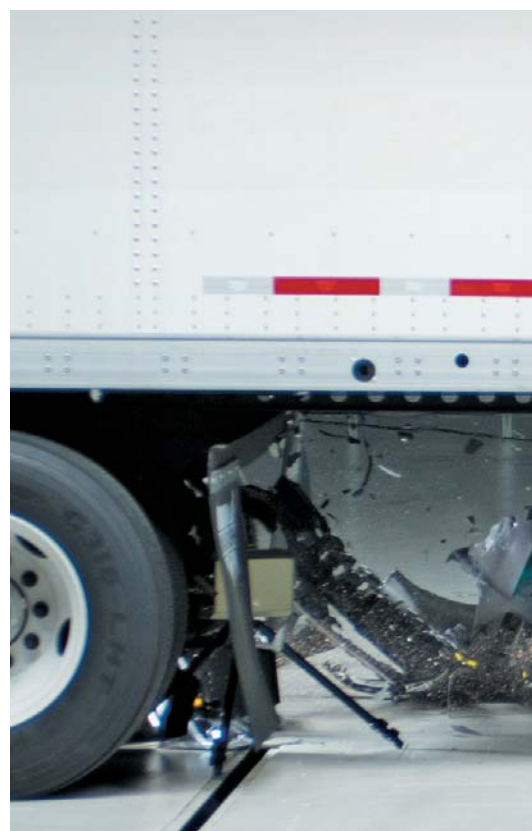
The insurers say passenger-vehicle

front-impact protection has advanced tremendously since the 1970s, but deadly underride crashes haven’t really slowed.

“Cars’ front-end structures are designed to manage a tremendous amount of crash energy,” he continues. “Hitting the back of a large truck is a game changer. You might be riding in a vehicle that earns top marks in frontal crash tests, but if the truck’s underride guard fails—or isn’t there at all—your chances of walking away from even a relatively low-speed crash aren’t good.”

The institute recently conducted a series of rear impact crash tests (*see video at <http://tinyurl.com/IIHStest>*) evaluating three different semi-trailer guards, all of which failed to varying degrees in certain crash scenarios.

The idea that new trailers out on the highway might be susceptible to severe underride crashes got a lot of exposure right away, including some typically sensationalist media coverage. (“Death by Truck Guillotine”—ABC Online News—might have been the worst headline of the bunch



until, as *Today's Trucking* first pointed out on Twitter, they revised it a few hours later to something with far less hyperbole.)

The six tests, which had a 2010 Chevrolet Malibu hitting the back of the trailers at 35 mph, show that Wabash performed the best out of the three brands overall. The Wabash and Vanguard National units were certified to more

stringent Canadian Motor Vehicle Safety Standards.

While Hyundai's and Vanguard's guards sheared their attachment bolts and broke off when hit by the car straight on, the Wabash guard stayed in place and absorbed much of the crash energy. "In the real world, this would be a survivable crash," says Lund. "It's clear to our engineers that Wabash understands how underride guards and trailers work together as a unit instead of treating them as separate components."

However, things appear to change when the car impacts from a non head-on angle. The Institute also ran "offset" tests to see what happens when the car hits with only part of its front. Again, Wabash performed reasonably well in a 35-mph test with a 50-percent overlap while Vanguard National

much as half of the rear of the trailer vulnerable to severe underride.

"The guard only worked as intended when the striking car engaged the center."

Specifically, offset tests stressed the guards' "unsupported" outboard ends which are furthest away from the vertical frame supports that attach the guards to the trailer chassis.

When asked for more details about the testing, Institute spokesman Russ Rader confirmed that the trailers involved were brand new and the center and offset tests were performed once on each trailer. In other words, Rader says, when an underride occurred, it happened on the first attempt.

Today's Trucking sought interviews with all the manufacturers whose products were involved in the tests as well as several other trailer suppliers and custom

CALL TO ACTION

NHTSA estimates that about 423 people in passenger vehicles die each year when their vehicles strike the backs of large trucks. More than 5,000 car occupants are injured.

The insurers claim that an underride occurs in half of fatal crashes between large trucks and cars. DOT figures don't reflect that, so, naturally, the Institute says underrides are underreported.

Whatever the rate, there's no doubt it's not a pretty sight when it does happen. Nearly half of the passenger vehicles that have underrides are classified as "severe" or "catastrophic" crashes, says the Institute.

Based on the optics alone, it's not out of the question that NHTSA might eventually act in some way. Not only has it been more aggressive in monitoring truck-safety rules as of late, but it has worked with the Institute in drafting the standards that are currently in place.

Plus, it should go without saying, that studies like this provide ammo to opportunistic trial lawyers whether the guards are lawfully in compliance or not.

Specifically, the association is urging regulators to require that guards be able to absorb a bigger impact of crash energy and that attachment hardware remains intact during such tests.

As well, the Institute wants NHTSA to investigate the possibility of reducing the maximum ground clearance at the rear of the trailer and whether the standards can be extended to more trucks and trailer types like straight trucks, which mostly have guards, but are exempt from testing standards. (A regulation dating back to 1952 states only that that bumpers on these trucks "are to be substantially constructed

and firmly attached").

The Institute's research states that the attachment between guard and trailer on these units can be weak, especially in overlap crashes. Dump trucks represent a "particularly hazardous category" of straight truck, says the Institute, accounting for about a third of the segment, but more than half of severe underrides.



and a Hyundai allowed "severe" underride, according to the study. But at 30-percent overlap at the same speed, the Wabash trailer guard bent forward and also allowed severe underride.

Had these been real-world crashes, "there would be no survivors," Lund says.

According to the final report, "this test shows that even the strongest guard left as

builders. Wabash was the only supplier to respond with this prepared statement:

"Wabash National designs and tests the safety performance of the trailers we manufacture to ensure they meet, if not exceed, government highway safety regulations. This reflects our organization's commitment to safety, innovation and continuous improvement."



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SIDESHOW SIDELINED

You might have read in these pages a couple of years ago that **TRANSPORT CANADA** was studying the possibility of mandating sideguards along the length of trailers. What ever happened with that?

We followed up.

While “research is ongoing,” the department doesn’t appear to have any plans to mandate sideguards as effective protection for passenger vehicles. However, the department is looking to see if side skirts—commonly used on trucks for aerodynamic benefits—can also be used as side guards for cyclist collisions and other “vulnerable” road users like pedestrians.

Several years ago, NDP Toronto MP Olivia Chow introduced a private member’s bill that would have required large trucks to have sideguards to prevent bikers from being pulled under the wheels (not that it happens often). But just like her party’s ambitions for power, the bill went nowhere, despite the efforts of cyclist groups to revive the issue.

Additionally, the Institute calls for NHTSA to require that the trailer, under-ride guard, bolts, and welding be tested as a whole system with the trailer it was designed for.

“That’s a big part of the problem,” Lund says. “Some manufacturers do test guards on the trailer. We think all guards should be evaluated this way.”

Don Moore, director of the Canadian Transportation Equipment Association (CTEA) says his members already follow such a guideline and imagines that many major U.S. suppliers comply with similar policies.

“As a manufacturing body, CTEA specifically stresses that point,” he says. “As part of our program, it is very clearly spelled out that they have to look at the structure that it’s being mounted to... when considering the impact as part of the trailer it was designed for.”

As for offset collisions, Moore admits he’s not sure how much research is currently available, but as a group the CTEA is interested in discussing the latest information with its members as well as Canadian regulators.

Transport Canada, though, appears relatively satisfied with the standard as it is. A technical expert familiar with the regulation could not be made available for an interview, but a Transport Canada spokeswoman informed us that Canada’s much tougher level of protection is based on “extensive research” that considers, among other things, the complete size and mass of the guard.

So, the “results and analyses presented in the IIHS report do not introduce suffi-

cient new information to cause the department to reconsider its original intentions.”

When asked about offset impacts, Transport Canada said their tests didn’t include such collisions because they require only part of the guard to absorb the collision energy, “which is not possible in higher speed collisions.” As well, the agency hasn’t seen any “evidence from

collision investigation studies that suggest offset collisions are common events.”

The sheer David-and-Goliath physics involved in such incidents may have some people wondering (rightfully, in many cases) whether an impermeable guard is even possible and—since truck drivers are hardly, if ever, at fault in underride collisions—that better car driver awareness and training is the more effective prevention strategy insurers should be focused on.

“So, we punish the trucking company and the trailer manufacturer for the ignorance of the car driver who was driving carelessly,” says Lawrence C. Hartung, director of safety at deBoer Transportation in Wisconsin.

“If this becomes law, then every car driver’s insurance rates should be raised to cover the cost to reinforce the ICC bumper,” he says not-so-jokingly. “You can only do so much with equipment modification. Some day it will have to be realized that some of the burden of safety has to be placed on the drivers, and not the equipment.” ▲



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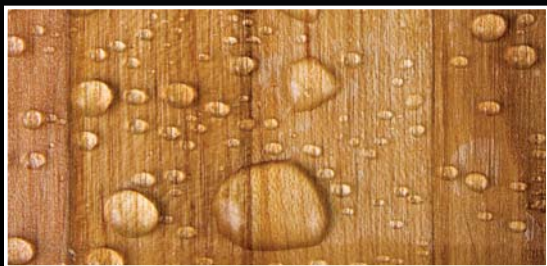
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Something to Sing About

Anne Finley relied on high-tech communications and an understanding carrier to keep her driving life livable. She's also got a suggestion or two for how to keep your best drivers on board.

BY PETER CARTER

Imagine me, a little blonde, in my early 20s, going right down into perv row in the dark looking for a guy to serve an arrest warrant to.”

Anne Finley's talking about her stint as a York Regional cop.

The particular perv row she was visiting was in Richmond Hill, Ont.'s Blackhawk Inn.

The Hawk is gone now but you know the kind of place it was. Wet-T contests. Bikers. Perv rows.

And if you were in the Hawk in the early '90s, you might have seen Finley.

“I had to laugh. I was with my coach officer and there was a gentleman in the front row asking me if I was going up next. By ‘up’ he meant ‘up on stage, to strip.’

“Behind me, my coach officer laughed and said, ‘Go ahead and you can get a look around from there.’”

She neither went up on stage nor found the guy she was looking for.

These days, however, she does mount the stage from time to time. But it's to sing. It's Finley's true calling.

After seven years on the beat, Finley married and moved away from York region, intending to start a job with her new husband's family logging company.

None of the above worked out.

So she trained as a truck driver, upped with Tandet and for the better part of a decade drove the eastern seaboard and Ontario.

She was not only a good driver, Finley was one of the best, earning a spot on the 2009-2011 Ontario Road Knights.

But that's only part of her life. Since she was in high school, Finley has made music and has woven performing into whatever lifestyle she was pursuing.

Most recently, Finley wrote and recorded a song for the Convoy for a Cure, the annual breast-cancer fundraiser.

“I was standing on a trailer, tarping a load and thinking about the convoy, and thought of the lyric. I said ‘hang on a sec,’ and I

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jumped down and grabbed my phone and sang the first idea I had into the phone to save it."

She then contacted her producer Bill Petrie and the two of them shared ideas and computer files until the song was completed.

(You'll hear a version of the song if you click on www.annefinley.com but that's just a first draft.)

Back in 2009 when she made a presentation to the Road-Knight team judges, Finley talked about the changing demographics of the truck driver pool.

And she's living proof of how the industry is adapting to meet the needs of that morphing workforce.

It's only because of modern communications as well as the fact that she worked for a flexible carrier that Finley could be a full-time mom, full-time award-winning trucker, and part-time country singer.

She stayed in constant touch with her kids via Blackberry Messenger and indeed helped her teen daughter Hillary with a high-school essay, even though Finley was sitting in her sleeper berth somewhere on the eastern seaboard.

And she swapped musical files with her producer, at the push of a keyboard button. "Bill [Petrie, the producer] and I did some mixing with a couple of guitar parts by sending MP3 files back and forth."

"A lot of truck stops have free wi-fi and it's easy to communicate with family. Or if you want to pursue distance education, there's more opportunity than ever."

Finley also credits Tandet with offering her a modified work week so she could get family time.

This Spring, Finley decided she wanted to move into recruitment as well as safety and compliance.

Among her first outings: A presentation to an organization called Microskills, designed to attract women to the truck-driving business.

She says she learned how carriers could make themselves more attractive to new younger drivers. And not just female ones.

Her ideas:

- A positive work environment maintained and motivated by management, recognizing small positives along with the negatives. "A balance of positive and

negative would help boost and maintain driver moral" she says. "If people are happy, they feel good about the work they do. If they feel good, they will stay."

- Remuneration should match work. Dry van, reefer, flat deck or rack-and-tarp rates should not be the same. Each has requirements that differ from the other, each requires different workloads.

- Recognize driver achievements. Take the time to applaud drivers with clean abstracts and well-looked-after customers.
- Provide drivers with good equipment.
- Give drivers opportunity to look after their health and fitness. "This," Finley says, "will be of increasing importance as your drivers age or if you target early retirees."



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NEED'EM NEED'EM GOT'EM GOT'EM

A few driver-hiring card tricks

The workshop was titled "OMG!! The Driver Shortage is Back!!"

It was sponsored by **LoadSurfer**, the freight-matching service and held at a Mississauga, Ont., hotel and it was standing room only. For the fleets that attended, it would seem that finding good drivers is once again high on the agenda.

And everybody knows what kind of drivers you want. You want people like Finley: Dedicated, industrious, flexible, conscientious. Also, you'll want to hire right the first time. Here are a few of the tips that came from the seminar.

► Bruce Outridge, Outridge Enterprises Inc.:

"Use social media. And use the social media you already have. Your drivers.

"You want your drivers to relate good information to the people they meet at truckstops."

► Caroline Blais, Kriska:

"The pin-the-tail-on-the-donkey form of recruiting has never really worked for me."

"I've tried to zero in on who do we have in our fleet who represents us well and we try to replicate that person in our hiring process."

Kriska, Blais says, is not afraid to hire inexperienced drivers; in fact, in some cases, newbies are preferable.

For one thing, she says, they come without baggage. Or old-fashioned ways of cutting corners. "Technology does not freak them out; running legally does not freak them out," she says.

Indeed, Kriska has found new drivers less worrisome than seasoned drivers. "Typically our newly licensed drivers are cautious and safe.

"We have an infrastructure in place to work with newly licensed drivers.

"A newly licensed driver will consistently outperform the experienced driver on the road tests."

► Jayne Gunn, Caravan Logistics:

"I just follow Jayne's rule: 'Being able to meet mutual expectations.'"

The carrier and the driver must agree on every aspect of the agreement before it's signed. That includes home time, monthly miles and lanes the drivers do not want to run.

Also, the carrier must have a conflict-

resolution process in place. "The last thing you want is a screaming match between drivers and dispatchers."

► David Brown, Rosedale:

Brown, a former police detective who prides

himself on his people-reading abilities, uses what he calls "The Five A's," when he assesses driver candidates.

The As that drivers are measured by?

- Appearance
- Aptitude
- Attitude
- Ability to learn, and
- Ambassadorship

Says Brown: "They've always worked for me." ▲



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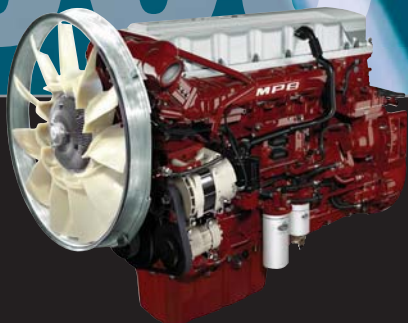
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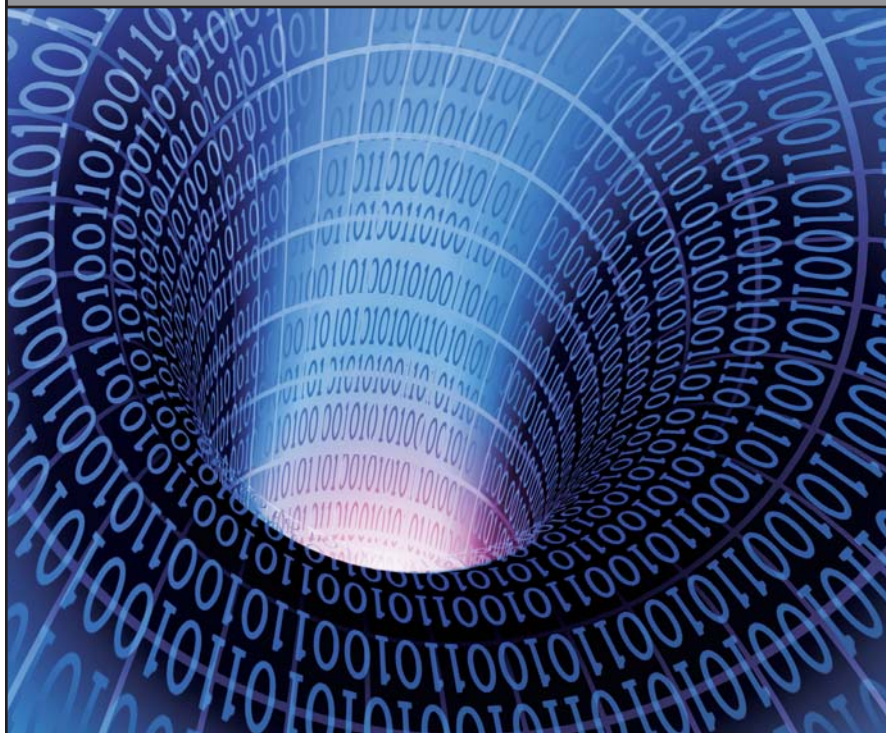
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MINE the **NEIGHBORS!**

The people at PCS Software believe the next frontier is taking advantage of external data to improve your own situation. Later this year, the software provider plans to roll out a service that leverages external data—Rate Share. Rate Share will do just what it says: offer current average pricing for freight shipping within the industry, allowing carriers to decide where they fall in. Load information will go into the system nightly, on a secure and anonymous basis. The brokers', carriers' and shippers' names are not used.

This information then becomes part of an average data set. If you know what a competitive price is, you can plan better.

Right Between the K.P.I's.

communication *How to measure and then wring profits from your key performance indicators.*

By Diana Britton and Peter Carter

Every year around this time (beginning in 1993) Deloitte, Queen's School of Business, CIBC and the National Post newspaper announce the 50 Best-Managed companies in Canada. Annually, between 250 and 300 large and mid-sized (over \$10 million in annual revenue) companies vie for the designation; and some outstanding trucking companies always make the grade.

Generally, the carriers who join the best managed list, you've of: Groupe Robert and TransX made this year's cut.

Along with the 50, Deloitte awards companies that requalify in consecutive years and this time, ASL, Day&Ross and United Van Lines warranted the "Re-qualifying" title.

Finally, there's a very elite group—the Platinum Club. This last cadre consists of companies that have passed muster with the Best-Managed judges for at least six years running.

Platinum truckers in Canada are Armour Transportation, Bison Transport, Challenger Motor Freight, Kriska, MacKinnon Transport, M-O Freightworks, MSM Transportation, QuikX, The Wheels Group and Yanke.

According to John Hughes, manager of the 50 Best-Managed project, winners share certain traits.

They track and emulate the industry's best practices; they're environmentally conscious and, of utmost importance, they monitor operations very very closely.

"One of the questions we ask these companies very specifically is, 'how do you capitalize on technology solutions?'" Hughes said.

"Many of the transportation companies of course use GPS and onboard computers which have really increased the ability to measure performance.

"We want to know how they make the best use of that information."

"How," Hughes says, "can a company use information gathering as an opportunity to grow revenue and their companies?"

Indeed, among the non-fleet companies named to the 50 Best Managed list is a Canadian fuel consulting firm that has turned information data mining into a corporate dynamo.

4ReFuel, which since 1995 has been helping fleets plan fuel usage, exemplifies what sorts of rewards there are to be had in data mining.

But increasingly, fleets themselves are taking advantage of technology to collect information about their operations and wring profits out.

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Trucking companies are capturing and collecting all sorts of data from a variety of sources, from the engine-control module to fuel purchase receipts and driver logs. And then, more importantly, they use that data to cut costs or maximize revenue.

For forward-looking truckers who want to invest in such data-mining drills, here's a report on some of the latest software offerings.

McLeod Software has a powerful suite of reporting capabilities within its LoadMaster software, which allows a fleet manager to observe, react and manipulate the success of business in real time. It will help a fleet monitor, execute and adjust a business plan by seeing what the key indicators are, says Randy Seals, McLeod's customer advocate.

The key performance indicators—or KPIs—give fleets an actual playbook.

For example, by viewing customer volumes by month, the system can predict what will happen for the rest of the year.

That way, fleets can adjust the playbook to maximize their effort, Seals says. The system allows you to refine your dispatch and operations, identify weaknesses and correct those.

J.T. Davenport & Sons, a carrier based in North Carolina, uses Xata software to measure KPIs.

"Typically tied to an organization's goals, KPIs provide everyone in the organization a clear picture of what success looks like," says Christian Schenk, vice president of marketing at Xata.

Xata's system lets companies run hundreds of reports, but then choose the ones the customer wants, based on what the company wants to accomplish. For example, you might choose to look at idle time, speeding and, say, mpg.

Then you can set goals for how much you wanted these KPIs to improve. The Xata system then starts tracking these, and you can reward drivers and/or teams for meeting these goals.

Ashland City, Tenn.-based R.E. West Inc. implemented Transportation Costing Group's (TCG) ProfitVision solution, which provides an itemized view of what it costs to run its business. An understanding of costs and profitability was needed to quantify successful freight and freight

MINE THE NEIGHBORS, PART II

MOTOR CARRIER SERVICES of Northwood, Ohio, managed to save about \$40,000 a year on fuel by increasing the fuel mileage for its 80-truck fleet, according to Keith Tuttle, president.

Tuttle says he learned how to boost fuel mileage by picking up secrets from a group of eight or nine Truckload Carriers Association (TCA) members that meet twice a year to pick each other's brains and share best practices.

"20 Groups," as they're called, are a way for TCA members to analyze their own financial data and benchmark themselves against others in their group, says Jack Porter, senior consultant at Decisiv, who's moderator for a number of these benchmarking groups.

Every month, fleets submit financial data that's at least 90 days old. Decisiv then runs the data through a system and provides the group members with a composite report, which runs about 28 pages long.

This report consists of key benchmarks, such as a carrier's revenue miles, overhead, safety expenses, and much more. "Anything you want to quantify and measure, we do that as a group," Tuttle says. Using these reports, fleets are able to identify ways they can run better. Tuttle says the most valuable part of being in the group is meeting with the group twice a year to share best practices. During these meetings, members discuss hot topics, such as the upcoming Comprehensive Safety Analysis and compare performance. Based on each member's goals or areas that need work, they all help each other, providing ideas for how the companies can improve.

There is a strict vetting process when the groups are formed, so the companies are not really competing for the same accounts.

In addition, you can't talk about rates. For the most part, people aren't hesitant to share with others, as the groups create a friendly and open environment, Tuttle adds. "We're here to help each other," he says.

lanes and to fix those areas of the business that were underperforming.

R.E. West improved its bottom line by 10 percent in 18 months. "These profits are the result of pricing potential lanes more efficiently by looking at accurate, historical cost data to make better informed decisions about lanes, loads and customers, and to communicate more effectively about costs and profitability," explains Jenny West, chief financial officer of R.E. West. "The TCG software ties to our general ledger so every dollar spent correlates to a dollar spent in the real world."

TCG lets you drill into your fleet's data by analyzing data such as freight bills, tolls, fuel records, general ledger, operating statistics, payroll, driver settlements, payments to interline carriers and dispatch data. Once they've got the data, TCG sits down with the carrier and constructs a model of their operation over a certain time period, assigning a cost to every shipment or load in that period.

The software doesn't just look at a load in isolation; it analyzes cost on a roundtrip basis, then isolates the loads. TCG's

system also accounts for everything that happens to the load, from liftgate delivery and refrigerated moves to stop-offs.

Another offering, IDSC MatchAdvice, works in real time to give planners and dispatchers suggested load and power matchups calculated to generate the highest profits and improve asset placement throughout the carrier's freight network.

TMW's IDSC ExpertFuel automatically generates an optimal travel route and a specific plan for fueling along the way. The fuel purchasing plan includes the location and amount of fuel to purchase at each stop to reduce the fleet's fuel spending.

The tool uses the carrier's data to map out the most cost-effective fuel stops. These tools are designed to help fleets take inefficiencies out and put efficiencies back into their operations, says Mike August, vice president and general manager of TMW's optimization group.

Some technology providers work with fleets to customize the type of reporting and data capabilities that fit the fleet's specific needs.

When fleets collect data from such



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sources as dispatch, ECM, onboard event recording, GPS and fuel spending, the analytics are often built around each of these databases, says Thomas Fansler, president of Vusion, a new division of PeopleNet. It's hard to leverage the synergy that the data provides, he says.

Data from dispatch could be related to how the engine is performing.

"They're not really getting an accurate view of what's really driving their fleet's performance," Fansler says. Vusion was developed as a way for carriers to integrate that data and identify opportunities for improvements.

Vusion mines the different data repositories, taking certain elements and packaging the data. The company is "data-agnostic," Fansler says, meaning they have clients on a variety of different mobile communications systems, not just PeopleNet.

Vusion provides on-site quality control and data cleaning, Fansler says. The division runs an analysis on the data by categorical variables, or those by which you describe things. Then, based on the data available, Vusion builds models to allow fleet operators to better understand how the equipment is performing and what's driving the performance.

Fleets then look at the metrics from a web-based portal, where they can identify vehicles that aren't performing and other inefficiencies, he adds. This system looks at factors that impact that performance, things beyond the driver's or vehicle's control.

Come fall, Qualcomm Enterprise Services (QES) will offer an analytics service that aggregates data across its products to provide fleets with a holistic view of driving performance, says Chris Silver, senior product marketing manager at QES.

The Analytics Manager will provide a critical-event reporting dashboard, driver safety reports and scorecards, as well as key industry benchmarking.

"By pulling the customer's data together from their use of Qualcomm's existing products and services, we are able to provide the fleet manager with an in-depth analysis for making immediate improvements to the fleet," said Norm Ellis, vice president of sales, services and marketing, in a February announcement of the new service.

Analytics Manager presents actionable data via intuitive user interfaces that make the information easy to understand, navigate and interpret. Fleet managers can easily set parameters for driver performance monitoring and view data at the group or functional level. It will also provide industry benchmarks, so carriers can see how they stack up against other fleets.

As Vice President of Shaw Tracking Mike Ham told a user conference earlier this year in Markham, Ont.: "Customers are mining their data for hundreds of thousands of dollars." One of his presenters at the conference was Cari Baylor of Baylor Trucking, an eager consumer of tracking and tracing software. "I'm in trucking," she said. "So I'm cheap. That's why I invest like this." ▲



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MAKING IT WORK: A SPECIAL REPORT

If the onslaught of new vocational trucks is any indication, this country's about to be put to work. The recent **National Truck Equipment Association's (NTEA) Work Truck Show** in Indianapolis served as a birthing room for a litter of new models. And between the time this magazine went to press and it landing in your hands, there will have been more, most notably from Freightliner and of course Caterpillar. (*Keep an eye on todaystrucking.com as well as the May issue of Today's Trucking for details*) In the meantime, this month's **Product Watch** features a sampling of the hottest new trucks to hit the construction sites and delivery routes of the nation.

WESTERN STAR ON THE RISE WITH A NEW VOCATIONAL

Western Star's first new commercial vehicle offering in years, the 4700 heavy-duty vocational truck is aimed at the construction and municipal work markets. The 4700 will be available to order in the third quarter of 2011, with targeted delivery in early 2012.

Available in a set-forward and set-back configuration and a GVW between 33,000 and 64,000 lbs, the 4700 features a 110-in. BBC—the shortest in its class—and is ideal for dump, mixer, crane, roll-off, sewer vac and plow applications, the company stated.

The 4700 joins the beefier 4900 and 6900 models in the lineup, but, with a midrange powertrain, it's a lower cost alternative for customers.

The truck will be offered with 350-to-450-hp Detroit Diesel DD13 engines or



Western Star's 4700

for lighter-duty markets, the Cummins ISC (260-350 hp) and ISL engines (345-380 hp)—all of which are based on Selective Catalytic Reduction emissions technology.

Also available is the latest Eaton Ultrashift PLUS transmission, and Allison 3000 and 4000-series transmissions.

Designed for tight urban spaces and busy construction sites, the 4700 is equipped with a specially treated steel cab with a sloped hood for outstanding site lines for optimal visibility. Plus, the short BBC, combined with a 55-degree wheel cut, provides better maneuverability, the company says.

www.westernstartrucks.com

MITSUBISHI FUSO UNLEASHES CANTER

The all new Canter FE/FG Series of cabover models from **Mitsubishi Fuso** features the 4P10 turbocharged diesel engine, Duonic six-speed automated manual transmission with industry's only double-clutch technology, and Daimler's BlueTec SCR emissions control. Mitsubishi Fuso is 90 percent owned by the German giant.

Long successful in Japan and doing well in Europe where there's a hybrid model in the range, the Canter brand is new to North America, though its arrival here has been anticipated for some time.

There are five Canter models covering weight ratings from class 3 through class 5, addressing virtually every vocational need. There are standard chassis designs—the FE125, FE160 and FE180—but also a seven-passenger crew cab model, the FE160CC, and the only 4-wheel-drive medium-duty cabover in the industry, the FG4X4.



Hino's class 4 model 155

The 4P10 turbocharged engine is newly minted. It sports dual overhead cams and dual balance shafts. Among the improvements over previous models, its service interval is 18,000 miles, up from 6,000.

For these 2012 models, the standard-width 33.5-in. straight ladder frame has been designed with patterned holes at regular intervals along its length and height to make body mounting easier and to save weight without loss of strength.

Inside, the Canters offer space for the driver plus two passengers. The shifter is mounted on the dash, and the FG4X4's transfer case range-selector lever is mounted at dashboard height, to the left of the steering wheel, so the floor area is clear of obstructions.

www.mitfuso.com

HINO'S BACK IN A UNCONVENTIONAL CABOVER

Hino's much-missed cabover will return and the company says this one was designed from the ground up specifically for North America.

The class 4 model 155 and class 5 model 195 trucks will also be available in diesel/electric hybrid versions, a first for Hino on this continent. They'll be designated 155h and 195h respectively.

The 155 and 155h models will carry a 14,500-lb GVW rating. In the class 5 market, Hino will offer the 195 diesel model and the first ever North American class 5 diesel-electric hybrid model, the 195h. The 195 and 195h models are good for 19,500 lb GVW.

All models are powered by Hino's 5-litre J05E Series diesel engine, rated at 210 hp and 440 lb ft of torque, hitched to Aisin's A465 6-speed automatic transmission.

The hybrid version's power module and all related equipment are designed and manufactured in-house, with 60 percent of the componentry coming from parent company Toyota's hybrid parts cupboard. It provides 258 lb ft of start-up torque. The system automatically shuts the diesel down when the truck stops, even briefly at traffic lights, for example.

Hino suggests a remarkable payback period of under five years for these hybrid models in typical P&D applications.

www.hinocanada.com



Mitsubishi Fuso Canter FE/FG Series



NAVISTAR GIVES ALT-FUEL TRUCKS THE GREEN LIGHT

Focused on capturing a tight grip of the light-duty truck market, **Navistar** unveiled its new Class 4 and 5 TerraStar—a large 4X4 that will be sold purely as a commercial work truck.

The truck will be standard with a redesigned MaxxForce 7 V-8 diesel mated to a 5-speed Allison 1000 automatic transmission.

The TerraStar will use the same heavy duty-based cab as other International medium-duty trucks.

The frame, which is based on the former CF low-cab-forward model, sits about 4 inches lower than the next-biggest model, the DuraStar 4100.

The bigger base and the 4x4 variant will deliver additional commercial duty capability for a wider range of customer needs in construction, utility, landscape, and other off-highway applications, the company says.

The new EGR-based MaxxForce 7 is now cast in compacted graphite iron for greater durability and lighter weight. It has new ratings of 240, 260, 280 and 300 hp with 560, 600 or 660 pounds-feet of torque.

Furthermore, to its stellar lineup of “Star” badges Navistar has also added the inevitable: The eStar, all-electric class 2-3 commercial truck.

The little eStar has a range of 100 miles per charge and can get a full day’s worth of driving after a six-to-eight-hour recharge. Among the traits that distinguish it from the competition are its low center of gravity (the battery is between the frame rails, not mounted

on top) and a 36-ft turning circle.

The eStar (along with a hybrid DuraStar and a natural-gas-powered WorkStar) appeared at the Work Truck Show in Indianapolis.

Its bigger brother, the hybrid DuraStar, looks like an ordinary work truck but offers up to 60 percent fuel savings.

Navistar has also introduced a natural-gas powered WorkStar. It features a DT-466-based natural-gas engine developed in conjunction with Emissions Solutions Incorporated (ESI) of McKinney, Texas. ESI offers engine ratings from 175-300 horsepower with 460-860 lb.-ft. torque.

The engines are capable of supporting both liquefied and compressed natural gas.

www.internationaldelivers.com

ISUZU REACHES OUT TO COMMERCIAL VAN MARKET

Isuzu, in partnership with Utilmaster, has unveiled the Reach, a commercial van they refer to as a “game-changer.”

The Reach sits atop an Isuzu NPR ECO-MAX chassis and is powered by Isuzu’s 3.0-liter diesel engine and will achieve 35-percent better fuel economy than a traditional commercial van application. Production is scheduled to begin this summer.

“The Reach is the ideal walk-in van for today’s market because its Isuzu powertrain offers incredible fuel efficiency and proven durability, and its frame, suspension, steering and braking systems are true commercial grade, not just beefed-up passenger van components” said Shaun Skinner, executive vice president and general manager of Isuzu Commercial Truck of America.

The Reach will be offered in two wheelbases—134 and 151 inches—and three body lengths—10, 12 and 14 feet.

Powering the Reach is Isuzu’s state-of-the-art, biodiesel-fuel-compatible 4JJ1-TC 3.0-liter turbocharged engine generating 150 horsepower, mated to a Aisin medium-duty six-speed automatic transmission with double overdrive, lock-up torque converter and power take-off (PTO) function.

www.isuzucv.com

Isuzu “Reach” commercial van



TMC WHEEL/RIM GUIDE

THIRD EDITION OF TMC USER'S GUIDE TO WHEELS AND RIMS RELEASED
The **Technology and Maintenance Council**, better known as TMC, recently released the third edition of its excellent User's Guide to Wheels and Rims. It will help shop personnel analyze and solve wheel and rim problems of all sorts.

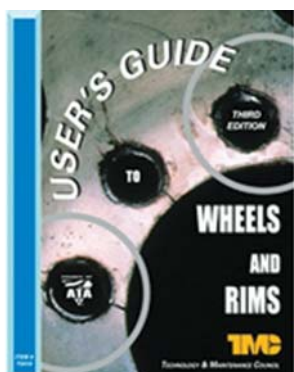
Available in English and Spanish, it replaces TMC's Wheel and Rim Out-of-Service Guide. TMC member price is US\$79 while non-members pay US\$105.00.

Also available are several

other TMC wheel and tire guides, including the comprehensive Radial Tire Conditions Analysis Guide. Updated last year, it contains detailed descriptions of every tire failure and service condition for both original and retread tires. It shows what to look for when examining diagonal tire wear, irregular wear, side-wall separations, the 'zipper' condition, shoulder wear, and more. And then it explains how to correct the problem. Available as a book or CD, its pricing is the same as the wheel and rim guide.

An especially good deal is the TMC Tire and Wheel Essentials, being two tire/wheel publications combined in one package. One is the 200-page Radial Tire & Disc Wheel Service Manual, the other being the Radial Tire & Disc Wheel Conditions Digest. The latter is a pocket-sized booklet that summarizes the top irregular wear, radial tire, and disc wheel conditions that appear in the full version of TMC's Radial Tire Conditions Analysis Guide and User's Guide to Wheels and Rims. It's a quick reference for inspectors, owner-operators/drivers, technicians, fleet personnel, trainers/educators, and suppliers, says TMC. Pricing is US\$89.00 for members, US\$111.25 for non-members.

For more information call 1-866-821-3468 or see www.truckline.com



FLEET MANAGEMENT

SHAW TRACKING LAUNCHES NEW VERSIONS OF MCP FLEET-MANAGEMENT PLATFORM
Two "next generation" versions of **Shaw Tracking's** mobile computing platform have been introduced to Canada. The Qualcomm platforms MCP110 and MCP200 are said to provide a "highly functional in-cab office," and have already been proven in U.S. fleet use, the company says.

Featuring open-source XP technology, up to 16 GB flash memory, and higher processing speeds with 1.3 GB RAM, they offer drivers new functionality. Features include an enhanced driver display, wi-fi, a PDF viewer and print capability along with access to on-board driver tutorials and text-to-speech capabilities supporting English and French. Automated driver logs and mapping are also included.

Both new products allow fleets to send special instructions to drivers arriving at customer sites, while the MCP200 on-board training provides a real-time help system, assisting drivers to easily navigate applications.

This new MCP110 driver interface has a higher resolution colour display resulting in improved clarity and on-board



imagery, says Shaw, which enhances driver satisfaction. It supports all current MCP100 series applications and operates using terrestrial and wi-fi communication. With wi-fi enabled, drivers can access static internet content as well as web-based e-mail programs. It also allows customers to scan documents and send large files for free.

Building on the MCP110, the MCP200 incorporates wi-fi, cellular, and satellite communication options. Shaw says it's designed to increase company revenues and customer service by enhancing

Retail Diesel Price Watch

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| CITY | Price | (+/-) Previous Week | Excl. Taxes |
|---------------------------|--------------|---------------------|-------------|
| WHITEHORSE | 141.4 | 8.5 | 123.5 |
| VANCOUVER * | 128.9 | 4.0 | 89.7 |
| VICTORIA | 125.2 | 4.8 | 91.6 |
| PRINCE GEORGE | 117.7 | 2.5 | 87.9 |
| KAMLOOPS | 118.9 | 5.0 | 89.1 |
| KELOWNA | 121.7 | 5.3 | 91.7 |
| FORT ST. JOHN | 122.9 | 1.5 | 92.9 |
| YELLOWKNIFE | 124.4 | 7.5 | 105.4 |
| CALGARY * | 107.9 | 1.8 | 89.8 |
| RED DEER | 106.4 | 0.0 | 88.3 |
| EDMONTON | 106.2 | 2.0 | 88.1 |
| LETHBRIDGE | 107.9 | 1.0 | 89.8 |
| LLOYDMINSTER | 106.9 | 3.3 | 88.8 |
| REGINA * | 115.2 | 5.1 | 90.7 |
| SASKATOON | 114.4 | 3.5 | 90.0 |
| PRINCE ALBERT | 109.9 | 0.0 | 85.7 |
| WINNIPEG * | 114.9 | 4.5 | 93.9 |
| BRANDON | 111.9 | 2.0 | 91.1 |
| TORONTO * | 127.9 | 4.3 | 94.9 |
| OTTAWA | 126.6 | 4.0 | 93.7 |
| KINGSTON | 123.9 | 3.0 | 91.3 |
| PETERBOROUGH | 122.9 | 2.0 | 90.5 |
| WINDSOR | 127.6 | 6.7 | 94.6 |
| LONDON | 121.2 | 2.7 | 89.0 |
| SUDBURY | 125.9 | 5.0 | 93.1 |
| SAULT STE MARIE | 119.9 | 1.4 | 87.8 |
| THUNDER BAY | 123.3 | 2.6 | 90.8 |
| NORTH BAY | 126.4 | 6.3 | 93.5 |
| TIMMINS | 127.2 | 6.9 | 94.3 |
| HAMILTON | 121.8 | 1.8 | 89.5 |
| ST. CATHARINES | 122.2 | 2.9 | 89.9 |
| MONTREAL * | 129.7 | 3.3 | 92.6 |
| QUÉBEC | 129.9 | 4.0 | 92.8 |
| SHERBROOKE | 124.7 | -1.2 | 88.3 |
| GASPE | 129.9 | 4.0 | 96.6 |
| CHICOUTIMI | 127.9 | 3.0 | 94.9 |
| RIMOUSKI | 126.4 | 1.0 | 91.7 |
| TROIS RIVIÈRES | 129.9 | 4.0 | 92.8 |
| DRUMMONDVILLE | 124.9 | 4.0 | 88.4 |
| VAL D'OR | 123.3 | -1.3 | 90.8 |
| SAINT JOHN * | 122.5 | 0.0 | 87.5 |
| FREDERICTON | 122.9 | 0.0 | 87.8 |
| MONCTON | 123.4 | 0.1 | 88.3 |
| BATHURST | 125.1 | 0.0 | 89.8 |
| EDMUNDSTON | 124.9 | 0.2 | 89.6 |
| MIRAMICHI | 124.2 | 0.1 | 89.0 |
| CAMPBELLTON | 124.3 | 0.1 | 89.1 |
| SUSSEX | 122.8 | 0.1 | 87.8 |
| WOODSTOCK | 126.3 | 0.5 | 90.8 |
| HALIFAX * | 125.0 | 1.8 | 89.3 |
| SYDNEY | 128.0 | 1.5 | 91.9 |
| YARMOUTH | 127.1 | 1.5 | 91.1 |
| TRURO | 125.2 | 0.9 | 89.5 |
| KENTVILLE | 125.4 | 1.0 | 89.7 |
| NEW GLASGOW | 127.1 | 1.6 | 91.1 |
| CHARLOTTETOWN * | 123.3 | 4.2 | 93.2 |
| ST. JOHN'S * | 129.4 | 0.1 | 94.0 |
| GANDER | 125.9 | -0.1 | 90.9 |
| LABRADOR CITY | 134.8 | 0.2 | 98.8 |
| CORNER BROOK | 130.1 | 0.1 | 94.6 |
| CANADA AVERAGE (V) | 121.8 | 3.3 | 91.8 |

V-Volume Weighted

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

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

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

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1 OF 20 2009 VOLVO DAY CABS, Cummins isx 485 hp, 13 speed, 12/46 axles, 4.10 ratio, 22.5 tires. -59877
\$69,900



2008 VOLVO 670, Volvo eng., 13 spd Autoshift, 61" sleeper, stk #2982C.-57071
\$59,900



2004 VOLVO 630, Cummins ISX 500 hp, 13 spd, 12/40, 11r22.5, stk #30042-1 -59273
\$34,900



2007 VOLVO 780, Volvo 500 hp, 13 speed auto, 12.5/40 axles, 3.73 ratio, 22.5 rubber. -59878
\$46,900



2008 KENWORTH T660, Cummins isx 485 hp, 13speed, 12/40 axles, 3.55 ratio, 22.5 rubber. -59879
\$69,900



2006 KENWORTH T800, Cat 430 hp, 10 speed auto, 12/40 axles, 3.55 ratio, 11r22.5, stk #31118. -59880
\$39,900



(5) 2007 FREIGHTLINER CLAS-SIC, Mercedes 410 hp, 13 spd, 22.5" LPTires, 3.58 ratio, 70" sleeper, stk #3008 -57068
\$34,900



(2) 2009 VOLVO 670, Volvo D13 485 hp or Cummins ISX 450 hp, 13 spd, 22.5" LP tires, 3.55 ratio, 61" sleeper, stk #2965 & 2966 -57069
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With multiple data ports to connect peripherals like document scanners and printers, the company says the new MCP platforms can also simplify administrative tasks. A dashboard displaying driving hours and performance helps drivers and driver supervisors plan their daily, weekly and monthly working time, and assess driving patterns.

See www.shawtracking.ca

AFTERMARKET CLUTCH

EATON EXPANDS AFTERMARKET PORTFOLIO WITH NEW EVERTOUGH BRAND

Eaton Corp. has launched a new brand of aftermarket-only drivetrain components under the 'EverTough' name. Just introduced, the line's first component is a heavy-duty clutch series with "competitively positioned" pricing.



The clutch has an aftermarket-specific facing, a release system with standard dual zerk fittings, and dampeners to meet the torsional vibration needs of the aftermarket. Lube intervals are set at 25,000 miles.

With torque ratings available up to 2050 lb ft, the new EverTough clutches are available in both 14- and 15.5-in. heavy-duty designs for all makes of diesel-powered commercial trucks in North America. All of the clutches include a 1 year/unlimited mileage warranty.

See www.roadranger.com and www.eaton.com

FLEET MANAGEMENT

TELOGIS INTRODUCES ADVANCED, SCALABLE FLEET MANAGEMENT PLATFORM

Telogis says its "next generation" of fleet management software allows fleet managers to integrate planning and operational data, field variables (weather, traffic) and location-based intelligence to make informed business decisions. It's said to integrate seamlessly with Telogis Route and Telogis Mobile to provide a

comprehensive telematics platform. The company says its system is suitable for fleets of all sizes.

Telogis Fleet 8 now imports real-time traffic data to allow fleet managers and dispatchers to re-assign jobs if they notice a major traffic jam or incident that prevents a crew from getting to their next job on time.

Real-time weather monitoring assists in both routing and planning, while

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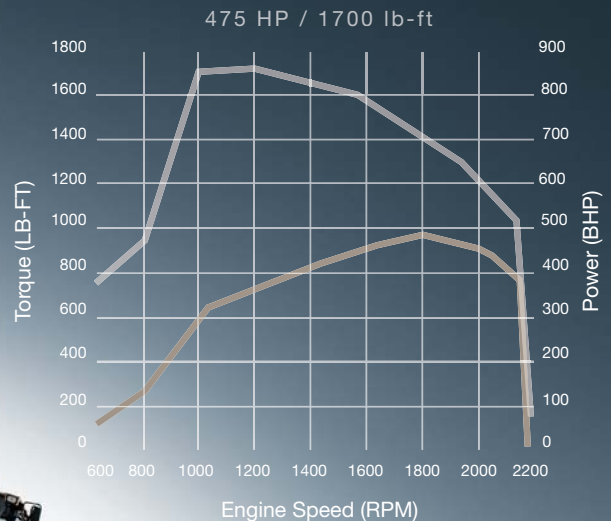
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'streetside/birds-eye view' lets managers see the actual location and surroundings of vehicles.

The IFTA/IRP data feed helps companies that have vehicles traveling through multiple states manage compliance based on GPS data and determine the best place to register each vehicle.

Fleet 8 also allows users to view the current and historical status of multiple vehicles in a single window. It easily tracks potential drags on productivity and cost, such as speeding.

'What Happened Here?' is a new tool that simplifies the process of researching incidents at specific locations/times quickly. It helps expedite investigations into purported violations or incidents involving company vehicles.

See www.telogis.com

AFTERMARKET EXHAUST

TRP INTRODUCES EXHAUST PROGRAM WITH MUFFLERS, CLAMPS, TUBES, AND MORE

TRP Aftermarket Parts offers a new line of commercial vehicle exhaust parts including mufflers, pipes and clamps "for different configurations and different budgets." They're available from Kenworth and Peterbilt dealerships.

The line includes aluminized and chrome-plated tubes, Y-pipes and stacks, plus premium flex hoses in a variety of materials and pre-cut sizes. The stacks also come in a range of lengths and



configurations, including straight, west coast, curved and 'monster' in both 4- and 5-in. diameters.

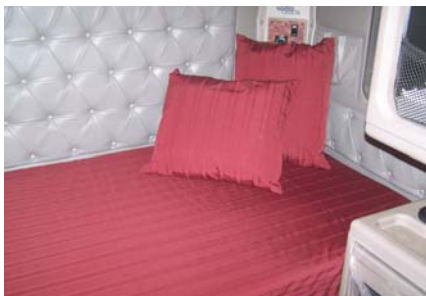
The exhaust program is said to offer buyers a choice of good, better and best models of mufflers. All three models meet OEM back-pressure specs and offer internal support flanges on inlets and outlets to ensure long life. TRP mufflers include an extended 18-month warranty.

See www.TRPParts.com

BUNK MATTRESS COVER

TIRED OF SLEEPING IN SOMEONE ELSE'S BED? LOOK HERE

Bunk In A Bag is a custom-made cover for a truck bunk, inspired by complaints from drivers about the state of their sleeping accommodations, especially those in slip-seat work. Ruth and Jackie,



two women from southwestern Ontario, listened. One of them is a veteran of trucking, the other with many years of commercial sewing experience, and they came up with an easy solution, namely a zippered cover that encases the whole mattress. Easily removable and washable, the covers are portable and literally come in a bag. They sell for \$65.95 and up depending on fabric and size. Pillows are also offered.

The covers serve to preserve a new mattress or renew an old one that's tired, worn, or stained. And as the women say, "You'll never worry about sleeping on someone else's bed again."

Each Bunk In A Bag is custom made to individual needs. Understanding that truck bunks come in many different sizes, measurements are required with your order.

See www.bunkinabag.com

LIGHTING CATALOGUE

TRUCK-LITE'S 2011 CATALOGUE FEATURES NEARLY 1000 LIGHTING PRODUCTS

Truck-Lite's 2011 full-line product catalogue features a broad lighting and accessory line, including a full range of



LEDs, sealed or replaceable lighting products, harnesses, mirrors, forward lighting, flashers, work lights, turn signal switches, and accessories.

Containing nearly 1000 products, separated by "quick-find" product section thumb tabs as well as a technical help section and product cross reference, the 2011 edition showcases an expansion of the existing forward lighting section, adding 25 new LED auxiliary products. Details of lighting regulations and technical information are also included.

See www.truck-lite.com

TIRE-PRESSURE MONITORING

AN INTEGRATED SYSTEM FROM DORAN AND PEOPLENET HELPS TAKE BETTER CARE OF TIRES

After a customer request for exactly this tool, **Doran** has entered into a collaborative project with **PeopleNet** to provide in-cab integration of tire-pressure monitoring with off-truck communication and fleet management capabilities.

The integrated system starts with the Doran 360 tire-pressure monitoring system and its potential to reduce tire-related repair and maintenance costs. The integration enables real-time tire-pressure data and low-pressure alarms to be transmitted off the truck back to the shop to minimize the dependence on the driver to resolve the issue, avoid costly roadside repairs, and improve the effectiveness of the tire repair and maintenance programs for fleets.

The Doran 360 systems are said to be designed for fleets of all sizes and equipment configurations, including drop-and-hook operations. Installation can be accomplished with no special tools in less than an hour, the company says. The high-impact nylon, valve-stem mounted sensors, with potting material inside, are said to have passed rigorous SAE tests by an independent accredited testing facility to ensure that they deliver long life and corrosion resistance, Doran says.

See www.doranmarf.com and www.peoplenetonline.com





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Wednesday Speaker - Terry Evanshen

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SERVICE-FREE U-JOINTS

DANA ADDS SERVICE-FREE U-JOINTS FOR SPICER LIFE DRIVESHAFTS

Dana has introduced service-free u-joints to its heavy-duty Spicer Life Series (SPL) driveshafts, creating a permanently lubricated driveline and thus reducing maintenance costs.



The new SPL-250 and SPL-170 service-free u-joints have been designed for main and tandem-drive inter-axle driveshaft applications for a variety of class 8 heavy-duty trucks. They borrow from Dana's service-free technology that's been available in Europe for 13 years.

The company also says it recently upgraded the performance and durability of its entire line-up of SPL u-joints, which are available to all OEMs this month. Warranty coverage is available for up to four years or 400,000 miles of service for linehaul applications.

See www.roadranger.com and www.dana.com

TRAILER FAIRINGS

ATDYNAMICS SAYS TESTS SHOW IMPROVED TRAILERTAIL INCREASES FUEL EFFICIENCY BY 6.6 PERCENT

ATDynamics has released the next-generation TrailerTail Model 2011, an aerodynamic fairing fitted on the back of van trailers to address rear drag. It



features ultra-light thermoplastic composite material and collapsible origami architecture. So far the Model 2011 has logged 750,000 highway miles, the company says, with no reported performance, handling or driver issues.

One U.S. carrier is said to be retrofitting its entire fleet of 3500 trailers with the TrailerTail, which is calculated to save over

1 million gallons (US) a year—and cut CO2 emissions by over 11,000 tons. That amounts to a quick one-year payback.

Rear air drag reduction is indeed a cost-saving opportunity for fleets. The manufacturer says that, when combined with side skirts and other aerodynamic modifications, rear trailer fairings can deliver a fuel economy improvement of over 12 percent.

ATDynamics is providing a 90-day risk-free offer to accelerate fleet adoption.

See www.atdynamics.com

ENGINE TROUBLESHOOTING

MITCHELL 1 ANNOUNCES LATEST RELEASE OF REPAIR-CONNECT

Mitchell 1 has enhanced Repair-Connect, its on-line program designed to give technicians the necessary tools to troubleshoot an engine diagnostic code.



Originally released for 10L and larger diesel engines, the latest release will help service class 4-8 trucks with both gas and diesel engines. The company has also added improvements to the user interface.

Repair-Connect, first introduced a year ago, is said to speed up the repair process by taking an experienced technician directly to the service information he needs by simply inputting the Diagnostic Trouble Code (DTC). In seconds, says the company, seven tabs open which contain information specific to the code such as component and location views, wiring diagrams, specs and more.

See www.mitchell1.com

TRAILER SUSPENSION

HENDRICKSON'S NEW HT 250YS TRAILER SUSPENSION TRIMS 80 LB

Hendrickson says its new HT250YS trailer suspension is 80 lb lighter than its counterpart, the HT 250 Y-beam



suspension developed exclusively for lowboy applications.

It's said to incorporate all the features of the HT Product family, including the standard Quik-Align pivot connection with patented 'Tri-Functional' bushings, and Hendrickson's 5-year structural warranty.

Scheduled for introduction at the Mid-America Trucking Show, the HT 250YS is said to allow an easy replacement for current Y-beam suspensions.

See www.hendrickson-intl.com

WHEEL-BUYING TOOL

ALCOA WHEELS LAUNCHES ONLINE CALCULIGHTER VERSION 2.0

Alcoa Wheels now offers version 2.0 of its CalcuLighter, said to be an easy-to-use online tool designed to provide detailed information for comparing steel and aluminum wheel alternatives.

It generates instant financial data, calculating fuel, payload, scrap value and wheel maintenance information. It uses N.A.D.A. official Commercial Truck Guide trade-in value and carbon-emission data to compare different investment results when selecting between wheel alternatives.

Users input their fleet profile, including number of tractors and trailers, and choose the wheel alternatives they want to consider. The results change instantaneously as new information is entered. Users can also print out their results and file for future reference when purchasing wheels or ordering vehicles.

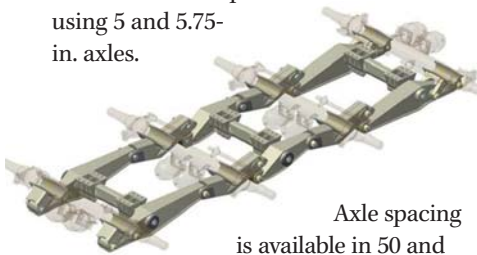
The new version includes interface enhancements along with all of the statistical data reflecting the most recent regulations affecting the trucking industry.

See www.alcoawheels.com/calculighter

WALKING BEAM

RIDEWELL RELEASES A FOUR-AXLE WALKING-BEAM SUSPENSION

Ridewell has released the RWB-QUAD, a new series of rigid-walking-beam (RWB) suspensions. The new four-axle RWB models are available in 120,000- and 200,000-lb capacities using 5 and 5.75-in. axles.



Axle spacing is available in 50 and 56 in., and beam spacing can be customized to customer requirements. Part numbers will be generated upon customer request.

See www.ridewellcorp.com

LAMP CATALOGUE

NEW 2011 HELLA CATALOGUE FEATURES EXPANDED WORK LAMP LINE

Hella's North American aftermarket operation says its new 2011 Hella Work Lamp catalogue offers an extensive range of work lamps, accessories, and replacement bulbs to meet a wide range of lighting needs for automotive, heavy-duty, farm, forestry, off highway, and construction applications.

The catalogue contains over 150 part numbers and features more than 140 pages of specific and technical data on each lighting product, including applica-

ble beam patterns, diagrams, and exploded views. It also lists spare parts and mounting options.

New work lamps in the Hella line-up include...

■ The Power Beam 2000 that's said to deliver light color similar to daylight at 2000 measured lumens, with electronic DC/DC conversion. A 1000-lumen version is also available.

■ The Oval 100 Xenon with handle has a fiberglass-reinforced plastic housing with stainless-steel bracket and integrated

heavy-duty switch; providing up to 2500 hours of capsule service life.

■ The Mega Beam LED Gen II comes with electronic DC to DC conversion, reverse polarity and overheating protection, and 600 measured lumens.

See www.hellausa.com

PROPHESY MAPPING

PROPHESY INTEGRATES MICROSOFT BING MAPS INTO DISPATCH SYSTEM

Prophesy Transportation Solutions

says ProphesyMaps brings Microsoft's Bing maps into the company's Dispatch function of its fleet management system.

ProphesyMaps geocodes and reverse-geocodes to locate vehicles, trace routes, and pinpoint origins and destinations, all on one centralized map.

It includes the ability to easily zoom in and out by using a mouse or buttons, along with aerial views that allow users to see locations in real time. It offers views of an en route truck's current location as well as the route generated by the system and the actual route taken, in differentiating colors. User can easily change loads and locations plotted from within the map view.

See www.mile.com

FUEL FILTERS & MORE

A TELEMATICS/PROGNOSTICS DEVICE TO INDICATE A FUEL FILTER'S CHANGE POINT EyeMax is a new feature from **Davco**

Technology that uses infrared technology to indicate when it's time to change the fuel filter in a the company's Fuel Pro or Diesel Pro filters. The EyeMax sensor attaches to the outside of the clear cover and never touches the diesel fuel. This eliminates any potential for sensor contamination resulting in false signals or malfunction. The system also includes an optional filter-change indicator light that can be mounted into the instrument panel of the vehicle or equipment.

EyeMax can also interface with telematic technology by sending a signal to a remote location indicating



when a fuel filter needs to be replaced.

Also new is the Davco Diesel Pro 243 fuel filter/water separator/fuel heater for medium-duty diesels that flow under 60 gph. Its shorter height, universal fuel port options, and a collar that uses a common tool for removal are key features.

The third new DAVCO product is the Shop Pro FXP for sweeping diesel-fuel tanks to remove water and contaminants, to filter the fuel when transferring to another tank, and to prime diesel engines.

See www.davcotec.com

LED INTERIOR/DOME LIGHTS

FOUR NEW PETERSON LIGHTS ARE ECONOMICALLY PRICED

Several new models of white LED interior and dome lights are the latest additions to **Peterson's** safety lighting line. Designed primarily for aftermarket sales, the new Peterson-branded 2-wire



clear models combine reliable LED performance with economical pricing and a 3-year warranty.

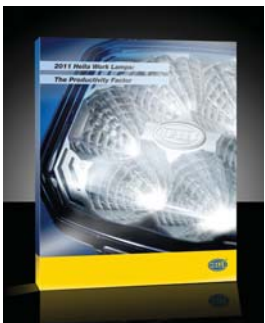
Model 361 is a 4-in. round interior light with six diodes, stainless steel housing, and removable frosted lens for mounting.

The Model 366 is a 5.5x3-in. rectangular dome or interior light with 24 diodes and white plastic housing that mounts on 4-11/16-in. centers.

The Model 369S 12-in. swivel interior rail light has 24 diodes, on-off switch, and white plastic housing.

And the Model 379S is a 5.5-in. round dome light with 30 diodes, on-off switch, white plastic housing, and removable white plastic lens for mounting.

See www.pmlights.com ▲



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By Peter Carter

Rhymes with Witch

Why I owe my worst boss ever a big favor.

If you phone me up and ask, I'd happily tell you about the worst boss I ever had. I won't tell you her name though, and it's not because I'm scared of being sued.

It's because I'm superstitious and worried that if I say her name aloud, she just might appear. Which is something we don't want to happen.

It's been more than 15 years since I stood in her presence but to this day, I can close my eyes and recall, for instance, the horrible cheap perfume she used to fill rooms with. And if I got a whiff of some today, I'd get queasy.

The same applies to a very specific telephone ring. If I'm visiting somebody's workplace and their phone happens to ring with the same buzzing tone as the phones she and I had when we worked together, I literally experience a small gut reaction. That's how much I loathed working there.

Among other things, she liked to drink a lot at lunch. Which affected her afternoon performance.

Some mornings, it was clear that she had completely forgotten decisions that she had made the previous day.

She had a very clever way of covering her tracks. She'd start a meeting with something like, "Peter. Before we proceed I'd like you to tell the others about what we decided yesterday."

Which is very funny when it happens in a Jim Carrey movie but not so much in real life.

Another would-be-funny-if-it-weren't-true story: The woman was not what you would call ugly. She was so-so. But her jarring personality eclipsed anything bordering on attractiveness. One night, she was on an out-of-town-trip with a co-worker. Over drinks, she asked him, "Dave, have you ever been unfaithful?"

He had. (That's another column. For another magazine.)

But his answer that night?

"No," he told her. "And I'm getting more faithful by the minute."

She was one of those managers who took all credit when things went right and accepted no responsibility when things went wrong.

Talk about a demoralizer.

I liked to make the following joke when we worked there. I was lucky because when I was growing up my family ran a fleet of buses. I already knew what it was like to be underneath one of them. My co-workers had to wait until she tossed them there. (I didn't say it was a particularly good joke.)

Joke and all came back to me recently when I attended an idea-packed couple of hours called LoadSurfer University.

LoadSurfer is a Canadian-owned and operated freight-matching service.

LoadSurfer U is just one of several outreach programs, and the session I'm referring to was titled "OMG! The Driver Shortage is Back!!"

The seminar title itself spoke volumes.

If you're going to stay in trucking; you're about to be looking a good-driver shortage in the face. And younger-generation drivers (the ones who intuit what OMG means, btw) aren't going to tolerate inept management.

They'll walk.

Three of the speakers at LoadSurfer U were ace recruiting experts Jayne Gunn, of Caravan Logistics, Kriska's Caroline Blais and Rosedale's David Brown. The fourth was Bruce Outridge of Outridge Enterprises Inc.

Here's the Reader's Digest version of the seminar. If you want

to hold on to your drivers, get familiar with as much HR advice as you possibly can. You're going to need it. And make sure your hands-on people get the advice too.

For my money, the best tip at LoadSurfer U came from Jayne Gunn who said that regardless of what your company policies are, your front-line managers are going to be your killer apps.

The individuals who deal with your drivers every day are the people who will make the drivers leave or stay.

"Remember," Gunn said, "People don't quit companies; people quit people. And it's the same at the front door. Companies don't hire people, people hire people."

In the case of the bosszilla that I was telling you about, the first thing her staff did every day when we got to work was check the help-wanted. We wanted help getting out of there.

None of us had anything against the company we worked for. It was her we loathed.

There's just one more thing. She did teach me a thing or two about how not to be a good manager. I kind of feel I owe her lunch.

Except I couldn't afford the bar tab. ▲



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