

**CTA'S NEW LEADER:**

"Encourage the contributors; draw out the quiet ones," PG. 23



Maritimer  
**Paul Easson**  
takes the  
helm.

**July 2010**

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# Today's Trucking

The Business Magazine of Canada's Trucking Industry

## **SPECIAL:** Are All Your **DRIVERS LICENSED?**

To find out why it's not a  
dumb question, turn to **PG.31**

### **Warming Up Your Rigs**

This splendid ProStar shone at the Road Today show, one of many summertime industry events worth taking in. **PG. 24**

### **ALSO IN THIS ISSUE:**



Why things are  
looking up

**PAGE  
11**



A 12-mpg Benz!

**PAGE  
14**





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**THE SHINIEST TIME OF THE YEAR:** This ProStar shone at the Road Today truck show in Brampton, proving again that these shows are great prospecting territory, for drivers, iron, or customers.



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BY ROLF LOCKWOOD

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The Business Magazine of Canada's Trucking Industry

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## Letters

### Mercy's sakes we've got ourselves a convoy!

I am a retired grandmother, who, while leafing through a truck magazine, read about various convoys in western Canada and the U.S.A. and wondered "Why not here in Atlantic Canada?"

Here in Sussex N.B., there's never a time when a truck isn't going one way or the other on the highway. Who better to profit than sick children?

Our motto is, "There's nothing more satisfying than a smile on the face of a sick child."

I approached the Children's Wish Foundation with my ideas and they responded very warmly. I wondered if I could actually accomplish this but my son, a truck driver, talked to all his friends and encouraged me.

"Mom," he said, "I know you can do it."

My daughter designed our logo and printed all our advertisements. My husband supported me all the way.

Our three grandchildren, Anthony, Jessica and Damia, told their friends to tell their dads with trucks. They also held a fish pond to raise a donation.

I knocked on a lot of doors and did a lot of talking. Some people thought I was crazy, but most were very helpful. Permits had to be acquired; locations, times and routes had to be planned.

With the help of family and friends the day arrived with a few showers but it did not dampen any spirits. August 29, 2009, we gathered at Wheeler Blvd.; 4 Corners, near Sussex, N.B.

A few trucks had registered but we did not know what the turnout would be. The two trucks that Sussex Home Hardware sent were first to register. Our feature truck, owned and operated by Larry McConchie, of McConchie Trucking Ltd., carried two John Deere tractors from Green Diamond. Leo the Wish Lion rode in the rear tractor.

It was all done in memory of little Jake

Vanderlann who passed away before his wish could be granted. (He wished to see a John Deere tractor being built. God bless little Jake.)

In rolled the trucks, 17 in all. In my heart I hoped for at least 20; then suddenly, at the last minute, came Raymond Murphy Trucking's six entries. The answer to my prayers.

The RCMP, radio station CJCW cruiser and Jadal Security Ltd., led us down the highway and back into the town of Sussex to the 8th Hussars Arena parking lot.



**SATURDAY, AUG. 28:** Trucks will rule in Sussex that day.

Sussex Mayor Ralph Carr welcomed us to town. Leo Richard of Children's Wish welcomed everybody. Prizes were given to the drivers; we held some draws and fun was had by all.

Now our next convoy, scheduled for August 28, is in preparation.

A full day of activities is planned, including a convoy in the morning; a barbecue; a truck expo in the arena; silent auction; a children's convoy (toy or home-made trucks); electric car races; music (something special) and an evening dance at the Sussex Legion. UAM—"your financial partner"—is now our official sponsor.

Come see the trucks!

Bring a friend with a truck.

And it's all for the kids.

**Judy Jordan**

**Picadilly, N.B.**

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S C R S Y S T E M



By Rolf Lockwood



# One Mandate Too Many

**Government this, government that. They're about to tell you what kind of trucks you can buy.**

**H**ere we go again. The EPA has found a new way to get in your face—and probably cost you money—thanks to a memo signed by no less than President Obama. I like the guy, don't get me wrong, but he doesn't strike me as someone who spent teenaged weekends swapping engines from one old car to another. He's no gearhead, I mean to say, so he took advice from 'experts' in directing the Environmental Protection Agency (EPA) to come up with standards on greenhouse gas emissions and fuel economy for medium- and heavy-duty trucks, starting with the 2014 model year.

The fuel-economy part of that mandate is simply reckless in my unhumble opinion. I say 'unhumble' deliberately, even if it isn't actually a word. I mean, who am I to argue with veteran truck engineers like Garrick Hu and others who helped draft the U.S. National Research Council report on which this flawed command is based?

Well, I can't really answer that one, but argue I will.

I'm guessing they were directed to say it could be done by the EPA mandarins and enviro-hawks who seem to do whatever they like in Washington these days. Such is that government's—our own is no better—massively bandwagonish and entirely unco-ordinated approach to our various environmental and energy-security concerns.

Listen, it's one thing to demand that little cars and pickups and such achieve certain levels of fuel efficiency. That's easy as pie, and you can even talk in terms of miles per gallon. Or even litres per 100 kilometres. And it won't rock any boats much at all.

But big trucks? Gimme a break. There are so many variations on the spec'ing theme, so many possible duty cycles, that there will have to be as many standards as there are specs. It's essentially impossible.

How, I ask, is it even slightly realistic to think that a standard can be created that will accommodate every conceivable combination of truck and trailer and load and terrain and weather and all the other factors that influence fuel consumption? It's ridiculous. And a looming nightmare for regulators.

In fact, I can envision a situation where some trucks will effectively be square pegs being shoved into round holes—and then actually do worse on the fuel-efficiency front than they would have done without the regulatory interference.

I can also see another scenario here: further homogenization of the trucks we've been custom-spec'ing for years and years. The onset of vertical integration is real, and it has already meant a severe and growing limit on the range of engine and drivetrain choices you have with any given truck-maker. You can probably live with that, annoying though it must sometimes be. Before that began, most OEMs had been scaling back the choices you had anyway because it was just too expensive to offer the variety you once took for granted.

But now we're going to be faced with a minimum fuel-economy figure—measured, I presume, not in miles per gallon but some variation on the ton-per-mile theme, meaning work performed per unit of fuel consumed. Now just think how difficult and costly it will be for truck manufacturers to develop and then

**I can envision a situation where some trucks will effectively be square pegs being shoved into round holes—and then actually do worse on the fuel-efficiency front.**

test the myriad possible truck/engine/drivetrain combinations that still exist in order to meet the standard. Very tough to do, very expensive.

So the answer will be fewer spec'ing choices.

Now, what do you do with vocational trucks that don't haul any freight

at all? The tow truck, the bucket truck, the garbage packer. With no load to include in the calculation, how on earth will those vehicles be treated by the arbiters of the EPA who have never seen a truck up close anyway? How do you measure that work?

And here's another one, though I haven't quite worked out the implications: how will any of this affect Canadian truck specs? Traditionally we buy bigger engines with multi-speed transmissions to pull stronger trailers and heavier loads over roads that aren't as flat with pavement that isn't quite so smooth. We'll have no choice but to mirror U.S. rules, of course, so where will that leave us?

It's going to be interesting to watch this silliness unfold. It's going to get weird, I tell you, not to mention expensive. ▲

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# Dispatch

BY MARCO BEGHETTO

## The View From Here

Why is Canadian capacity not crunching as sharply as in the U.S.? And why is the best-priced freight the sort many carriers don't want?

**F**or the first time since hitting bottom, U.S. freight capacity and for-hire rates are showing real signs of recuperation; while in Canada, the president of the Canadian Trucking Alliance (CTA) is surprised—and, frankly, a little disappointed—that more unsustainable, inefficient truckers didn't die following the global economic collapse.

Speaking at the 45th annual Canadian Transport Research Forum in Toronto last month, CTA boss David Bradley said too many trucking companies are still chasing too little freight, driving rates ever downward.

"I'm sure we're all going to talk about our failures," he said, referring to the conference theme of successes and failures in transportation and logistics trends. "If I had to pick the failure of the trucking industry in the last couple of years, it would be that not enough companies failed. We were hoping for

the great cleansing to come and it didn't happen."

Bradley was mostly referring to carriers, big and small, who arguably should have been squeezed out of the market months ago but instead have been strategically buoyed by banks and financiers whose interest in getting paid doesn't necessarily supercede the sour taste left by foreclosure and seizure of near-valueless iron.

But even as balance sheets are in tatters as debt:equity ratios have climbed, Bradley notes, perhaps even with a hint of admiration, that truckers have always been a tenacious bunch.

"It takes a lot to kill a trucking company," he mused.

Especially, apparently, in Canada. Following a solid start out of the gates in the first quarter, freight base rates for general trucking dipped back down in early spring, according to the Canadian General Freight Index (CGFI).

Compare that to the trend south of the border, where brokers and shippers are reporting equipment shortages in certain markets and companies are surprised to find themselves in bidding wars to guarantee space, long-term. As a result, truck rates are driving up faster than expected on several lanes.

The *Journal of Commerce* recently quoted providers

who report truckload rate increases at around 10 percent; and more than double that in a few niche lanes.

"In certain markets I'd put it as high as 30 percent," Gail Rutkowski, president of Wabash Worldwide Logistics in Chicago, told the *JOC*. "In some markets you can't even buy a truck."

In a follow-up interview, Bradley offers a few theories

**ROCKY RECOVERY:** Canadian fleets say their climb back up the hill appears to be steeper than first thought, but at least they're feeling secure.





# ches

as to why the freight rebound is much less pronounced in Canada.

First off, the recession in the U.S. was far deeper and, simply, the ceiling for recovery is higher. But more importantly, the price of the Canadian loonie, specifically dollar-aggregate demand, "led to a diminution of the southbound market, which represented the major source of our industry's growth for the previous 15 to 20 years."

While he feels things are stable in Canada and there's early signs of a turnaround, carriers are still feeling the effects of cross-border capacity shifting to the less valuable domestic market.



In effect, the northbound run back into Canada has now become the headhaul. The problem, though, is getting loaded trucks down there in the first place.

Nowhere is that truer than on our Atlantic wing where most of the major southbound lanes have dried up. Truckers have been known to head south partially or even fully empty in order to get U.S. freight back home, says Shane Esson of Moncton-based Keltic Transportation.

"We're having a very difficult time with exports. In our typical industries like pulp and paper, frozen foods, seafood and peat moss, there are fewer players in manufacturing. Less freight coming out of here has taken the rates and driven them down."

Luckily, many American truckers still don't like crossing the northern border. "The only thing we're seeing rates come back up on is freight coming from the U.S. over the last couple of months," says Esson.

While volumes are still far below the record levels of a few years ago, the quantity of freight is steadily climbing in both countries. The biggest problem, then, remains the chasm between base load pricing and volume; and while there are market forces at play,

**AND ANOTHER THING...** For the first time in a long time, the bulls are enjoying some momentum.



## FAITH-BASED RATES

**O**ntario trucking companies may not yet be seeing many tangible increases on freight rates, but many feel it's just a matter of time.

While growth hasn't been as vertically sharp as in the U.S. this past spring, optimism among carriers continues to rise and is currently at an all-time high, according to the Ontario Trucking Association's (OTA) latest quarterly Business e-Pulse Survey. Here's some of the numbers:

**70%** of carriers say they are optimistic about the trucking industry's overall prospects for the next three months—up a significant 20 points over the first-quarter survey.

**10%** is all that remains of the glass-half-empty crowd. A significant majority of the most recent survey's respondents do not overly fret about the near future. Where anxiety persists, though, is in laggard southbound lanes, where only 26 percent of carriers said they've seen volume improvement over the past three months and 57 percent said that volumes were about the same. Relatively, northbound freight volumes continues—as they have for some time—to show strength. Some 44 percent of respondents said that volumes are up over three months ago while most of the rest said there has been no change.

**35%** is the proportion of carriers who report loaded miles are increasing. That's since skyrocketed from the 16 percent who said the same in the last survey.

**18%** of carriers complain that it's taking longer for shippers to pay their bills than at any time since the survey has been done. That's encouraging because the number is much lower than any of the previous surveys. Truckers also remain satisfied with fuel surcharges and the collection of accessorial charges.

**40%** up from 27 percent, is the number of companies planning to expand their driver pool this summer. As well, 65 percent said they would maintain their current team of owner-operators, while 33 percent said they would be looking for more contractors.



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closing the gap ultimately rests with truckers, says Noël Perry, a partner with FTR Associates.

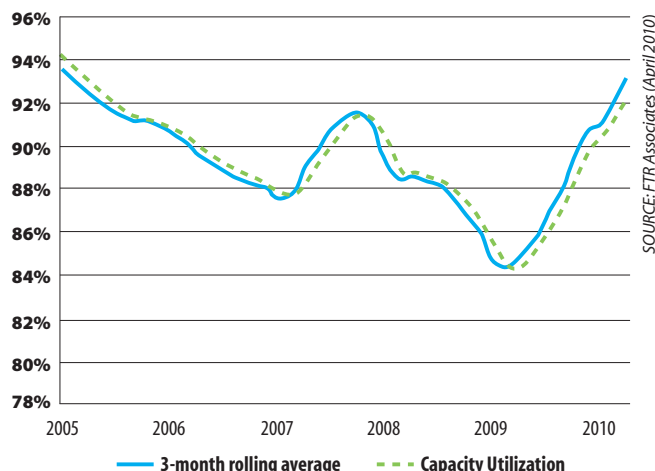
"Truckers," he says, "are, quite frankly, lousy pricers. They're notoriously complacent and often extremely afraid to take any leadership position in the market and therefore pricing always lags in an upturn.

"Many seem to think they can turn a switch on and prices get raised and they don't seem to understand the kind of preparation it takes to get a price increase."

It's possible, says Perry in response to a query on the differences between current U.S. and Canadian market trends, that there are simply fewer Canadian carriers with the kind of leverage to influence new pricing standards in the infancy of the economic recovery.

Perry also notes that while bankruptcies have a major role in capacity sup-

## Truckload Capacity Utilization, % of trucks in use



Recently revised data shows truckload capacity utilization spiking back to the mid 90-percent range.

ply, relatedly, shortages are principally caused by carriers not adding capacity when the market expands.

That's particularly the case in the spot-market/random-freight sector, which is arguably experiencing the most acute capacity crunch and rate increases. Perry says the implications for the overall supply chain

are significant.

Like the loans market during the ought years, the price gap between "good and bad" freight—that is to say nicely balanced, scheduled, and easy-to-move loads compared to sporadic, random stuff—narrowed to the point where asset-intensive carriers left the spot-market lanes, explains Perry.

Although much of the slack was picked up by brokerages, smaller, more versatile (but more vulnerable) carriers and owner-ops became the principal haulers.

Today, they're also the transport providers most likely to be shut out by banks at a time when capacity expansion is starting to make some sense. "What we know is that the economy produces more random freight in an upturn. So, if we're going to have capacity problems, they're going to be much worse in the random route segment."

Perry says customers are being confronted with much higher costs on their activities that require random freight such as emergency, inventory re-supply, promotions "and, generally, the kind of stuff where you need 200 trucks for two weeks.

"In the old days you handled that by ordering up a truck. That's not going to be



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### July 16-18

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The Palmer House, Chicago, IL  
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**Contact:** 859/746-2046

**Website:** [www.teana.org/2010conference/index.php](http://www.teana.org/2010conference/index.php)

### July 22-25

#### Fergus Truck Show

Fergus and District Community Centre, Fergus, Ont.

**Contact:** 519/843-3412

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### July 29 - August 1

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**Contact:** 816-285-0810

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

### August 26-28

#### Great American Truck Show 2010

Dallas Convention Center, Dallas.

**Contact:** 888-349-4287

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

### September 5-12

#### National Trucking Week 2010

Nationwide

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**Contact:** Local trucking association

**Website:** [www.cantruck.com](http://www.cantruck.com)

### Sept. 30 - Oct. 2

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as easy anymore.”

Eventually, more truckers will follow the money, but not without some delay. How long will it take for banks to start lending to truckers, especially smaller players, again? “They’ll probably have to prove themselves with a couple of years of profits,” says Perry.

“So,” he predicts, “the big response to these changes is going to be a year or two late.”

— with files from  
Allan Janssen

### Taxation Cappin’ ’n Taxin’

One rhetorical trick politicians use to mask their penchant for increasing tax revenue is to instead call it a user fee, a surcharge or some sort of premium (yeah, you Dalton McGuinty!).

So, truckers who fill up with diesel fuel south of the border aren’t at all fooled by a “climate change” bill that would charge large companies for the carbon emissions they produce. Carriers insist the proposed legislation raises the cost of gas and diesel for truckers, who have the misfortune of being non-

discretionary users of fuel.

The 1,000-page American Power Act (do legislators even bother to write laws that are readable anymore?) was introduced to the Senate by John Kerry (D-Mass.) and Joe Lieberman (I-Conn). It would establish a base price of \$12 a ton for the amount of carbon used, increasing at three percent over inflation annually. The ceiling would be at \$25 a ton, increasing at five percent over inflation every year.

Although the “cap ’n tax” law (as the American Trucking Associations dubs it) would apply to fuel suppliers, their customers, including trucking fleets, will likely bear the brunt in the form of much higher fuel prices.

“While others might object to our characterization, the climate bill clearly imposes a tax on transportation fuels and reallocates revenue from that tax for non-transportation purposes,” says ATA President Bill Graves. (The bill would, however, double the tax rebate incentive toward the purchase of natural gas trucks to \$64,000).

Another controversial approach to curbing carbon

emissions was announced by the Obama administration a few days later when the president announced that for the first time, heavy- and medium-duty trucks will have to comply with national mileage and emissions standards.

Obama ordered the DOT and the EPA to work together in bringing out specific fuel-efficiency benchmarks for 2014-2018 model highway and work trucks, with possibly tougher standards expected beyond.

Commercial trucks will reduce GHG emissions by 20 percent while increasing fuel efficiency by as much as 25 percent. The specific standard, though, will vary depending on vehicle size and type of freight. It’s likely that regulators will take into account the variety of loads and weights on the highway by measuring fuel efficiency by gallons per ton-mile.

Much of the trucking industry, including manufacturers and the ATA, seems to be in support (at least publicly) of this rule. The fact that the devices and technologies being considered already exist and are widely being utilized today appears

to have made the standards easier for suppliers to swallow. Reportedly, measures in the rule include new clean diesel engines and familiar EPA SmartWay initiatives such as aerodynamic devices, low rolling- and wide-base single tires, and anti-idling technology.

Anticipating a lockstep move by Canadian authorities, carriers here note that trucking is not homogeneous—most especially within Canada—so when our government eventually decides to adopt fuel-efficiency standards they need to consider the variety of products, equipment, and weights across different terrains which all impact fuel efficiency.

Over the coming months, Environment Canada will be working on a draft regulation for public review this fall.

### Incentives ‘Berta Offers Fuel-Friendly Cashback

The check’s in the mail, or at least it could be, for truckers in the energy province who are shopping for fuel-efficient technology.

The Alberta government has set aside \$2 million for rebates to commercial truck owners and operators who install energy-efficient technologies in their vehicles. The money became available immediately.

Fuel-efficient technology eligible for rebate will include: auxiliary power units (\$1,500), cab heaters (\$400), trailer skirts (\$500), end fairings (\$400), gap fairings (\$300), and hybrid trucks (\$7,000).

A maximum of \$30,000

## GUINNESS BY THE GALLON

**M**ercedes, in one way or another, has been involved in a handful of Guinness World Records, including making up the largest-ever parade of cars (in Dubai), creating the tallest artificial air vortex, and powering the fastest wheat-harvesting combine. Now the company can add “the most fuel-efficient 40-ton truck” to that list.

Hauling over 25 tons of payload at an average speed of 80 km/h, the Mercedes-Benz Actros truck attained 19.44 liters per 100 km, or about 12 mpg over a seven-day round-the-clock test drive.

Impressive, sure, but we bet it’s a result of pristine testing conditions.

Nonetheless, the test in Nardo, Italy, also showed that the tractor-trailer can triple its fuel consumption if it is forced to stop twice every klick, instead of traveling unimpeded at about 50 k.

The record-setting rig was lubed by Shell Rotella’s products which, Shell claims, can slice three percent off your fuel bill.





# on the Docket

## WHAT'S UP DOCS?

In anticipation of a "broader mandate" for electronic on-board recorders (EOBRs), U.S. transport regulators have proposed scrapping the need to carry several paper "supporting documents" as part of hours-of-service compliance.

The Federal Motor Carrier Safety Administration (FMCSA) says it recognizes there's confusion concerning the use of



Toll receipts and billing statements are just two supporting documents that will no longer be required for HOS compliance if you install EOBRs.

tracking technologies for enforcement, and it's ready to accept electronic mobile communication/tracking records as supporting documents.

The proposal is said to pave the way for a revised, broader EOBR mandate later this year, which is expected to encompass a larger share of the North American carrier pool. The FMCSA also promised more liberal compliance review procedures and this latest addition appears to be part of that strategy.

For starters, seven of the 30 or so examples of supporting documents will no longer be required. They are: driver call-in records; international registration plan receipts; international fuel tax agreement receipts; trip permits; cash advance receipts; and driver fax reports. Additionally, carriers that use qualifying EOBRs will no longer have to keep over two dozen other paper-based supporting docs. Click here on <http://tinyurl.com/eobr-docs> for that complete list.

## BIGGER B-TRAINS:

Saskatchewan has joined its westerly neighbors in increasing the weight limit for B-train combinations, bumping the payload for these units by 2.5 percent. Saskatchewan hiked the weight threshold by 11,000 kg (to 63,500 kg from 62,500) for Bs on the most frequently traveled highways. By increasing the allowable weight by one ton on the center axle, carriers, especially dry bulk haulers, will have the flexibility they need to increase their payload, says Saskatchewan Trucking Association director Steve Balzer.

Meanwhile, the province also said it is investing \$1.6 million to develop high clearance trucking corridors for transporting over-dimension loads. The new routes will allow oversized loads without the need to raise or temporarily cut utility lines and other structures.

will be available per fleet, partly to ensure that the rebate money will be spread around and small-and medium-sized fleets, as well as individual operators will have access to the funds.

"There are lots of mid-size or small companies that don't have the manpower or resources to get involved and this is a program to help them," says Mayne Root, executive director of the Alberta Motor Transport Association (AMTA).

The rebate program will be administered by Climate Change Central. The non-profit organization has administered similar programs for the government, doling out rebates for energy saving household appliances, as well as a program to get more hybrid taxis out on the road.

Financial incentives are only part of this initiative,

says Simon Knight, president and CEO of Climate Change Central. Twenty-five companies will also receive a tailored fleet analysis showing them how to make their fuel go further, and several workshops will be held to educate operators on reducing fuel costs by maximizing fleet performance.

The Alberta rebate program comes on the heels of a similar program being unveiled in Nova Scotia, and shortly after B.C. revealed a weight allowance for APUs—something Alberta carriers would like to see adopted in their province as well.

"B.C. just added the weight allowance for APUs, so maybe that will start to put more pressure to do something," says Root. "That, in combination with rebates, will make a good financial case for these technologies."

The program will run until the end of 2011. Truckers interested in taking advantage of the rebates can visit [www.trucksoftomorrow.com](http://www.trucksoftomorrow.com) (or call 1-888-537-7202). On the website, operators can list the technologies they expect to purchase and the funds will be held for up to six months.

— Steve Macleod

## Enforcement 'Scotia Scale OK'd Drive-Bys?

Once again, roadside truck enforcement in Nova Scotia has come under scrutiny.

A scathing report by the province's Ombudsman, Dwight Bishop, alleges that inspection officers working at a weigh scale in Amherst purposefully targeted brand new trucks because they would be easier to deal with

and let pass other trucks with possible mechanical and safety problems.

According to reports, officers at the station on Highway 104 also admitted to pulling over the required number of commercial vehicles early on in their shift so they could close the station for the rest of the night. Meanwhile, supervisors supposedly voided tickets issued by vehicle compliance officers.

Bishop blamed the "corrosive atmosphere" at the weigh station for the behavior and lax attitudes of some officers. He said the poisonous workplace has compromised public safety on the highways.

The provincial government had yet to officially respond to the report at press time, but a ministry spokesman disputed the claim that trucks weren't

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being frequently stopped en route to New Brunswick. Drive-bys "are never acceptable," said Cathy MacIsaac.

This isn't the first time Nova Scotia's highway vehicle inspection system has faced criticism. A year ago, the province's inspector general released a report which found that trucks were too easily escaping inspection.

It suggested that enforcement staff lacked oversight and inspection guidelines and management was not adequately monitoring such things as scale hours of operation and the number of inspections conducted.

Dwight Bishop's latest investigation was launched when four of the officers from the Amherst scales alleged that management practices were having a "negative impact" on their ability to perform their duties.

The officers experienced "harassment and bullying" from management, the report says. One employee reportedly threatened to commit suicide, "in part, due to the work environment."

Tough work. Somehow, though, we're guessing that thousands of unemployed Maritimers would be happy to trade places.

### Biofuels

#### Study: Biodiesel Not-so-Sustainable

Soybean farmers may not want to hear it, but biodiesel appears to be increasingly reputed as a 'Bull-tech' green product—that is to say, a much-hyped

"sustainable" energy solution that does more to help photo-op organizers than the environment.

Another study is casting doubt on the net benefits of biodiesel. The latest is a government-sponsored study by EcoRessources Consultants (ERC) which questions Ottawa's plan to implement a two-percent biodiesel mandate.

The cost-benefit report, obtained by the Canadian Trucking Alliance (CTA) concludes that the societal costs of a proposed federal B2 mandate would outweigh the benefits by a factor of five.

The study, says CTA, adds credence to concerns that such a policy is really a boost to the farming industry masked as an environmental initiative.

According to ERC, "the total incremental cost to society of the proposed biodiesel regulation for on-road use would be \$4.5 billion between 2011 and 2035, whereas the benefits, in the form of reduced GHG emissions, are valued at only a tad over \$860 million."

The report also stated that "probably" higher and more volatile fuel prices would be experienced in the first few years after the introduction the biodiesel mandate.

The study, critics point out, adds to the questions surrounding the federal government's pursuit of a national biodiesel mandate.

There have been several academic studies in the U.S. and Europe that show the environmental impact of producing biodiesel would undercut most of

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biodiesel's and ethanol's carbon-reduction benefits. One European Union report, kept under wraps until it was released upon a freedom of information (FOI) request, found that greenhouse gas emissions generated by the production of biodiesel can be up to four times greater than diesel or gasoline. Not only does clear-cutting and cultivating land require energy, but shifting available crop capacity from the food industry to the fuel market also increases food prices.

## Public Image

### They Like Us! They Really Like Us!

If you can believe it, truckers' biggest fans are men living in rural areas, while women living in urban centers are a little harder to please.

A recent poll in Quebec discovered those attitudes towards truckers, as well as that more than half of the people questioned felt big rigs need to slow down on the highway (60 percent)—apparently mandated speed limiters aren't all that obvious—and follow too closely behind cars (58 percent).

Despite the criticism, the

## heard on the Street

■ **Joe Glionna** is the new publisher of Canada's pre-eminent heavy-duty trucking and logistics publications. Glionna will be in charge of *Today's Trucking*, *highwaySTAR*, *Transport Routier*, *Logistics Magazine*, and their attendant websites, including *todaystrucking.com*. He will remain general manager of the company's show division, which produces *Truck World*, *ExpoCam* and *CamExpo*. His father, Jim Glionna, is the president and co-founder of **NEWCOM BUSINESS MEDIA**, the corporation that publishes the magazines.



Joe Glionna

■ Cargo restraint and material handling supplier **ANCR INTERNATIONAL** has named **Todd R. Walker** the Central Region sales manager of its Canadian Cargo Systems Division. Walker, who spent the last 10 years

with Kinedyne, has over 20 years of experience in management, customer service, and sales in the heavy-duty transportation industry.

■ A familiar figure in the Canadian trucking insurance industry is going back to his roots. **Glenn Caldwell** is rejoining **NAL INSURANCE** after spending the last 16 years with National Truck League as national account sales manager. Caldwell started with NAL 24 years ago. He's now the new VP of Sales.

■ **Jean-Guy Deslauriers'** sales and service team at **HINO'S** Laval dealership sold more Hino trucks than any of the dealers in the country last year. Quebec has traditionally been a strong region for Hino. Indeed, says national sales manager **Eric Smith**, Hino holds top market share in the province in the sectors it competes in.

■ **PAYNE TRANSPORTATION** of Winnipeg is purchasing two local carriers in an effort to develop its specialized division and complement both the open deck and dry van division. Payne, which operates as a separate division within the Mullen Group, has entered into an agreement to purchase Ger-Ed Transport of Winnipeg, and GVT Transport of Winkler, Man.

Léger Marketing poll found that 83 percent of the 2,002 respondents—half of them living in rural areas—possessed a positive view toward truckers and the trucking industry.

The head of Quebec's largest trucking association told the *Montreal Gazette* that the survey suggests

those who worry most about trucks are driving on an urban road, most probably already tangled by construction and choked with traffic.

"When you're stuck in traffic, whether the truck is to your right or your left, you feel like it's about to come into your window. If it's in the back of you, you feel it's

going to come into your trunk," said Marc Cadieux, head of the Quebec Trucking Association (QTA).

As well, even if truckers try to leave a sufficient distance between their rigs and the car in front of them, "another car comes in and fills the gap ... thinking that a truck can stop on a dime." ▲

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## TEXTING BAD; TAILGATING WORSE

If you're reading this while driving, you're guilty of breaking the fourth commandment of trucking: Driving while Distracted. That's right. Fourth. Considering all the attention regulators have paid to drivers using cell phones and texting, you'd be forgiven if you thought that driving while distracted was no-no numero-uno, right?

A study released by a manufacturer of driver-monitoring systems shows that when it comes to big-truck crashes, distracted driving isn't really the biggie it's made out to be. Indeed, according to the study done by DriveCam, the most perilous driving activity is following too closely (27 percent of accidents); Number two (26 percent) is failing to look far enough down the road and number three (12 percent) is a result of traffic violations; i.e., rolling through stop signs, bad lane changes, speeding, etc.

Nonetheless, US President Obama recently declared, in perhaps his overstatement of the week, that distracted driving due to technology is a deadly global epidemic and he'll lead a UN effort to combat it.

We can't help but wonder, though, just what effect this global initiative will have in nations, where, for example, cars, rickshaws and elephants share the same one-lane road.

For more go to <http://tinyurl.com/tailing-talking> and <http://tinyurl.com/UNeffort>

## Depressing Job?



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

There's serious talk in North America about screening drivers for sleep apnea. Everything we're hearing is that a mandatory testing rule will be introduced in the U.S. in the next couple of years and it'll resemble something close to the drug testing rule on the books right now.

In Australia, where truck combos the size of freight trains are allowed on the road, the national trucking association wants screenings for driver depression as part of the medical review standard.

Seriously? Isn't a job where you're isolated in a confined space for half the day and are away from the family for up to a week going to produce some signs of real or perceived depression on a questionnaire?

Besides, who isn't a little depressed? A report by the U.S. government rated personal care providers and those in the food services industry as the most depressed professionals at over 10 percent. Transportation workers and movers were in the middle at 6.2 percent, sandwiched between computer programmers (well, no kidding!) and lawyers.

I'm not sure what's so depressing about a job that lets you stick it to everyone else, but a separate Canadian survey says one in five lawyers are depressed.

In case you're wondering, those who work in "media" also rank very high on the depression scale (9.1 percent). But, as it's well known, we just cure that with lots of alcohol, right?

**Comments:** *The reason we think alcoholics make the best writers is because for centuries, we've been fed that line by writers who are rationalizing their drinking. Those same guys are the ones responsible for making us think that women fall for any guy who can string sentences together.*

☺ **Posted By:** TTMember39121

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## BITS & BITES

### Buffett keeps sights trained on trucks

Don't get Warren Buffet wrong. The canny billionaire might have spent upwards of \$35 billion buying into America's rail system last year. But that doesn't mean he has no faith in trucks. In fact, Marmon Highway Technologies (MHT), the division of Buffet's sprawling business empire Berkshire Hathaway that includes Fontaine and Webb Wheel, is expanding.

In a presentation to select media, including us, MHT President Kelly Dier put it this way: "I don't believe the railway is over the next 10 years going to gain a disproportionate share of the transportation freight business."

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

### Don't shy from tolls, carbon taxes: Green Czar

"Gord Miller has a degree in plants and wants everyone in Ontario to pay more money to drive." That is how Wikipedia sums up Ontario's provincially appointed Environment Commissioner, and when Miller released his annual Greenhouse Gas

Progress Report 2010, Wikipedia proved that it can sometimes be a reliable source.

Miller's report says that the province should implement more road tolls and carbon taxes to offset the environmental costs of vehicle greenhouse gases.

Miller, who has a Masters degree in plant ecology (seriously) insists Ontario's current policies aren't ambitious enough.

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

### DRIC Lives!

It was close, but supporters of a second bridge at the Detroit-Windsor Gateway breathed a sigh of relief when the Detroit River International Crossing project narrowly escaped the axe.

The state's Democratic-controlled House gave the green light to the \$5-billion border project by a vote of 56 to 51. Canada's \$550-million offer to pay for cash-strapped Michigan's half of the project likely helped push the bill through. The bill still faces another hurdle—a big one—in the Republican-led Senate, however.

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

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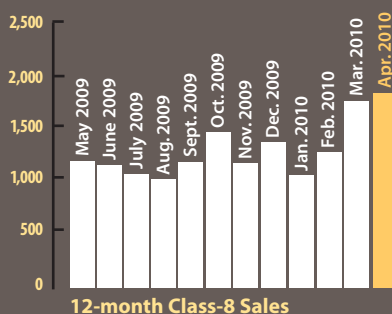




## Canada: Truck Sales Index

April 2010

CLASS 8	This Month	YTD '10	YTD '09	Share
International	535	1545	1413	26.7%
Freightliner	299	1240	1082	21.4%
Kenworth	359	1109	463	19.2%
Peterbilt	209	650	242	11.2%
Volvo	169	517	505	8.9%
Western Star	121	368	374	6.4%
Mack	93	301	399	5.2%
Sterling	16	55	397	1.0%
<b>TOTAL</b>	<b>1801</b>	<b>5785</b>	<b>4875</b>	<b>100.0%</b>



CLASS 7	This Month	YTD '10	YTD '09	Share
International	146	296	186	44.4%
Kenworth	28	114	94	17.1%
Hino Canada	21	95	83	14.3%
Freightliner	27	79	91	11.9%
Peterbilt	24	77	76	11.6%
Sterling	1	5	55	0.8%
<b>TOTAL</b>	<b>247</b>	<b>666</b>	<b>585</b>	<b>100.0%</b>



CLASS 6	This Month	YTD '10	YTD '09	Share
International	57	102	111	47.7%
Hino Canada	13	84	105	39.3%
Freightliner	3	13	30	6.1%
Sterling	2	9	16	4.2%
Peterbilt	3	6	5	2.8%
<b>TOTAL</b>	<b>78</b>	<b>214</b>	<b>267</b>	<b>100.0%</b>



CLASS 5	This Month	YTD '10	YTD '09	Share
Hino Canada	18	174	159	65.4%
International	10	60	64	22.6%
Kenworth	4	20	19	7.5%
Sterling	3	10	117	3.8%
Freightliner	0	2	3	0.8%
Peterbilt	0	0	5	0.0%
<b>TOTAL</b>	<b>35</b>	<b>266</b>	<b>367</b>	<b>100.0%</b>

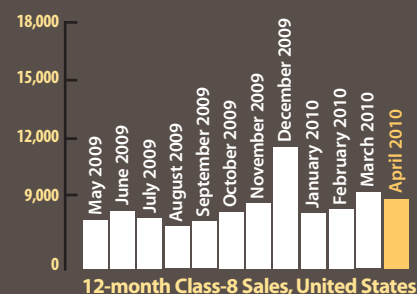


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## U.S.: Retail Truck Sales

CLASSE 8	This Month	YTD '10
Freightliner	2762	10,901
International	2519	8649
Peterbilt	1106	4055
Kenworth	810	3127
Volvo	602	2649
Mack	669	2580
Western Star	76	256
Sterling	81	248
Other	2	6
<b>TOTAL</b>	<b>8627</b>	<b>32,471</b>



## Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
International	22	73	8	22	257	114	20	11	2	6	535
Freightliner	38	27	9	10	137	42	20	16	0	0	299
Kenworth	28	69	29	37	64	126	6	0	0	0	359
Peterbilt	11	47	21	19	25	68	11	7	0	0	209
Volvo	8	10	3	6	104	32	3	2	0	1	169
Western Star	23	14	5	6	23	13	13	24	0	0	121
Mack	5	5	10	8	44	12	5	4	0	0	93
Sterling	3	2	2	0	3	6	0	0	0	0	16
<b>TOTAL</b>	<b>138</b>	<b>247</b>	<b>87</b>	<b>108</b>	<b>657</b>	<b>413</b>	<b>78</b>	<b>64</b>	<b>2</b>	<b>7</b>	<b>1801</b>
<b>YTD 2010</b>	<b>431</b>	<b>849</b>	<b>304</b>	<b>361</b>	<b>1954</b>	<b>1375</b>	<b>264</b>	<b>221</b>	<b>2</b>	<b>24</b>	<b>5785</b>

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



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# Street Smarts

## INSIDE:

27 Reflections In An Oil Spill

29 Tree's Company

## MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY

**EASSON DOES IT:** Paul Easson, CA., is general manager of Eassons Transport in Berwick, N.S.



## Dual Roles

**human resources** *Nova Scotia's Paul Easson runs the family fleet and nowadays he's also chairman of the Canadian Trucking Alliance. By Rolf Lockwood*

**P**aul Easson has been around trucks and trucking all his life, in the family business his father launched way back in 1945. He's probably seen a zillion ups and almost as many downs—like any carrier in Atlantic Canada especially—but these days he's facing a new challenge. And it has nothing to do with the availability of freight for Eassons Transport.

It's his chairmanship of the Canadian Trucking Alliance (CTA). Elected to that position earlier this year, Easson doesn't actually see it as a nasty load on his shoulders, and he doesn't have a huge agenda

that demands lobbying this way and that. In his typically straightforward and laid-back way—he's a Nova Scotian, after all—he parses things this way: it's the job of CTA staff to deal with the issues, his role being to motivate and get the best out of the Board of Directors.

"I think the CTA is operating efficiently and the staff do an excellent job. I'm pretty happy with that," he told me on a sunny afternoon at company headquarters in Berwick, N.S.

"The chairman's role is to have a well-functioning board with active members," Easson continued. "In no way do you want

to silence the ones who are contributing. The challenge is to draw out the quiet ones. I just want to help board members be effective contributors to the Alliance."

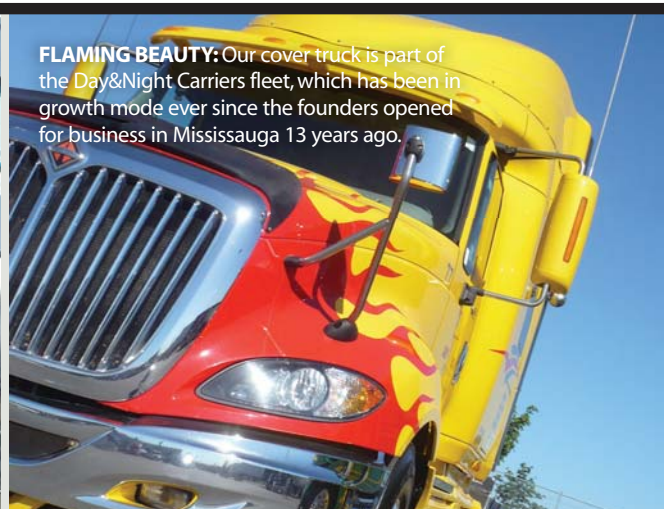
He points to the lack of frequency of CTA meetings as a hurdle to jump in this effort. "It take a long time for new members to feel comfortable and get productive."

In general this comes under the association governance label, something he's been dealing with for some time along with fellow members of the Atlantic Provinces Trucking Association (APTA). The APTA hired a consultant back in 2006 to examine the operation and recommend organizational improvements, but changes have been slow in coming. It remains a continuing project.

Among the issues the industry at large is facing, Easson, a chartered accountant, figures overcapacity is a big one but will fix itself in time. A more knotty problem is on the human resources front. It's a less



**A WELL-SHONE SHINE:** This proud driver calls his beautiful truck the "Wojtasik Runner."



**FLAMING BEAUTY:** Our cover truck is part of the Day&Night Carriers fleet, which has been in growth mode ever since the founders opened for business in Mississauga 13 years ago.

## IT'S SUMMER SHOW TIME, FOLKS

**T**here's nothing like a truck show for finding enthusiastic drivers, state-of-the-art gear, new suppliers or even, sometimes, customers. All those goals were easily attained by attendees at the second annual **ROAD TODAY TRUCK SHOW** held in Brampton, Ont., in late May. Organizer Manan Gupta reports that great weather helped the show score highly on all fronts. This 2008 ProStar owned by Day&Night Carriers, a 20-truck fleet from

Mississauga and Carey Wojtasiks' '05 Kenworth—still in mint, with over a million miles on the odometer—starred in the show and shine. Wojtasik's ride, illuminated by more than 600 attention-grabbing lights, won the prize for "Best Chrome."

For a list of other trucking events this season, see **Logbook**, on page 12.

## Are you ready for CSA 2010?

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

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difficult matter than it once was, he says, but the industry will need more drivers soon and he's not entirely sure carriers are ready for it, having trimmed the ranks of recruiters and trainers in the last couple of years.

"We're realizing the value of good human resources people," he says, adding that he's recently beefed up his own HR department. The company has about 180 drivers on its payroll.

General manager at Eassons Transport, Paul seems to have the company running nicely, along with brothers Peter and Tom. The former handles rates and sales, the latter is in charge of the hardware and its maintenance. The three of them own and operate the company once run by their father Bill and uncle Phil, who had joined the enterprise as a partner in the early 1950s. With duties divided much like today, Bill ran the business, Phil managed the shop. They've long since retired.

First hauling apples out of the Annapolis Valley to local markets within Nova Scotia, the senior Easson brothers grew the company steadily over the years, serving the bakery industry among others. The long-haul business became an ever bigger component with the addition of produce loads to Newfoundland and elsewhere in the Maritimes. At one point in the 1980s, traffic to Newfoundland represented 75 percent of Eassons' volume. With the demise of the fishery, things changed again and the U.S. eastern seaboard became a key market along with Toronto and Montreal, allowing a neat triangulation, mostly for loads of time-sensitive fresh or frozen food products.

In 1995, Eassons branched out with the creation of a dry-freight division under the name Elite Fleet, in partnership with Debra Gioia, based in Moncton. Three years later two acquisitions, of Sarsfield Transport and McNeil's Transport put the fleet count up to 90 tractors and 100 reefer trailers and re-established strong Newfoundland links.

Nowadays, Eassons and Elite Fleet operate a combined herd of more than 200 trailers, most of them reefers, and some 180 tractors running across the continent, with an LTL service from Toronto and Montreal to Atlantic Canada for dry, fresh and frozen shipments. About 35 percent of their work is cross-border hauling.

Admitting that he hasn't yet pinned down the solutions, Easson notes that a key issue facing his company is succession planning, as with countless other family-based trucking businesses. It's not an immediate need but it's there and it demands his attention.

Retirement isn't in the picture quite yet, but with a motorcycle parked in front of his office and a small plane languishing

somewhere nearby awaiting his attentions, it's clear that Easson knows what to do with his spare time. He's almost never short of a smile on his face, but you get the impression that the smile would be wider and brighter if he had more time to spend with those two machines, as well as with wife Cindy and their three kids. In the meantime the CTA will benefit from his guidance. ▲

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# Reflections In An Oil Spill

**safety** Turns out British Pete wasn't quite ready for its oil leak.  
Are you for yours? By Brian Botham

**T**he Deepwater Horizon disaster in the Gulf of Mexico is all over the news. It's one of if not the largest oil spill in the world. And when it happened in April it immediately brought to mind the number of spills that I have been involved with over the years in the trucking industry.

A lot of them have been chemical spills, from dangerous goods loads. But the vast majority had nothing to do with hazardous materials or dangerous goods. Most were plain old diesel spills that resulted from collisions and ruptured fuel tanks. There are many different reasons for diesel spills.

Of course many people in the industry, myself included, remember the days when—if you had a fuel spill—the chief course of action was to let it drain into the ditch and drive away to where you could get your tanks fixed.

That of course in hindsight was a horrible idea. We now know that spills must be cleaned up because of the damage to the environment and the eco-system.

A couple of years ago, I had a driver involved in a collision with another tractor trailer; a fuel spill ensued as both trucks ruptured their fuel tanks in the collision and dumped approximately 150 gallons of diesel fuel into the ditch and on the highway.

Luckily, we were contracted with a spill clean-up company in Canada, and through

their network they were able to dispatch a partner clean-up crew in Ohio and have the spill taken care of. The total cost of cleaning up 150 gallons of diesel from the ditch and highway was about \$8,000. It sounds pretty steep but had we not been contracted with this company, our bill would have been around \$30,000 or more.

Pre-planning for a spill is of course a great idea and being contracted with a reputable spill company is a big part of that; but it doesn't stop there. Training your drivers on how to deal with a fuel spill and the procedures they should take to contain the spill without putting themselves

**Pre-planning in the event of a spill will go a long way to containing the spill and protecting the environment as well as protecting your bottom line.**



in harm's way of course can go a long way to reducing your costs of clean up and damage to the environment.

Training on fuel spill containment and clean up should be part of your orientation when hiring drivers. In the event of a spill, your drivers should try to contain the spill and keep it from spreading into ditches, bodies of water, sewer grates etc., of course.



But their first job is to inform you right away so you can dispatch the appropriate clean-up crews.

Remind your drivers during training that they should never put themselves in harm's way; and if the spill is too big then their role should be to protect the scene by keeping people away until the appropriate authorities arrive on scene to contain and clean up the spill.

If you have your own fuel pumps then you will likely have clean up material for a spill such as absorb-all, pads, rolls, socks and booms.

Most fuel stops will have these items on hand as well.

But what if your driver has a spill away from the yard where these items are not readily available? I think it's a good idea to equip your vehicles with a small spill kit in case of an incident. I won't recommend any particular products but a quick search

of the Internet will provide you with a number of low-cost solutions that will assist in a fuel spill.

Once that spill has been contained and cleaned-up—depending on the amount of fuel spilled and the location—you will have to report the spill as well as whatever actions you took to the appropriate government agency. Your clean-up provider should be able to assist with that and if not you can easily find the information on-line.

Pre-planning in the event of a spill will go a long way to containing the spill and protecting the environment as well as protecting your bottom line. If you don't want to take my word for it, ask BP. ▲

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

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# Tree's Company

**fuel savings** *Fuel-efficient trucks are profitable. What part of no-brainer does the government not understand? By Steve Macleod*

**P**lenty of truckers take pride in being able to squeeze a lot of miles out of a tank of diesel, so it makes you wonder why regulators feel the need to set fuel-economy standards for the industry.

But that's exactly what they plan to do this summer. It's just a bit redundant, considering that saving fuel and turning a profit are tied fairly close together.

Rather than focus on demanding that trucks achieve better fuel economy, the feds would be better served finding ways to reduce the cost of investing in fuel-efficient technology and improving traffic flow throughout the transportation system.

Back in the spring, the Canadian government unveiled a plan to set fuel-economy standards for passenger vehicles, which were identical to rules introduced in the U.S.

Environment Minister Jim Prentice indicated at the time that a fuel-economy standard for heavy trucks would follow in a few months, and coincidentally enough, would also be harmonized with whatever they decide on south of the border.

So far there hasn't been a lot of indication as to what a fuel-economy standard for heavy trucks would look like. In a report prepared for Congress, the U.S. National Highway Traffic Safety Administration (NHTSA) sug-

gested that instead of using a miles-per-gallon standard—as in the passenger vehicle rule—fuel economy for trucks should be based on gallons of fuel used per ton-mile.

Another wild card here is who gets to make the rules. There's some posturing going on in the U.S. and the Environmental Protection Agency (EPA) could soon take this over from the Department of Transportation (DOT). The

trucking industry during the past decade.

It's a little ironic that the agency that helped chip away at truck fuel efficiency could be in charge of telling truck operators to be more fuel-efficient.

While engine makers scrambled to produce diesel engines that would fall within the parameters of increasingly stringent emissions standards, fuel economy was put on the back burner.

Without being told to do better, except by customers, engine makers are trying to restore fuel economy. All of

ways to improve fuel economy.

The report placed importance on training drivers in fuel-efficient driving methods, adjusting size and weight restrictions on trucks, developing intelligent vehicles, and improving highway systems.

Another interesting tidbit was the mention that the high cost of fuel-efficient technologies has delayed implementation of items like aerodynamics, wide-based single tires, accessory electrification, idle-reduction strategies, weight reduction, engine efficiency, waste-heat recapture, and hybridization.



**PLANTING IDEAS:** When will legislators learn that truckers would dearly love to spend less on fuel?

DOT has been setting fuel-economy standards in the U.S. for decades and is required by law to ensure fuel-efficiency rules are economically practical, and to consider factors like job loss and consumer choice.

The law that would put the EPA in charge of fuel economy does not have the same caveat, and it's making a lot of industry stakeholders nervous about what could happen if the environmental folks get to call the shots. Especially when you consider it was the EPA's targeting of engine emissions that led to the backward slide of fuel economy for the

them say they've been able to improve things with the newest 2010 engines, and have promised to focus more on fuel efficiency moving forward.

Of course, that probably won't stop the federal governments from stepping in. But no matter who takes on the task, telling truckers how well their trucks should perform isn't the answer.

The NHTSA report—the one that advised against setting a miles-per-gallon standard and also suggested having multiple categories for different applications—also highlighted a number of other

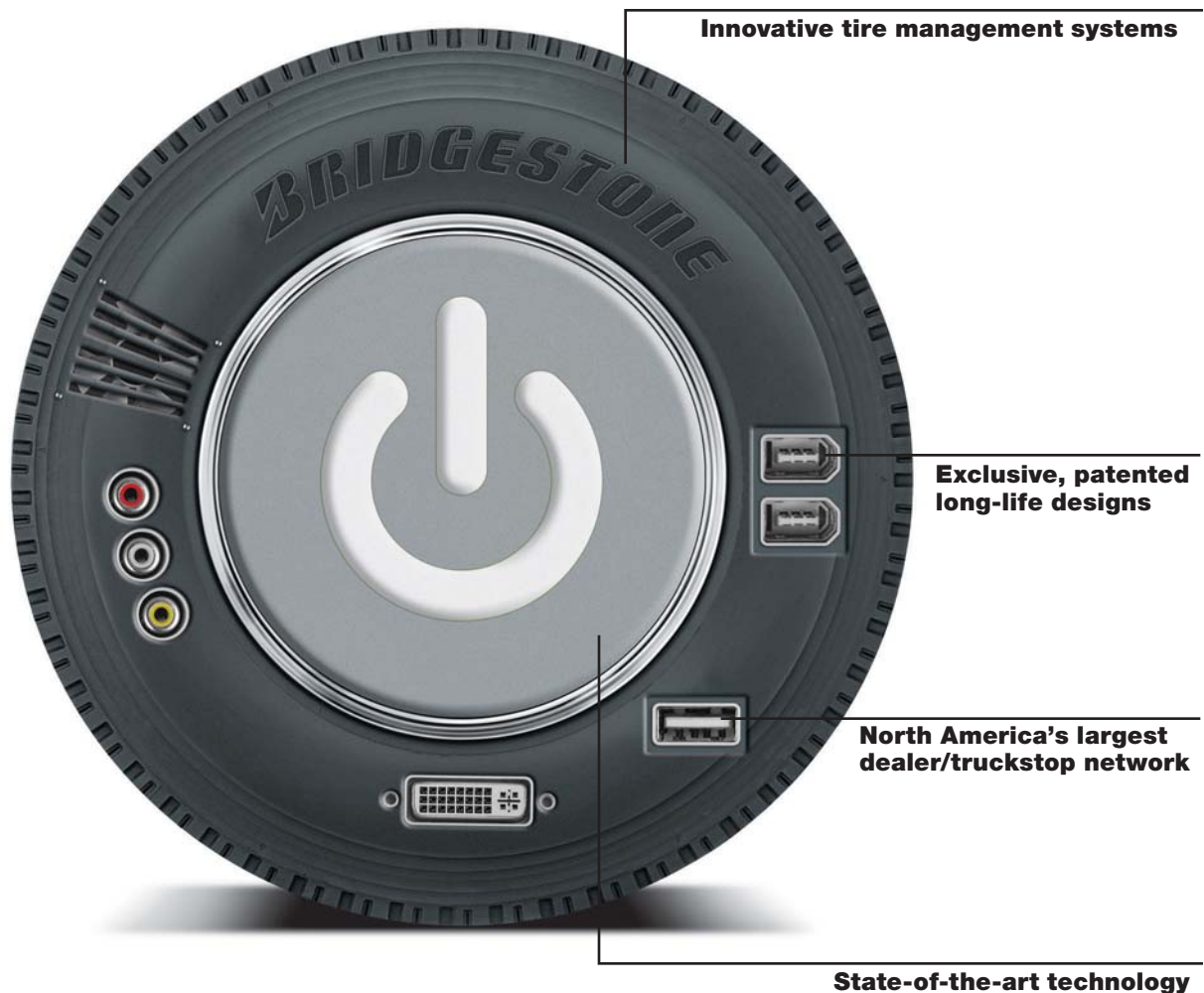
Clearly the tools and technology are already available for trucks to be more efficient and while focusing in on fuel-economy standards may be the simplest solution for regulators, at least on the face of it, it's hardly the most sensible.

Truck operators want to save fuel, obviously, so it's time to squeeze all the inefficiencies out of the transportation system and help them achieve that goal. ▲

Steve Macleod is the Western Editor of Newcom Business Media, which publishes *Today's Trucking*.

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# Papers Please

All your drivers have licences, right? You certain? There are lots of reasons they could be driving around illegally, from reneging on child support to forgetting a medical test.

**BY ALLAN JANSSEN**

**I**t was more than 15 years ago that Daryl Bertrand was taken to court over an accident involving one of his drivers, but he remembers the frustration all too well.

The president and owner of Dominion Messenger in Edmonton, Alta., found out the hard way that there was “an issue” with his employee’s licence—an issue that left Dominion exposed to serious consequences.

The situation spiraled even further, threatening to involve the customer for whom he was hauling freight.

“The insurance was trying to bring us into it and then trying to bring my customer into it because we had a load of my customer’s product on the vehicle,” says Bertrand.

The driver’s fate had been swift—he was gone the day of the accident—but for almost two years, the case against Dominion dragged on, taking its toll in lawyer’s fees, time away from work, and plain old aggravation. Three days after pre-trial discovery testimony was heard, Dominion was finally released from the suit.

The lesson was clear to Bertrand: Avoid this from ever happening again by being sure every driver has a valid licence to drive.

According to lawyers, the failure to do so could constitute nothing less than a criminal act, as defined in Section 217.1 of the Canadian Criminal Code (formerly Bill C45). It states: “Everyone who undertakes, or has the authority, to direct how another person does work or performs a task is under a legal duty to take reasonable steps to prevent bodily harm to that person, or any other person, arising from that work or task.”

A plain language guide to Bill C-45 can be viewed at [www.justice.gc.ca/eng/dept-min/pub/c45/](http://www.justice.gc.ca/eng/dept-min/pub/c45/).

Known as “the Westray Bill”—after a 1992 coal-mining disaster in Nova Scotia which cost 26 miners their lives—it resulted in a handful of cases where charges have been laid against employers because their actions, or inactions, put other people at risk. In the case of invalid licences, a company could be found negligent because it sent drivers out onto the roads without proper documentation.

“I can see this being an issue moving forward,”

Bertrand says. “Once someone wins a big court battle, it’s going to be a matter of pulling the arm on a slot machine, right?”

Bob Dameron, executive vice president of VerX Direct in Barrie, Ont., says protecting employers from just such an outcome is what his company’s product is all about.

VerX has developed a seamless way to instantly check the validity and status of

any Canadian driver’s licence. It’s an alternative to buying a driver’s licence abstract from the provincial licencing agency, which offers a wealth of information but can cost anywhere from \$12 to \$30 and takes a minimum of 24 hours to get.

VerX, on the other hand, takes a matter of seconds, can be run automatically, and



“We could have some companies that have no problems with invalid licences. We could have some companies running at 10 percent.”

costs between \$2 to \$4 a shot, depending on volume.

“It’s one of those elephants in the room,” he says. “No one really understands how big an issue this could be for a company. We could have some companies that have no problems with invalid licences. We could have some companies running at 10 per cent.”

The system was developed by George Sutej, an entrepreneur in Barrie, who kept running into trouble with invalid licences in his truck driver recruitment business. He found that the only way to be sure a driver had a proper licence was to run an abstract, which took too long and cost too much for his liking.

Sutej figured if he could deal with a single government data-sharing agency in Ottawa which consults provincial databases, he might be able to run a simple check for the validity of driver’s licences. So he did some research, found financial backers, and started having code written.

All of the provinces had to sign off on the program. Alberta was the toughest nut to crack, being particularly concerned about the potential invasion of privacy. But when officials caught the vision of how the program could be used to make roads safer, they became enthusiastic.

“Statistically speaking, people who lose their licence are more prone to get

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into accidents,” says Dameron. “Governments want to keep the roads safer. So getting improperly licenced and unlicenced people off the road, well, that’s a good thing.”

The VerX system requires only the driver’s licence number and the driver’s date of birth. A request for validation is sent off and within seconds it comes back. The licence is either valid, suspended, interlocked (the driver requires a breath alcohol detection device to operate the vehicle), or the record was not found.

The program went live in 2009, and in the first 2,000 checks or so, they’ve had about 60 licences come back with a problem—an average of about three percent.

That’s 60 drivers who would have been on the road with licence “issues” exposing their companies to the risks of violating Section 217.1.

The service has drawn particular interest from car and truck rental companies.

And, of course, truck fleets are a big target for VerX.

Indeed, the VerX web site quotes Lenny Malley, general manager of AMJ Campbell

10. Have you recently completed a period of disqualification?  
 No ☐ Yes ☒ State/ Territory/ Country \_\_\_\_\_ Period \_\_\_\_\_

11. Is your driver licence currently cancelled or suspended because of:  
 Speeding offence? No ☐ Yes ☒  
 The accumulation of excess demerit points? No ☐ Yes ☐  
 Unpaid fines? No ☐ Yes ☐

## WHY A DRIVER'S LICENCE CAN CHANGE STATUS

- Unpaid traffic fines;
- Delinquent child support or alimony payments;
- Missed renewal dates, failed re-examinations, missed or failed medicals; (In Ontario, for example, A/Z drivers must re-write their road-rules and air-brake tests every five years or else their permits are downgraded.)
- Health. Physicians are often required to report at-risk to the Ministry of Transportation which will in turn cancel a licence until the driver can prove there's no danger;
- Serious charges such as impaired or dangerous driving.

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Van Lines in Waterloo, Ont. as saying the technology has the potential to "immediately improve our on road exposure of drivers with either suspended or invalid licences."

In Ontario, fleet managers and owners have the option of plugging in to a new program developed by the Ontario Trucking Association (OTA) which allows members to check if their drivers hold valid licences of the proper class and endorsement.

The OTA Truck Driver Licence Status Check is offered to members for \$5 a year per driver. Users of the program also have the ability to order an MTO detailed (three-year) driver abstract through this service, with overnight electronic ability, for a \$10 fee per driver - \$2 less than the MTO's \$12 abstract fee.

invalid driver is in an accident and damages are sought by victims;

■ reducing the costs and embarrassment of impounded trucks.

■ avoiding invalid insurance claims (most policies contain clauses which require a driver to have a valid licence before a claim can be honoured);

■ reducing the risk of OOS trucks given that statistically speaking, unlicensed drivers are five times more likely to be in an accident;

■ reducing administration time and costs; ■ easy adaptation to existing safety and compliance programs; and

■ the ability to keep all driver/employee/contractor data current.

Meanwhile, the potential impact on road safety is significant, experts say.

Robyn Robertson, president and CEO of

## LIVIN' LARGE!

**S**TEPHEN LARGE is here to tell you there's life after a suspended permit. Seven months after having a mild stroke, at which time his CDL was yanked, Alberta's two-million-mile heavy duty trucker Stephen Large is back behind the wheel. "I got my class-1 licence back this afternoon, and I hauled four loads by bed-time," he told *Today's Trucking*. "I'm kinda tuckered out now, not used to working for a living after sitting around for seven months."

Large was featured in *Today's Trucking* in January in a story about truck drivers who baby their trucks but fail to look after their own health concerns.



Once a company logs onto the OTA's secure website and submits a list of drivers' licence numbers, OTA will submit the data to MTO on a quarterly basis for a status check on every driver. Discrepancies are immediately identified and the member is instantly notified by email of which drivers have been flagged for a licence status discrepancy.

The information can be used to investigate the discrepancy or opt for an automatic issuance (with overnight electronic delivery) of an MTO detailed (three-year) driver abstract for the affected driver.

Ensuring all drivers have valid licences brings a number of benefits, including:

■ mitigating the risk of prosecution under Section 217.1—especially when an

the Traffic Injury Research Foundation (TIRF) believes licence status verification technology is an important tool that can help licencing authorities, the enforcement community, research and safety agencies, and private companies better understand, manage, and address the unlicensed driver problem and improve road safety.

"This technology can help employers avoid the unwanted and costly liability of employing unlicensed drivers and promote safe driving practices across industries," he says.

"The contributing role of unlicensed drivers in road crashes has been a recognized and unsolved problem in the traffic safety field for more than three decades." ▲

## Taming the Fuel Monster



By Jamie Williams  
President  
PeopleNet Canada

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

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

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

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

- \$35,000 hard-cost savings after two weeks
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- \$12,000/month savings from the sale of underperforming trucks
- Earlier identification and resolution of mileage issues

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

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

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

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

Williams can be reached at  
[jwilliams@peoplenetonline.com](mailto:jwilliams@peoplenetonline.com)





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## EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS

**THE COMPUTER RIDES SHOTGUN:** In-cab hardware and software can improve safety and productivity.



## Dreamers vs. Doers

**gizmos** *How can in-cab technology improve your bottom line?*  
*Just Imagine. By Jim Park*

**Y**ou have a truck, and your pal has a truck. You both have the same powertrain, the same type of trailer, and the same access to the market. How much more effective could your pal be than you when it comes to getting freight to its destination? In a low-tech world, the difference would be minimal—like two tribes of primitive hunters scour-

ing the Great Plains with spears and arrows. Maybe a factor of two.

Armed with technology, the variation in what either might accomplish could be enormous. The one with the foresight and imagination to use technology to its best advantage could enhance productivity immensely. To the one lacking such vision, technology could be just a complex and

costly hurdle. A company's success will depend increasingly on its willingness to embrace technology, and on its choices of tools. Consider GPS.

Is a route-planning and navigation system any more effective at getting truckers to destination than a dog-eared copy of a motor carrier atlas? Paper maps served drivers well for decades, and still do, but are they the best choice today? They are certainly cheaper to buy, but are they cheaper to use?

Have you ever calculated the number of off-route miles your fleet runs each week—drivers getting lost, making wrong turns, running into road closures? It could



be substantial. Some estimates suggest fleets can easily chalk up 50 to 100 off-route kilometers per truck per week. In simpler and more prosperous times, 50 km out of 4,000 might not have mattered. With budgets calculated to the penny, electronic logs tracking driving time to the minute, and the increased exposure to risk, off-route miles really do matter. And don't overlook the fuel tax implications:

you're paying road tax—and maybe wages—on totally unproductive miles.

The precision of GPS combined with truck-specific mapping can reduce off-route travel substantially, but many of today's systems also offer route planning and optimization, construction updates, and more. Popular systems such as Garmin, PC Miler, WorldNav, Cobra, ALK, and the newest to hit the market, Rand

McNally's Intelliroute TND (truck navigation device) system, also offer business tools like fuel-tax recording, trip planners, calculators, calendars, and such. Some devices, such as the Intelliroute, PC Miler, and ALK's Co-Pilot can interface with larger fleet systems, and with telematics, can up and download data, turning the basic GPS navigation device into a small-scale but sophisticated fleet management tool.

All that and turn-by-turn spoken directions, too. Considering the potential mileage and labor savings, they'd still be a bargain at twice the price.

### SAFETY & OPERATIONS

Of course, there's more to today's technology than just providing directions. Communications suites allow drivers to scan and fax or email proof of delivery moments after the freight is off the truck rather than waiting for the driver to return, or dealing with the cost of overnight delivery. Failing tires can signal operations before the driver is even aware of a problem; and appointments for service can be made in advance of the driver's arrival, saving loads of downtime. In-cab cameras can monitor and record actions inside or outside of the cab, providing frame-by-frame visual and audio records of an event. Taking privacy concerns into account, these records can be used in court to defend a driver, and then can be used to improve driver performance.

A 17-week study conducted by Virginia Tech Transportation Institute in 2008 using the DriveCam in-cab video system showed that the number of risky driving events could be greatly reduced by such monitoring systems. Two fleets involved in the study reported reductions in such events of 37 and 52 percent using the DriveCam Driver Risk Management Program.

Passive safety systems can make a huge difference in your safety profile, too. Systems such as lane departure warning, proximity awareness, adaptive cruise control, electronic stability control, and even fatigue monitoring, are readily available, relatively inexpensive, and can save your bacon in court.

It's a sad commentary on our times, but while investing in these technologies for operational and productivity improve-



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The screenshot shows the TruckCareers.ca website. At the top, there's a navigation bar with links: HOME, JOB SEEKERS, EMPLOYERS, RESOURCES, and PERSPECTIVE. The main header features the 'Truck careers.ca' logo and a 'Powered by workopolis NicheNetwork' badge. A welcome message reads: 'Welcome to TruckCareers.ca Canada's premiere job board exclusively dedicated to the Trucking Industry'. Below this, there are two main sections: 'Employers' with a 'Post a Job FREE!' starburst and 'Job Seekers' with a 'Find your DREAM JOB!' starburst. A sidebar on the right titled 'INDUSTRY NEWS' contains several articles. At the bottom, it lists partnerships with 'highway STAR', 'ROAD TODAY', 'Transport Routier', and 'Today's Trucking'. A large yellow starburst on the right side of the screenshot contains the text: 'Job Seekers: Sign up this month for a chance to win a Sirius Sportster 5 Radio with Universal Boombox. SIRIUS SATELLITE RADIO'.

Today's Trucking and highwaySTAR magazines, and Workopolis Niche Network have partnered to bring you TruckCareers.ca. Truckcareers.ca is Canada's premiere job board dedicated to the Trucking industry. From dispatchers to drivers and account reps to mechanics... we've got 'em all.



## EMPLOYERS

- Post jobs for free\*
- Drivers, fleet managers, technicians, dispatchers, office staff, sales and more

## JOB SEEKERS

- Search available jobs
- Post resume for free
- Research the market



in partnership with



\*Limited time offer

## FLEET MANAGEMENT FOR A DOLLAR A DAY

A dollar a day won't buy you a coffee anymore, but it will get you a full-function fleet-management system, an integrated EOBR, a driver performance monitoring system that is available to dispatch in real time, fuel tax data collection (via GPS), and more. The only cost is for a Blackberry-type handheld device with a minimum 10-meg data plan. The **Turnpike XATA** system does all this and more for less than the price of a small double-double at Timmy's.

XATA's RouteTracker device is about the size of a Blackberry, and sits on the dash of the truck. It's hardwired to the ECM through the engine's diagnostic port. It collects data such as fuel consumption, idle time, PTO time, engine warning codes and even hard-braking events, and it takes GPS positions at the rate of at least one per minute.

Collected data is transmitted from the RouteTracker to a handheld device with a data plan via a Bluetooth link, and uploaded to a web-based server customers can access anytime, anywhere there's Internet access. There is no software to deal with at the terminal. The RouteTracker device is free, and it's easy to self-install. All this functionality costs just \$35 per month.

As an EOBR alone, Turnpike XATA will pay for itself in very short order, given the savings in log auditing labor, log storage, and drivers' time. Logs are stored on line for up to six months, and drivers' daily logs are stored on the handheld device for up to 14 days. Logs are displayed on the handheld's screen in a standard graph format or numerically. Roadside HOS inspections are handled wirelessly by handing the Blackberry to the inspector for review. Data can also be transmitted to inspectors at roadside via email or fax.

At \$35 per month, there's not much Turnpike XATA can't do to help fleets improve management oversight and reduce costs. For more information, see [www.turnpikeglobal.com](http://www.turnpikeglobal.com).



**MAP IN A BOX:** The easy-to-install RouteTracker device, the only hardware required by the Turnpike XATA system, connects to the in-cab engine diagnostic port, and mounts on the dashboard.



Any enabled wireless device can display drivers daily logs graphically or numerically. Data is transmitted from the RouteTracker to the handheld via bluetooth.

ments has its own merits, doing so as a measure of protection from hungry civil litigation lawyers is almost a must today.

So let's take another look at your fleet and your pal's. He delivers a load, scans and emails the POD to the terminal, who sends it to the broker, who electronically transfers funds upon receipt of the POD. He could have his money before your truck has found a place to fax you the POD. He uses a GPS-based fuel-tax reporting system, while you're burning the midnight oil filling out your ITFA reports by hand. You're pouring over paper log sheets ahead of a compli-

ance review, and he's emailing his driver logs to the DOT in advance of the audit.

Two fleets, two approaches to technology. Today we're doing with computers and telematics what we used to do with telephones. And we've added a host of functionality that wasn't previously possible. Adding Internet connectivity to the truck has enabled a lot of functionality we didn't have just a few years ago. And it probably costs less at the end of the day.

Maybe it's not technology that separates the successful fleets from the strugglers, but imagination. ▲



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# PRODUCT WATCH

WHAT'S NEW AND NEWS FROM SUPPLIERS

**Online Resources:**  
For more new product items, visit  
**PRODUCT WATCH**  
on the web at [todaystrucking.com](http://todaystrucking.com)

# AXLE CARRIERS

## MACK INTRODUCES NEW GENERATION OF REAR AXLE CARRIERS



**M**ACK'S new C150/151 rear axle carriers offer improved ratios for highway and vocational applications—running from 3.11:1 to 5.66:1—and they're said to be lighter, stronger, and stiffer than previous designs. They retain Mack's traditional top-load, dual-reduction design.

The top-loaded carrier—where the driveshaft connects to the carrier above the axle—results in near-zero driveline angles, says Mack, which minimizes noise, vibration and harmonics. Potential oil-leak paths are reduced since the carrier joint is on

the horizontal plane, above the level of the oil reservoir. Dual reduction reduces gear-face friction and related parasitic losses, component stress and excess heat, said to increase overall component life.

The Mack patented automatic power divider remains a standard feature, with optional lockout and differential locking systems. The new carriers are compatible with all suspensions offered by Mack.

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

## 2010-11 TMC MANUAL

THE BEST MAINTENANCE AND SPEC INFORMATION AVAILABLE? COULD BE.

The newest edition of the Recommended Practices Manual from the **Technology and Maintenance Council (TMC)** is now available in 2010-2011 form. TMC says that fleets and equipment manufacturers

alike depend on it when it comes to the purchase, design, maintenance and performance of equipment, and they're right. Each industry 'best practice' in the manual—

available as a book or on CD—was developed and evaluated by expert members of the organization.

Recommended practices covered include all major truck, trailer, and body systems, plus cost-control methods, energy conservation, and more.

The manual is available as a searchable CD-ROM or a two-volume hardcover set with more than 2700 pages. This year, the Maintenance Recommended Practices and Engineering Recommended Practices hardcover editions also are available separately as single volumes.

The TMC member price for the CD (single user) or the two-volume book set is US\$249, rising to \$329 for non-members. The CD with a multiple-user licence is US\$2500 for members, US\$3333 for non-members.

They can be ordered online at [www.atabusinesssolutions.com](http://www.atabusinesssolutions.com)



## SMARTWAY TIRE

NEW BRIDGESTONE-BRAND R197 PROMOTES FUEL-EFFICIENCY AND EVEN WEAR

The new Bridgestone R197 low-rolling-resistance tire from **Bridgestone**

**Bandag Tire Solutions** is approved for use on EPA SmartWay-certified equipment and works well for fleets running CARB-compliant vehicles in California. It's suitable for all-position use but was designed for single- and tandem-axle trailer and dolly applications in long- and regional-haul service.

The tire's claims to fame are said to include an "innovative" casing and sidewall/tread compounding designed to



promote lower rolling resistance for improved fuel economy. And the company says that holds true both when the R197 is new and when it's retreaded. A shallow 11/32-in. tread depth further helps to increase fuel economy.

Bridgestone says the R197's 'Defense Groove' design helps create uniform pressure across the shoulder to minimize edge wear and cupping. Stress relief siping along the rib edges promote even wear for higher mileage.

To enhance durability, the R197 incorporates tough shoulder protector ribs on both sidewalls to fight damage from cuts and abrasion from curbing. When one set of ribs is worn away, the tires can be reversed to expose a fresh set of ribs for continued protection.

The R197 comes in the 295/75R22.5 size with a 'G' load rating.

See [www.bridgestonetrucktires.com](http://www.bridgestonetrucktires.com) and [www.epa.gov/smartway](http://www.epa.gov/smartway)

## CSA-2010 MANUAL

FROM J.J. KELLER, A COMPLETE GUIDE TO THE NEW INSPECTION REGIME

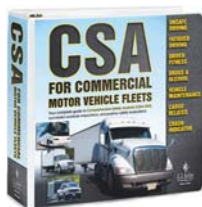
This authoritative manual is the most complete guide to CSA 2010 available, claims **J.J. Keller**, explaining how companies' safety data is collected, measured and evaluated under the new system.

Specific topics covered in the new manual include: how CSA 2010 differs from SafeStat; what new interventions a company could face; what new enforcement procedures

were created by the initiative; how roadside inspections will affect a company's BASIC scores; what new measurements will be used to determine a company's safety evaluation; how to perform self-audits; and what Behavior Analysis Safety Improvement Categories (BASICs) are and how they affect your safety ranking.

Over 800 pages in all, the manual also includes best practices, applicable regulations, lists of top violations, roadside inspection procedures and out-of-service criteria.

Cost is US\$229. You can order by calling 800-327-6868, referencing Action Code 31006, or order online at [www.jjkeller.com/31006](http://www.jjkeller.com/31006)



## CSA 2010 MONITORING

TMW SYSTEMS OFFERS FREE CSA 2010 DATA MONITORING TOOL

**TMW Systems** is offering a free service for its carrier customers designed to help them monitor and manage their critical Comprehensive Safety Analysis (CSA) safety scores and data.

The new, Web-based service from

TMW, named 'CSA Management', gives carriers extended capabilities for analyzing all of their Federal Motor Carrier Safety Administration (FMCSA) safety-rating data, including government data challenge. While the CSA program and government Web site is still in limited roll-out in a few jurisdictions, subject to ongoing changes, TMW is



## Greening your fleet, one tire at a time.

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HSL2

HDL Eco Plus

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HTL1

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similarly offering CSA Management at no charge, first to its customers in CSA test states then expanding access as the reach of the government program grows. Customers not in CSA test states may also request the application in order to familiarize themselves with the available FMCSA data in advance of full access to the CSA integrated scoring program.

Once they have obtained log-in access to their own safety data and ratings on the government's CSA 2010 Web site, customers of any TMW software product who are active on support and maintenance with the company can request access to the free CSA Management application through their usual technical support channels.

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

## EPA 2010 DRIVER TRAINING

A COLLECTION OF TRAINING MATERIALS FROM CUMMINS

**Cummins** has announced new driver education materials for users of its EPA 2010 on-highway engines. The multimedia driver training lineup includes a DVD, a CD, and a 'Tips Card'. With multiple communication media available, fleets and drivers can tailor the training to their unique needs and learning preferences, the company says.

The Driver Training DVD provides segments on maximizing fuel economy and using engine features like Load-Based Speed Control, as well as familiarizing drivers with the Cummins Aftertreatment System and its selective catalytic reduction (SCR) technology.

The audio-only format of the Cummins Radio CD addresses similar fuel economy, aftertreatment and engine-related topics and is designed to be a distraction-free option for operators to learn while driving.

The Driver Tips Card is a quick reference for information regarding dash lamps and required driver actions. Along with segments from the Driver Training DVD, it can be viewed online by clicking the "Customer Center" tab and selecting the "Driver Training" link at [www.everytime.cummins.com](http://www.everytime.cummins.com).

## ELECTRICAL/AIR HOSE

THE NEW PHILLIPS "3 N' 1" ELECTRICAL AND AIR HOSE WITH QUICK CONNECT PLUG

**Phillips Industries** has introduced a new "3 n' 1" electrical and air hose assembly complete with the Quick Connect Plug (QCP). The plug, says Phillips, reduces the time required for field repairs of electrical cables to just seconds.

Most electrical cord failures in the field, the company says, are due to pin push-out in the plug end. Having to unwrap the spiral wrap, used to organize and combine assemblies, just to replace an electrical



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cable can be very time-consuming. But in this case the entire electrical cable does not need to be replaced—the QCP cartridge itself can be removed and replaced simply, getting the vehicle back in operation quickly.

The new 3 n' 1 hose assemblies have large grips for increased coupling and uncoupling leverage, swivel-end brass fittings, kink and abrasion resistance, and a hanging clip for easy installation. They're available in 12, 15 and 20-ft lengths for ABS or non-ABS applications.

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

## PAINT PREP

PPG INTRODUCES FULL LINE OF SURFACE SOLUTIONS PRODUCTS

**PPG Industries** has updated its offering of DuraPrep surface solutions to include a full line of paint- and coatings-related products. It includes paint and coatings removers, degreasers and cleaners, and decal, graffiti, mastic and overspray removers, many of which are water-based products.

The coatings removers and cleaners offer biodegradable solutions that are safer to handle and dispose of than many traditional products used in various industries. Also, says PPG, they can replace mechanical removal methods such as grinding, sanding or torches that can harm a substrate and its surface

profile as well as creating dangerous airborne particulates.

DuraPrep surface solutions are appropriate for use on a wide range of substrates, working only on painted surfaces while not affecting glass or most rubber or plastic components in the process.

See [www.ppg.com/corporate/duraprep](http://www.ppg.com/corporate/duraprep)

## FLEET MANAGEMENT

TELETRAC LAUNCHES FLEET DIRECTOR 8 WITH INTEGRATED MAPPING

**Teletrac's** newest integrated telematics offering, Fleet Director 8, is said to allow users a quicker, more intuitive grasp of vehicle location, routing, traffic status and fleet operations than ever before. Working through any Web browser,

Teletrac employs the latest Microsoft Silverlight and BING mapping technologies to serve up advanced satellite maps, 2D- and 3D-perspective road maps, users' own familiar landmarks, and live traffic information in real time. As a result, the company says fleet managers, dispatchers and drivers in fleets of all sizes gain a complete understanding of operations at a glance.

Teletrac, a telematics provider for more than 20 years, says Fleet Director 8 technology also offers a user-friendly and customizable layout and easily recognizable icons. Users have flexibility for displaying multiple map views and data, and can customize window sizes and screen positions on the fly, allowing dispatchers to view whatever information is most productive at a given moment.



There's no escaping the reality that you will likely have to reinvent yourself several times throughout your career. Here is what's next. Instead of continuing to look for a job that isn't there, you can train for one that is. With Driver Training courses offered by Durham College Corporate Training Services. They prepare you for A, D and F licences, plus Z-air brake endorsement. The comprehensive range of subjects covered includes: maintaining a logbook; the transportation of dangerous goods; load securing; border crossing; and defensive driving. And with Ministry of Transportation signing authority for A and Z, Durham College delivers one-stop training and testing.

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It delivers cost-saving efficiencies such as real-time vehicle monitoring and tracking from the desktop, automatic route optimization and detailed reporting for advanced decision support and efficient regulatory compliance.

Fleet Director combines SmartNav turn-by-turn navigation, satellite mapping, real-time traffic information, stolen-vehicle tracking and comprehensive

reporting tools used to monitor mileage, vehicle use and alert managers to unauthorized use and unsafe driving behaviour.

Its hours-of-service capability allows users to fully automate the entry, recording, completion and storage of all required information needed for logbooks. A total of 16 standard reports are available along with eight HOS-specific reports.

See [www.teletrac.net](http://www.teletrac.net)

## TOUGH TIRE

YOKOHAMA INTRODUCES THE MY627W ALL-POSITION WASTE/SANITATION TIRE. The **Yokohama** MY627W, which replaces the Y773, offers new features designed to deliver longer tread life, added durability and reduced operating costs for trucks used in the demanding waste and sanitation industry. Specially designed for vehicle operations that require a high load-carrying capacity per tire, as in waste pick-up operations, the company says it "...can reduce operating costs because of its great durability and longevity, plus it's highly retreadable."



The design is said to help reduce heat in stop-and-go driving and we're told that it features a tread compound that's resistant to chips and cuts.

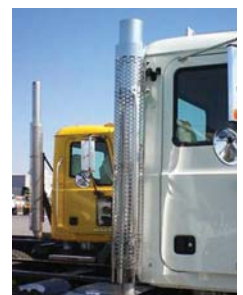
Highlights of this waste/sanitation tire include a wide outside rib with extra-wide serpentine grooves, said to resist tears. Sidewall indentations dissipate heat during stop-and-go driving to prolong casing life, Yokohama says. And the wider tread of the MY627W aims to distribute wear across a larger surface area, providing enhanced traction and longer mileage.

The MY627W will be available next month in 315/80R22.5 size, load range L. [www.yokohamatire.com](http://www.yokohamatire.com)

## CAB-MOUNTED EXHAUST

MACK GRANITE GETS MORE BACK-OF-CAB SPACE

A new option on the **Mack** Granite is a cab-mounted exhaust, attached vertically to the cab's right hand B-pillar so it doesn't take up back-of-cab space. This clears that space for body installations, in some cases allowing the use of a shorter wheelbase.



The cab-mounted exhaust is available now as a customer-specified option on all Granite models.

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



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### WEEKLY PUMP PRICE SURVEY / cents per litre

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CITY	Price	(+/-) Previous Week	Excl. Taxes
WHITEHORSE	107.4	0.0	91.1
VANCOUVER *	107.7	0.0	70.7
VICTORIA	106.9	0.0	75.5
PRINCE GEORGE	96.3	0.0	68.8
KAMLOOPS	99.4	-1.0	71.8
KELOWNA	99.2	-0.7	71.6
FORT ST. JOHN	104.9	0.0	77.1
YELLOWKNIFE	105.6	0.0	87.5
CALGARY *	85.1	-2.0	68.0
RED DEER	91.9	1.7	74.5
EDMONTON	84.0	-1.1	67.0
LETHBRIDGE	87.9	-1.5	70.7
LLOYDMINSTER	92.4	0.0	75.0
REGINA *	95.9	-0.8	72.3
SASKATOON	94.2	-1.1	70.7
PRINCE ALBERT	93.9	0.0	70.4
WINNIPEG *	93.9	0.0	73.9
BRANDON	87.9	0.0	68.2
TORONTO *	94.9	0.0	72.1
OTTAWA	94.9	-1.0	72.1
KINGSTON	95.9	0.7	73.0
PETERBOROUGH	94.9	0.0	72.1
WINDSOR	93.4	-0.3	70.7
LONDON	94.4	0.5	71.6
SUDBURY	93.4	-2.0	70.7
SAULT STE MARIE	91.9	0.3	69.2
THUNDER BAY	94.4	-2.6	71.6
NORTH BAY	92.9	-2.5	70.2
TIMMINS	99.9	-1.8	76.8
HAMILTON	91.0	0.0	68.4
ST. CATHARINES	92.7	-0.5	70.0
MONTRÉAL *	103.4	-0.5	70.4
QUÉBEC	102.9	0.0	70.0
SHERBROOKE	102.9	0.0	70.0
GASPÉ	103.9	-2.0	74.7
CHICOUTIMI	101.9	-1.5	72.9
RIMOUSKI	102.9	0.0	71.9
TROIS RIVIÈRES	102.9	0.0	70.0
DRUMMONDVILLE	101.2	-1.5	68.4
VAL D'OR	102.9	-1.0	73.8
SAINT JOHN *	100.8	2.1	68.3
FREDERICTON	100.6	1.8	68.2
MONCTON	101.8	2.1	69.2
BATHURST	103.4	2.1	70.6
EDMUNDSTON	102.9	2.2	70.2
MIRAMICHI	101.1	0.6	68.5
CAMPBELLTON	102.6	2.1	69.9
SUSSEX	101.3	2.3	68.7
WOODSTOCK	103.9	2.0	71.0
HALIFAX *	98.2	2.8	67.5
SYDNEY	101.2	2.9	70.2
YARMOUTH	100.3	2.9	69.4
TRURO	99.0	2.9	68.2
KENTVILLE	99.8	3.6	68.9
NEW GLASGOW	101.6	2.9	70.5
CHARLOTTETOWN *	97.9	1.1	69.2
ST. JOHN'S *	108.0	2.1	75.0
GANDER	104.5	-3.9	72.0
LABRADOR CITY	115.6	2.2	81.8
CORNER BROOK	106.7	2.1	73.9
<b>CANADA AVERAGE (V)</b>	<b>96.1</b>	<b>-0.5</b>	<b>70.5</b>

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 (\*)

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



## In Gear

# A REFRIGERATION FIRST

HERCULES UNVEILS A UNIQUE HYBRID REEFER DELIVERY TRUCK WITH A ZERO-CARBON FOOTPRINT

**K**entucky's **HERCULES MANUFACTURING**, a body builder since 1902, says its new truck is a proof-of-concept vehicle that's "...set to revolutionize the refrigeration transport industry by preserving the environment."

It starts with an International DuraStar chassis using Eaton's hybrid diesel/electric powertrain, and mates that with a reefer van that features a cold-plate refrigeration system running electrically via power generated onboard.

As an all-electric refrigeration system, the body combines heating and cooling capabilities with over-the-road power generation. The complexity of onboard generators and/or inverters is replaced with what's called a "seamless" power-management module that uses the hybrid chassis battery system during the delivery day and shore power at night. The benefits include reduced emissions, automatic hot gas defrost, lower fuel usage, better serviceability, greater ROI, noise reduction, and

increased driver convenience.

Hercules says the truck can save an estimated US\$7,000 annually in fuel and maintenance costs while being environmentally benign. The truck's hybrid engine technology could reduce annual CO2 emissions by up to 43,000 lb per vehicle, the company claims, compared to



HERCULES Hybrid Reefer

conventional refrigeration systems.

Prairie Farms Dairy of Illinois has just ordered five of these trucks in addition to the one pictured here that's on the road now. It will be wirelessly monitored 24/7 to track the performance.

Interestingly, Hercules says it was the first to create a mechanically refrigerated truck body, back in 1930.

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

## ELECTRIC STANDBY

THERMO KING ANNOUNCES HIGH-OUTPUT SMARTPOWER ELECTRIC STANDBY OPTION

**Thermo King's** new high-output version of its SmartPower electric standby option is available on select trailer refrigeration units. It adds a 24-hp high-output electric standby option to the existing 14-hp version, delivering quicker pre-cool and less run time when hauling larger frozen loads, along with greater overall cooling capacity.

SmartPower allows reefer units to operate on electric power when not being powered by the standard diesel engine. When it's running, power is

supplied by an electric motor connected to a high-voltage power source.

Thermo King says the benefits of



lower maintenance costs and a longer reefer lifespan.

The new high-output option is available on Thermo King's SB-210+ and Spectrum SB trailer units.

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

## STEER AXLE

HENDRICKSON LAUNCHES  
ADDITIONAL STEERTEK CAPACITIES  
ON INTERNATIONAL TRUCKS

**Hendrickson** says the weight saving Steertek front steer axle is now available at 13,000-, 13,200-, 14,000- and 14,600-lb ratings on International's ProStar+, LoneStar and TranStar trucks. The axle's fabricated design saves up to 47 lb compared to traditional I-beam axles, the company says. It's the standard axle on these trucks.



The axle's rigid, box-shaped design resists twisting forces more effectively than traditional I-beams, Hendrickson claims, while the patented two-piece knuckle assembly simplifies kingpin bushing serviceability. In addition, integrated steering-arm and tie-rod attachments are said to increase strength and further reduce weight.

The axle comes with a standard 10-year, 1-million-mile limited warranty, covering the axle beam, steering arm, knuckle assemblies and kingpins when used in Hendrickson-approved applications in the U.S. and Canada within the proper guidelines.

See [www.hendrickson-intl.com](http://www.hendrickson-intl.com)

## WELDING HELMETS

THREE NEW SNAP-ON HELMETS OFFER  
DISTINCT CAPABILITIES

The three new welding helmets offered by **Snap-on** were designed with metal fabricators in mind. Each one offers



different capabilities that adapt to multiple welding needs and the individual user's preference.

The three new welding helmets are:

- The YA4601, an adjustable high-

definition auto-darkening helmet with adjustable shade, sensitivity and delay. Its high-definition lens features great clarity and a very wide viewing area while being able to handle multiple welding processes. Four arc sensors provide the widest range of sensitivity to trigger the lens under multiple welding conditions.

- The YS4602 is an adjustable,

auto-darkening helmet with adjustable shade and sensitivity. It can handle most welding processes and has two arc sensors useful in most welding conditions.

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By Peter Carter

# Cyril vs God

## Why seat-of-the-pants operators are going to need all the help they can get.

I'm pretty sure my mother prayed me out of the truck-driving business. I was in it briefly, between university years, in Elliot Lake, and loved it so much I almost didn't return to school. Here's why.

Elliot was exciting. Construction sites were alive with cranes and jackhammers. The mines needed equipment delivered hourly and new houses were popping out of the ground.

I was 19. (The back-then drinking age in Ontario was 18.)

I got to pilot a five-ton Ford around the hills, crescents, and dirt roads and I played heroic bearer of new stuff to all sorts of women whose husbands were in the uranium mines earning big money.

I still remember some of the jokes I heard from the (very prosperous) furniture salesmen, whose daybeds, fridges and lamps I delivered to the spend-happy miners' spouses.

My boss, Cyril, didn't want to hear from me from the time I left his garage in the morning until I got back at night.

The line separating work and play was invisible.

Evenings, Cyril was Dr. Hospitality.

Even the night he threatened to can me, Cyril was his fun-loving self.

I thought I was done for because that evening when I backed the truck alongside his garage, I hit an eavestrough and ripped it right off. But in the Book of Cyril, that sin was venial.

The near-firing offence? After he fed and beered me that same night, I mentioned I played guitar and knew a bunch of old songs.

He told me to drive over to my brother Tom's apartment where I was living, fetch my guitar, return, drink more beer and sing some songs. If I didn't, I'd be fired.

I obeyed and a few days later got a buck-an-hour raise.

Did I mention that Cyril was a Newfoundlander?

My mom was from down east, too; Port Hood, Cape Breton, to be precise.

So she knew exactly what would happen if I stayed on with Cyril. "Water," Mom used to say, "finds its own level."

I'm sure Mom not only prayed but pulled out the heavy ammo—rosaries, Masses, Novenas—in the hopes that I'd get out of the truck and back to school.

End result? Mom one, Cyril zero.

The weird thing is, these days, Mom could find something else to pray for.

These days, an 18-year-old me would never land a job like that. Insurance would prohibit Cyril from putting me behind his

wheel; he'd never get away with leaving no paper trails. I'm pretty sure there aren't any boom towns either.

I probably wouldn't want a truck-driving job anyway and I can say that with confidence because I have an 18-year-old son, named Michel.

Michel lives to operate anything motorized, from Kawasakis to Dodge Caravans and outboard Mercs. (Unlike his dad, he can also repair any of the above.)



But when I asked him about driving a truck all day, he summed up his attitude thusly: "Sounds boring."

Michel wants challenge; he craves excitement. Life is different for his generation than it was for mine.

He and I do share a tendency to do the opposite of what we're told; but he has already seen far more than I did at his age; and home is not necessarily the place to get away from. (I don't make him go to Mass nearly as often as Mom made me.)

Point being, as new technologies, increasing

regulatory patterns and CSA 2010 continue to cut swaths through the driver crop, savvy fleets should be figuring out ways to attract the Michels of the world.

If you want to hire capable drivers, you're going to have to make driving exciting.

Your drivers will not only demand realistic pay packages, home time and benefits, you will have to think about things like "career paths" and the hope of advancement. Finally, Michels don't only want to know how you do things; they want to know why.

Too bad mom isn't around. I think some fleets could use her prayers. ▲

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