

TRUCKERS WITHOUT BORDERS:

What will it take to get waved through?, PG. 30

**CBSA's
Procevia:**
"The cream's
going to rise."

Today's Trucking

The Business Magazine of Canada's Trucking Industry

October 2010

www.todaystrucking.com

TOP Truck TECH

- **Bigtime driver buy-in, PG. 9**
- **The shift in trannies, PG. 44**
- **Volvo's big stabilizer push, PG. 48**

A Bio-fuel Success Story!



BY ROLF LOCKWOOD

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problems sitting down**

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Fact: SCR Is Clearly Better.



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Is Just The Start.

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The facts became clear on our road to 2010, when Cummins conducted tests pitting an EGR-only solution against our SCR system. Cummins engines with SCR were clearly better in delivering fuel economy and driver satisfaction. Today, with over 38,000 2010 Cummins engines produced and shipped, the facts prove that we made the right choice. Fact: Cummins 2010 engines are delivering up to 6% better fuel economy than our 2007 product — and we expect the advantage versus 2010 EGR-only engines will be even better. Fact: DEF is widely available at prices below diesel fuel.



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Fact: Our SCR system works better due to copper zeolite technology. Fact: Driver satisfaction and productivity are better due to the increased horsepower and performance of Cummins engines with SCR. Fact: Reliability and uptime are better. Fact: Every 2010 Cummins engine is backed by the biggest and best support network in the industry. To get all the facts, visit cumminsengines.com. To get the better performance you deserve, spec Cummins. Every time.



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The right choice in lubricants

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Today's Trucking

The Business Magazine of Canada's Trucking Industry

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Letters

Sudbury Saturday Fight

Re: "Funny You Should Ask," (Sept. 2010, by Peter Carter).

Sudbury is so tough that a nun coached the boys' hockey team at St. Michael's elementary school and she even arranged an exhibition game against the local public school team at a time when sports were segregated. We won, and there were fights.

John O'Callaghan,
Toronto, Ont.

We're all much obliged, Bill

I am a retired from the "trucking world" of the Canadian Armed Forces. My wife works in the office of Bartel Freight here in Morris, Manitoba.

Sometimes she has to put in extra hours to fix paperwork problems and when she does I bring coffee and sit with her. It was on one of those occasions that I saw your story "Our Driving Forces." (Aug. 2010, by Jim Park.)

It was great to see our military truckers getting the credit they deserve. Thank you.

I am thinking of sending a copy of this article to our son who is currently sitting in one of the Forward Operating Bases on the receiving end of these supply runs in southern Afghanistan.

You have a great magazine covering the headaches, heartaches, and good news of the trucking industry. Keep up the good work.

Bill Chalmers,
Morris, Man.

Roxie's rollers need you!

Convoy for A Cure—Atlantic Canada has become an annual fundraiser celebrating the role women play in trucking while raising much-needed money for the Canadian Breast Cancer Foundation—Atlantic Region.

Our emblem, the pink ribbon of hope,

has a dotted line running through it. That represents the white line on the highway. The eye on our web page represents our vision for the day we stop breast cancer in its tracks. Have no fear; that day is in our future.

Until then, we need the support of dedicated truckers from all the Atlantic provinces as well as the trucking companies they represent and the businesses that the trucking industry supports.

ON Saturday, Oct. 9, Convoy For a Cure—Atlantic Canada will be rolling down the Trans Canada from Salisbury, to Aulac, N.B.

These units will be powered by love, hope, courage, strength and a wish for a new tomorrow.

Your generosity in 2009 was greatly appreciated and we look forward to any support you might be able to offer the convoy.

We would love to have merchandise for the auction, gifts for the participants, prizes for the best decorated trucks as well as for the drivers who bring in the most support.

(In return, we'll splash your logo all over the place and spread your good words, too.)

Thanks in advance,
Roxanne Doran Smith,
Miramichi, N.B.
www.convoyforacure-atlantic.com

How the other half drives

Re: "Ride'em Now Boy," (Sept. 2010, by Steve Macleod).

I carried an A/Z licence for over 33 years and I know how some people drive. I think riding along with truckers would be a great idea.

Maybe it should be part of the training for regular car-drivers so they would know how to act around commercial vehicles.

Ross Souch,
Brampton, Ont.

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By Rolf Lockwood



Keep the Hi-Tech Side Up

DOT study of a prototype system integrating three crash-warning technologies moves us forward.

More than once I've urged that some variation on the rollover-stability-control theme should be mandatory on every tractor-trailer. There are several such systems available right now, some more able than others, but every last one of them can contribute to safer roads in a big way.

Well, a little indirectly, we're a bit closer to such a mandate with the recent completion of a massive study conducted for the U.S. Department of Transportation by the University of Michigan Transportation Research Institute (UMTRI) and Con-Way Freight. Additional partners included Eaton Corp., Takata Corp., International Truck and Engine, and Battelle.

Called the Integrated Vehicle-Based Safety Systems (IVBSS) Heavy-Truck Field Operational Test, it began back in 2005 and culminated after a year-long field test of an integrated system of three crash-warning technologies: forward collision warning (FCW), lane departure warning (LDW), and lane-change/merge warning (LCMW).

FCW alerts drivers when they're in danger of hitting the rear of the vehicle in front of them traveling in the same direction. The LDW function warns when a lateral drift toward or over lane edges is sensed without a turn-signal indication. And LCMW aims to increase a driver's awareness of other vehicles in close proximity travelling in adjacent lanes in the same direction.

Rollover-stability control wasn't part of the test but it seems to me that the results of this trial add still more evidence that electronic safety systems in general are worth having.

Con-Way provided 10 IVBSS-equipped International ProStar 8600-series tractors run out of Ann Arbor, Mich. The field test began in February 2009 and was finished on December 15, 2009. The trucks were driven by 20 volunteer drivers drawn from Conway's regular P&D and linehaul driver pools, though for some reason only 18 of those drivers were counted in the end.

The collected data represents 601,844 miles, 22,724 trips, and 13,678 hours of driving. For the first two months the drivers got no warnings though the various IVBSS gizmos were at work. This established baseline data, and in the final 500,000 or so miles the prototype integrated warning system was enabled.

Data-acquisition systems recorded driver actions and responses to the warnings they were getting. UMTRI researchers then analyzed the data to study the effect that the system had on driver acceptance. Key findings:

- Most of the drivers said they felt the integrated crash warning system would increase driver safety, and it made them more aware of the traffic environment and their position in the lane
- Seven drivers reported the system prevented a potential crash
- Fifteen out of 18 drivers said they'd prefer a truck equipped with the integrated safety system and would recommend that their employers buy it
- Drivers liked warnings for lane departures the most, ranking it second highest in terms of perceived usefulness
- The integrated crash warning system had a statistically significant effect helping drivers maintain lane positions closer to the center
- Overall, drivers responded more quickly to potential rear-end crash scenarios with the system

Were there issues? Yes, mainly the predictable one about the annoyance of false warnings, and it was clear that the more false alarms they got, the more they tended to ignore the warnings altogether. If such technology has an Achilles heel, this is it, and that's been the case since the Eaton Vorad system first came on the market many years ago. It's been markedly improved in the interim, though apparently still a factor.

But not enough to turn drivers off altogether, and not enough to dissuade Con-Way from ponying up.

The 1,300 new Freightliner Cascadia tractors it's bought this year were each equipped with an integrated suite of 'detect, alert and respond' systems which provide front collision warning with radar-based adaptive cruise control, lane-departure warning, and my fave as well—rollover stability control. The investment is worth about \$5 million.

There's much more than I can cover here, of course, but you can read the entire key findings from the UMTRI website—<http://tinyurl.com/29nnhoc> or Google University of Michigan Freightliner. The full results of the study will be released on Oct. 20.

The only thing that worries me in here is that we run the risk of having drivers who are willing to take greater risks because they feel they have an electronic god on their side to make them feel invincible. On balance, however, I'll go with the gizmology. People said the same thing about ABS, after all, and now I wouldn't willingly drive without it. ▲

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

Dispatch

BY MARCO BEGHETTO

Not Again?

The risk of more labor unrest at Vancouver's ports could send waves across the coastal shipping industry.

If there's one thing you can set your clock to, it's that every few years the Port of Vancouver will be threatened with some sort of labor disruption.

Rewind for a second to 2005, when more than 1,200 owner-operators parked their trucks along the fences of Vancouver's ports to protest what they said was poor pay, working conditions and rate cutting.

For six weeks, containers piled up on the docks of Port Metro Vancouver's (PMV) terminals and the economic impact stretched across Canada.

To end the ordeal, a federal negotiator backed by Transport Canada and the

port authority installed a certification system.

It required, among other things, for drayage haulers to sign to a licensing program that standardized union-type rates and some surcharges for independent container haulers, who, as an ad-hoc group called the Vancouver Container Truckers Association (VCTA), recruited the Canadian Auto Workers (CAW) union for help in their negotiations.

Essentially, any agreement the VCTA-CAW received became the benchmark rate for truckers working the port, whether they're unionized or not.



The licensing scheme, which was downloaded on to the port authority to enforce, has gone through several revisions since then and the latest incarnation expired at the end of June.

At press time, there was still no new contract in place, stirring up rumors of a work stoppage. (Both sides insist, however, they'd rather see this situation through smoothly).

For now it's business as usual. How the negotiations are shaping, though, depends on who you ask.

The VCTA-CAW Local 2006 officially opened bargaining this summer with three federally regulated companies and 10 provincially regulated companies whose operations move a significant share of containers to and from various Lower Mainland ports.

"They're still ongoing; unfortunately not much progress is being made," says CAW national representative Gavin McGarrigle.

Negotiation with the federal carriers was sent to

heves

BOXED IN: Carriers at Vanport says talks are going well, but the CAW warns of rough waters ahead if a deal isn't struck soon.



conciliation, which expires this month. After a 21-day cooling period, and then presumably more negotiation, labor action becomes a possibility—that brings us to November.

The B.C. Trucking Association (BCTA) has been in touch with some of the employers involved in the negotiations and, "as far as they're concerned, the negotiations are going well," says Louise Yako, vice-president of policy, communications at the BCTA.

"What that tells me is that I think that there's some posturing on the part of the union, although that's a personal opinion."

Yako says some of the union's bluster could be in reaction to a recent Transport Canada report that stated the unionization scheme to stabilize the sector hasn't worked.

Part of the problems at the port, say the owner-ops, is that some aspects of the licensing system aren't being properly imposed. Rate enforcement is not part of the current negotiations, but the union says if the set rates are not being honored or adequately monitored, it's harder to arrive at a new agreement.

Earlier this summer B.C. Labour Minister Murray Coell expressed concerns about the lack of reimbursement to drivers for underpayment. "Since December 2007, approximately \$645,765 has been collected on behalf of 351 owner-operators," he wrote in a letter to Port Metro Vancouver. "If actions are not taken on offenders swiftly, I believe the effectiveness of the program will be seriously undermined."

PMV on the other hand, thinks the numbers are an accurate assessment of any underpayment.



NOT SO INDEPENDENT OPERATORS

The outspoken Navistar exec Jim Hebe famously said, more than once, that he thinks the days of the independent owner-operator as we know him today are numbered. Hebe's predicted extinction of the contemporary owner-op is mostly based on the solo truckers' struggles with new market scale realities, but it appears some governments, unions and environmental advocates are keen on seeing it happen sooner than later.

Nowhere else is the concept of independent truckers more endangered than at shipping ports in North America. The response from owner-ops has been mixed.

To put an end to an exhaustive two-month work stoppage at the Port of Vancouver in 2005, a large group of independent drivers joined labor unions in pushing for a licensing system whereby drayage carriers working the port were forced to pay the owner-ops standardized rates and benefits. The scheme, approved by the federal government and downloaded on to the port to enforce, includes a moratorium on new owner-ops entering the system and has led to large-scale unionization of carrier companies' driving forces.

At the Port of Los Angeles, meanwhile, a bitter dispute between container carriers and the port authority

over the ability to contract owner-operators neared an end last month when a judge found that the port's controversial concession program, which in part requires all operators to be company or union drivers, is perfectly legal.

The LA Port claims that owner-operators cannot afford modern engines that are necessary for the port to reach its Clean Port targets. (However, an injunction won by the American Trucking Associations (ATA) against that aspect of the concession program remains in place for now—probably until the ATA appeals an upcoming official ruling based on the judge's finding).

Undercutting independent trucker status isn't anything new. In Canada, for example, labor relations boards in various provinces have permitted unions to collectively bargain for owner-ops (sometimes against their will) if there's a perception the company exhibits some degree of day-to-day control.

Does it work? Depends on who you ask, course. For fleets, though, there's no question the growing trend is of some concern. Says the BCTA's Louise Yako: "There's a reason that economic regulation did not work and the industry became deregulated."

A history lesson more regulators would do well to remember.



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Dispatches

"It's a strong collaborative process. We speak daily, if not weekly, with them about rate complaints," says Chris Badger, COO of the port.

"These are somewhat dependent on people coming forward. The province does perform audits, so it goes beyond just complaints."

He says the licensing deal has yielded other benefits like safer, cleaner and more productive trucks working the port. "Remuneration is just what everyone wants to talk about," adds Badger.

McGarrigle claims that company owners are trying to slash the rates. "They want us to go below the 2005 rates, which isn't enough for anybody to live on," he says.

The union would like to see the current mandate have some teeth.

"If the federal government doesn't make these changes soon, the bargaining environment will be difficult and the current rate system at the ports could fall apart leading to massive instability. This is an outcome that nobody wants to see,"

especially our members."

The two-month trucker strike in 2005 was a black eye for PMV, which is seemingly affected by a labor dispute every few years.

Reliability is a question that gets asked of the port all the time, especially when there are whispers of labor unrest involving truckers, longshoremen or rail workers.

Louise Yako says the port's long-term reputation is at risk if labor disruptions continue at this pace. "Any time anything happens here, it's reported in China. Customers have lots of options, we're only one of them. We have a natural advantage, but if that advantage is being undercut by lack of [continuity], that's a problem."

McGarrigle echoes some of those sentiments and insists the owner-ops want to avoid a strike.

With both sides wanting the same result (publicly, anyway) maybe history won't repeat itself this time. Maybe.

— by Steve Macleod

Intermodal

Will that be truck, rail, or hydrogen balloon?

Log truckers haven't had it too easy in the ought years—pine beetles, trade restrictions south of the border, not to mention a housing-collapse-driven recession. And if alternative transport proponents get their way, some interior haulers' payload could one day go up in thin air—literally. An international group of transportation engineers and

researchers say logging companies that have valuable natural resources stranded far from normal transportation infrastructure should consider the potential of an innovative new "sixth mode" of transportation: airships. Their report on forestry transport was presented at the Canadian Transportation Research Forum by Dr. Barry Prentice,

professor at the University of Manitoba's I.H. Asper School of Business, Transport Institute. It says unmanned aerial vehicles (UAVs) like balloons and zeppelins could easily do what is too costly for trucks, trains, and boats.

The log harvesting sce-



Log hauling isn't easy, if not outright impossible at some outposts. Air transport can change all that, a new study says.

nario pitched by researchers consists of an unmanned teardrop shaped balloon filled with hydrogen, not helium, to be used not only as a lifting gas but as the fuel. It would be about 30 meters in diameter, with electrical propellers powered by two generators. Logs would be carried much the way helicopter logging is done, but without the

LOG BOOK

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October 14-15

2010 Atlantic Transportation Summit

Moncton Casino, Moncton, N.B.

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Website: www.apta.ca

October 22-23

Fleet Safety Council Conference

Niagara Falls, Ont.

(Formerly known as the Transportation Health & Safety Association of Ontario's Council of Driver Trainers conference).

Contact: 905/219-0003

Website: www.thsao.on.ca

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Website: www.cam-expo.com

November 19

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Annual Conference

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Contact: 416/249-7401

Website: www.ontruck.org

January 17

Heavy Duty Manufacturers

Association's Heavy Duty

Dialogue

The Mirage, Las Vegas

Contact: 919/406-8847

Website: www.hdma.org

significant downdraft and operating costs.

"UAVs would be a real benefit in remote areas," says Prentice. "Climate change is affecting the roads and landing strips. Permafrost is melting and planning of ice roads—certainly in the southern part of the north—is a growing challenge. They're becoming more and more unreliable. "Granted, the report focuses mostly on using UAVs to access untapped forestry, but traditional transport modes could certainly be affected if UAVs eventually become viable on a large scale outside of remote, inaccessible areas. Though, more immediately, they could undoubtedly give the overall sector a much-needed boost. "I sincerely believe that Canada needs transport airships. We need them badly," says Prentice. "Some 70 percent of our land mass has no road or rail access and really doesn't have much hope of rail or permanent road access in the future."

And while the lack of infrastructure is making things harder for natural resources companies, their products—including minerals—are in increasing demand worldwide.

"It is very clear to me that this is the future for Canada, as it has been our past. Most of those resources lie in the north and most are basically inaccessible. There are rich deposits of minerals in the north that would have been mined out 50 years ago if they'd been accessible by roads. They're still there and waiting to be developed."

on the Docket

HALLOWFESTS:

The Canada Border Services Agency (CBSA) has once again delayed the implementation of the ACI e-Manifest program for highway carriers.

Originally slated to roll out in June of this year, the system was first pushed back to September 31 but has again been postponed, by one month, to October 31, 2010.

CBSA says the most recent delay is related to the software of other commercial programs, not ACI. "While ACI is ready to go, we bundle some commercial programs together, and there are a few delays from other areas that need to be addressed before we can go live," said Jason Proceviat, CBSA's eManifest director.

Canadian Trucking Alliance (CTA) CEO



David Bradley said that although carriers understand the challenges involved in implementing such a complex program, "we are frustrated by the latest delay."

"Carriers are seeking improved efficiencies at the border," he said. "This includes electronic transmission of data through ACI, and we are looking forward to implementation sooner rather than later. We want to avoid the stop-start pattern that characterized implementation of the ACE eManifest program in the US."

ROADABILITY NOT READY:

Speaking of postponements, the Federal Motor Carrier Safety Administration (FMCSA) still isn't prepared for certain requirements of the intermodal chassis "roadability" rules. Condition reports on all intermodal chassis were supposed to be mandatory this summer (after getting postponed in Dec. '09) but the agency has pushed back the compliance deadline to June, 2011. Part of the reason is that the agency is considering dropping the reporting requirement for intermodal equipment that does not have any defects or damages, which is over 90 percent of all chassis.

Emissions

Yank 2010 SCR Engines: Navistar

After getting the American Environmental Protection Agency (EPA) to admit that the 2010 emissions rules for SCR engines need some tightening, Navistar is now calling on the agency to force a recall of those engines currently in the market and introduce a new guidance that requires SCR engines to shut down immediately when they're out of diesel exhaust fluid (DEF).

In a 41-page comment letter to the agency, Navistar—as we're sure you know by now, is the only engine maker not using SCR for 2010 engines—stated it

is "encouraged" that the EPA and the California Air Resources Board (CARB) acknowledged some of the company's concerns about rival SCR engines' ability to meet 2010 NOx-reduction standards. But, the Illinois-based OEM says the agencies should go further to correct their previous guidance to truckmakers, "which illegally affords preferential environmental breaks to one technology to make it more marketable to customers." Although EPA's and CARB's post-2010 proposals "are a step in the right direction," the original guidance "must still be scrapped," Navistar commented.

As well, a new rule should require SCR engines to employ sensors that imme-

diately recognize the difference between proper DEF and the wrong fluid or an empty DEF tank, the company urges.

In the meantime, EPA and CARB must "require the recall of all SCR engines that are programmed to run ... without DEF, with the wrong fluid, with slush or frozen DEF, or with the system disconnected." And, Navistar piles on, nonconformance penalties should be imposed on SCR-equipped engines that operate for extended periods without DEF aftertreatment.

The letter is a follow-up to a presentation the truck maker made last month at a public workshop it won by dropping its lawsuits against the EPA and CARB.

At the meeting, in which competitors Daimler Trucks, Volvo and Cummins begrudgingly observed, Navistar demanded that regulators fix “loopholes” which the company claims allows trucks to continue operating in a derated mode if DEF runs out or is substituted with another liquid.

In a video demonstration, Navistar showed that some trucks can operate without DEF for extended periods with water in place of DEF, thereby “illegally” relaxing—Navistar claims—the agency’s own 0.20g NOx standard.

SCR competitors counter that the demonstration is misleading as sensors in real life would identify the wrong fluid and the truck would be ramped down. Privately, at least one accused Navistar of repeatedly topping up the fuel tank to defeat subsequent derate inducements.

Regardless, it’s the “inducement” allowance that’s the problem, Navistar emphasized in its letter to EPA.

Not only is it not uniform among all engine makers—permitting some model trucks to operate longer under a minimal derate—but it currently only “discourages” rather than prevents the operation of commercial trucks without proper levels of DEF present, says Navistar.

“If EPA and CARB do not require the recall of SCR vehicles ... and deem them to be lawfully certified, [the agencies] will illegally relax the 0.20g NOx standard preferentially for SCR-equipped engines.”

In the event that the EPA and CARB keep the “inducement” process within the rule, Navistar demands that the agencies test each SCR suppliers’ inducement mechanism, across the U.S. and in different climates and duty cycles, before certification is granted.

Safety

Cars Cause Crashes In EU Too

We’ve known for years that North American car drivers are overwhelmingly at fault in crashes with commercial vehicles and now data shows the same thing can be said in Europe as well.

Truck drivers cause only 25 percent of accidents involving cars and commercial driver fatigue is responsible for only six percent of truck-related wrecks in Europe, according to a comprehensive new crash causation study by the European Commission and the International Road Transport Union.

NOT SO DIFFERENT: Like in Canada and the U.S., cars are mostly to blame for truck accidents.



The authors of the report, which was presented at the 12th World Conference on Transport Research in Portugal, analyzed 3,000 parameters involving infrastructure, vehicles, and human factors in 624 truck-related accidents in seven European countries.

Echoing similar North American studies, the report concluded that human error was the cause of over 85 percent of the accidents, with only a quarter of those by the truck driver.

Weather conditions (four %) infrastructure conditions (five %); technical failures of the vehicle (5.3 %) or problems with the load (1.4 %) all played a minor role in the crashes.

When fatigue (six %) was cited as a factor, 90 percent of those accidents occurred on the highway, as opposed to urban areas.

The authors note, though, that proving fatigue to be the main cause of an accident is difficult. “There are various stages of vigilance, from slight fatigue to sleeping and fatigue is often linked to other causes such as being inattentive.”

Over 90 percent of truck-related crashes involve at least one other road user (59% involve just two



vehicles). Single-truck accidents represented only seven percent of truck-involved crashes.

Although it’s a big talking point for transport regulators on both sides of the pond these days, driver inattention or distraction was deemed to be the cause of

only 8.4 percent of single truck accidents.

Falling ill behind the wheel, problems with the load, and drugs and alcohol all played very minor roles—all under five percent of crashes.

The authors listed several recommendations to further improve highway safety:

The report urged, among other things: more effective traffic signaling and warnings; increased enforcement regarding non-adapted speed (going too fast for conditions); more attention on training and education on intersection rules; and better planning and maintenance of road infrastructure.

There was also a message for the news media: “Report objectively and based on facts and figures on who is causing the accident.”

That would be nice, indeed.

Politics

Trucker Art Aims For T.O. City Hall

It’s a good thing Arthur Smitherman isn’t in the “olive oil” business.

Smitherman—a veteran truck driver who’s running in North York’s Ward 8 for Toronto City Council in the municipal election this month—decided to break Don Corleone’s number one rule: “Never take sides against the family.”

His younger brother George is also running, but George, who is Ontario’s former Health Minister, is seeking the mayor’s job.

The two actually don’t agree on many issues. In fact, the elder Smitherman is supporting the more conservative Rob Ford in Toronto’s mayor race; but he says if

HOW DO YOU SPELL TIRES WITH HIGH VALUE?

H-A-N-K-O-O-K

In the age of unlimited competition, we can agree that having the right parts is the first step in providing quality services. Therefore, many owner-operators and fleet managers turn to well-recognized brands that provide high quality products with high price tags. In the tire industry, it is no different. Many companies purchase tires manufactured by the top three companies despite high prices without considering purchasing other brands, simply because of the perception that the other brands are manufactured by overseas companies with low technology to make them cheap. Certainly, the perception is justifiable to some brands, but not to Hankook. Here is why:

Fact: Hankook Tire is a global company, not an overseas company.

In fact, Hankook Tire is the 7th largest tire manufacturer in the world with one of the fastest growth rates in the industry*.

* Modern Tire Dealer, 2008

Fact: Hankook Tires are produced with innovative technology.

Grouped with energetic, smart and consumer-oriented engineers, Hankook Tire continuously re-invests approximately 5% of its revenue into Research and Development. At the Akron Technical Center of Ohio, energetic and dedicated engineers develop tires that reflect the weather, road and drivers of North America. The dedication and effort in advancing tires has been noticed from several highly respected organizations. First, Hankook Tire is the original equipment tire

supplier to International Trucks and I.C. School Buses on drive and steer positions. The tires meet and exceed the requirements of the highly respected company and continue to satisfy drivers and fleets in North America. Secondly, Hankook Tire has been recognized by the U.S. Environmental Protection Agency and received EPA SmartWay certification on three truck and bus tires for reduced rolling resistance that creates a smaller carbon footprint. The recently launched AL07+ steer tire, top-seller Z35a drive tire and advanced TL01 trailer tire provide reduced rolling resistance of 3% or more to meet SmartWay standards. The certified Hankook tires provide improved fuel economy and reduced costs to drivers and fleet managers. In addition, Hankook focuses on improving fuel efficiency and lowering the rolling resistance of current and future products with an annual investment of \$19 million on R&D to make more environmentally-friendly products that reduce the operating costs of O-Os and fleets. Certainly, you will hear about additional Hankook products being certified for the SmartWay Program.

Fact: Hankook Tires provide tremendous value to the consumer.

You now know that Hankook products are made by a global company that focuses on providing innovative products that are high in quality. And the

company's effort has been recognized and certified. But did you know the tires provide excellent value to consumers? Hankook tires are very cost effective in comparison with comparable quality products and have been well-recognized for their value. Call your local dealer today to find out how much you can save with Hankook products and how they can deliver better value. The news you hear about the price, quality and value of Hankook Tires will be some of the best news you will hear in 2009.

Fact: Hankook medium truck tires are available at your local dealer.

With thousands of dealers across Canada, Hankook truck and bus tires are available at your local dealer to help you earn more value for your purchase. From the ports of Vancouver to the lumber mills in the Maritimes, the dealers are proud to sell Hankook products and they are widely available. In addition, the new large distribution centre in Ontario can service Ontario fleets directly and help you to reduce costs, which will help your fleet in this challenging economy. For further information, please contact Hankook Tire Canada Corp., at 1-800-843-7709.

So, how do you spell tires with high value?
H-A-N-K-O-O-K



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OF HOCKEY CANADA

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New



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driving emotion

HOW ABOUT 5% BETTER FUEL EFFICIENCY?

VOLVO 2010 SCR ENGINES CAN DELIVER 5% BETTER FUEL EFFICIENCY FOR A BETTER BOTTOM LINE.

By creating an SCR engine that knocks NOx down to near-zero levels, Volvo was the first truck manufacturer to earn 2010 certification from both the EPA and CARB. But there's more good news for your fleet. Testing shows that under everyday driving conditions, this new generation of Volvo engines can deliver 5% better fuel efficiency than our highly efficient EPA '07 engines.

Our No Regen* engines with advanced SCR technology allow optimized engine calibration for better performance and lower fuel consumption. Which makes our EPA 2010 solution the best choice for your bottom line. Volvo. Ahead of everyone's engines. Including our own. **For more information visit www.volvoscr.com or call 1.800.444.RSVP.**

*With Volvo No Regen engines, passive regeneration happens automatically. For normal on-highway operation, active regeneration is eliminated.



he's elected to council, he'll work with whoever gets the top job to ensure the people of Toronto are well served.

Smitherman, 54, thinks more truck drivers should get out of their cabs and give public service a go. And what better time is there for boning up on how to get things done than while you're sitting in your cab, waiting to be loaded or unloaded?

Smitherman, who has been driving since two months after he turned 18, says the countless hours he spent behind the wheel afforded him immeasurable information, helpful skills and time to think about what politicians should be doing.

"People such as truck drivers or machine operators tend to have hands-on learning styles," Smitherman told *Today's Trucking*. "And if you have a hands-on learning style you build a huge catalog of experience."

He also says there's plenty of anecdotal evidence to show that people who've had "near-death experiences" are capable of deep empathy with others. How does he know? "Anybody who has hauled steel has had a near-death experience or two."

Smitherman likes to talk

heard on the Street

■ He shared an iconic name and had a reputation to match in the Canadian trucking industry.

John F. Kennedy,

past president of the

KINGSWAY GROUP OF COMPANIES, the Ontario

Trucking Association as

well as the Canadian

Trucking Alliance, passed away in September with his family by his side after a courageous battle with cancer. He was 83.

One of the most respected industry advocates, John also served as President of the Motor Transport Industrial Relations Bureau.

■ The **B.C. TRUCKING ASSOCIATION** is looking to capture 100 years of provincial trucking history. The association is publishing legendary trucking tales from the past century in a book to help celebrate its 100th anniversary in 2013, and they're looking for help.

The BCTA needs material to illustrate the history book—photos, souvenirs, old maps,



about conflict resolution and empathy and will focus on giving a bit of a lift to the poorer single-parent families in his district. "I'll be out there on the streets with my sleeves rolled up," he told us from the cab of his tri-axle

dump truck while waiting for a load of gravel.

And he encourages other drivers to do the same thing one day. "We need more truckers in politics." We here at *Today's Trucking* absolutely agree.

In fact, one *Today's Trucking* editor lives a stone's throw between Ward 8 and Ward 9, so it's quite possible a Smitherman sign (Art, definitely not George, that is) could find itself on a lawn just across the district border. ▲

waybills, company logos, licence plates—really, anything of interest from the century. The book is meant to be a history of trucking in B.C., not just the BCTA, so contributions don't have to come from association members.

To contribute photographs, stories or other memorabilia, send details about what you have to BCTA's communications specialist, **Shelley McGuinness** at shelley@bctrucking.com; or you can fax to her attention at 604-888-2941.

■ **Eric Dedoyard** has been tapped by **YOKOHAMA TIRE CANADA** to spearhead regional sales growth as president of the company's Canadian operations.

Dedoyard replaces Alec Pigulevsky, who retired earlier this year. As the new president, Dedoyard will implement in Canada, Grand Design 100, a global sales initiative designed to drive sales growth.

■ The **WHEELTIME NETWORK**, a truck care and service network with 200 locations in the U.S. and Canada, announced the appointment of **Mike Delaney** as president and CEO. Delaney—who most recently served as senior VP of marketing for Daimler Trucks and was once a marketing VP at Volvo Trucks—will lead a new strategic initiative designed to expand the breadth of WheelTime services in North America.

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DON'T MOVE 'TIL THEY READ YOU YOUR RIGHTS

In response to a local police crackdown on fly-by-night furniture movers—and in a PR move bound to make them popular with self-righteous yuppies everywhere—Two Men and A Truck are introducing a "Moving Customers Bill of Rights."

When we say Two Men and a Truck we mean the huge moving franchisor, and not a couple of dudes and their five-ton.

"It's heartbreaking to see consumers who have been defrauded by unscrupulous moving firms," said TMAAT Canada's COO and VP of development and operations Dan Hopkins.

A recent police crackdown on alleged moving fraud perpetrated in the Toronto area by companies using a variety of illegal tactics—from overcharging customers and changing estimates mid-move, to holding goods ransom until customers pay up to triple the amounts quoted in estimates—highlighted the need to provide moving customers with basic service standards.

The company is urging other firms to adopt and promote certain standards to differentiate themselves from those who use predatory tactics.

According to the Canadian Association of Movers, approximately 4.4 million Canadians moved last year, with nearly one in four professional moves resulting in a customer complaint. "This isn't just good news for customers or for the moving industry... we think it's the right thing to do," said Hopkins.

For more, including a rundown of TMAAT's Bill of Rights, go to:

<http://tinyurl.com/TMAATbill>

BITS & BITES

High CARB study

A California Air Resources Board report concludes that there is a causal relationship between exposure to fine particle pollution, including from diesel engine emissions, and premature death. The study found that about 9,000 people in California die prematurely each year. However, the report has its detractors, including a respected researcher who doubts the science. Well, not that respected. He was fired for saying so.

See Right Turn Blog entry printed above for more or click on <http://tinyurl.com/carbdiesel>

Call the next econobox 'The Napoleon'

Chalk it up to short car syndrome. Drivers of economy vehicles think they can get away with more illegal stuff, according to a survey by LeaseTrader.com. They asked the drivers if they believed they could get away with certain traffic violations, like running reds or speeding. Across the board, mostly drivers of

Eat Your Greens



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

Once upon a time, experts in a given scientific field welcomed debate from peers and colleagues. In fact, skepticism was a cornerstone of true scientific consensus building. Now, grounded skepticism has been shut out (or shouted down) in some environmental spheres and replaced with politicized advocacy.

And it appears that it's not just the lobby hyping Anthropogenic (man-made) global warming that resorts to bullying dissenters.

It was recently reported by OOIDA that a veteran UCLA researcher of 36 years who doubts the science behind CARB's diesel engine retrofit rule is going to lose his job.

Dr. James Enstrom questioned claims made by CARB regarding diesel particulate matter and public health. Enstrom, who claims that no one even challenged his work before getting the axe, says that the department used a technicality to eliminate his position.

Robert Phalen, co-director of the Air Pollution Health Effects Laboratory at the University of California, said that Enstrom is "a good, objective scientist."

His money quote: "I think we live in times when people are interested in bigger objectives than just supporting good science," Phalen said. "And these bigger objectives can be political and can be sociological... I think Jim got really attacked—not because of his science, but what his results imply."

Adds Enstrom: "If there is an ongoing controversy in science, you don't put out regulations that cost billions of dollars," Enstrom said.

You'd think.

Comments: *I've never been much for conspiracy theories it's pretty obvious when a small group of people try to highjack the global economy... I'd love to hear more of this kinda stuff.*

☺ Posted by Robert

Comments: *Robert: There's a political bent with every thing. Like why is this blog called "The Right Turn Blog."*

☺ Posted By: intransit

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todaystrucking.com/blog



little cars felt they can escape the law. The survey didn't include heavy trucks, but we guess truckers would say they can't get away with squat.

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

And they need speed limiters, why?

Toronto is the speed trap capital of North America. According to an American organization called the National Motorists Association, Ontario's capital has more speed traps than Montreal, L.A. and the Big Apple combined. The listing, while unscientific, is actually a very valuable resource, particularly for companies sending trucks to unfamiliar lanes. As for



Toronto, the organization says that more than 250 speed traps have been reported over the past few years compared to 155 in much larger L.A.

More at <http://tinyurl.com/T0traps>

FOLLOW Today's Trucking ON TWITTER: www.twitter.com/todaystrucking



Canada: Truck Sales Index

July 2010

| CLASS 8 | This Month | YTD '10 | YTD '09 | Share |
|---------------|-------------|---------------|-------------|---------------|
| International | 364 | 2786 | 2313 | 26.7% |
| Kenworth | 338 | 2092 | 922 | 20.0% |
| Freightliner | 303 | 2019 | 1616 | 19.3% |
| Peterbilt | 197 | 1191 | 489 | 11.4% |
| Volvo | 108 | 919 | 820 | 8.8% |
| Western Star | 102 | 694 | 558 | 6.7% |
| Mack | 119 | 603 | 643 | 5.8% |
| Sterling | 0 | 131 | 625 | 1.3% |
| TOTAL | 1531 | 10,435 | 7986 | 100.0% |



| CLASS 7 | This Month | YTD '10 | YTD '09 | Share |
|---------------|------------|-------------|-------------|---------------|
| International | 58 | 513 | 330 | 41.0% |
| Kenworth | 39 | 207 | 179 | 16.5% |
| Peterbilt | 29 | 191 | 183 | 15.3% |
| Freightliner | 33 | 184 | 124 | 14.7% |
| Hino Canada | 7 | 139 | 136 | 11.1% |
| Sterling | 0 | 17 | 71 | 1.4% |
| TOTAL | 166 | 1251 | 1023 | 100.0% |



| CLASS 6 | This Month | YTD '10 | YTD '09 | Share |
|---------------|------------|------------|------------|---------------|
| International | 21 | 196 | 152 | 49.7% |
| Hino Canada | 10 | 116 | 169 | 29.4% |
| Freightliner | 7 | 41 | 42 | 10.4% |
| Peterbilt | 0 | 29 | 18 | 7.4% |
| Sterling | 0 | 12 | 24 | 3.0% |
| TOTAL | 38 | 394 | 405 | 100.0% |



| CLASS 5 | This Month | YTD '10 | YTD '09 | Share |
|---------------|------------|------------|------------|---------------|
| Hino Canada | 26 | 263 | 247 | 62.3% |
| International | 17 | 105 | 105 | 24.9% |
| Kenworth | 5 | 31 | 35 | 7.3% |
| Sterling | 1 | 12 | 212 | 2.8% |
| Peterbilt | 1 | 7 | 8 | 1.7% |
| Freightliner | 0 | 4 | 4 | 0.9% |
| TOTAL | 50 | 422 | 611 | 100.0% |



Canada: Provincial Sales (Class 8)

| CLASS 8 | BC | AB | SK | MB | ON | QC | NB | NS | PE | NL | CDA |
|-----------------|------------|-------------|------------|------------|-------------|-------------|------------|------------|----------|-----------|---------------|
| International | 18 | 39 | 6 | 12 | 189 | 81 | 11 | 6 | 1 | 1 | 364 |
| Kenworth | 37 | 97 | 2 | 25 | 67 | 83 | 27 | 0 | 0 | 0 | 338 |
| Freightliner | 20 | 36 | 16 | 5 | 138 | 67 | 14 | 7 | 0 | 0 | 303 |
| Peterbilt | 16 | 53 | 17 | 30 | 34 | 22 | 22 | 3 | 0 | 0 | 197 |
| Volvo | 3 | 7 | 2 | 8 | 65 | 13 | 7 | 2 | 0 | 1 | 108 |
| Western Star | 14 | 24 | 8 | 1 | 20 | 16 | 9 | 8 | 0 | 2 | 102 |
| Mack | 8 | 9 | 8 | 2 | 72 | 12 | 7 | 1 | 0 | 0 | 119 |
| Sterling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 116 | 265 | 59 | 83 | 585 | 294 | 97 | 27 | 1 | 4 | 1531 |
| YTD 2010 | 760 | 1604 | 476 | 612 | 3571 | 2460 | 542 | 331 | 9 | 70 | 10,435 |

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

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U.S.: Retail Truck Sales

| CLASSE 8 | This Month | YTD '10 |
|---------------|-------------|---------------|
| Freightliner | 3103 | 18,895 |
| International | 2954 | 17,171 |
| Peterbilt | 882 | 6590 |
| Kenworth | 856 | 5759 |
| Volvo | 977 | 4861 |
| Mack | 701 | 4521 |
| Western Star | 111 | 578 |
| Sterling | 4 | 465 |
| Other | 1 | 11 |
| TOTAL | 9589 | 58,851 |



Street Smarts

INSIDE:

- 25 Don't be a check magnet
- 27 Bargain-basement driver

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



GUESS WHOSE BACK:

Musculoskeletal problems are the number one reason for lost-time injuries.

Sit Up and Pay Attention

driver health *The average cost of a lost-time injury in trucking is \$42,693. It's not the kind of expense you want to take sitting down. By Marco Beghetto*

You don't have to be a hyperactive fourth grader with ADD to know that being constricted to a seat for eight hours isn't as easy as it looks. Truckers, of course, are keenly aware that staying in a stationary position for long periods of time—interspersed with several physical tasks throughout the workday—can take a serious toll on the body.

There has been plenty of medical research on truck driver health and well-

ness, most of it is aimed at improving on-road safety by studying the effects of things like fatigue, cognition and drugs and alcohol usage.

Until recently however, there's been little focus on strategies to address musculoskeletal disorders (MSDs) in long-haul truckers.

Though, two studies in particular—one by the University of Waterloo in collaboration with Transportation Health and

Safety Association of Ontario (THSAO) and the other by Washington-based Atlas Ergonomics—recently took a closer look at the increase of both injuries and immense costs of MSDs in the trucking industry.

Both the Canadian and U.S. studies state that musculoskeletal disorders are the number-one reason for lost-time workers' comp claims in the transport sector. In Canada, MSD claims costs are pegged at \$640 million and resulted in six million workdays lost, according to the U. of Waterloo-THSAO report. Transportation and equipment operators specifically have the highest lost time and cost claims of all occupations (45 percent of total LTL claims and 35 percent of truckload). And the average cost of a lost time injury in general trucking is \$42,693.

The Atlas Ergonomics study cites a 2008 Liberty Mutual Workplace Safety Index that attempts to calculate the "total" cost of MSDs. The rule of thumb is that for every dollar of direct, medical or injury costs experienced, organizations probably spend a multiple of at least \$3 to \$5 more in indirect costs ranging from, to name just a few, production downtime and delays to increased administration and rehiring and retraining.

Things look only to get worse as the current North American driver pool gets older and, demographically, the replacement workforce, migrating mostly from other countries, tends to be already middle-aged.

"As we get older our strength goes down and our cardiovascular capability declines. So, we are challenged with counterbalancing against that," says Drew Bossen of Atlas Ergonomics.

First, though, the industry must acknowledge there's a growing problem and examine some of the factors more closely.

To an outsider, truck driving can seem like a relatively stress- and pain-free job, at least in comparison to other physical occupations like, say, brick laying or the unlucky assistant who has to pick up Rosie O'Donnell's groceries.

In actuality, though, trucking's demands and long hours of exposure create what Bossen describes as a "perfect storm" for injuries.

A FEW OUNCES OF PREVENTION

Injury-avoidance tips for fleet owners and drivers, as selected from a study by the University of Waterloo:

CAB EGRESS AND INGRESS: Getting in and out of cabs can be extremely hazardous. Consider the design, grating and distance of steps and length and placement of handholds when buying trucks. Drivers should exit the cab facing backwards to enable three-point contact and they should not carry items while descending.

CAB DESIGN: Encourage drivers to alter the steering wheel tilt and telescoping adjustments regularly. Also, make sure the seatbelt shoulder strap is set properly. Consider accessibility of shifter, cup holders and angle of dashboard and controls. Make sure seats have proper adjustment range and are aligned with centerline of pedals and steering. Check lumbar support and seat-cushion tilt and

recline, and choose a level of firmness that minimizes vibration.

CHECKS & MAINTENANCE: Consider trucks with easy accessibility to oil dipstick and fluid check points so drivers do not have to climb on tires to reach them. Also look for hoods that open easily.

When disconnecting trailer from the fifth wheel, place the truck on level ground. Prior to pulling king pin, lower landing gear and use a long pin puller to prevent over overexertion. When pulling the pin, place both feet under the edge of tires, keep back straight and use two hands to pull by leaning back.

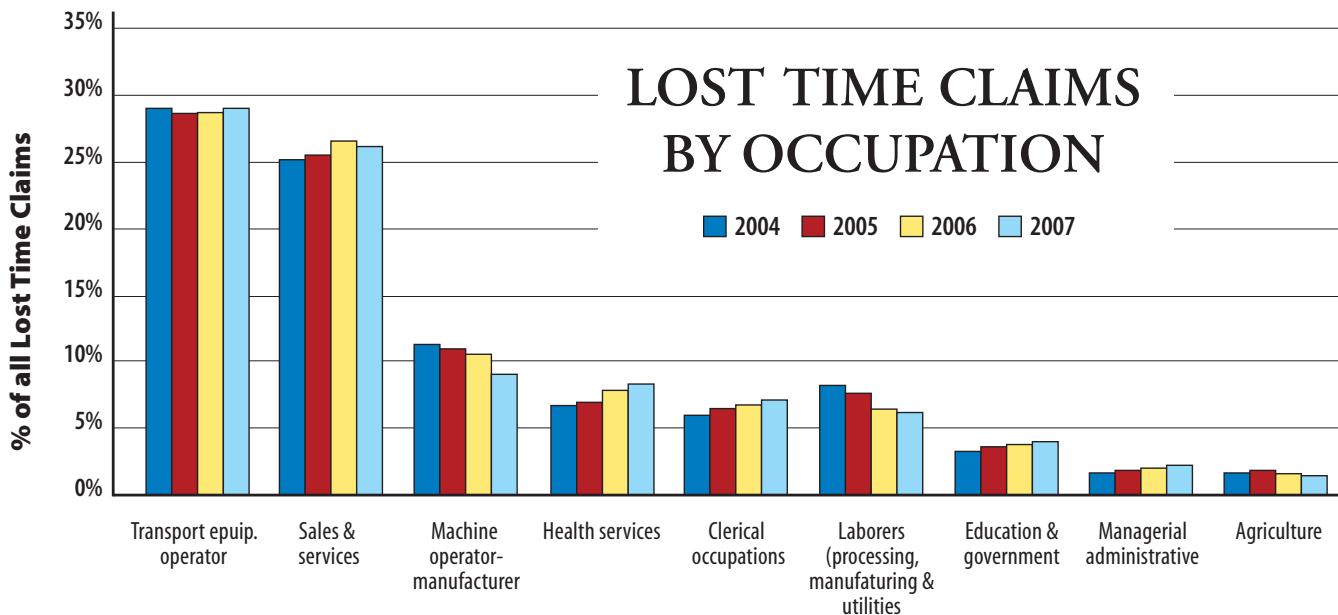
TARPING: Use lighter tarps when possible; get a firm grip (don't just hold the ropes) and spread legs for balance. Before pulling, move air underneath by lifting and lowering. When pulling, keep arms close and waist high. And, oh, if you can get someone to help, do it!

The prevalence of MSDs, which mostly affect truck drivers' lower back and shoulder joints, are often driven by over-exertion of heavy routine tasks such as cranking dollies, sliding the tandem, loading and unloading freight, securing loads, pre-trip inspections and pulling the fifth wheel. The latter activity, the Atlas study explains, can require pulling forces of up to 190 pounds.

Stresses are exacerbated when short

bursts of physical action interrupt long periods of inactivity. Anyone who works hunched in front of a computer for eight hours, for example, can probably tell a story of how his back seized up after a sudden, violent sneeze. Of course, truckers are exposed to bigger injury risks.

"On one hand," says Bossen, "a driver's life can be described as relatively sedentary. You have the static posture of sitting, yes, but in addition drivers have this



CREDIT: Centre of Research Expertise for the Prevention of Musculoskeletal Disorders



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constant barrage of vibration, which degrades posture and puts increased pressures on the disc.

"So, there are a lot of things happening mechanically with long-term flex-rounded postures ... where the disc is ballooning and bulging. Then, when you put a very high force of activity when your spine is still flexed, there's absolutely an increased risk of injury."

Bossen recommends interspersing day-to-day activities around the truck with a bit of a warm-up or stretch. "Don't come out from a flexed, seated position where you've been exposed to physical vibration for six hours to immediately getting out and sliding the tandem." (For other helpful hints on preventing MSDs see sidebar on pg. 21).

To some degree, the industry can engineer many of these problems out of a truck, but technological advancements can also hinder progress if employers and the medical community do not simultaneously address health and wellness in the workforce. On one hand, says Bossen, trucks are being built with more accessible entry and exits while cabs are becoming more spacious and comfortable with better positioning of components.

"But, the other side of it is that truck makers are preparing for a larger driver, which is good in some ways, but also means we've decided to accept it, which is not good."

SCREEN DOORS

Atlas Ergonomics says its customizable pre-work screening protocols are increasingly popular with trucking fleets that are trying to cut down on employee injury-related downtime and turnover.

The screening tool gives carriers the ability to measure the potential risk for injury of drivers by testing things like high force strength and cardiovascular fitness in relation to the tasks and activities required within the job.

This helps managers identify high-risk employees and, if needed, match them to less physically demanding routes more in line with their capabilities—from flatbed

or tanker to linehaul van, perhaps—while also reducing the risk of hiring a new driver who's arguably unfit for such work.

"I don't know how many times I heard the comment, 'I hired a guy who got hurt after two weeks,'" says Bossen.

Something else to consider: Screening for work fitness can also be a competitive advantage, says Bossen. "As more fleets adopt it, they'll be turning away a certain percentage of applicants away."

"Those drivers are probably still going to be out getting work someplace else. So, the guy who isn't screening is in the long run getting a higher risk workforce with a higher probability of injury." ▲



PAINS, STRAINS AND BAD VIBRATIONS

In some older trucks, rolling down on a gravelly road—or just about any "paved" highway in the spring in southern Manitoba—can feel like a ride on one of those creaking wooden roller coasters. While seating and suspension technology has come a long way in reducing the number of nights you'll be sleeping with a hot water bottle, back and shoulder strains due to cab shock and vibrations still happen.

Drew Bossen of Atlas Ergonomics hopes to see the day where technology rids truckers of such injuries. He says researchers are currently working on flattening the shock waves in the driver's seat.

"Just like when you throw a pebble in a lake, there's waves relative to vibration in the body," he says. "Researchers are looking at things like getting input from sensors in [components] in real time to negate the impact and cancel the wave for a smoother ride."

Further down the road, we could see truck seats that form and shape themselves to a trucker's contours and expand to secure him in the event of an impact, predicts Thomas Frey, a futurist with the DaVinci Institute. In an earlier interview on future vehicle technologies, Frey said advancements in seating are underway using polymeric gel technology—a gel that expands 1,000 times from its original size.

Seats, then, could have the ability of sensing weight and space distribution to alleviate circulation problems and sore points.

Cooler still, are trucks that sense a driver's mood and posture and adjusts things like seating and climate control to make a driver more comfortable and alert.

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

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



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fleets Little things drivers can do to earn the respect they deserve.

By Guy H. Broderick

Today's truck driver has to be a professional in every sense of the word and merely having a higher class of driver's licence doesn't make it so.

What counts is attitude.

I personally know that I have benefited from my wife's background in psychology. She has helped me develop different techniques for talking to, say, an irate shipper/receiver about why I might be a little late for an appointment. (Getting personal with the individual helps; asking him how his weekend was can turn a bad attitude into a positive one.)

It also helps to play the part and look professional. Having a professional appearance makes a difference in nearly every situation, from crossing the border to backing into a customer's dock.

Your truck, too, should appear professional. I recently had a chance to be an observer during the CVSA Roadcheck blitz and I saw exactly what kind of image safety enforcement officers are looking for in a truck.

If they see a dash covered with 50,000 pieces of paper, chances are the driver will be disorganized and therefore worth inspecting. Having your cab neat (i.e. no garbage falling out when a door is opened) is always in your best interest.

One of the inspectors also told me that they're likely to pull over any truck that comes in with heavily rusted wheels. "If the equipment

looks like it is not very well maintained you will be told to park it," he said.

Even then, after being told to "park it," drivers should remain professional.

Inspectors certainly do. Why shouldn't drivers?

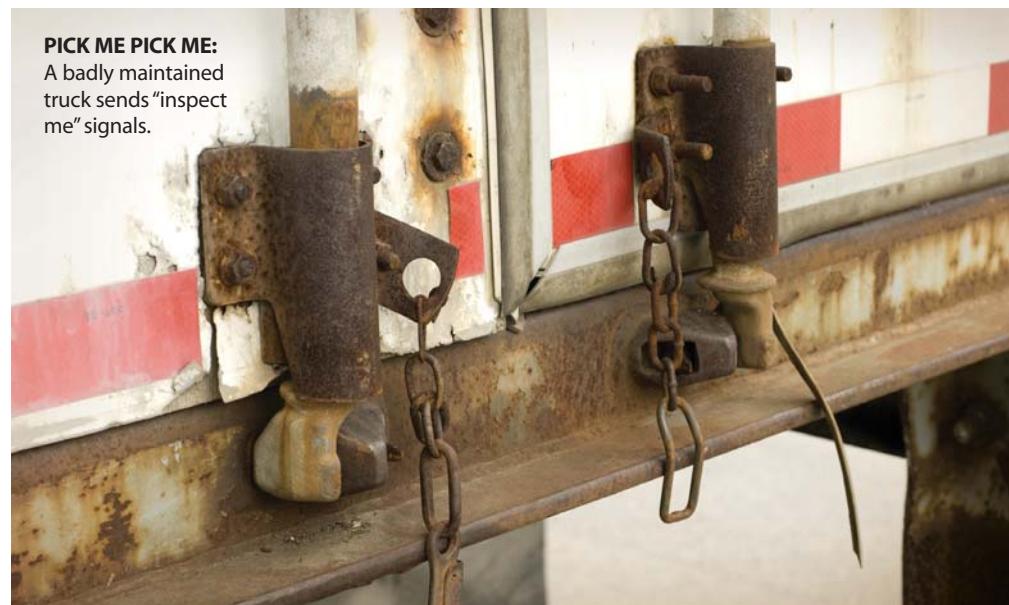
It takes a certain kind of person to remain calm while being questioned, and not just

and load-securement training, can be vital. All you have to do is look on YouTube to see plenty of examples of what happens when drivers aren't retrained.)

In order to maintain that professional veneer, all paperwork training should include logbook, inspection reports, and related truck

refused and you have no idea why, even though the reason is your own bad attitude.

That of course applies to other people in the company, besides drivers. I have seen dispatchers lie to customers about an arrival time. Often a driver will be in a far better position than a dispatcher to explain why a load is late.



at the scales, but also at deliveries or in discussions with dispatchers, who might be telling the driver he has to be away a couple of extra days.

Truck driving is no nine-to-five job. Being away from home for weeks on end can put tons of pressure on a person. Having the proper training can help ease that in a lot of different ways.

(Training, and retraining are never wasted. Mountain-driving training, especially if you are running western Canada or the western U.S.,

information—provincial registrations, insurance, and operating authorities, they're all of equal importance.

But even with all the proper training, a bad attitude could be limiting. A driver with an unprofessional attitude will always be last to get service, and a non-diplomatic driver might be told not to return to a particular customer. It can be a little difficult to explain to your dispatcher that the load you just travelled halfway across the country to deliver is being

Instruct your dispatchers to conduct themselves professionally, too. Which means no bullsh, I mean, prevarication.

Being professional with your customer will always benefit you in the end. Remember, your drivers are the first and last impression your company has with a customer after the sale is made. ▲

Guy H. Broderick is a very professional driver and trainer with APPS Transport Group in Brampton, Ont. and member of the OTA Road Knights.

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You Gets What You Pays For

hirer beware *People come with price tags too.* By Alfy Meyer

Not too long ago, I found myself standing in a long line-up inside a large familiar truck stop waiting to be served by the cashier.

The mood of the other patrons was turning ugly. I offered some levity by exclaiming "if I had wanted faster service, I'd have fueled elsewhere."

I then mentioned to the next person in line, "you get what you pay for." Underpaid staff members, I said, rarely go beyond corporate and customer expectations. So what can you expect?

The old axiom "you get what you pay for" is usually associated with things. You most often hear it from annoying friends or family members offering critical assessments of your most recent investment.

But it applies to more than just consumer goods.

You get what you pay for with people, too.

Think for a moment what good carriers look for when they want to hire somebody.

I've found that potential employees should be qualified, experienced (always preferable), conscientious and professional. I think I just invented an acronym—QECP. You may use it with my consent!

Will a carrier be able to attract QECP employees if he advertises "better than minimum" wage? Probably not.

What about "competitive"? In my estimation, competi-

tive means "what everyone else is paying."

Consider the regrettable and horrible consequences of getting what you pay for that resulted in that tragic plane crash in Buffalo N.Y. in February, 2009.

My son is a commercial pilot who flies Dash 8's in Europe. He and I discussed

airlines cut costs and corners to accommodate our demands. We want designer clothing at the cost of sweat shops, we want our luxury cars, high-quality goods and fancy appliances, but at bargain prices.

I've witnessed whole towns and communities devastated in the southern U.S.A.



HANDLED WITH CARELESSNESS: Pay your people too little and your goods will get boxing-glove instead of kid-glove treatment.

and compared his wages at his airline to those of the pilot and copilot from the crash.

The scandal from that crash was that both pilots were grossly underpaid, inadequately trained and inexperienced for that plane.

That airline got what it paid for!

This may sound crass but some of the responsibility also falls upon the passengers and consumers as a whole. We all want "cheap seats," so

because textile mills and cotton production went overseas. In this regard, we ironically got what we paid for: cheaper clothing at the cost of our jobs.

Shippers and receivers demand lower rates for the transportation of their products, expecting the same level of service and consideration from the trucking company.

When those expectations are unrealized they express exasperation and disbelief

when the load is late, damaged or their customer has filed a complaint about the quality and service of the carrier. They get exactly what they paid for.

I'll use the company I'm leased on with as an example of the flip side.

Even during these hard economic times, the drivers and owner-operators here get paid better than most other drivers in the industry. Hence, we win awards for driver retention.

You do not want to lose QECP drivers, especially in difficult times, so you continue to pay them what they're worth.

You maintain your equipment, continue to train and upgrade your drivers' qualifications and you'll find your drivers stay around longer and maybe, like my company did, you will win driver retention awards.

As for my son, he was tops in his flight class. Several airlines recognized his qualifications and he was quickly hired by a top-notch, premium airline. There are no discount seats on their planes. Service is impeccable. I know, I flew them this year traveling throughout Europe. He has assured me he'd never apply for a job at that aforementioned airline. You only get what you pay for! ▲

Veteran driver Alfy Meyer is an owner-operator with the Erb Group of Companies.

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BY PETER CARTER

I

In late August of this year, the U.S. Customs and Border Protection (CBP) agency hosted a two-day conference in Niagara Falls, N.Y. To the city where Marilyn Monroe once frolicked, the border people invited carriers, brokers, importers, exporters, and anybody else who cared to learn what it was going to take to cross the Canada-U.S. border in the future.

On the agenda: procedures for processing applications to programs such as C-TPAT and changes that are in store for north-bound border-crossers.

In fact several sessions were given over to Canada's own Canada Border Services Agency's (CBSA) plan to mandate eManifests for truckers coming into Canada. Carriers going southbound have had the advantage of eManifests for years but according to the eManifest Director for CBSA Jason Proceviat, our system will one-up the Americans because Canada will demand customs clearance be conducted electronically as well.

"Come 2012, we're implementing a requirement for importers to send their data an hour before their goods arrive at the border, too."

"The border," Proceviat says, "will be much more efficient. Carriers will have the ability to manage their own operations more precisely."

Carriers will be able to file their manifests via the CBSA portal but if Canadians follow their American counterparts' example, most carriers will eventually set up their own proprietary system for more flexibility.

Almost 75 percent of the carriers using the American system adopted their own software systems eventually.

But the imminent onset of eManifests (this month, according to plan) was just one of the reasons that the Niagara Falls conference was so timely.

The week before the conference, the

Royal Canadian Mounted Police announced the arrest of three terror suspects in Ottawa, including one man who received more publicity on the day he got busted than he did when he tried to dance his way on to the Canadian Idol TV show two years earlier.

The three suspects were charged with conspiring to build bombs and raise money to pay for IED attacks in Afghanistan.

Said RCMP Chief Superintendent Serge Therriault at the time of the arrests: "The arrests have prevented the gathering of bombs and the execution of one or many terrorist attacks."

It'd be tough to imagine a better tone-setter for the CBP conference.

A few months before the Niagara Falls conference, Tom Winkowski, who holds the unwieldy title "assistant commissioner, office of field operations CBP" told a group of Canadian transportation planners that he thinks that sometime within the next 15 years, "many of your trucks should be able to zip through Canada-U.S. border crossings without stopping.

"It's all," he said, "going to be electronic."

Winkowski said that when all the new customs-clearance protocols are in place, any carrier crossing the border will be "a trusted partner" of CBP, as will the shippers and manufacturers and drivers.

All data about all parties will be available online, so there will be no need for

Customs COUPS

What's it going to take—from you—to make the Canada-U.S. border a no-stopping zone for your trucks?

A keynote speech by C-TPAT Director Bradd Skinner opened the conference. His theme: Reasons to join C-TPAT. He cited efficiency, security, profitability and less crime.

After his speech, I asked Skinner if he'd heard about the Ottawa-based terrorist plot of the week before. He hadn't, but he said, "that's what this is all about. We're dealing with invisible problems before they happen."

The single biggest reason that border crossing has become such a huge blip on the trucking industry's radar screen is terrorism. And the war on terror shows no signs of abating. If anything, the war on terror is heightening.

drivers to stop and identify themselves or explain their loads.

Sounds great, doesn't it? Your trucks will zip across the border; you won't have to offer border-crossing premiums to drivers who would otherwise balk at heading south; and your J-I-T loads will be delivered with even greater punctuality. Just drive by and get a wave from the smiling border guards.

The amazing thing is, it could be reality. But it won't happen without serious investment by carriers, on both sides of the border. That's probably why so few Canadian carriers have joined thus far.

The success of the CBP's efforts to let trucks pass back and forth between

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Through C-TPAT (Customs-Trade Partnership Against Terrorism) and PIP (Partners in Protection) your own corporate security systems will be monitored by the customs police but you will be responsible for the capital costs and upkeep.

Pat Ostrowski, a CBP supply chain security specialist, told the conference that C-TPAT representatives will eventually conduct site visits to each member to verify that the carrier is indeed meeting certain minimum security criteria. And then they will re-evaluate your system every three years.

"The validation and revalidation process is to make sure what you say you're doing you are in fact doing."

In an extremely small nutshell, it's like this: After you've applied to join PIP and/or C-TPAT, your application will be assessed by the agency and if you're validated, you will be assigned to one of Tier One, Tier Two or Tier Three, depending on how much you've invested in your security program.

And you will be judged according to the lanes you run in and the location of your offices and warehouses.

Third-tier members run the most secure operations and thus have the most border-crossing privileges. They will be subject to fewest checks at the border because the agency is satisfied that the carrier has an extremely rigorous security system in place.

The sorts of questions the agency will ask when conducting their security assessment include:

Do you conduct background checks on customers?

Do you do get security clearances on contractors and staff?

Do you monitor your visitor log and check it against real events? (Evidently this is not done routinely and some companies on the continent can count "Mickey Mouse" or even "Osama Bin Laden" among their listed visitors.)

Do you conduct thorough security checks on your trucks and trailers as part of pre-trips, and are your yard fences and monitoring systems state of the art?



PROCEVIAT: We're one-upping the Americans.

Do you use GPS and geo-fencing? Do you employ tamper-proof seals? Are your yards well lit? Do you know the background of everybody who touches the cargo? Do you do lifestyle checks on your staff to ensure that the guy you're paying \$36 grand a year isn't living like a sultan on the avails of money he made smuggling?

Do your drivers conduct the C-TPAT recommended 17-point security check for trailers? It includes visual examination of everything including underneath the fifth wheel and between the crossbeams on the frame.

Do you keep the C-TPAT people advised when you have changes in customers, staffing or procedures?

When C-TPAT personnel arrive to conduct their validations, you must have empirical evidence of your security policies and procedures. Noted Ostrowski: "You have to have your documents ready before the validation visit and you must be able to back up everything you're saying in your security profile."

C-TPAT has produced a free 55-page "Best Practices Catalog" listing hundreds of examples of member-based security checkpoints and procedures.

Ostrowski, in his presentation on how thoroughly C-TPAT vets members, admitted that the regulators are in fact flexible, as long as members keep them informed of changes to procedures and personnel.

Here's how he put it: "Communicate, communicate, communicate, communicate, communicate."

The question arises? Is compliance complicated and costly? The answer: It's more one than the other.

A recent survey of 1,756 C-TPAT members showed that while 60 percent of the carriers surveyed said it was "somewhat or very easy to implement the C-TPAT program criteria," most carriers ended up investing an average of \$38,000 on upgrades to doors, windows, electronic access systems, cameras, fences, gates and

Customs Coups

lighting. That was just to win a place in the program.

Maintenance of the program, which mostly involves hiring and paying security personnel, was the biggest ongoing expense, according to those who responded to the survey. Add the salary of a couple of rent-a-cops to your annual budget.

Is it worth it?

Only one third (32.6 percent) of the members who responded to the survey reported that the benefits outweighed the costs. Of the highway carriers surveyed, 41.5 percent reported that their border wait times have decreased since joining C-TPAT.

That said, when he opened the conference in Niagara Falls, C-TPAT's Bradd Skinner says one of the signs that the program is successful is that all the most successful carriers in the U.S.A. participate.

Right now, C-TPAT-approved importers are responsible for more than 50 percent of imports into the states from Canada. And 1,891 Canadian carriers are "certified partners."

It is, he says, the way of the future. "Security equals efficiency," he said.

MIND IF WE JUST SMUGGLE AWHILE?

THIS JUST IN: C-TPAT carriers who advertise their clean consciences on their iron are sometimes targeted by smugglers because they are less likely to get checked by border guards. Drugs have been repeatedly found in C-TPAT trailers—mostly at the U.S.-Mexico border, but there have been some instances on the northern front as well.

Although Mexican carriers account for six percent of the participants in the program, they were involved in half of the 71 security violations in the last two years.

It also lessens the likelihood of a costly incident. "By being involved in C-TPAT," Skinner said, "we are reducing the likelihood of a breach which has the potential to save hundreds of thousands of dollars in terms of fines and penalties."

In Winkowski's vision of the uninterrupted border crossings, he says that those trucks that get waved through will be CBP-approved. Already, C-TPAT trucks get through customs with far fewer stops than their non-C-TPAT counterparts. One out of every 3.3 C-TPAT-approved trucks got stopped last year; but one out of every 1.24 non-C-TPAT truck was stopped. (What's 1.24 trucks you ask? It's a statistic, that's what.)

Furthermore, Skinner says the program

is rapidly spreading around the globe through Mutual Recognition Agreements (MRA), so importing and exporting to foreign markets will be easier for C-TPAT partners. And lastly, C-TPAT's growing teeth. Eighty two C-TPAT companies were de-listed in 2009 for failing to keep their security criteria up.

Perhaps it was the Canadian eManifest expert Jason Proceviat who put it best when he was talking about carriers adapting to the new security technologies and practices: "The cream's going to rise to the top. Those who want to play catch up? We'll see what happens to them."

Oh. And one more thing. Advocates believe C-TPAT makes the world a safer place for everybody. ▲

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SON-POWERED: Norm Koch is flanked by sons Rob, left, and Chad. Together they run an 11,000-acre farming operation, a small truck fleet, and a grain elevator business.



The Family Fuel 1

At **KOCH FARMS** in northern Ontario, some happy surprises after a switch to biodiesel

BY ROLF LOCKWOOD

When you run the biggest farming operation in northern Ontario, plus a busy 12-truck fleet, the price of fuel matters quite a lot. So saving even just a penny a liter is a big deal. And when you switch the fuel that powers your trucks and get an extra 200 km on a tankful, you've gained again.

The fuel in question is a B20 biodiesel blend.

That's part of the story at Koch Farms and Koch Logistics in Earlton, Ont., about seven hours due north of Toronto. Norm Koch runs this huge operation with the help of sons Rob and Chad, who share the operations load. Rob tends to deal more with another side of the business, namely with their grain elevator—and construction of same for other customers—while Chad hangs mostly around the farming end of things and looks after the machinery. But they all share the general load while, as Rob describes it, "Dad holds the gavel."

It would be hard to define success any better than by describing what you see here. A thriving family enterprise by any measure.

And when I say "huge", I mean it. Norm farms 11,000 cash-crop acres, not all of them owned. Asked about the farm equipment fleet, he says he has "a bunch of combines" by which he means seven of the giants. There's also a pair of multi-wheeled, 400-hp Case IH Steiger tractors, brutish things that could probably pull a dozen tree stumps out of the ground at the same time. Plus more smaller tractors and other equipment than they can count.

And those monster Steiger tractors are using 200 fewer liters a day on the B20 biodiesel that Koch has been using for nearly two years now, supplied by FS Partners, based in Stratford, Ont. That

sounds like a lot but doesn't actually mean much until you realize that fuel consumption went from 700 litres down to 500 right away. A staggering drop in consumption that's been consistent from the start.

"We noticed that saving in the first two weeks," says Rob, adding that they were astonished. Not least because all they were looking for was a cheaper fuel at a time when the cost of straight diesel had risen pretty high and was looking like going higher.

Nowadays, the soybean-based B20 blend that FS supplies to the Koch operation is about a penny a liter cheaper than ordinary diesel, but this past spring the difference was about three cents. Ironically, given that price was the initial impetus for the biodiesel switch, it's now irrelevant.

"We don't even look at the cost any more, because the other benefits are bigger," says Rob.

"The cost of biodiesel is slightly less," adds Norm, "but even if it was more, we'd be fine."

THE TRUCK FLEET

Koch runs a small but always busy fleet of 12 trucks, including nine Kenworths, a pair of older Western Stars, and a lone Peterbilt. All future purchases will be Kenworths, says Norm. For the most part they pull B-trains with their own agricultural products but they haul customer loads as well. Three of the Kenworths are 2008/09 models running 2007-spec Cummins 525 engines in front of Eaton Fuller 18-speed gearboxes. Most of the older trucks are Caterpillar-powered.

The trucks were not the target when the biodiesel idea first arose, though there was some concern about the lubricity of ultra-low-sulphur diesel, such that they used an additive to combat it. When the biodiesel proved itself in the farm machinery, they switched it to the trucks as well. And given that the B20 is inherently more slippery than straight diesel, they were able to dispense with the additive.

The Family Fuel



CHEAPER BY THE DOZEN: The 12-truck Koch fleet consists of nine Kenworths, three of them with 2007-spec Cummins power, plus a pair of older Western Stars and a lone Peterbilt. They've been running a B20 blend of biodiesel (B5 last winter) successfully for over a year now, with real gains in fuel efficiency. And even bigger gains with the farm tractors and other equipment.

The increase in fuel economy is real, though they haven't measured it precisely. They've been consistently getting an extra 200 km on a full load of fuel, and all their trucks have twin 150-gal (U.S.) tanks. That's about 1,135 liters in total. Not a bad gain at all.

Asked how he likes the biodiesel switch in the trucks now that they've had a little over a year and one winter with the fuel, Norm says he's pretty pleased.

"Things have gone well," he says. "The three newer trucks especially do well, it seems. Much better fuel economy."

"Our understanding was that the biodiesel would mostly help the older engines, with less smoke and that, but it seems to be helping the newer ones more."

The Koch fleet had no issues with the new fuel this past winter, though the blend was changed from B20 down to B5 through the cold months. In fact, Tom O'Neill of FS Partners, who manages the Koch fuel business, takes a conservative approach to the fuel he delivers to the 45,500-liter tank in the Earlton yard.

"Everything's been running fine on B20," O'Neill says, "but I made the call last week to cut them back to B5 as we're already getting into colder temperatures up there."

He notes that another of his customers, Rainbow Concrete in Sudbury, Ont., is "very forward-thinking" and has actually been running its fleet lately on B100

biofuel—that's essentially pure soybean oil, no diesel in the mix at all.

"We got them up to B50 in the summer of 2009, then cut them back to B5 for the winter," O'Neill explains. "This year we went to B60, then B70, then B80, and then the last load was B100." As of early September, the fleet had 10 days, experience with the B100 non-blend and there'd been no hiccups.

"They've got me awful nervous," he admits with a chuckle, "but they've had no issues so far."

ONLY ONE GLITCH

Getting back to the Koch operation, they've suffered only one small glitch in their biodiesel experience, and it was easily remedied.

Tom O'Neill reports that last fall there was a mysterious algae formation in one of the dyed-fuel storage tanks used not for the trucks but for the farm equipment. It was a steel tank—the clear-fuel truck tank is concrete—but there's no obvious reason why that distinction should matter.

In any case the 25,000-liter tank was emptied and cleaned aggressively and the problem hasn't come back. Being his conservative self again, O'Neill was just about to head up to Earlton to do another cleaning when we last spoke in early September. Better safe than sorry, he figures.

THE BIODIESEL FUTURE

For all the success that Norm Koch and his sons are having with biodiesel, and that's clearly quite a lot, the fuel's future is a little cloudy. At least as far as crop-based variants are concerned.

Biodiesel proponents answer one common charge—that fuel sourced from soybeans, for example, plunders food resources—by saying that the edible components of the soybean are left intact after the oil is extracted, meaning no loss on the food front. But it may not be enough. For one thing, most folks agree that there isn't anything like enough land to make these



MINDING THE STORAGE: This 45,500-liter concrete storage tank holds clear biodiesel for the Koch Logistics truck fleet, while two smaller steel tanks contain dyed biodiesel for the farm machinery. They're careful with filtration.

first-generation biofuels broadly useful.

There are indeed laws in place to promote their use, however, and there are many commercial-vehicle operations—especially some municipalities—that swear by it. The feds passed a bill two years ago mandating a five-percent renewable content in gasoline by 2010 and two-percent renewable content in diesel fuel and heating oil by 2012. The source of that “renewable content” wasn’t specified.

Critics traditionally cite the cold-weather gelling problem and maybe filter plugging with biodiesel, but there’s now a fair bit of evidence to suggest that with the right fuel and with proper management, the winter issue is a non-starter. The Koch experience is but one case in point.

Tom O’Neill, biased though he would obviously be, is adamant about this angle.

“Biodiesel acts similar to ethanol in gasoline,” he says. “It cleans the walls of every tank and fuel system it touches so proper filtering is a must.

“The gelling problem is either too much too late or too much too early,” he goes on. “You must blend the product in accordance with the weather. If the blend is too high you will gel up, guaranteed.”

O’Neill allows that there have been some such problems in the company’s own fleet, which runs B40 and beyond, and in some customer trucks as well.

“I’m not saying we haven’t had issues but they have been very, very minimal and a high blend or a dirty tank was the problem every time and was corrected with very little hardship,” he says.

All of that said, the long-term future of crop-based biodiesel is not quite as strong as it once looked like becoming. For one, variations on the natural gas theme have taken the spotlight recently and that’s likely to continue. But there’s been an enormous amount of research done on other “bio” sources—organic waste and “woody” biomass, for example, even algae-sourced oils for the longer term—and the requisite manufacturing processes.

There’s lots of smart money betting on the latter “second generation” biofuels, but there’s at least one family in northern Ontario that doesn’t need to look that far ahead. The Kochs of Earltown are doing just fine the way things are. ▲

HOW ABOUT A GAS TURBINE ENGINE?

The idea of a gas turbine engine powering heavy trucks isn’t new but it’s not exactly been in the forefront in the last two or three decades and was never near being common techno-currency anyway. But it’s back. Sort of.

A Florida company called **TURBINE TRUCK ENGINES** wants to build what it calls a **Detonation Cycle Gas Turbine (DCGT)** engine for use in heavy trucks in North America and elsewhere. And they have a joint-venture agreement with a Chinese company called Beijing Royal Aerospace Facilities Co. to develop and build it.

They’re now working out the details for the design and construction of the next-generation prototype of this motor, which will use natural gas as its fuel source and will be manufactured in China. They figure they’ll have an engine built and ready to test by June, 2011.

The Florida folks say the engine can actually use any fuel that can be gasified (gasoline, diesel, propane, natural gas, hydrogen, methanol, ethanol or LPG) or a mixture of some sort, yet it needs little or no coolant, lube oil, filters, or pumps.

“Its unique, lightweight turbine design has few moving parts, significantly reducing maintenance costs. The innovative cyclic detonation process produces a near-complete combustion of fuel-oxidizer mixtures, resulting in greater fuel economy and fewer harmful exhaust emissions,” says TTE.

Here’s the company’s explanation of the power-making process:

“A DCGT engine includes a turbine rotor contained within a housing. Exhaust ports of respective valveless combustion chambers located on

opposite sides of the rotor direct combustion gasses towards the turbine, which operates in similar fashion to a Pelton water wheel.”

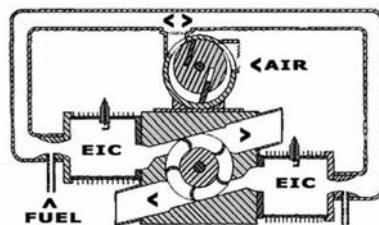
[I had to look that one up: a Pelton wheel, simply, is a turbine that harnesses the momentum of rushing water rather than its weight. It’s the most efficient water turbine as a result. The TTE turbine wheel is pictured here.]

“Turbine blades are positively displaced through a blade race (tangentially to the turbine shaft) by kinetic impact and expansion of gases exiting from the combustion chambers via nozzles, rather than pistons, axial flow, or radial inflow expanders.

“The combustion chambers are connected by a valveless manifold fed with fuel and oxidizer. When combustible gases are detonated by an igniter in one of the combustion chambers, the back pressure from the detonation shuts off the fuel and oxidizer flow to that chamber and redirects the fuel and oxidizer to the opposite chamber, where detonation occurs. The process repeats cyclically. Power is taken off the rotor shaft mechanically or electrically.”

See www.ttengines.com and www.corrosioncontrol.cn.

The latter URL really is for the Royal outfit, by the way.



A TURN FOR THE BETTER: The turbine’s ignition process works this way: a conventional rotary blower supplies low pressure air to the manifold. Low-pressure gaseous fuel from a throttle regulator is injected into the venturis in the manifold, which is adjacent to the constant volume combustion chamber. In the combustion chamber, a high-power electric arc dissociates oxygen and hydrocarbon molecules throughout the chamber, producing complete detonation and high-velocity shock waves that kinetically compress the remaining inert gases.

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Looking for the real dirt on the locally grown food business?

You'll have to dig through heaps of fertilizer. But even then, you'd be lucky if you came up with a few...

Grains of Truth

BY STEVE BOUCHARD

If you have access to the Internet, type in www.foodkm.com. Then enter your postal code and, in a few seconds, you will see a list of market-garden farms, markets, bakers, butchers, vineyards, sites and restaurants within 100 clicks of your home. (You can switch to miles, if you prefer.)

You'd be forgiven for assuming that some environmental group or political association is behind the site, but you'd be mistaken.

Fact is, the project is the work of only one man, Keith Stoltz, from Listowel, Ont.

Stoltz, who was raised on a farm and who spends his days as a farm-equipment

dealer, decided he wanted to do something to support the environment as well as his local farmers.

"We like to buy locally, and we wondered how to find all these local farmers. This would encourage them and, at the same time, it would decrease the mileage traveled by our food products and our environmental footprint," he says.

Stoltz invested his own money in the project, and now farmers can be listed on the site for free. At present, foodkm.ca counts some 700 suppliers.

The idea behind Stoltz's project is a trendy measurement concept known as "food kilometers" or "food-miles."



The idea is to help consumers understand where their food comes from. Knowing that, the theory goes, consumers will want to reduce the distance between the field and the table.

Theoretically, this would cut transportation costs, reduce time for the food in-transit and yes, minimize the pollution associated with the transportation. And incidentally, it would fill the bank accounts of local food producers.

Be prepared to hear more about it.

More and more major commodities producers are adding food-mile labels to their products, touting their efforts to minimize carbon-footprint because they believe the



TTYL WHEAT, SIGNED CHAFF: Separating horse sense from horse feathers is an increasingly important part of your job.

public wants them to do so. And several for-profit organizations have sprung up around the movement. Spud.ca, for example, is a west-coast delivery service for locally grown food ordered via the Internet.

Walmart is providing its corporate purchasers with a “food-miles calculator” to measure distances between suppliers and distribution centers so even Walmart buyers can use food-miles when making purchasing decisions.

Furthermore, advocates for locally grown food can be some of the trucking business’ loudest critics. They believe—erroneously as it turns out—that distance equals pollution.

The problem is, the food-km issue is not simple or one-sided; and the more you examine the issue the more complicated it gets.

Generally, most of the food we eat travels much farther than it used to.

It’s safe to estimate that unless you’ve grown it yourself, most of your meal has traveled somewhere between 1,000 and 2,500 km before it landed on your table. (We’re assuming you’re in Canada as you read this.)

That’s about 25 percent farther than it was 30 years ago.

But there are also more varieties available, fresh when you want them. And it’s

mostly affordable. From all accounts, consumers would like to keep things that way. To anyone living north of the 49th parallel, the obstacles to growing bananas locally seem pretty obvious.

And that’s where it starts to get complicated. Sure you can buy locally grown tomatoes in southern Manitoba, but chances are that most of the time, they have to come from a hothouse, which, of course, consumes energy.

Plus they cost more.

As a very pointed article in the Brussels *Observer* noted, “food grown in areas where there is high use of fertilizers and tractors is likely to be anything but carbon-friendly.

"The concept of food miles is unhelpful and stupid. It doesn't inform about anything except the distance traveled," Dr. Adrian Williams, of the National Resources Management Centre at Cranfield University, said.

What really should be measured besides food miles is food tons per mile (or km). One ton/mile is the amount of CO2 produced to move a ton of food one mile.

Simply put, a truck loaded with food would have a far higher ton/mile rating than the equivalent number of cars that it would require to move the same amount of food.

Jerome Petigny is in charge of the Québécois Foundation For The Environment. He says that if you want to determine the true environmental impact of food, you have to consider the product's

“ Walmart is providing its corporate purchasers with a “food-miles calculator” to measure distances between suppliers and distribution centers so even Walmart buyers can use food-miles when making purchasing decisions. ”

total life cycle. And local growing seasons.

In certain cases, the Alberta beef on your plate can leave a bigger footprint than the New Zealand lamb you bought at the corner. And if you want to eat mangos in Quebec in January, there's a price to pay.

"The distance is not equivalent to pollution. It is necessary to take into account all the parameters of the life cycle during the analysis, including the production of the good," Petigny indicates.

"The sheep of New Zealand browse on grass outside almost all year while a cow in Alberta will have to spend months in a heated cattle shed.

"If you add up the pollution caused during the production, transport, growth and feeding of the cow, its environmental impact will be significantly more than the lamb from New Zealand."

A recent British Department of Environmental Food and Rural Affairs (DEFRA) study showed that a tomato grown in Spain and eaten in Britain has a lower carbon-footprint than a British-grown tomato because the British tomato needs a hothouse.

According to another study by Carnegie Mellon in Pittsburgh, of all the energy used in the production of food, only four percent is a result of the trip it takes between the field and the table.

Petigny estimates that since 2002, on-road diesel engine manufacturers have succeeded in decreasing NOx and particulate matter by more than 90 percent. And those figures continue to drop as technology advances and governments introduce more stringent regulations.

Still, do not be surprised if, in the very near future, you come across an RFQ that includes a question about your fleet's carbon footprint. More and more shippers

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are insisting their carriers come clean on their fleets' emissions programs.

Last year, Walmart said it will require its top suppliers to account for their greenhouse gas emissions, including the emissions that come from trucks.

So how do you answer?

According to the American Transportation Research Institute, (ATRI), you'll be faced with several rather complex measuring and reporting methods, none of which is wholly satisfactory at the moment.

People such as Mike Naatz, the president of the customer care division at YRC Worldwide and a member of ATRI's advisory committee, says there's a need for the trucking industry to come up with some standardized approaches.

At the moment, your best and simplest bet is to refer to the American Environment Protection Agency (EPA's) Smartway guidelines or contact the FleetSmart program

INSIDE...

The Other Guys' Heads

Here are 10 questions a shipper might consider when measuring a carrier's environmental friendliness, courtesy of Sam Kopytowski, the principal at XCD Logistics Solutions Ltd. in Toronto.

1. Does the carrier attempt to purchase as close to home as possible?
2. Will the supplier consider intermodal supply-chain solutions?
3. Does the carrier participate in FleetSmart or Smartway?
4. Does a fleet utilize routing and scheduling programs efficiently? Are drivers trained to operate in a fuel-saving manner?
5. Are truck engines monitored to ensure drivers are complying with corporate anti-idling guidelines?
6. Does the warehouse use electric forklifts?
7. Is the carrier prepared to work with perhaps even competitors in order to operate efficiently?
8. Does the carrier consider alternative fuels?
9. Can packing be reduced? reduce packaging?
10. Does the carrier minimize paper flow?

operated by Natural Resources Canada.

Even there some elements of the carbon footprint go M-I-A.

Smartway's system only includes emissions created by tractors and doesn't include other supply-chain inputs such as yard emissions and the emissions created by staff members driving to and from work.

Still, the question will be put to you:

What steps have you taken to run squeaky clean? How big is your carbon footprint?

At the same time, of course, the customer will also be asking you to lower your rates.

Simply put, customers who want to pay less to get their freight moved at the same time as they want you to run green are like those people who want to eat kiwis, but want them grown in Labrador City. They can't have it both ways. ▲

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The search has begun for the

2011 highwaySTAR of the Year

We're looking for one driver who embodies the term professional. A driver with that certain outlook on life and the industry that sets them apart from the rest. A driver who gives to the community, operates with the highest regard for other road users, and who generally sits tall in the saddle. In short, we're looking for a driver with STAR quality to be the 2011 highwaySTAR of the year.

The highwaySTAR of the Year award is open

to ALL drivers — company drivers and owner-operators alike. If you know someone worthy of such an honour, please take the time to complete the nomination form and return it to us as soon as you can. We'll be presenting the award during ExpoCam 2011 in Montreal, Place Bonaventure, on Saturday April 9, 2011.

Forms are available on-line at www.highwaystar.ca, www.todaystrucking.com, or use the form on the opposite page to tell us about your nominee.

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- \$10,000 in cash
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We Need Your NOMINATIONS!

Please nominate someone who is more than a little bit special and truly deserves this award. Someone who is more involved in the industry and community than is utterly necessary, and is dedicated to professionalism with a clear commitment to safety and fuel efficiency. We're looking to recognize the whole person for all they do in life, not just the person behind the wheel. Our "highwaySTAR" will be honored during ExpoCam in Montreal on Saturday April 9, 2011.



Please take a moment to NOMINATE someone today.

The highwaySTAR of the Year may be nominated by anyone with a business or personal relationship to the nominee. We will conduct follow up interviews with both the nominee and the nominator to ensure the accuracy of the information provided.

I WOULD LIKE TO NOMINATE:

NOMINATED BY:

Name: _____

Company driver Owner-operator

Current employer/contracted to

Home Address:

City: _____ Province: _____ Postal Code: _____

Tel. home: Bus: Mobile:

Name: _____

Relationship to nominee: family/spouse ; employer ; co-worker ; friend .

Address:

City: _____ Province: _____ Postal Code: _____

TELL US ABOUT YOUR CHOICE. USE ADDITIONAL SPACE IF NECESSARY.

In your own words please explain why you think this person is deserving of the title highwaySTAR of the Year: Discuss their unique approach to work, their problem solving skills and business skills. Detail any courses taken, and certifications earned. Give examples of extraordinary customer service or any unique hobbies or extra-curricular interests including any community involvement.

Remember, we can only judge your nominee by what you tell us. You may make a stronger case by sending additional information on a separate sheet.

Feel free to include supporting documentation with your nomination.

FAX THIS FORM TO (416) 614-8861. This form can also be found at www.highwaystar.ca and can be electronically submitted. You may e-mail your nomination with all of this information to rolf@highwaystar.ca, or mail this entry to:

highwaySTAR of the Year
451 Attwell Drive, Toronto, ON M9W 5C4

Deadline for entries is March 1st, 2011

Description of selection criteria

Description of Selection Criteria
In keeping with highwaySTAR's mandate, we are looking for a well-rounded, community-minded company driver or owner-operator who is active outside the trucking industry and takes the image of the industry personally. While driving record, years of service, and driving habits are important; they will be considered along with other aspects of the driver as a whole.

All nominees will be awarded points based on the extent of their community and industry involvement, efforts to improve our industry's image, general outlook on life, safety record, and years of service.

Nomination forms will be reviewed by a panel of editors and contributors to highwaySTAR magazine. A short-list of finalists will be peer-reviewed by a panel of drivers and owner-operators from across Canada.





Give 'Em the Gears

transmissions *A post-2010 guide to transmission spec'ing.*

By Jim Park

Can you imagine a time when transmission spec'ing simply meant choosing between a 10-, 13-, or 15-speed in direct or overdrive? Life was simple once.

Transmission spec'ing is no longer a matter of fantasizing how fast you might be able to go if you found a long straight stretch of road and geared the truck accordingly. Actually, most of today's driveline specs would have been the envy of the old bull haulers. Two-six-four rears and a point-seven-three overdrive will

move a truck to well over 100 mph if today's engines ran as fast as the old ones did. You don't see flames shooting out the stack of an engine running 1,300 rpm. EPA really put the boots to the 100-mph truck.

The gear-fast, run-slow philosophy started taking hold in the 1990s as engine speed at cruise started trending downward. Gone are the days of the 1,800 to 2,000 rpm cruise speeds with 4.11:1 and 5.25:1 rear ends. To make up the difference at 1,300-to-1,500 rpm cruise speed, we use 3.34:1 and even 2.64:1 rear ends.

With all that evolution going on around it, the transmission still has to match engine speed with road speed in the most efficient manner possible under a hugely varying combination of circumstances and applications. Transmission spec'ing is no longer a task for the feint of heart.

DROP THE REV'S

The focus on engine speed became really critical in 2007 when EPA's emissions mandate pushed EGR rates to 30 percent and beyond. Fuel economy sweet spots became sweet dots; a few hundred rpm over or under the optimum speed will drain fuel tanks at alarming rates, yet many Canadian fleets are forced to contend with the dichotomy of spec'ing for U.S. Interstate highways and Ontario's Highways 11 and 17.

The maintenance director at Bison Transport, Itamar Levine, struggles endlessly with this.

"We have this schizophrenic situation where we run half our miles between Toronto and Winnipeg on Hwy 11 and 17 at 90 km/h, and the other half in the U.S. on flat smooth roads at 100 km/h," he notes. "I have to spec a truck that can do both, well. I don't want drivers running a gear down in Ontario. Maybe we need to go back to the old two-speed rear ends we used to have on straight trucks?"

He offered no silver bullet, by the way, but did say that higher torque engines with broad peak torque bands are really helping make the trucks more drivable. And to stay on top of the drivers who don't get it, Levine relies on ECM downloads to show time in top gear and time one gear down.

"They have really helped us get the drivers to come around," Levine says. "The engines can do it, but the drivers don't

DIRECT vs. OVERDRIVE

Believe it or not, with everything else to consider in spec'ing a drivetrain, the debate over direct versus overdrive rages on. That the debate is still a hot one after all these years tells us there's merit in weighing the alternatives.

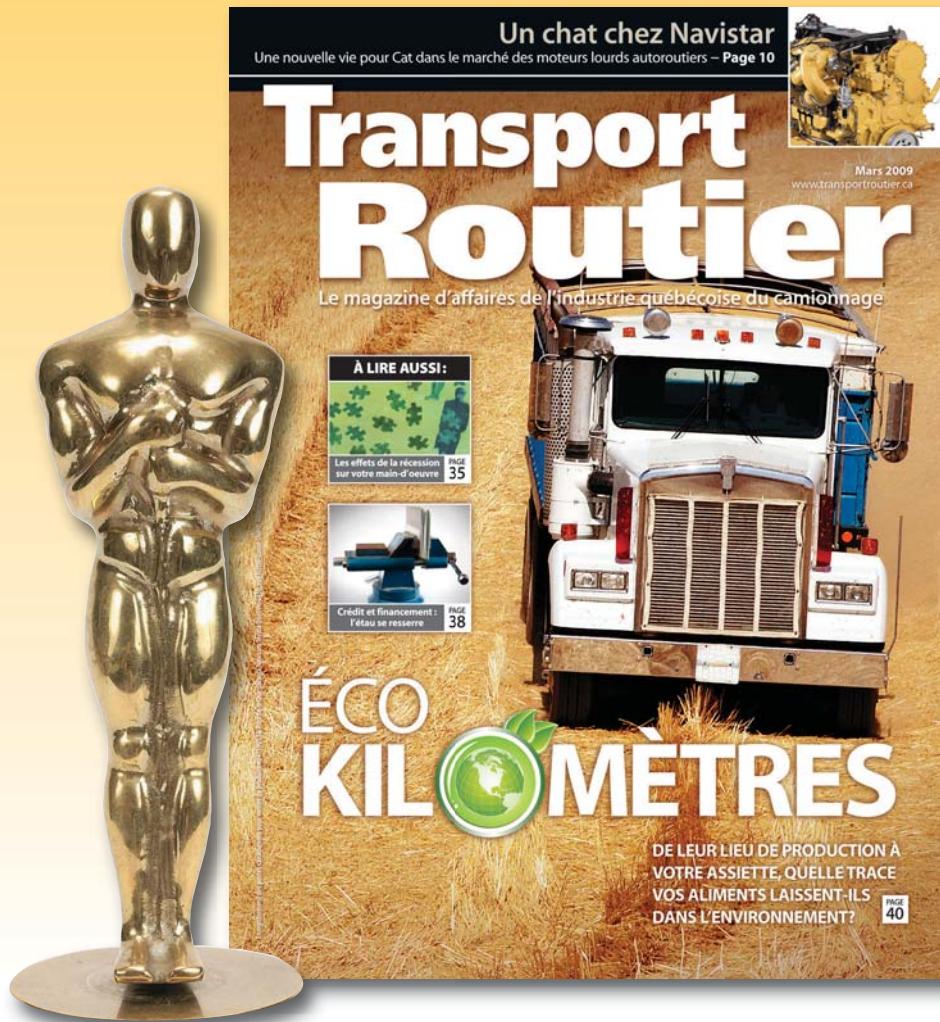
A direct-drive transmission will always be more efficient than an overdrive if you can gear it properly. In top gear, the power path through the transmission is, as the name implies, direct—no countershafts, no additional gear meshes, fewer bearings, etc. Torque goes right through the main shaft in and out of the transmission. In other words, there's less parasitic loss.

Direct boxes are less complex and there are few moving parts. Weight differences are negligible, but fuel savings, while in the white-noise region, are quantifiable. And if you've got hundreds of trucks, it can make a difference.

Direct drives have two limitations: above 1,750 lb-ft, there can be some torque handling concerns. Overdrive mutes the impact of the high torque output, protecting the rest of the driveline. Direct drives can require a more robust driveline to accommodate higher torque output. And to keep engine speed down, you need to speed up the final drive ratio at the differential. Until recently, really tall rear ends weren't common. Today, DanaSpicer offers its DSP40 axle with a 3.07:1 ratio, and Meritor offers its 14X Amboid axle with a 2.64:1 ratio. Direct transmissions could come into vogue once again.

Bison's Levine just spec'd 50 Volvos with 12-speed direct I-Shifts and Meritor's 2.64:1 rears. He's expecting better performance from them than his previous overdrive transmissions. EatonFuller's 13- and 18-speeds are offered only in overdrive configuration.





Best Resource/ Infrastructure Article



Transport Routier editor Steve Bouchard for his feature '*Écokilomètres*'

Following up on its Gold Award in 2008, *Transport Routier* has once again been selected for a top prize in Canada's largest and most prestigious business to business journalism competition, the Kenneth R. Wilson Awards. The 2010 Silver Award went to *Transport Routier*'s Redacteur en Chef, M. Steve Bouchard for his insightful article '*Écokilomètres*'.

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TRANSMISSION ACCOMPLISHED: Vocational applications are the toughest on any transmission. Automateds and automatics now flatten even the steepest hills.



WHERE DO AUTOMATICS FIT IN?

Genuine automatic transmissions with torque convertors (as opposed to automated manuals), while more application-specific, offer solutions to the EPA-imposed fuel-economy challenges by staying in gear longer, and getting up to speed with fewer gear changes. Typically with just five or six speeds, the engine-speed range through any gear may be broader; fewer shifts minimizes engine transient cycles.

"The EPA emissions regulations that tightened the fuel-economy sweet spot worked in our favor because Allison's full-power shifting technology minimizes engine rpm cycling up and down. This results in the Allison automatic keeping the engine in that sweet spot longer than any other transmission," says Andy Osterholzer of the North American Marketing division of Allison Transmission. "We also saw the opportunity to enhance our Load-Based Shift Scheduling (LBSS) feature by adding a Super Economy Shift Schedule to provide even better fuel economy."

Depending on the application, there are many instances where automatics could be the better choice, like when dealing with a workforce unfamiliar with non-synchronized transmissions, or when potential driveline damage could be minimized by "expert" gear selection.

"An Allison transmission's ability to maintain traction, protect the driveline and launch and pull loads is unsurpassed," Osterholzer suggests.

But like the terminology, the distinction between automated manual and automatics in market segment differentiation is beginning to blur a little. As the automated transmissions become more sophisticated, they are advancing into territory once dominated by the automatics.

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| CITY | Price | (+/-) Previous Week | Excl. Taxes |
|---------------------------|-------------|---------------------|-------------|
| WHITEHORSE | 107.4 | -4.0 | 91.1 |
| VANCOUVER * | 113.9 | -1.0 | 75.4 |
| VICTORIA | 111.5 | 0.0 | 78.6 |
| PRINCE GEORGE | 99.2 | 1.0 | 70.3 |
| KAMLOOPS | 101.4 | 1.5 | 72.5 |
| KELOWNA | 101.2 | 1.0 | 72.2 |
| FORT ST. JOHN | 104.4 | 0.0 | 75.3 |
| YELLOWKNIFE | 105.3 | 0.0 | 87.2 |
| CALGARY * | 88.4 | 0.5 | 71.2 |
| RED DEER | 88.7 | -0.3 | 71.4 |
| EDMONTON | 87.2 | -0.2 | 70.1 |
| LETHBRIDGE | 88.4 | 0.5 | 71.2 |
| LLOYDMINSTER | 90.9 | 1.0 | 73.6 |
| REGINA * | 94.2 | 0.3 | 70.7 |
| SASKATOON | 95.2 | 0.3 | 71.6 |
| PRINCE ALBERT | 91.4 | 0.0 | 68.0 |
| WINNIPEG * | 93.9 | 0.0 | 73.9 |
| BRANDON | 91.9 | 0.5 | 72.0 |
| TORONTO * | 102.9 | 1.0 | 72.8 |
| OTTAWA | 98.8 | 0.0 | 69.2 |
| KINGSTON | 100.9 | 0.5 | 71.0 |
| PETERBOROUGH | 98.9 | 0.0 | 69.2 |
| WINDSOR | 100.4 | 1.0 | 70.5 |
| LONDON | 99.9 | 0.5 | 70.1 |
| SUDBURY | 100.4 | 0.5 | 70.5 |
| SAULT STE MARIE | 101.1 | 0.7 | 71.2 |
| THUNDER BAY | 101.9 | 0.6 | 71.9 |
| NORTH BAY | 99.8 | 0.0 | 70.0 |
| TIMMINS | 104.9 | 0.0 | 74.5 |
| HAMILTON | 97.4 | 0.3 | 67.9 |
| ST. CATHARINES | 98.2 | 0.0 | 68.6 |
| MONTRÉAL * | 103.9 | -0.5 | 70.8 |
| QUÉBEC | 104.6 | 0.7 | 71.4 |
| SHERBROOKE | 103.9 | 0.5 | 70.8 |
| GASPÉ | 104.4 | 0.5 | 75.1 |
| CHICOUTIMI | 102.4 | 0.5 | 73.3 |
| RIMOUSKI | 104.9 | 0.5 | 73.6 |
| TROIS RIVIÈRES | 104.4 | 0.0 | 71.3 |
| DRUMMONDVILLE | 101.9 | -0.5 | 69.1 |
| VAL D'OR | 104.4 | 0.0 | 75.1 |
| SAINT JOHN * | 102.5 | 2.4 | 69.8 |
| FREDERICTON | 102.9 | 2.6 | 70.2 |
| MONCTON | 103.2 | 2.2 | 70.5 |
| BATHURST | 105.2 | 2.4 | 72.2 |
| EDMUNDSTON | 104.7 | 2.4 | 71.7 |
| MIRAMICHI | 104.2 | 2.4 | 71.3 |
| CAMPBELLTON | 104.3 | 2.4 | 71.4 |
| SUSSEX | 102.8 | 2.4 | 70.1 |
| WOODSTOCK | 106.3 | 2.7 | 73.2 |
| HALIFAX * | 103.2 | 3.3 | 70.3 |
| SYDNEY | 106.1 | 3.2 | 72.9 |
| YARMOUTH | 105.1 | 3.1 | 72.0 |
| TRURO | 103.9 | 3.2 | 70.9 |
| KENTVILLE | 104.1 | 3.5 | 71.1 |
| NEW GLASGOW | 104.6 | 3.0 | 71.5 |
| CHARLOTTETOWN * | 99.5 | 0.0 | 70.6 |
| ST. JOHNS * | 109.8 | 2.4 | 76.7 |
| GANDER | 106.2 | 2.4 | 73.5 |
| LABRADOR CITY | 117.4 | 2.2 | 83.4 |
| CORNER BROOK | 108.5 | 2.1 | 75.5 |
| CANADA AVERAGE (V) | 99.8 | 0.4 | 72.1 |

V-Volume Weighted

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

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

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

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FROM THEIR LABS TO THEIR CABS

Like other OEMs, **VOLVO TRUCKS NORTH AMERICA** has shifted (or should that be I-Shifted?) into overdrive its push to propel high-tech driver aids to its front-line products.

The company's proprietary anti-rollover technology, called Volvo Enhanced Stability Control (VEST), is now standard on all VT and VN Volvo trucks. The VEST system, which was developed in conjunction with Bendix, uses sensors that quickly detect a dangerous driving situation and respond by automatically reducing the engine torque and activating the necessary brakes.

At a marketing event in Southern Ontario recently, Volvo invited customers and members of the media to experience VEST along with a few other of Volvo's innovations; namely Volvo Enhanced Cruise (VEC) and the I-Shift transmission.

VEC, another Bendix-Volvo co-production, operates electronically in concert with the cruise-control and a warming system to maintain a safe following distance between vehicles. Using a



INSTABILITY IS NOT AN OPTION: Volvo has made anti-rollover technology standard equipment on their new trucks.

radar sensor, VEC monitors vehicles moving in front of and to the side of the Volvo truck. With the ability to detect up to 32 metallic objects within 500 ft in front of the truck, VEC alerts the driver to potential dangers and, when in cruise control, will automatically slow the truck to avoid a collision. At the demonstrations, pro Bendix drivers chauffeured visitors around a test track to demonstrate the surprising effectiveness of the technologies. In a fully

loaded tanker, the Bendix driver twisted around pylons in maneuvers that—without VEST—would have definitely flipped the unit. And in the VEC demo, the driver tailgated a Cadillac in cruise and when the Caddie came to an abrupt halt, the VEC slowed the truck, with zero input from the driver. Visitors were then encouraged to test drive a Volvo equipped with the company's own 12-speed, two-pedal automated transmission an option that decreases fuel consumption, driver fatigue and wear-and-tear. The I-Shift automatically selects the best gear for the engine but it also features a

manual option in case a driver wants to choose the gear himself.

It also gets the gear shift lever out from between the seats, freeing up a lot of space in the cab.

For a vivid demonstration of how the technologies work, check the videos at <http://tinyurl.com/2ep5ujf>.

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always think so. We pushed them that way, and now they see that the engines do perform quite well at low rpm at 90 km/h."

Before we had great wide swaths of torque, and gobs of it, the 13- and 18-speed transmission filled the gap. Splitting gears let drivers stay closer to peak torque longer. That's not technically as necessary today, but Canadians still prefer their multi-speed transmissions to their simpler and cheaper cousins.

Mike Sharpe, territory manager for Roadranger Marketing in Canada says with our higher gross vehicle weights and demanding operating terrain, the multi-speeds fill a big gap.

"Unless mountains are a factor, the 10-speeds are a good choice up to 110,000 lb GVW," he says. "Above that, the 18-speeds are the better option."

LOOK, MA NO HANDS

Automated manuals have come into their own, and with fewer and fewer reasons to say no to them, they are now on the spec'ing short list at more and more fleets. Eaton's UltraShift Plus has resolved the

clutching issues associated with previous generations of their automated product line. That transmission, along with the I-Shift from Volvo and Mack's mDrive are bringing functionality to market that previously was thought impossible, especially with the integration of some of the emerging safety systems such as adaptive cruise control and electronic stability control.

The transmission is an integral part of the drivetrain, so the ability to control shifting along with braking and throttle application, allows those safety systems a high degree of permission to intervene, and greater functionality.

Automateds continue to offer popular ratios and gear sets, but with the added degree of electronic oversight, even poor drivers can achieve safer and more fuel efficient operation with ultimately less potential for driveline damage.

"We see continual growth year over year in automateds, but I can't say when they will surpass manuals," says Eaton's North American product planning manager, Shane Groner. "Growth in that market will not be linear, like two or three per-

cent each year. With the UltraShift Plus, we've added so much more application flexibility that it's finding a place in more and more markets. I think we'll see the trend toward automateds steepen considerably in coming years."

Additionally, communication between engine and transmission is improving. This allows for closer integration of the engine's operating parameters with the transmission's functionality. The result is optimized performance in a broader range of applications.

So, you can debate the virtues of direct versus overdrive, or 10 speeds versus 13, all you want. The equipment is becoming more sophisticated, and at the same time, it's lessening the impact of those concerns in many cases. EPA's emissions regs have forced us to focus more on engine speed at cruise, and any transmission that'll help us stick close to the sweet spot has to be an advantage. Until we see a constant-velocity transmission in trucking, or diesel-electric drivetrains, we'll have somewhere between six and 18 decisions to make. ▲

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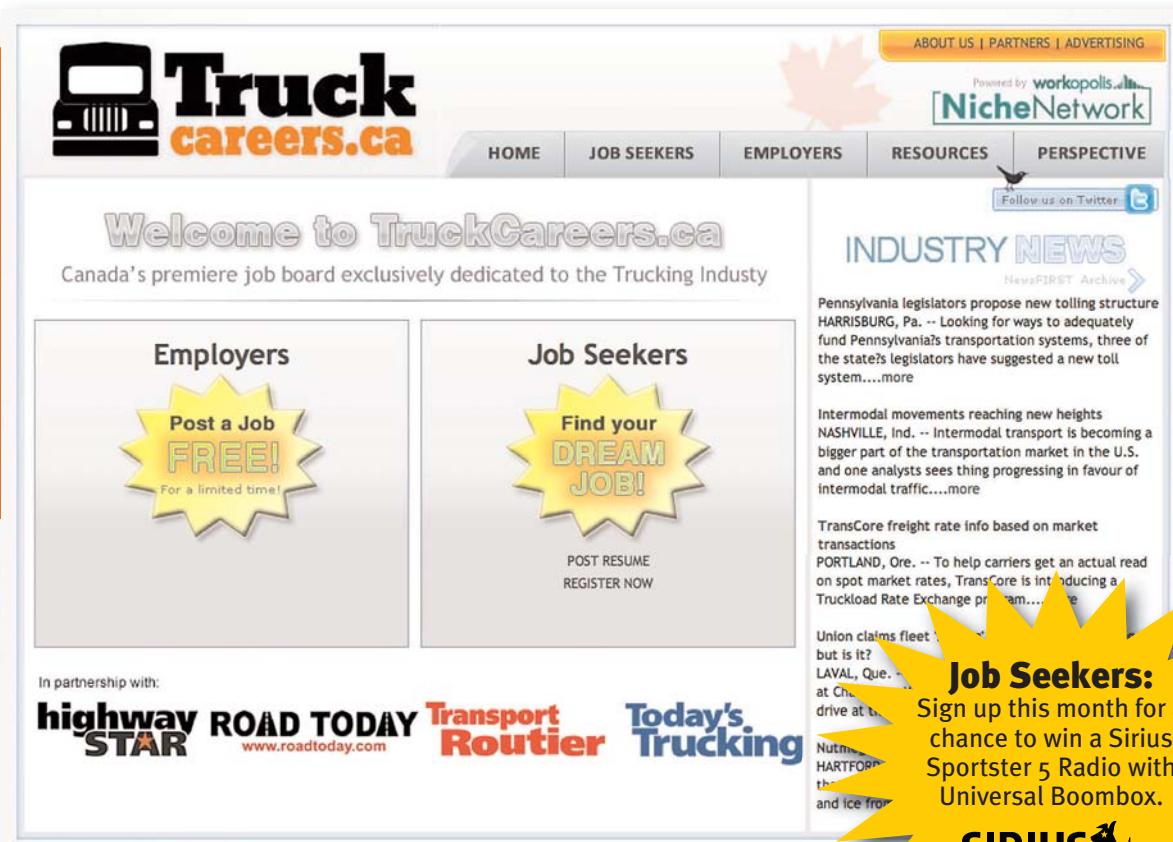
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The screenshot shows the homepage of TruckCareers.ca. At the top, there is a navigation bar with links for 'ABOUT US | PARTNERS | ADVERTISING', 'Powered by workopolis.com', 'NicheNetwork', 'HOME', 'JOB SEEKERS', 'EMPLOYERS', 'RESOURCES', and 'PERSPECTIVE'. Below the navigation is a large 'Welcome to TruckCareers.ca' banner. The banner features a black truck icon and the text 'Truck careers.ca'. It also includes a 'Follow us on Twitter' link. The main content area has two large buttons: 'Employers' with 'Post a Job FREE!' and 'Job Seekers' with 'Find your DREAM JOB!'. Below these buttons are links for 'POST RESUME' and 'REGISTER NOW'. To the right, there is a 'INDUSTRY NEWS' section with a link to 'NewsFIRST Archive'. The news section includes a brief about Pennsylvania legislators proposing a new tolling structure and another about intermodal transport. A large yellow starburst graphic on the right side of the page contains the text 'Job Seekers: Sign up this month for a chance to win a Sirius Sportster 5 Radio with Universal Boombox.' and an image of a Sirius satellite radio system.

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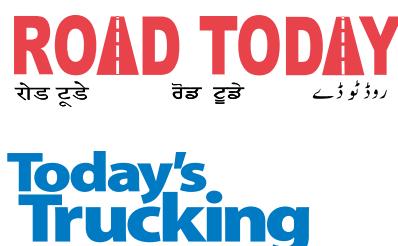
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REVAMPED COOLANT LINE

SHELL ROTELLA ULTRA ELC LEADS IMPROVED HEAVY-DUTY COOLANT PORTFOLIO

SHELL LUBRICANTS says its new Rotella Ultra ELC extended-life antifreeze/coolant is the most advanced coolant in a revamped product portfolio now identified by the Rotella brand. It's for use in heavy-duty diesel, gasoline and natural gas-powered engines, but it's also suitable for mixed fleets that include light-duty engines as well.

Shell calls Ultra ELC a "next generation" coolant, saying it's designed to meet the more severe operating conditions of new emission-compliant engines, especially those with EGR.

It's joined in the line by Shell Rotella Fully Formulated, which has replaced Shell Diesel Ready Fully Formulated coolant/antifreeze, and Shell Rotella ELC.

Unlike fully formulated coolants, ELCs are designed to go 12,000 hours or 600,000 on-highway miles (965,000 km) and beyond with proper monitoring, says Shell, while providing an overall reduction in cooling system maintenance. They're said to help reduce water-pump failures, hard-water-scale deposits and silicate gel (the green goo you often see).

Rotella Ultra ELC contains no nitrites,

amines, phosphates (NAP), borates or silicates. Improvements compared to Rotella ELC include enhanced oxidation control and corrosion protection of aluminum alloys and lead solder, as well as better elastomer compatibility with silicone seals. It contains molybdate to provide extra protection to cylinder liners. Usefully, it won't need an initial charge or additional supplemental coolant additives (SCAs) in the future. It's available in two formulations—a pre-diluted 50/50 and a concentrate.

Shell Rotella ELC can provide protection for up to 12,000 hours or 600,000 miles with an extender added at 300,000 miles.

Shell Rotella Fully Formulated contains supplemental coolant additives (SCAs) to provide complete engine and cooling system protection. It can provide protection for up to 200,000–250,000 miles/two-three years in heavy-duty applications under normal operating conditions, provided that the user monitors and maintains SCA additive levels.

See www.rotella.com

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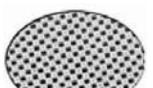
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TRAILER TRACKING

SHAW TRACKING TO OFFER "NEXT GENERATION" TRACKING WITH BLUETOOTH AND MORE

Shaw Tracking says its new Trailer Tracks 210 (TT210) delivers timely information about the load status and location of trailers with enhanced features that improve return on investment. It won't see commercial availability until the first quarter of 2011, however.

It's the successor to Shaw's Untethered Trailer Tracks (T2) trailer management system, with additional features that include an embedded solar panel and antenna; improved memory and processing power; a more compact design that enables simpler, less time-consuming installation; and Bluetooth capability for both configuration and servicing of the unit.

Like its predecessor, TT210 uses the same host environment so customers using either or both platforms will benefit from future host development and will manage their trailer assets from a single Web portal. Both platforms can operate within a single fleet.

See www.shawtracking.ca

HYDRAULIC AWD

TUTHILL'S EZ TRAC ALL-WHEEL-DRIVE SYSTEM IS BASED ON SIMPLE HYDRAULIC TECHNOLOGY

The folks at **Tuthill** are no strangers to hydraulics, and their very specialized EZ Trac all-wheel-drive system is based on simple hydraulic technology, versus a complicated drive-shaft-and-transfer-case arrangement. As the maker says, it allows users to go from highway to "hardway" with the flick of a switch. It's retrofittable.

It's actually a standard production offering on some MAN trucks in Europe,



Tuthill's EZ Trac

PORTABLE ON-BOARD COMPUTER

The **TABLET** is an on-board and very portable computing platform coming early next year from **PeopleNet**. The company calls it "the trucking industry's first optionally portable onboard computer," one that eliminates the need for additional hand-held devices in the cab. It's all about faster workflow. Drivers themselves will appreciate having more drive time behind the wheel instead of handling administrative activities, the company says, and they'll have the flexibility to handle non-driving tasks outside the cab from any location.

The new platform captures critical vehicle and driver management information that can integrate with the back office. Through its 7-in. touch screen, it combines traditional in-cab functionality like navigation, engine diagnostics, an electronic logbook, training, driver e-mail and messaging, geofencing and more. Then there are portable options like a camera, bar-code scanner, signature capture, and wi-fi to let drivers be more efficient.

Among the most interesting options is the integration of the Iteris lane-departure warning system. You get a camera and software in a system that's programmed to recognize the difference between the road and lane markings, automatically warning the driver if he's drifting out of a lane.

Another first for trucking is Tablet's Windows 7 operating platform, which opens up the computer to a wide range of peripherals, document formats and advanced applications.

Tablet sports a readable-in-sunlight touch screen, plus stylus and on-screen keyboard inputs. It runs a 1.6 GHz CPU with 2 GB RAM and a 120 GB hard drive. But its flexibility and portability is the best part, with drivers able to take Tablet out of the cab to capture signatures, scan bar codes and take photos of damaged goods or whatever. Wi-fi connectivity provides faster data downloads and hot-spot access to save communication costs, as well as Internet browsing.

See www.peoplenetonline.com

where it's called 'HydroDrive'. There are more than 5000 units in operation in all.

Typical applications are 12,000- to 20,000-lb axles for: aerial bucket trucks, tow trucks, concrete pumper, refuse trucks, and emergency vehicles, among others.

What you get is a hydraulically driven steer axle that maintains OEM ride height, ride comfort, and turning radius —plus on-demand additional traction. In manual mode, the driver can switch the system on when he's gone off-road and then on when returning to pavement for high-speed freewheeling. In automatic mode, system software senses rear-wheel slip, engages AWD and then disengages it at 20



mph and above. The system can be engaged or disengaged on the fly below that speed. There are no highway speed limitations when disengaged, and with no gears in the system, there's no windage loss.

System components include a clutch, pump, valve, electronic controller, electric fan, auxiliary charge pump, plus oil cooler, reservoir and filtration.

Benefits include about 800 lb less weight compared to drive-shaft-and-transfer-case systems, the maker claims, which equals lower fuel consumption—Tuthill estimates a 10 percent saving. Also pretty useful is the lower center of gravity, which means the truck is less likely to roll over on hill sides. As well, the truck is lower so you get easier cab access.

Installation time is projected at 30 man-hours, says Tuthill.

See www.tuthill.com

BLACKBERRY TIRE APP

SMART PHONE APP JOINS ONLINE MICHELIN ONCALL DEALER & SERVICE LOCATOR

Michelin Americas Truck Tires is rolling out a mobile dealer-locator application for BlackBerry smart phones used in the U.S. and Canada. Claimed to be the first truly mobile tire-related application in



the trucking industry, it joins the existing Michelin ONCall emergency road service (ERS) and online dealer and service locator in the company's 'Wherever You Go' offering.

Michelin says research indicated they should start with a BlackBerry app, but Android and iPhone applications aren't far behind.

The new application provides the location of the nearest Michelin truck tire or service provider, as well as basic information about that location, all from the hand-held BlackBerry device. Users can call Michelin's ERS directly from the app or search for a provider by category, including emergency road service, travel plazas, onsite tire service, or MRT retread providers. The application can point to service outlets based on the user's current GPS location. Users can also call the service provider or save the provider's information to their device's contact list or address book.

See www.michelintruck.com

FLEET MANAGEMENT

PEOPLENET INTRODUCES NEW VERSION OF FLEET MANAGER

PeopleNet says the latest version of its web-based carrier fleet management system first offered in 1996, Fleet Manager, is highly configurable to each user's needs. It's said to provide more complete, customized data access for flexible back-office data integration that helps management identify opportunities for lowering operating costs.

The new Fleet Manager is user-driven, with configurable roles, access levels and broad integration capabilities. The web-

portal design reduces the number of clicks required for presenting more information on one page, allowing customers to work faster, the company says.

To preclude costly service interruptions that undermine on-time performance as well as availability of accurate data, PeopleNet's redundant data centers will run concurrently for the new system—said to be an industry first. Its scalability accommodates growth.

See www.peoplenetonline.com

BETTER U-JOINTS

DANA IMPROVES SPICER LIFE SERIES DRIVESHAFTS

Dana says that recent enhancements to its Spicer Life Series (SPL) Model 250 universal-joint assembly result in improved performance and durability.

Designed to meet the needs of new low-emission class-8 trucks, the SPL-250 is claimed to offer more than a 40 percent improvement in dynamic bearing capacity—in the same compact package—to create a driveline with 70 percent more power density compared with its nearest competitor.

The new universal-joint assembly sports a new bearing package that includes larger needle bearings for increased capacity, a special 'Viton' synthetic seal for improved grease retention and serviceability, and a thermoplastic seal guard to exclude contaminants. As well, a new premium synthetic lubricant provides further improvement in bearing life through the initial three-year/350,000-mile lubrication interval.

The assembly is also offered with the Spicer 'Quick Disconnect' feature, making it easier to service the powertrain.

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

DRIVER ALERTNESS

TAKATA'S SAFETRAK SYSTEM SIGNALS DRIVER FATIGUE

While lane-departure warning (LDW) systems alert drivers when they've drifted out of their traffic lane, **Takata's** new

SafeTraK system has added a feature that detects and monitors erratic driving or weaving within a lane. It has two unique alerts, one for indicating drivers may need rest and one for inadvertent lane departures.

The driver alertness feature is available on the SafeTraK 3 product. It includes vehicle-monitoring software that tracks the time of day, number of alerts, and variability in driving performance. Companies can use the SafeTraK 3 system to help their drivers better understand their own driving patterns and make adjustments to improve overall road safety, says Takata. SafeTraK can help drivers perform better against the critical measures of the CSA 2010 report card, the company notes.

The system helps operators better manage their driving so they know when to stop for rest breaks, what time of day they generally require breaks, as well as measure their driving performance in real time, Takata says.

Distracted drivers will generally weave within a lane far more than a rested driver whose full attention is on the driving task. The driver alertness feature can diagnose the driver's inattention by monitoring the vehicle's performance within the lane and provides a unique warning so the driver may get rest or better focus on the driving task.

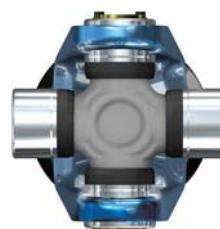
See www.safettrak.takata.com

INNOVATIVE LOCKS

HOW ABOUT BEING ABLE TO OPEN ALL YOUR TRUCK'S LOCKS WITH THE IGNITION KEY?

Aiming at commercial work trucks from light to heavy, **Strattec Security** offers a series of locks that open with the owner's truck ignition key.

The Bolt Series of locks incorporate a patented, automotive-style cylinder that enables users to insert their truck key, turn once, and program the lock to that key. Any number of padlocks or other locks in the series can be set by the owner to a single key. In addition, since these locks use an automotive-grade cylinder with a shutter and six-plate tumbler, they're claimed to have the highest corrosion resistance rating. They're also said to be nearly impossible to pick or bump. Strattec adds that



they're also stronger and more durable than typical cam locks, suiting them well to work-truck applications.

The Bolt Series will initially include a



built by Knapheide, Caseco, BrandFX and other manufacturers.

The company estimates the locks to fit over 88 percent of light trucks and over 70 percent of all Ford, GM and Chrysler vehicles on the road. They are also compatible with a number of heavy truck models, including International's Pro Star and 4000, Volvo's VN, and the discontinued Sterling Condor.

See www.boltlock.com

NINE NEW CRANES

PALFINGER INTRODUCES NINE NEW

MODELS TO NORTH AMERICAN MARKET

Nine new crane models have been introduced by **Palfinger North America**. The compact telescopic series has been completely redesigned, the company says, in the performance class up to four metric tonnes. The new models offer up to a 15 percent increase in lifting moment and



as much as a 25 percent decrease in dead weight. The new models—PC 1500, PC 2700 and PC 3800—are said to have more reach and an improved slewing system.

Two new models in the small knuckle-boom class, the PK 3400 and PK 4200,

PORTABLE ON-BOARD COMPUTER

QUALCOMM has announced the availability this fall of its **Mobile Computing Platform 110 (MCP110)**, a new on-board fleet-management system in the MCP100 series. It supports all current MCP100 series applications and offers new capabilities, including a PDF viewer that allows drivers to view and, with an optional in-cab printer, print PDF documents right from the cab. There are on-board driver tutorials, and the new Driver Interface Unit boasts an enhanced display.

The system uses terrestrial communication with the option to upgrade to terrestrial plus wi-fi. With the latter engaged, drivers can access static content on both the Internet and web-based e-mail programs, as well as scan documents without paying a per-page charge.

Shaw will offer the same product here in Canada, though they haven't announced it yet and they say the timing is not quite firm, though it will be close to the U.S. introduction this fall.

See www.qualcomm.com and www.shawtracking.ca

feature what's said to be "a significant advancement in small-crane design"—newly developed extension system allows up to 32 ft, 2 in. of hydraulic reach.

The top-of-the-line PK 13002 and PK 14002-EH High Performance Power Link cranes feature the Power Link Plus system (where the knuckle boom is capable of tilting upwards to 15 degrees) as standard. This allows precision with the most difficult tasks in tight quarters.

The new PK 40002-EH and PK 50002-EH in the heavy-duty High Performance series are distinguished by high payloads and serious hydraulic outreach, Palfinger says. They come with a dual-drive endless slewing system, maintenance-free boom system, and Power Link Plus.

See www.palfinger-northamerica.com

TRAILER AERO TRICKS

DEVICES BOOST FUEL ECONOMY

TO CARB STANDARD

Two aerodynamic devices from

Aerodynamic Trailer Systems will deliver a significant improvement in fuel efficiency when installed together on 53-ft van trailers, the company says. It says verified testing—at the Continental Uvalde proving grounds per SAE J1321 standards—confirmed that the ATS SmartTail side extenders and the WindTamer undercarriage fairing offer a combined fuel efficiency improvement of 5.3 percent at speeds of 63 mph.

The EPA's SmartWay program confirms that the ATS combinations will satisfy stringent California Air Resources Board (CARB) legislation requiring 53-ft trailers operating there to have aerody-

namic devices installed that yield 5 percent or greater verified fuel savings.

ATS adds that its boat-tail device used in combination with a trailer sideskirt actually yielded a nearly 9 percent fuel efficiency improvement at 62 mph.

The SmartTail, which is claimed to offer a 4.45-percent fuel efficiency boost at highway speeds on its own, is actually



an inflatable device that is blown up automatically at a programmable road speed. It requires no driver action, immediately deflating if the trailer is moving in reverse or when it slows. Once deflated, trailer doors can be opened freely.

The WindTamer is not a skirt, rather a wedge-shaped cover mounted on the undercarriage of the trailer and directing air flow under and away from the aerodynamic mess of axle, suspension, and brake components. Its mid-carriage location mitigates exposure to road and wheel debris, says ATS, and prevents the build-up of snow and ice while providing more than 20 in. of road clearance. It's made of a lightweight and rugged polyethylene widely used for automotive rock shielding.

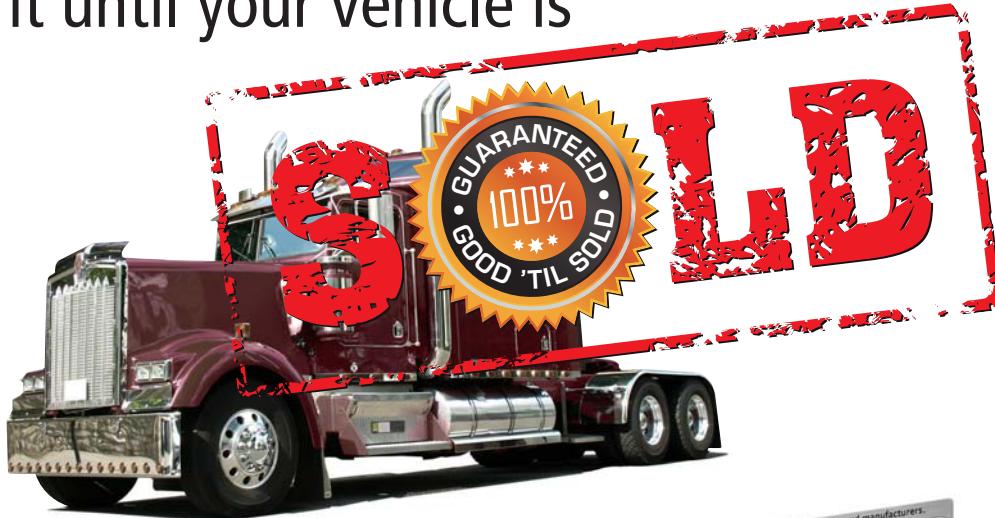
Both products have a claimed 10-year life expectancy.

See www.ats-green.com ▲

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The screenshot shows the homepage of TruckandTrailer.ca. At the top, there's a search bar and a 'Quick Search' button. Below that, there are sections for 'Featured' and 'Sell'. The 'Sell' section has a large 'SOLD' stamp and a 'Place Your Ad' button, which is circled in red. There are also links for 'Edit or Renew an Ad' and 'Dealer Website'. The main content area shows various truck and trailer listings with images and brief descriptions.

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

TRUCKS _____ TRUCK TRACTORS _____

TRAILERS _____ BUSES _____

OFF ROAD VEHICLES _____

② ARE ANY OF THESE VEHICLES ...

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

Class 8: 33,001 lbs. GVW & Over Yes No
 Class 7: 26,001 to 33,000 GVW Yes No
 Class 6: 19,501 to 26,000 GVW Yes No
 Class 3, 4, or 5: 10,001 to 19,500 GVW Yes No
 Class 1 or 2: Under 10,000 lbs. GVW Yes No
 B. Refrigerated Yes No

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

④ INDICATE YOUR PRIMARY TYPE OF BUSINESS:

Check ONE category only.

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

⑤ DO YOU SPECIFY, SELECT OR APPROVE THE PURCHASE FOR ANY OF THE FOLLOWING?

Check ALL that apply.

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

B. Replacement Components, Parts & Supplies

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

C. Fleet Products & Services

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

D. 15 None of the above

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

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

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



By Peter Carter

Surviving Near-debt Experiences

Why sometimes, it's good for the soul to stand very close to the fire.

Here's a sentence I never imagined I'd write: As I fell to the ground dying, I thought, "Dad is going to be very mad about this."

True story.

He and my mom were out of town; and there I was in the kitchen, about to die.

My older brothers Pat and Alex and I had been playing around with food. Pat was trying to make me taste some stew that he cooked. I wouldn't. So being the older smarter brother that he was, he stuck a forkful in my mouth.

This behavior is driven by the same motive that makes guys in your shop fool around with tools dangerously; and that is stupidity.

Never underestimate the insanity that young adult males can bring to the workplace. An Ontario Ministry of Labour Inspector recently told me about two siblings who were messing around while dry walling and one of them almost crucified his brother with a screw gun. My son Michel came home from grade-12 shop class recently with his new t-shirt riddled with holes. His straight-faced explanation: "Some guys and me were fooling around in shop." I heard an industry consultant once tell a group of fleet owners, "if you think some of your guys on the night shift are out in the back yard smoking pot, they probably are."

That's the thing about trucking. It's full of young guys who take crazy chances.

Did I mention that Pat was a truck driver?

As soon as he got the food into me, he left the room. I immediately realized I couldn't swallow or breathe.

Cut and paste this to memory: When you're really really choking, you don't cough and wheeze until somebody gives you a drink of water and a rap on the spine. When you're choking, you are plugged up solid, as if somebody stuck a piece of Saran Wrap over your mouth. I couldn't make a sound.

I stood, thinking that Alex, bigger than any one of us and in the next room with his pretty girlfriend Brenda, might be able to help. I headed towards him, hoping he knew the Heimlich maneuver, whatever that was.

Milli-moments before I got to Alex, I fell, face first. Just before

everything went black—just like in the cartoons—I literally sort of perceived twinkling little sparkles in the darkness. I actually "saw stars."

Get this: Even in my dying moments I saw the irony. I remember thinking "Mom and Dad are away at an aunt's funeral and they are going to come home to another one."

And, "Dad's sure going to be mad."

I awoke, upside down. Alex was holding my feet in the air and he'd somehow dislodged the meat from my windpipe and I could suck air again. He saved my life.

Actually I think it was Brenda who drew the seriousness of my situation to Alex's attention. She is now—bless her heart—Alex's wife.

A near-death experience. Maybe I died. I don't know. But I sure since learned how fragile life can be; that we're all just one badly chewed forkful of food away from eternity. Since that day, I've never ever done anything remotely risky.

Hahahahahaha as if. Who the heck ever really let one close call keep him away from doing more dumb things?

I've spent the years since embracing idiocy, including riding my Sportster on the 401 during rush hour, skiing far too quickly for my ability, lunching regularly at the French-fry truck near our office or, believe it or not, trying to dance with my wife without knocking back a few drinks first. Don't get me going on being in the pit crew in several Manitoulin Island demolition derbies.

We learn from our mistakes all right; we learn how to make them differently the next time.

The trucking business teams with people who don't let close calls scare them. I'm talking close calls like those 11th-hour Revenue Canada rulings made in your favor. Close calls like the one your truck probably had with a four-wheeler this morning en route to a pick up. Close calls like the near-death (or should we say near-debt) experience you all faced during the recession. If you let those things scare you, you'd have high-tailed it out of this industry years ago.

So hang in there. Close calls are just practice. And you know what practice makes. ▲



US 'N' ROULETTE: Where would we be without taking chances?



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