

COMPROMISE: The Timmy's-inspired secret for successful trucking, PG. 29



Whitecourt's
David MacNevin

Today's Trucking

The Business Magazine of Canada's Trucking Industry

BACK^{TO} CLASS

An A-to-Z look at issues
in your mirror and
down-the-road, PG. 30

► **Rolf Lockwood** on a
quest for civility; PG. 38

► And meet Interline's amazing
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September 2011

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Today's Trucking

The Business Magazine of Canada's Trucking Industry

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Something to sing about.

SHANIA TWAIN

www.shaniatwain.com

A song that mom loved

You have probably received a lot of feedback already on your "10 Best Truckin' Songs Ever," (Rear View, by Peter Carter, July, 2011) but one song I think really applies to Canadian drivers is "A Tombstone Every Mile;" a.k.a., "Bainesville Woods." If it doesn't ring a bell, just google it and give it a listen. I first heard it in the late '60s and it always reminds me of the rural road my Mom then lived on.

Jim Smith,

Ottawa

And don't pass this one up!

I agree with your list of the best truckin' songs, but there's a whole bunch of us truckin' friends up our way and our number-one truckin' song is "Wolf Creek Pass" by C.W. McCall. If you get a chance, download it and listen to the words. It's truckin' at its best.

*Chris Hall, President,
Great Lakes Truck Club,
Clifford, Ont.*

A giant step for my kind

What is a guy to do?

Ever since I was knee-high to a bumper, I have been eyeing big trucks.

My first fleet was of course made by Dinky, not Volvo. The red of the fire truck, the yellow dump truck, the orange-and-grey 18-wheeler (Okay; so the tires were rather small, but there were 18 of them and all men agree, truckers or not, that size is relative!)

La Forza del Destino led me in other directions and I have lived a good life, but none of it defined by driving trucks. I am a professional musician.

Aside from one-day rentals, prompted by such things as gigs, the end of university, or the end of a marriage, my exposure is

limited to watching them pass me by, and inwardly saying, "Wow!"

My children, for my recent birthday video, independently answered this question from the videographer, exactly the same way. "Where do you see your father in five years?" Answer.... "Living in a truck!"

So where do I start? How can I find those truckers' attachments that have been defined and refined over decades of trucking?

Well, somebody showed me the July issue of your magazine and Peter Carter has helped me take a giant step for my kind. "The 10 Best Truckin' Songs Ever," (Rear View, Aug. '11). Without question they are now my Top 10!

I even know a few. Is destiny pointing me down the road? If I don't go this route, will my children's confidence in their powers of prediction be hampered for life?

Well, now I am listening to those songs, letting them into my soul. Maybe one day, when I open my front door to get the newspaper, say hi to neighbor Ron and let the dog out, a big rig will be sitting there, driver's door open, and the keys dangling, singing another song.... "Time to drive, Time to hit the road! Time to leave this place, You gotta big load!"

Truck driving in the future maybe. Song writing, definitely not!

*Douglas Perry,
Kitchener, Ont.*



MISSED THE LIST?

Here, as they appeared in the July issue of *Today's Trucking*, are the Top 10 truckin' songs of all time, as selected by the editor:

▼▼▼
"18 Wheels and A Dozen Roses;"
"I've been Everywhere;" "Truck Got Stuck;"
"Convoy;" "Truckin';" (By the Grateful Dead);
"Eastbound and Down;" "Me and Bobby McGee;"
"Give me 40 Acres;" "On the Road Again;" and the **number-one best song:**
"Six Days On the Road."

— Peter Carter, editor

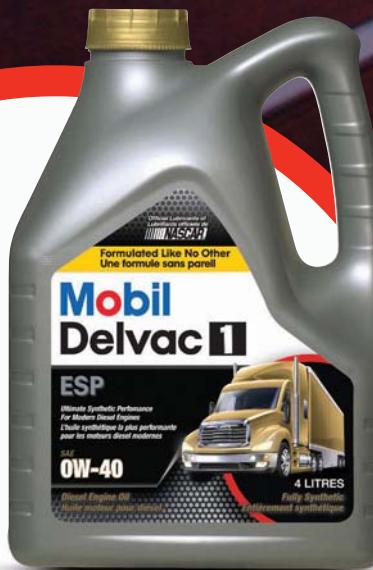


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Mobil Delvac
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By Rolf Lockwood



Same old; Same new

Some changes around here prove once again that when a window of opportunity shuts, a door to the future opens.

There have been big changes on this side of the word fence, though it's perfectly possible that long-time readers won't even notice what's going on here at *Today's Trucking*.

Our younger sister publication, *Highway Star*, has become another victim of the prolonged recession that's still changing the face of our industry, and for that matter the entire western world. The market simply can't support a niche magazine aimed at owner-operators and drivers any longer, with an advertising base dependent on a driver shortage and built mostly on recruitment. That's what allowed *Highway Star* to exist in the first place but things have changed, so the August issue was its last. A sad moment for me personally because it was my baby, born in 1999.

So what does that have to do with *Today's Trucking*, my first child? Well, not much and a lot, all at the same time. Let me start with 'a lot'.

For the first time since we launched it in 1987, *Today's Trucking* will be distributed in bulk at truckstops nation-wide as well as being available by controlled-circulation mail—addressed to specific readers—as it always has been. Essentially, it will be on offer wherever *Highway Star* was found. In publishing terms, this is huge, because it more than doubles our reach and gives marketers a unique and additional pathway into the owner-operator world.

And that's where the 'not much' part comes in. We're adding to our presence by taking over *Highway Star*'s free-of-charge place in truckstops and elsewhere, but we're changing almost nothing editorially. We don't have to.

The thing is, almost half of our readership consists of folks who own and operate from one to nine trucks, and nearly a third have four trucks or fewer. That's just the nature of our industry, dominated as it is by small companies. Back in 1987 we set out to blanket Canadian trucking, building a subscription list that could reach anybody who owned and operated a heavy truck, even just one. Owner-operators, in other words, have always been a critical component in the *Today's Trucking* makeup. We built it that way.

The key difference between the two publications is that *Today's Trucking* deals pretty much exclusively with the business of trucking while *Highway Star* focused on the driving life. Subject matter often intersected, of course, because no matter how you play the trucking game, whether you run one truck or a thousand, the rules and the hardware and the general context are exactly the same. That was our foundation logic 24 years ago and it works just as well today.

In fact, as I wrote in my final *Highway Star* editorial, those of you new to this magazine will probably learn more from reading it because its sole purpose is to help you make a buck. We're not here to entertain, nor to make you feel good. Our mandate is dead simple: to deliver information and analysis that will help you run a more profitable enterprise, no matter how big or small you may be.

I'm not given to bragging, but I'm going to do it anyway. We've won a trailer-load of editorial awards over the years, here and stateside, more than all but a few other Canadian business-to-business magazines in any industry. Which means that our journalistic standards are very high, so I think you'll find *Today's Trucking* pretty useful.

For the first time since we launched it in 1987, *Today's Trucking* will be distributed in bulk at truckstops nation-wide.

Given its business focus, however, what you won't find here is a four-page spread full of show-truck pictures from the Rodeo du Camion and other such events. We'll still be there—because those shows are just too much fun to avoid—but our coverage will be seen only at todaystrucking.com. Which is a website, by the way, that you should get to know if you don't already. We cover the news there pretty comprehensively, along with much more besides.

One last point, anticipating a question you may have: what happens to the *Highway Star* of the Year award program that we've been running for a few years now? Nothing changes, its name included. We still want to celebrate the best of the people who drive our trucks and make us proud in the process. Look for nomination forms later in the fall, with the winner to be introduced at Truck World 2012 next April.

Finally, if you're reading us for the first time, I welcome you to the fold. Hope you like what you see.

As always, and especially if you're a newbie here, write to me—rolf@newcom.ca—if you have anything to say, any comment to make, any moaning and groaning to be done. This door's always open. ▲

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

Dispatcher

BY MARCO BEGHETTO

Vive le EOBR!

Quebec's distinct view on e-logs reportedly cleared up.

Voluntary EOBRs are routinely thought to be an acceptable, efficient way to track hours-of-service compliance, but a few Quebec truckers have been surprised with tickets at inspection stations for using them rather than the log-skinned-from-trees version.

Paper logs are considered by a growing number of carriers to be as outdated as the rotary phone and, in order to improve compliance and get ahead of an impending EOBR mandate from government, many fleets are choosing the electronic route.

But a few cases in Quebec, where some inspectors have arbitrarily decided not to recognize the legitimacy of EOBRs, have caused a stir across the country and exposed once again the age-old headache of Canada's fragmented "national" transportation policy.

For instance, a driver with Total Logistics who presented an EOBR at a Quebec inspection station was fined \$956 for operating

a commercial vehicle without a logbook. The inspector apparently had never seen an e-log before and wouldn't accept it. The driver then offered to have a paper copy faxed to the officer and when

that didn't work, the driver said he could update his paper logbook to match the info on the EOBR. No dice on that either.

Other carriers have reported similar experiences.

As is often the case, this appears to be a classic Canadian case of disconnect between the transport policy folks in Ottawa and front-line enforcement in provincial jurisdictions.

Certainly, the officer wasn't aware of the Canadian Council of Motor Transport Administrators (CCMTA) national protocol ratified in 2009 meant to harmonize inspection procedures for



Trucks

EOBRs in advance of what is likely to be a mandatory requirement for the devices sometime in the near future.

Although, we've since been assured by both by Contrôle routier Québec (the agency responsible for heavy vehicles regulation) and the Quebec Trucking Association (QTA) that the situation has been clarified.

Sargent Julie Martel, a spokeswoman at Contrôle

LOG CUTTING: Canada's lack of regulatory cohesion was again on display in Quebec when some carriers reported e-logs weren't being accepted.



routier Québec, told us she couldn't discuss specific cases, such as one involving Total Logistics. (We tried to talk to people at Total, with little success). But she did splash cold water on the widely held notion that Quebec is an island among North American jurisdictions when it comes to accepting EOBRs for hours-of-service compliance.

"There may have been some ambiguities in some cases, but one thing is clear: if you hear that EOBRs are not accepted or you can not use them in Quebec, it is totally false."

Martel referred us to Article 33 of the Quebec Regulation Respecting the Hours of Driving and Rest of Heavy Vehicle Drivers, which allows the use of these devices under certain conditions.

"The law is clear," says Martel. "Electronic recorders must provide the same information as paper records. The driver can provide access to the device for data validation or he can print the data."

Martel confirms that companies can indeed fax the EOBR data to the inspection station, or, if access to a fax machine is not available, drivers can print daily logs from the cab—in fact, the driver is required to do so if a roadside inspector demands it. Failing

OBAMA'S THOUGHTS FOR FUEL

FIRST-EVER TRUCK FUEL EFFICIENCY RULES UNVEILED

As we predicted after the 2010 emissions rules came out, the Environmental Protection Agency (EPA) wouldn't be satisfied with regulating diesel particulates and NOx—not with the environmental movement's obsession with carbon dioxide—and so, last month the Obama administration announced that heavy-duty and medium-duty tractor-trailers will be required to reduce fuel consumption and greenhouse-gas (GHG) emissions by as much as 20 percent compared to current baselines over the next six years.

The official program—developed jointly by the U.S. Dept. of Transportation and the Environmental Protection Agency, along with stakeholders from the trucking industry and environmental groups—is in line with the president's promise to order stringent fuel consumption targets from 10 to 25 percent for commercial vehicles, depending on the design and purpose of the vehicle.

Under the blueprint, different measuring sticks will be applied to each vehicle category, covering semi trucks, heavy-duty pickups and vans, and vocational vehicles.

Semi trucks and vocational truck efficiency standards will be calculated by dividing gallons of fuel consumed and grams of CO₂ emissions per mile by tons of freight hauled.

Model 2014-2018 semi trucks are expected to save an average of 4 gallons of fuel for every 100 miles traveled by 2017, depending on the type of vehicle.

Specifically, the agencies adopted separate yearly standards for nine subcategories of combination tractors based on three main attributes: weight class; cab type (day cab or sleeper); and roof height

(low, medium, and high roof).

For heavy-duty pickup trucks and vans, separate standards are required for gasoline-powered and diesel trucks (10 percent for gas and 15 percent for diesel), with an expectation to save about one gallon for every 100 miles.

The same goes for vocational vehicles—including delivery trucks, buses, and garbage trucks—which will need to hit 10-percent savings by 2017.

Trailers are not covered because, the agency says, of the "first-ever nature of this program and the



agencies' limited experience working in a compliance context with the trailer manufacturing industry."

Though, as individual components, trailers aren't off the hook. "We intend to include them in a future rulemaking," the agencies said.

EPA has additionally adopted standards to control HFC leakage from air conditioning systems in pickups and tractors.

The joint standards, says EPA, "cover not only engines but also complete vehicles, allowing the agencies to achieve the greatest possible reductions ... while avoiding unintended consequences."

In order to meet the lofty targets, it's widely believed that only a fraction of the carbon and emissions savings can be found at the power source.

Gains will also need to be achieved through various combinations of improvements to tires, aerodynamic designs and add-ons as well as anti-idling devices and other technologies, such as those commonly used by fleets participating in EPA's voluntary SmartWay program.

Dispatches

that, drivers may also be required to reproduce the info by hand for the last 14 days (not something any driver needs).

"The [owner] has the obligation to make blank paper logbooks available to the driver," says Martel. "If the driver reproduces the documents by hand and he complies, he can leave."

Martel declined to say whether the ministry recognizes certain EOBR devices and not others, explaining that it is not the "role of the agency to create competition among manufacturers of these devices."

However, she said that a reminder was sent to all inspectors to make sure that the enforcement of the regulations under Article 33 is consistent.

Normand Bourque, technical and operational coordinator at the QTA, is quite aware of the controversy. But he too stresses that "all the requirements for the recognition of electronic documents are the same everywhere in Canada," and that the CCMTA protocol ensures "carriers wishing to adopt new technology of electronic recording are not penalized."

As long as the driver can reproduce the logs on paper upon command, and the EOBR itself complies with the protocol guidelines, there should no longer be any problem using e-logs in Quebec, he says. "We are not talking about Excel files on a laptop or a Blackberry, but about recognized devices that ensure that data are protected and secure."

However, Bourque added that reproducing logs by hand all but eliminates the efficiency of electronic devices. And on that note, QTA has met with managers of the Société de l'assurance automobile du Québec (SAAQ) and Contrôle routier Québec to reaffirm the carrier's ability to fax documents to the station where the inspection takes place.

Inspectors have been instructed to provide the fax number of the inspection station. Once the

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document is sent, the driver will need to sign it.

The SAAQ also informed QTA that it was working with carriers to permit email as a means of transmitting data. "For now, technological issues do not allow emails as a mode of transmission," says Bourque.

— with files from
Steve Bouchard

CSA

U.S. to Fix CSA No-Fault Crashes

From where Davelene Huellinghoff sits, it makes no sense. She runs a small fleet out of Union, Mo., with a good safety record, yet her CSA crash indicator score jumped from zero percent to 44 percent as a consequence of two accidents that were not the company's fault.

In one of the accidents, a motorist ran under a trailer and is now facing charges. In the other, Huellinghoff's truck was stopped at a

red light when the other vehicle rear-ended it.

Huellingshoff says she challenged the accidents, but received notice from the Missouri Highway Patrol that there was nothing they could do.

The only way to get the accidents out of the system is to go through a safety audit, she was told. "Can they not read the accident reports and see that it was the other vehicles' fault? This would be too simple!"

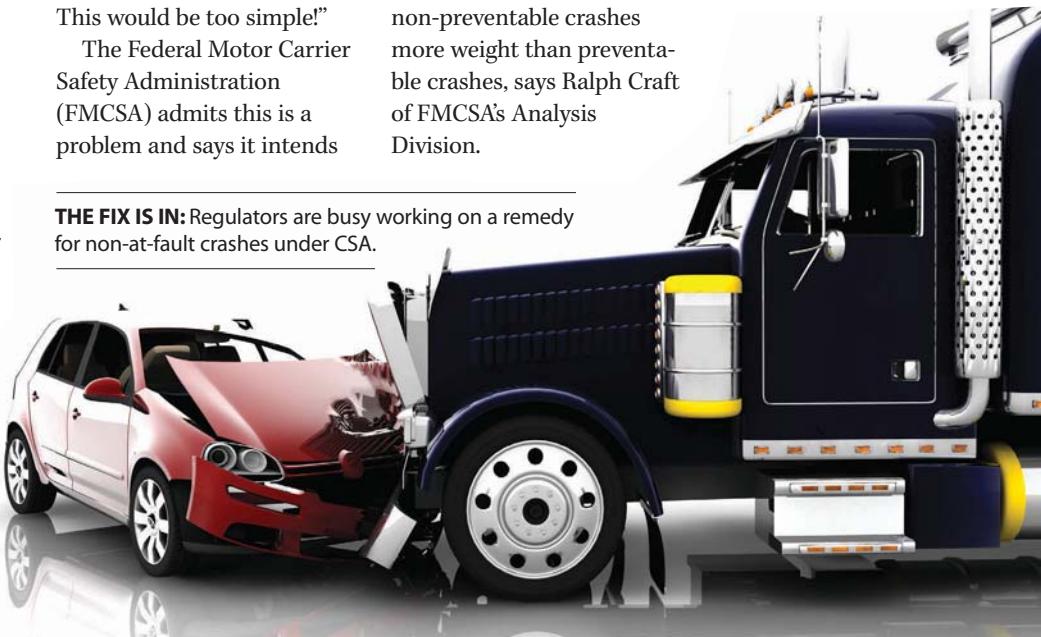
The Federal Motor Carrier Safety Administration (FMCSA) admits this is a problem and says it intends

to screen out no-fault crashes before they are entered into CSA scores. But it's not easily done, so the agency is working on a near-term remedy.

The agency aims to start a program in January in which the accident reports are screened and given different weightings in the CSA system based on accountability. All crashes would still be in the system, but the agency is figuring out how to give non-preventable crashes more weight than preventable crashes, says Ralph Craft of FMCSA's Analysis Division.

THE FIX IS IN: Regulators are busy working on a remedy for non-at-fault crashes under CSA.

Here's how it'll work: If a carrier believes that it was not at fault in a crash, it could mail a copy of the police accident report and the post-crash inspection report to the CSA data correction system, called DataQs. The report would not go to the jurisdiction, as other DataQs challenges do, Craft said. Instead it would go to a team of specialists who would analyze it for accountability.



LOG BOOK

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November 17-18

Ontario Trucking Association Annual Conference

Doubletree Hilton, Toronto

Contact: 416/249-7401

Website: www.ontruck.org

Dispatches

The agency will not permit trucking companies to submit data from insurance companies or witnesses, however, as it would overwhelm the system, Craft said.

It will be possible for a carrier that is not at fault to still be found accountable. For example, a trailer gets rear-ended at an intersection, the truck driver probably is not at fault. But the carrier could be accountable if, say, the driver is out of service.

An appeals process to challenge the agency's determination of accountability will also be available, Craft says.

Longer term, FMCSA is working to get all the necessary reports and analyze them for accountability before the data ever goes into CSA.

FMCSA's senior transportation specialist Bryan Price says the agency needs to set up a system in which the police accident reports are forwarded to the screeners as a matter of course.

That's the hard part, says Price, because it requires another action by enforcement agencies that are preparing the reports. "They will either have to send it to us or have a mechanism for us to get our hands on it easily," Price said.

The enforcement community has its own concerns about this process, according to Steve Keppler, executive director of the Commercial Vehicle Safety Alliance.

"Crash investigations are many times very subjective," he said. "The officer on the scene is seeing things and

talking to people, and once that information leaves the scene you have someone else reviewing it who was not there, based on what the investigating officer said."

Plus, insurance companies do their own investigations, which might lead to different conclusions. "What," asks Keppler, "do you do with that?"

— Oliver B. Patton

Enforcement

Truckers: 'We're Not piñatas'

With CSA in full swing, impending mandatory EOBRs, and what's likely to be a much more restrictive hours-of-service regime, the Obama administration clearly has your trucks in its crosshairs.

And through surprise inspections, full compliance reviews and unprecedented enforcement actions, the administration has issued as many imminent-hazard orders placing bus and truck companies out of service in the past two years as previous administrations did in the past 10.

It's all part of Washington's new war on highway danger, according to U.S. Transportation Secretary Ray LaHood. "We continue using all of the tools at our disposal to get unsafe carriers off the road and hope that Congress will act on our proposal to provide us with the necessary authority to expand our safety oversight."

Indeed. And, for once, it's not just trucks that are targeted.

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One of the top items on the Federal Motor Carrier Safety Administration's agenda over the next five years is to expand its influence over shippers and receivers. FMCSA recently unveiled a draft of its Five-Year Strategic Plan, which, among other initiatives, explains that the agency will try and close the gap in its authority over other players such as shippers, receivers, brokers, and freight forwarders. It says the government has a responsibility to oversee not just trucking companies and drivers, but the "commercial motor vehicle transportation life-cycle," which includes all companies that can affect truck safety.

That's good news for truckers who often complain that loading mistakes and delays at shippers' yards impacts hours-of-service and equipment compliance.

WHEN SLEEPING DRIVERS LIE

So. Driver Pete has been diagnosed with sleep apnea and you've ponyed up some dough for one of those devices. They're called **Continuous Positive Airway Pressure**, or CPAP devices, btw. The question is, with a sleep apnea-testing rule coming in the U.S. (and likely Canada), how do you know Pete's actually being forthright when he says he uses it.

The answer is, you don't. Rather, you didn't.

That's because a Halifax-based software company says they came up with a solution. Umbian Inc. has just launched a three-month pilot program to introduce a new product called U-Sleep and it's essentially a computerized way to measure compliance with and get the most out of a sleep-apnea treatment program.

According to Umbian's Malcolm Ferguson, the U-Sleep wirelessly downloads usage data from the CPAP device daily and automatically sends out alerts to the fleet managers if Pete Trucker's not using the thing as prescribed.

Then, the driver and his manager and/or sleep specialist will assess his usage habits and try to help.

According to Umbian, studies show that monitoring of CPAP devices encourages more regular use and in fact improves the effectiveness of therapy.

The pilot program requires that participants be equipped with a Philips Respironic CPAP. Umbian has also established a relationship with The Snore Shop, a leading Canadian sleep therapy clinic, which will provide screening and support to the drivers throughout the trial.



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In its comments to the agency, the Owner-Operator Independent Drivers Association (OOIDA) supported imposing greater responsibility on all parties that place demands and pressures on truck drivers, but said until this point truckers have been treated more like villains than partners. "After years of observation and interaction [with FMCSA], OOIDA is left with the impression that FMCSA treats drivers much as a child treats a piñata at a birthday party. If he can only continue to beat it with a stick surely something good will fall out of the bottom."

While it welcomes the added oversight on the rest of the supply chain, the American Trucking

heard on the Street

■ The Canadian trucking industry bade farewell to one of its icons of safety last week with the passing of **George T. Fraser**.

"He was one of the brightest safety minds in our industry," recalls his friend and colleague **Raymond Mercuri**, Markel Insurance's Signature Service account manager.

Fraser passed away in July, at 77, after a lifetime of adventure and achievement.

He joined trucking in New Brunswick, as Brookville Transport's director of safety, which he later parlayed into a post with Boreal insurance.

Mercuri—himself highly regarded as a safety promoter—says Fraser was a huge influence: "I read a lot of his fleet safety program policies and initiatives over the years as he was always willing to share."

His material was always thought provoking. He was a real leader."

■ California-based wireless fleet management provider **TRIMBLE** acquired **PEOPLENET**—one of the more popular North American providers of Internet-based onboard computing and mobile communications.

PeopleNet will operate within Trimble's Mobile Solutions segment.

■ **Carsten Reinhardt**, formerly chief operating officer for **MERITOR**, has left to pursue other opportunities. Meritor says it does not plan to replace this position. It did, however, shake up other parts of the corporate tree:

Tim Bowes is now president of the company's Commercial Truck division.

Pedro Ferro was tapped to take over as president of the Industrial segment and was also named executive officer.

Joe Mejaly, vice president and president, will continue to manage the Aftermarket & Trailer business segment worldwide.



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Dispatches

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*Compared to previous generation HDW tire

Associations is disappointed that only a couple of the strategic plan's 10 stated goals addresses the behavior of passenger motorists, who play a significant role—arguably the most provoking of all—in a substantial percentage of truck crashes. By not emphasizing motorists in the plan, FMCSA will only impact about 30 percent of truck-involved crashes, ATA, says.

Truck builders

Chatham Plant Shuttered For Good

Any speculation that Navistar International could breathe new life into its idled Canadian heavy truck plant has been laid to rest.

The company announced that it will officially close the Chatham, Ont. facility, dashing any hope for the 1,000 or so laid-off workers that the Illinois truck and engine maker might have jump-started the manufacturing plant when the economy fully recovers.

Chatham production had already been absorbed by other Navistar truck plants.

"From a capacity standpoint, we are well positioned to meet demand expected in the last half of 2011 and further increases in 2012," said Dee Kapur, president, Navistar Truck Group. "We're seeing tremendous benefit from our flexible manufacturing strategy, which allows us to build more trucks—and a wider

variety of them—at various plants."

The company reiterated the plant closed because it could not reach a collective bargaining agreement with the CAW.

But the union's president Ken Lewenza said in a press release that it could not get Navistar back to the bargaining table to try and save the facility.

Aaron Neaves, president of Local 127, said he's disappointed with the timing of the announcement. "We're even on the cusp of a market turnaround for big trucks in North America, with sales up by over a third from last year. Ironically, it's at the same time that our factory is closing. We should be adding jobs now, not taking them away. It simply doesn't add up."

The plant—which has been around for about 90 years until it was idled two years ago—was supposed to close in 2004, but it got a lifeline when Navistar accepted \$65 million in federal and provincial grants.

Incidentally, Ontario government lawyers are now investigating whether the truck maker breached that funding agreement by shuttering the plant permanently.

"If the company is found to breach any of our funding agreement we'll recover those funds," Chatham area Liberal MPP Pat Hoy, told local media.

The closure means that Paccar's Ste. Thérèse plant is the last Canadian-based heavy truck builder. ▲

on the Docket

ROLLING OVER ON TANKERS:

Trucks that pull tankers have been prime targets south of the border. And that's not going to change. The American National Transportation Safety Board (NTSB) is lobbying for more rules that pertain to the manufacture and operation of tankers, including rules to make tanker trailers less prone to rollovers. At the top of the list: Mandatory stability control systems on newly manufactured tanker trailers.

Retrofitting of all trailers with a higher-than 10K GVW with a



rollover stability control system; and establishing stability control system standards for all commercial motor vehicles were other options the NTSB recommended. While the NTSB has no regulatory authority, it's asking transport regulators to respond to its suggestions before the end of October.

CREATIVITY, NOT CASH:

Throwing money at border security (and adding more barriers to entry into the U.S.) is not the solution to North America's border security woes. That's the upshot of a U.S. Homeland Security study released by two university professors. The study provides the first cost-benefit analysis of spending

on U.S. border security since 9/11. The conclusion? All the overlapping and redundant programs are "excessive."

That's being echoed by the CEO of the Canadian Trucking Alliance (CTA) David Bradley, who says the study found the cumulative increase in expenditures on homeland security during the period exceeded a trillion dollars.

Bradley says it's time the U.S. rethink its post-9/11 border security strategy.

"Adding more and more programs and barriers to entry is not the answer," Bradley says. But, he adds, turning the page does not mean less security. "It means moving to the next chapter, taking what we've learned and looking at how we can do things better in the cold, stark reality of today."

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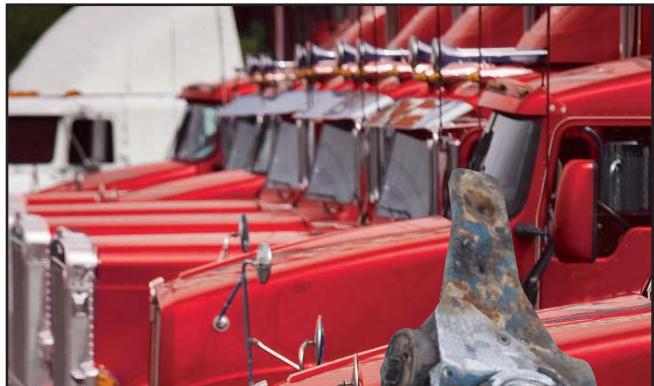
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SITED ON THE WEB

Vancouver Parking-Delivery Could Cost Lots

Need more proof that some left-coast politicians fancy themselves as closet Californians? The City of Vancouver is considering implementing metered zones for truckers and other delivery drivers.

The scheme—all part of something called the “Greenest City Action Plan”—mightn’t be implemented for years, but reaction to the proposal from truck drivers has been rapid.

As if getting around Vancouver wasn’t already a hassle.

MORE @ <http://tinyurl.com/van-delivery>



“A truck can travel from Toronto to Miami and it will go through 16 stop lights; 15 of them are in Windsor.”

— CTA boss **David Bradley** on the importance of a new Windsor-Detroit truck bridge and why the private Ambassador Bridge’s TV ad campaign to stop it is loaded with “misinformation.”

MORE @ <http://tinyurl.com/ambassador-ads>

Books and Brakes

John Grisham’s The Confession—check. Harry Potter and the Deathly Hallows DVD—check. One copy of (since this is totally online and there are no witnesses that can actual see you buying it) American Idols Season 10 compilation CD—check. And . . . let’s see: How about a Navistar 145-amp alternator?

Check.

It’s true. Now on Amazon.com you can buy Navistar Partsmart components for trucks and buses, alongside with books, movies and video games.

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

Thieves Slow Down:

Cargo thieves apparently joined the growing pool of unemployed Americans this year. FreightWatch International reports a 6.8-percent decline in truck cargo rip-offs during the first half of 2011 from the same period last year. Although the overall number of thefts is down slightly for the period, shippers and transportation companies should be aware of several trends that are plaguing the supply chain industry, FreightWatch says. For one, multi-trailer losses remain a big problem.

MORE @ <http://tinyurl.com/cargotheft-dip>

TODAY'S TRUCKING on

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Join the Conversation!

That truck driver that got flipped off? Here's his story:

Dan Hanson is a 52-year-old fleet manager at reefer specialists Q Carriers out of Shakopee, Minn., and in August his mom Judy convinced him to do something he’d never done before. She persuaded him to submit a story that he wrote to the local newspaper.

Obeying his mom, Hanson sent it to the op-ed editor and two days later, the story appeared. Within hours, it was viral, and trucking industry types around the world were reading his prose, many of them welling up with tears of pride.

It first appeared in the Minneapolis Star Tribune. It’s called “That truck driver you flipped off? Let me tell you his story,” and it goes on to talk about one of Q’s drivers, Harold, whose sister had been killed in a car crash earlier in the week.

It speaks volumes about the trucking industry and people’s seeming indifference toward the truck drivers of the world.

And while no actual “flipping off” ever took place, Hanson tells **todaystrucking.com**, everything else in the story is true.

“It’s gone world wide. It’s even on a couple of different websites in the U.K.,” Hanson, who started in the trucking industry at 16, tells us.

Harold, the driver from Georgia immortalized in the story, could be a role model for the rest of us, Hanson says. “He’s just a guy in his 40s trying to feed his family and even when bad things happen he’s in a good mood, never wanting to bring anybody else down. My story is for all the Harolds of the world.”



Read Hanson’s column on Harold here: <http://tinyurl.com/driver-harold> and more of Hanson’s interview with **TT.com** here: <http://tinyurl.com/Hansons-tale>



From Marco Beghetto’s

Right Turn Blog

Motley Fuel

By and large the early stages of the Obama administration’s **truck fuel efficiency and GHG-reduction regs** permit compliance with relatively simple design improvements, enhancements and technological add-ons.

What happens in the latter stages of the compliance schedule, when heavy trucks have to meet the whopping 20-percent fuel efficiency standard, is a little less clear.

I’m not throwing cold water on the program, but it’s reasonable to question whether the fuel savings will offset the projected \$7,000 cost of a compliant truck.

Though, who am I to argue against it when fleets generally appear to welcome the plan, or at the very least there’s very little public opposition to it—**save for OOIDA**—unlike the united industry front against hours-of-service changes?

And while I can’t help but roll my eyes at the weightless idea that CO2-cutting schemes like this will—as Obama once promised—lower the ocean levels, it’s undeniable that there’ll be less real pollutants hitting the air with every gallon of fuel saved. And, if nothing else, consuming less foreign oil can only be a good thing for global affairs.

Still, many questions linger. Such as: After all the design, weight, component improvements have been found, what technology does the power source use to meet the 20-percent target in 2017 and what will that cost?

Plus, will the range of equipment choices shrink in a market long accustomed to as many spec’ing options as possible?

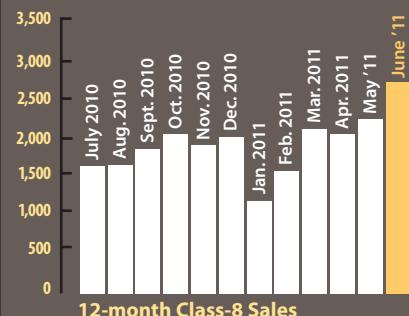
Stay tuned. This is going to get interesting.

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

Canada: Truck Sales Index

June 2011

CLASS 8	This Month	YTD '11	YTD '10	Share
Freightliner	738	3102	1716	27.2%
International	434	2248	2422	19.7%
Kenworth	604	2151	1754	18.9%
Peterbilt	281	1227	994	10.8%
Volvo	234	1113	811	9.8%
Mack	201	794	484	7.0%
Western Star	185	764	592	6.7%
TOTAL	2677	11,399	8904	100.0%



CLASS 7	This Month	YTD '11	YTD '10	Share
International	92	564	455	40.7%
Kenworth	45	244	168	17.6%
Freightliner	53	212	151	15.3%
Hino Canada	26	203	132	14.7%
Peterbilt	33	162	162	11.7%
TOTAL	249	1385	1085	100.0%



CLASS 6	This Month	YTD '11	YTD '10	Share
Hino Canada	17	226	106	49.3%
International	26	173	175	37.8%
Freightliner	5	55	34	12.0%
Peterbilt	1	4	29	0.9%
TOTAL	49	458	356	100.0%



CLASS 5	This Month	YTD '11	YTD '10	Share
Hino Canada	52	318	237	61.9%
International	31	160	88	31.1%
Freightliner	8	22	4	4.3%
Kenworth	5	12	26	2.3%
Peterbilt	0	2	6	0.4%
TOTAL	96	514	372	100.0%





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U.S.: Retail Truck Sales

CLASS 8	This Month	YTD '11
Freightliner	3824	23,104
International	3302	15,025
Peterbilt	2264	10,333
Kenworth	2083	9368
Volvo	1680	8449
Mack	1317	5800
Western Star	175	806
Other	2	8
TOTAL	14,647	72,894



Canada: Provincial Sales (Class 8)

CLASS 8	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	CDA
Freightliner	36	54	14	6	459	111	35	18	5	0	738
International	27	55	8	22	183	99	25	10	0	5	434
Kenworth	71	262	34	0	86	136	15	0	0	0	604
Peterbilt	58	70	35	15	61	25	13	4	0	0	281
Volvo	13	12	1	14	120	54	19	1	0	0	234
Mack	9	34	12	5	97	24	6	9	0	5	201
Western Star	23	44	10	1	47	29	5	26	0	0	185
TOTAL	237	531	114	63	1053	478	118	68	5	10	2677
YTD 2011	933	2233	475	707	4066	2163	526	215	14	67	11,399

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

Street Smarts

INSIDE:

25 Costing, à la François

29 A secret recipe for success

MANAGING PEOPLE, TECHNOLOGY, BUSINESS, AND SAFETY



A CAN-DO ATTITUDE:

Bal started his first business at 18.

29 and counting

fleets *Harmon Bal built Interline into one of B.C.'s leading can carriers and he's only just begun. Keep your eye on him, will you?*
By David Godkin

Five years. That's how long it took Interline Motor Freight Inc. to grow from a glimmer in Harmon Bal's eye to British Columbia's largest intermodal carrier. *Today's Trucking* caught up with Bal to see if he'd share a few secrets. And did we mention he's 29 years old?

Today's Trucking: Since starting in 2006 you've grown to more than 100 company drivers and owner-operators in B.C., with offices in Vancouver, Seattle and Toronto. How'd that happen?

Harmon Bal: Originally we had to be alert

to what's going on. I would be on the road driving by the border looking at what other companies were carrying in what kind of containers. That's how I started getting in touch with different customers to see what they're bringing into Canada and how we can assist them bringing that in.

A customer in Chicago, for example, needed someone in Canada to bring freight in from Seattle. At that point we had two or three trucks. That customer introduced me to other customers moving freight here and that's when we started bringing on more drivers and started getting busy.

TT: *What's been the key to managing your growth?*

HB: You have to make sure you're organized and that you have enough employees to handle everything. I can't say "Okay we're bringing on 10 more trucks and the same number of employees in the office are going to complete the work." That's not fair to them or their families. It's about having the right drivers and office staff and treating them well.

TT: *You service only the U.S. ramps in Seattle and Tacoma, staying away from the port system in Vancouver. Why is that?*

HB: There's just a lot more freight coming out of the U.S. You'll never get a call to pick up 70 loads in Vancouver. In the U.S. you can get a call to pick up 70 loads in three days. It was easier for us to grow in the U.S. than in Canada because there's a lot more opportunity in the U.S. than in Canada.

TT: Your trucks obviously spend a lot of time crossing the Canada-U.S. border. How do make sure your trucks are secure?

HB: Seal integrity is the main thing. If a seal is compromised or it looks different or even scratched up, the drivers have to call dispatch before they head for the border. I also tell our drivers we understand the yard is secure; we understand there are security guards night and day, but there's also tons of drivers coming in and out. So check your truck, go underneath it, whatever you can physically see what someone would have access to, you need to check that before you head for the border.

TT: How extensive is your hiring process for new drivers?

HB: After an applicant fills out the application form—about 70 pages, I think—we do a criminal-records check, a drug-and-alcohol test and check their driving record. We then sit them down and explain what our requirements are and how a driver needs to be presentable and interact with a customer.

We're looking at attitude. We just hired a company driver for one of our trucks and he actually came in with his laptop to show me his logbooks and how he keeps

them, how he keeps records and he emails them to us at the end of every week. That's different from the average driver in B.C.

TT: How do you keep your drivers and owner-operators happy and productive in good times and bad?

HB: When things are slow we try to stay positive and keep the drivers happy by making sure the operations are splitting up loads so each driver is getting something. We don't want anyone sitting home for weeks and weeks. To date we've never had a time where a driver complains that he's not making enough money when business is slow.

We also have an agreement with different fuel companies where we save money on fuel and provide that same discount to owner-operators. We've got a very high safety rating with the Insurance Corporation of B.C., too, so we allow owner-operators to use our insurance where we have a 68-percent discount on insurance.

TT: How tough are you on suppliers?

HB: We expect service. We changed insurance companies because the one we had wasn't getting plates to the yard on time. Just as we provide service to our customers

to make sure they're happy, anyone providing us service has to make us happy as well.

TT: Can you give us an example of Harmon Bal-style customer service?

HB: Yesterday I had a customer on the phone who needed information right away. Now I can get a phone system that says press 1 for this, press 2 for that, but I think when the customers are calling in they need to talk to someone right away. So I'm right there. They can ask me the questions and are on the phone for less than 45 seconds before they get an answer. ▲

Bal Specs:

Age: 29

Education: Bachelor of Technology

First job in trucking:

Picking up nails from a trucking yard

Family: "Very large"

Preferred driving music:

News Radio

Truck of choice for Interline:

Freightliner

On why he tries to avoid

Port Vancouver:

"I think the port system in Vancouver is the most terrible I've ever seen. If you have to go and get a container from the port you have to phone and make an appointment with the port. If your driver is late or if your appointment number doesn't match your container number, they will turn your driver around."

The Scoop on Interline

Bal started his first business at 18. It was a popular weekly television news show called "Asian Connections." Out of that grew Harmon Bal Productions Inc., which produces more than 40 hours of programming each week. Meanwhile, Interline Motor Freight, which started with one truck six years ago, includes *Interline Motor Freight USA Ltd.*, *Eagle Road Rail Transportation Systems Inc.*, and *Eagle Road Rail Transportation Systems USA Inc.*



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COST-CUTTING TOOLS: Francois has been helping truckers save for more than a quarter of a century.

Cost Gospel according to Fred

money Quebec's guru of keeping a lid on the cost of doing trucking shares his philosophy. By Steve Bouchard

Back in the insert-your-adjective-of-choice-here-old days of trucking, before deregulation, things were simple. Rates and costs were predetermined and adjusted annually.

These days, it's every Excel-user for him or herself. And never before has it been so important to pinpoint every cost associated with your operations. Costs are changing by the moment and it falls

to every trucker to constantly monitor those changes.

Frederik Francois is the Counselor of Economic Affairs and Tax for the Quebec Trucking Association (QTA). He has spent more than 25 years working on costing. Before deregulation, Francois sat on a committee to establish a costing method for trucking in the province of Quebec and in 1996, he developed a course on costing

that he taught at the University of Quebec in Montreal and later at the University of Montreal, and the Ecole des Hautes Etudes Commerciales.

“Today's Trucking tracked Francois down and asked him to share—tuition free—a few of his costing commandments.

“The truth is cruel, but it is impossible to make money on each shipment. You make money with some and you lose with others. The most important thing is to end up with positive results.”

“Analyze a client as a whole. You can lose on certain corridors or certain categories of weight but if at the end of the year, a customer is negative everywhere, ask yourself if it's worth keeping.”

“In the case of LTL, determine all the costs involved in the entire movement, including indirect costs such as terminal fees and administration.”

“Do not copy your neighbor. Say a competitor operates a fleet similar to yours. He pays his drivers the same as you, and you can assume he pays the same for trucks and trailers. His fuel mileage is probably very comparable to yours. So why not just find out what he's charging and mimic him? Doing a cut-and-paste of his fees is not only inappropriate, it's dangerous.

Even if you pay your fuel and your trucks are the same price, the unit price is not the same if you run 500 km a week on a local basis compared to someone who does 2,000 miles a week long distance. Every move is different. The route might not involve the exact same wait times; the customers have different characteristics; loading and unloading practices might be different; many factors affect the cost.”

“Know your average costs, but remember no client is average. If you base your pricing on averages you will have no idea where you made money or where you lost it.”

“Always remember that pricing was probably established according to certain parameters, and often, those parameters have changed or were biased. Ask yourself: Are my costs at the customers' dock higher than expected? During transport?



Frederik Francois

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Dr. François' 12-Step Program

- 1** Calculate unit costs (hourly, per kilometer), taking care to categorize, classify and aggregate expenditures by type and activities.
- 2** Develop tools to measure everything that is not financial but has a direct impact on profitability such as stop times; customer activities; balance in the use of rolling stock (empty movements); operational productivity.
- 3** Analyze, classify and allocate different costs per event, per customer, per invoice.
- 4** Re-assess costs at least once a year or after a major administrative or operational change.
- 5** Do not change your method of costing just because times are tough. Only pricing should be adjusted if necessary.
- 6** Disclose information to your colleagues in accounting, sales, pricing, operations and administration. Costing is a comprehensive management tool.
- 7** Use the results of the cost to identify your strengths and weaknesses: *operations, markets, customers, types of goods, and adapt your strategic plan accordingly.*
- 8** Do not wait for things to go wrong before doing costing.
- 9** Only target customers and the volume that you really need.
- 10** Stay away from "shop" rates.
(EDITOR'S NOTE: Francois used the French phrase, "magasineux" de taux. It's a pejorative way to describe those who are always shopping for the lowest price and who want people to cut rates, no matter what. It's the kind of omni-lingual phrase that could be adopted by the rest of the country.)
- 11** Get the right information at the outset. Ask to see: the goods, the shipping dock and a sample of lading for a given period.
- 12** Check all the hidden administrative costs:
 - a) special reports of performance;
 - b) individual spreadsheets for billing;
 - c) development of information tools (EDI, etc.);
 - d) potential claims;
 - e) payment periods.

Upon delivery? Do you spend more time at the customer than you anticipated? Have you redone your routes and you now do 10 stops in an area where you only expected to do five?"

"If you know your precise costs, it is much easier to explain to your clients why prices are going up or, conversely, to explain to yourself why a client who was once profitable is now a loser."

"Cost analysis is an ongoing process."

"Knowing your costs can help you identify what changes should be made in the shipping process. It also lets you measure your productivity and establish goals, including such things as reducing the number of stops per hour, increasing the average weight per trip, lowering the percentage of empty movements and increasing productivity at the dock." ▲

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A Tim Hortons secret recipe, revealed

teamwork *What some clever folks around Whitecourt do to keep their drivers coffee'd up. By David MacNevin*

It's amazing what happens when partnering and discussion take place instead of us-versus-them thinking.

It's kind of like when my wife wants to watch Big Brother at the same time as the Alouettes are taking on the Eskimos; how do we decide?

But the news is, it can work. Look at rail and trucking working together. Or at shippers partnering with truckers to create this newfangled creature we call logistics.

Working together, and sharing information helps both sides win.

Some people have asked me, for instance, if I was nuts when I told them they could

with customers, vendors and—believe it or not—governments.

I currently have the privilege of chairing the Whitecourt Transportation Advisory Committee, which meets twice a year (more if required) to discuss everything and anything to do with transportation in our region. Others on the committee include our MLA George Vanderburg, the cops, the DOT, and roads-maintenance people. Everybody's invited—the public, the press, anyone with a transportation-related concern.

Everybody gets a say, and real things get done.

fic to drive into the Timmy's lot. Some engineers thought installing a traffic light would make the turn safer, and they were right, except that on the southbound side, transports would be stopped on a steep incline which in winter could lead to many problems.

Once us truckers heard about the plan, we convened a committee meeting and collectively came up with an alternate plan that delivered a

Also, having discussions with the folks in charge of maintaining our roads gives us a chance to discuss snow clearing, sanding, shoulders, heaves and other challenges that we all face.

Finally, staying in close touch with local DOT folks does nothing but help keep the public safe and give truckers a heads-up on what our drivers should be aware of. This can help

A Tim Hortons is located on our main highway, where, especially in winter, truckers coming back and forth from the Alaska Highway stop and get their coffee fix.

win for everybody. (Well, maybe not for the Tim Horton's owner but he will be fine; people will find a way no matter what, to get their Timmy's.)

The light was placed at the next intersection, which had a connecting route to the coffee shop so the southbound truck traffic could come to a stop on level ground, thus eliminating the truckers' concerns about starting from a stop on the steep hill.

Groups also speak louder than individuals. Having our MLA George Vanderburg on the committee lets our voice reach the provincial government directly. This sure beats carrying a sign and marching out front the legislature.

reduce those nasty CVSA points that we all strive to keep off our carrier profiles. I also created a form that helps us with our 160-km-radius, no-logbook-required deal for which I sat down with the DOT to get prior approval.

Having access to those who some days can cause you grief and maintaining open communications can do nothing but help.

All I want now is time to form a committee to help decide if it's Big Brother or the CFL. Of course the remote is my weapon of choice!oops her weapons are far more powerful; I guess it's Big Brother for us. We all have to compromise some times. ▲

David MacNevin is operations manager at Whitecourt Transport Inc.

Author Photo Credit:
Jessica MacNevin



save money by the consolidation of small LTL shipments. It might look like a losing proposition at first but from my perspective, the most important thing is that by helping somebody operate more efficiently, you gain a client's trust, and that's what puts the butter on the table.

Collaboration works,

Take what happened at our local Timmies', for example.

There is a Tim Hortons located on our main highway, where, especially in winter, truckers coming back and forth from the Alaska Highway stop and get their coffee fix.

At that intersection we had experienced a lot of collisions as people turned across traf-

You'll be marked on this.

A. American Trucking Associations (ATA).

Yes, it's plural because the ATA is the combination of all the individual American states' trucking organizations. The president and CEO is the formidable former Kansas Republican Governor Bill Graves. Raised in a trucking family, Graves is constantly challenging U.S. government encroachment on the trucking industry. The ATA, with a good sized Canadian contingent—is often your only voice when it comes to facing down the big government to the south.

B. Biodiesel. Winter's a-comin' and biodiesel is not only legal but now it's mandatory, so you're warned to work closely with engine suppliers and fuel dealers to make sure the ill-thought-out obligatory biodiesel mandate doesn't cost you any downtime. P.S. Ask about regional differences in supply and quality and low-temperature limitations. And good luck with that.

C. Canadian Trucking Alliance (CTA).

It's like the ATA only singular. And with three downs instead of four. Oops, wrong sport. The CTA's president and CEO is David Bradley, who is also President of the Ontario Trucking Association (OTA). And although you might pick a few nits with what these organizations do, they are your best ally in your ongoing efforts to get trucking done as efficiently and profitably as possible. Who else is going to stand up for you?

September's the perfect time for looking back at what we've learned and at what sorts of tests we'll be facing down the road. An A-to-Z guide.

BY TODAY'S TRUCKING STAFF

D. DEF. Wikipedia's first entry is about the rap-record label. The second is for diesel exhaust fluid, the urea-based additive required for SCR engines, which is what most new diesels are. The only on-road-diesel engines not requiring DEF are made by Navistar, which is waging a relentless battle to have DEF engines increasingly restricted. Watch for new rules about DEF warning systems; to wit, if you're driving a post-2010 engine, you'll be informed that you're running short of the stuff light years before you're in danger of running on empty. P.S. Even the suppliers admit that almost all DEF fluids are the same, as long as they're not homebrew.





E. EOBRs. Electronic Onboard Recorders. They're here, though not completely. The U.S. has proposed a two-stage EOBR rule for trucks running in the States; Canadian transport officials are currently studying the issue which could lead to a similar made-in-Canada policy. Proponents like the CTA insist replacing paper logs with EOBRs will help level the competitive playing field and make roads safer with stricter hours-of-service oversight.

F. The Federal Motor Carrier Safety Administration (FMCSA). Good and bad news here. The U.S. FMCSA is bent on hunting down even more out-of-compliance drivers and targeting negligent carriers with more vehemence than ever, but the organization is also examining ways to expand its sphere of influence, perhaps to put punitive limits on shippers who keep your trucks waiting. Sometimes, your big brother helps fight your battles.

G. Greenhouse gases. According to the U.S. Environmental Protection Agency (EPA) one major greenhouse gas contributing to the degradation of the air is carbon dioxide. So if we all hold our breaths (we inhale oxygen and we exhale CO₂, right?) we'd be a lot better off. But the EPA isn't going to hold its breath waiting for truckers to suck it up. Get ready to read lots more about greenhouse gases and get ready to answer questions about how environmentally benign your trucks and offices are. It's been said that one of the better sources of fiction these days is the part of the RFQ that asks 'How green is your fleet?'

H. HOS, a.k.a.; Hours of Service. Big news here! The FMCSA has abandoned hours of service and said from now on each driver can say when he's tired and when he's good to go. Just kidding. That will never happen. And so, the current rules are still under review and last we heard, the new proposal will not be announced until October. Meantime, if you're in need of shut eye, try googling FMCSA hours of service proposed rules and wade through the bureaucratese. You'll be counting sheep in no time.



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***"NO MATTER WHERE MY DRIVER BREAKS DOWN, I GET THE SAME PRICE
I PAY AT MY LOCAL DEALER."****

– Brian Brandenburg, Fleet Maintenance Manager, ThyssenKrupp Logistics, Inc.



I. Interest rates. Like divorced dads overcompensating with the kids, investors were strangely bullish after America's near-melt-down and it looks as though the Bank of Canada will hold off on raising interest rates, for the time being, leastways. Maybe the ozone's not falling, after all. The Canadian buck also declined, a move that can't hurt our manufacturing—or your trucking—business. Meanwhile, your prime minister stepped up his efforts to establish freer trade with Honduras, which is probably a good place for you to sell your old iron.

J. Jobs. In July, the transportation sector created the most jobs of any Canadian sector. Economy notwithstanding, good truck drivers are still in short supply. And every expert worth the title says the driver shortage is going to get worse. Especially because CSA is culling the bottom feeders. So you can expect carriers to up their lures and broaden their nets.

K. Knights. As in Road Knights. Quebec, Ontario and Alberta trucking associations all sponsor these elite driver squads; and every participant we've spoken to said joining the ranks is like no other experience they've ever had. Part of the mandate is reaching out to young people to attract them to the truck-driving industry. Several *Today's Trucking* journalists have participated in the selection committees and have found in follow-up meetings with the drivers that the elite driver programs bring out the best in the individuals and it looks very good on their carrier sponsors, too.

L. Logistics. Because of technology and the rise of intermodals, if you're in trucking these days, you're in logistics. So be ready to work more closely with the boats and trains. Also, you might want to get some inside-baseball stuff and learn how brokers work to earn their money; sometimes in strange and mysterious ways.

Recently, Logistics consultants Nulogx issued a white paper on freight rates, stating that rates are headed up so logistics customers (shippers, usually) should sharpen pencils to avoid more increases. Freight movement can represent up to seven percent of their bottom line, Nulogx suggests. So get ready to do some pencil honing of your own, to offset the coming challenges.

M. Mileage. Governments on both sides of the 49th parallel are now telling truckers what kind of mileage they're going to have to achieve. (See "First-ever truck fuel efficiency rules unveiled," pg.11) So you can expect more fleets to offer economic-driving bonuses. American carrier C.R. England is giving its fuel-efficient-est drivers a chance to win a Harley Davidson. But the best fuel-saving advice we've heard is, if you want a driver to buy into your company's bonus program, tell his spouse about it. That'll make'em sign on.

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N. Natural gas. No longer just a pipe dream. Several big fleets—Vedder on the left coast and Robert in Montreal—are investing in gas-powered Petes powered by Westport Innovation's 15-liter engines. And if you turn to page 61, you'll see Volvo's first natural gas day cab. Now if we can only figure out a way to back them up to your house and tap into your furnace line...

O. Oil. You're reading this here first. According to *Today's Trucking*'s resident diesel-price wise man Bob Tebbutt of Peregrine Financial, even with governments cutting spending, world oil reserves will not be growing enough to meet market needs. Three guesses what that means. When America's credit rating got smacked down in August, diesel fell but Tebbutt thinks it'll be going higher towards winter. By this time next year a combination of increased demand and the seasonal price rise will push diesel prices to new highs. Says Tebbutt: "I would expect to see crude at \$120 per barrel, wholesale diesel price at \$4 per gallon, gasoline at \$5 per gallon and natural gas at \$7 per MM BTU's sometime in the next year." Buy accordingly.

P. Parking. Finally, the service centers on the 401 between Windsor and Montreal and 400 north are opening. Complete with Canadian Tire convenience stores. But there's still a desperate shortage of good places for truckers to park in both Canada and the U.S. Tell your MP.

Q. Queues, as in lineups, to cross into Detroit from Windsor at the busiest border crossing on the continent. The Detroit magnate who owns the Ambassador Bridge is buying TV time in Canada trying to persuade Canucks that the proposed Windsor-Essex Parkway, the \$1-billion-plus, below-grade truck route that would link Highway 401 to the new bridge in the Brighton Beach area, is a waste of taxpayer's money. Meantime, the Ambassador bridge is barreling ahead with its own scheme for a new bridge, which still lacks all sorts of approvals.

R. Roadcheck. Year after year, the number of out-of-service orders issued during annual roadside blitzes continues to decrease. The 2011 numbers were the lowest ever. Tell your non-trucker friends about this, okay?

S. Social media. Hiring new drivers? Google them on Facebook. Want to brag

about something your staff does? Put it on your company's Facebook page. Feel like covering your own tracks? Google Internet erasing services. They're rivaling the tattoo-removal business.

T. Training. Report after report shows that drivers and indeed staff are confounded by the new CSA rules. There are



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forest-loads of materials out there that'll set them straight; and at least one study recently released by the American Transportation Research Institute (ATRI) proves that lack of knowledge can be a dangerous thing. Almost two thirds of drivers are worried about their jobs because of mysterious CSA rules; and it's up to you to reassure them otherwise.

U. Upfitters. These are the people who take chassis and build on them so they become working trucks. The voice of the upfitters is the Canadian Transportation Equipment Association (CTEA) which is sort of like MENSA for mechanics. CTEA members are the brains behind things like hoists, hydraulics, specialty trailers, and add-on axles and they're very persnickety about ensuring Joe the shade-tree welder can't cobble together a highway trailer.

V. Vancouver. Canada's largest port. It keeps breaking growth records and shows no signs of slowing, especially as trade routes change and North America cozies up even closer to Asia. (Traffic at Vanport

increased by a whopping 16 percent last year, over 2009.)

W. WORLD; as in Truck World. The same company that publishes this magazine (Newcom Business Media) produces the Truck World shows and the 2012 version is skedded for April 19 to the 21, at the International Centre in Toronto. Outside the pages of this magazine, there is no place like Truck World for learning about what's new, what's coming; and who's bringing it. Check www.truckworld.ca.

X. As in railway crossings. Operation Lifesaver (www.operationlifesaver.ca) is a railway-initiated venture determined to put a dent in the so-far undented number of truck-train collisions. Most collisions, they say, are the result of truck drivers not pulling far enough ahead after they cross the tracks, before they stop. Do you know where the tail ends of your trailers are?

Y. Yellow Roadway Corp (YRC). The company's logo is miner's-canary yellow. Because as YRC goes, it seems, so goes

North American trucking. Just this summer, after a major corporate restructuring, YRC announced the appointment of former Dynamex Inc., James Welch to steer it through the tough times ahead. Yellow also means proceed with caution.

Z. Zzzzzz. By the time your kid is a truck driver, sleep-apnea testing and treatment will probably be industry-accepted practices. Treatment comes mainly in the form of CPAP machines, which are effective but uncomfortable. Indeed researchers are showing that quite a few sleep-apnea patients are cheating and not using the things so they're coming up with ways to track truant and sleep-deprived drivers. Enter sleep apnea fighter Dr. Les Priemer, a Toronto-based doctor specializing in alternative sleep-apnea therapy. It's less invasive and easier for drivers to take on the road. Check www.dentalsnoringolutions.ca. ▲

**Wakey wakey.
Class dismissed.**



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Toughing it Out

Whatever it is about truckers that propels them to keep on hauling through thick and thin is reason enough to believe in a strong and prosperous future.

BY ROLF LOCKWOOD

So what's been the biggest change in trucking over your time in the business? What's led us to 2011? I've got my own ideas, naturally, but I wanted to hear what others thought. So very informally I canvassed a few friends from across the country, guys who've been there and done that and have the parka to prove it. I'm not even going to name them.

One wag I spoke to about this said, "Detroit Diesel goes four-stroke." I laughed. You can tell he's been around a few corners.

Another stuck with the hardware. "No question about it," he said, "that would be engines and emissions standards."

A third guy, a veteran of the wars from what used to be trucking central, namely Winnipeg, gave a strong vote to satellite tracking. "Just looking at this tool from a utilization factor it's a huge plus," he said, "never mind safety or customer service."

One of my best buds, a master driver who started out hauling logs in B.C. and now pulls fuel tankers around southern Ontario, a free thinker who's better read than almost anyone I know, was typically philosophical. He cited the advance of technology in general as the biggest change, but with no joy in his voice.

"All this electronic computerized gadgetry is intended to compensate for, or replace altogether, each driver's individual skill set and mechanical aptitude, which used to be the most



fundamental prerequisite for the job. Technology is most often implemented under the guise of the new and improved due-diligence-inspired mantra of safety, but at a certain point too much safety becomes critically dangerous.

"Every advance in technology removes the driver another notch farther away from being able to become one with his machine," he went on. "In other words, the entire industry... is trying to turn us all into steering-wheel holders instead of real truck drivers."

Out on the left coast, yet another of the friends I consulted, also a strong thinker with a ton of gray matter to employ, spoke of something quite different. He called it "depersonalization," saying that the folks who hang onto our long-haul steering wheels these days may have cell phones and satcomm and email and Lord knows what else to keep them in touch with family and dispatch, but they're more alone than ever because they don't know anybody out on the road. Not the way they used to.

Many truckstops used to be mom-and-pop places where drivers gathered to relax and chew the fat, my veteran friend

said, modest joints still replete with potbelly stoves even into the 1980s. Not to mention wholesome food and the pleasure of friendly banter. And in remote spots like up the Alaska Highway, those truckstops were sometimes just family kitchens where a pot of coffee was always being brewed in a trucker-friendly household.

I don't know exactly when the base culture of trucking began to change. When drivers stopped waving to each other on the road. When anonymity replaced camaraderie. When civility died.

The trucking culture has most definitely changed, not for the better, and not just for drivers, but that's true in all corners of all western societies. Our industry is not unique here. Civility died right across the board, though a few of us still wave thanks to another driver who's given us a break, still hold doors open for men and women alike, and gamely try to lead by example. It's not working.

I'm at best an amateur social theorist so I'll spare you my analysis of the reasons for that.





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THE BIG CHANGES

A much bigger alteration of the trucking landscape during my own time here is also societal in its scope, namely free trade with the U.S. Its impact can't be underestimated but in trucking terms it can't be properly measured either because it coincided with the long process of deregulation. And to confuse matters further, those two tornadoes were followed more or less immediately by a dramatic drop in the loonie's value.

So in the late '80s we had the sudden birth of hundreds of little truckload carriers with the right to haul across the border. But during the first year or two of free trade our highways were actually littered with American colors while the interstates carried few Canucks. That changed as our dollar dropped lower and lower toward the 60-cent mark and the price of our superior trucking services became a bargain for Yankee shippers. Quite suddenly

heard it said in countless ways countless times, but my little Blackberry has far more computing muscle than the first full-bore desktop computer I used back in 1986 or so.

So what did this mean in trucking? Two main things, as some of my friends noted.

One is obvious, namely the electronification of the truck itself, first with engine control. The second has to do with operations, starting with computerized dispatch and routing which ultimately fed into satellite communications and GPS tracking and all that.

I remember well the first electronic engine I drove, a Detroit, though I can't recall the truck it powered. My old road-test partner Merv Orr and I filled a van to the very brim with potatoes in Alliston, northwest of Toronto, and set off to see what that motor could do. Within minutes of loading ourselves to about 105,000 lb, maybe a third of the way up a long grade

self on the side of the road. But he'd be lost in the face of a red light, and even if he could get a tow—hours later—nobody else up there would know what to do either.

It was a good question at that time, and it's not altogether out of place in 2011. Many, many engine problems nowadays have to do with electronic snafus that can baffle even well equipped shops, let alone the remaining small-town independents.

DISPATCH & TRACKING

The other big change took the dispatch desk into a new realm. Gone, eventually, were the big boards festooned with coloured cards, replaced by software that could plan an efficient route quickly and keep track of who was where.

Gone too, we might have thought, was the human artistry of the really good dispatcher who planned more than cold, hard efficiency, seeing the whole picture—including customer relations—and miraculously made the whole thing work. Those people had more knowledge in their craniums than any hard drive could ever hold.

The good ones still do. Dispatch remains the toughest job in all of trucking even with the advent of the digital age and all the communication and tracking capabilities that are now commonplace. The best dispatchers remain the glue that holds many carriers together, and many drivers alive and ticking. These days their artistry is much aided by satellite and cellular communication but the essential skills are human ones.

The thing that amazes me here, and I witnessed first-hand the birth of satellite tracking, is that drivers never seriously objected to being on a digital tether, accessible 24/7. Did they like the added and ever-increasing security? I guess so.

Not only drivers are tethered this way but trailers and loads too, obviously. That's a huge difference, and it may actually be the biggest operations change of all. It used to be said that an outbound tractor-trailer was a rolling factory for all intents and purposes, but way out of a manager's control and supervised by a guy who couldn't be reached unless he chose to line up at a truckstop's pay phone for half an hour to call and say hi.

Really, has anything changed more?



those CFI and Yellow and J.B. Hunt rigs disappeared from our highways, replaced by old-guard domestic players like Reimer and the up-and-comers like Challenger.

Not incidentally, this magazine was launched in the midst of all that, and I profiled those latter two carriers in our very first issue back in July of 1987.

One of the main bits of fallout from these huge changes was a shift from a predominance of east-west freight-hauling lanes to north-south, which itself is one of the reasons for the demise of the little independent truckstop. The traffic just disappeared on what had once been truck-busy roads.

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on a two-lane country highway, things went awry. A red light came on, the engine throttled itself back, and Merv pulled onto the shoulder and shut it down.

Two heads were being scratched vigorously but neither one of us knew what the heck was going on. Nowadays there are self-diagnostics that can divine the source of a malfunction but we only had the very brightest of red lights. We were toast.

Merv proudly reminded me that his fears had been well formed.

As he'd been saying for days beforehand, his question was: "What if it breaks down on Highway 17 between Longlac and Hearst up there in lonely northern Ontario?"

Like many drivers of the time, he'd grown close to good old duct tape and was used to being able to fix a lot of things him-

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SUMMING UP

Apart from what's already been mentioned, we've seen driver demographics change radically and now we have a severe shortage of the traditional sort of pilot. The one who understands the magic of duct tape. That's been building for years and collectively we've been unable to resolve it. Same with mechanics. Even good rate clerks are hard to find. Again, though, we're not unique. Many other industries—even your local Tim's—face a similar challenge.

On the management side, life has become ever tougher. Partly because almost everyone is trying to do more, or being forced to do more, with a smaller executive team. Information is available like never before, and you can now sit a driver down and try to figure out why his fuel economy numbers went so far south last Wednesday. You can point to his erratic braking, his too-strong throttle foot. And even if he was 2,000 km away at the time, you can pinpoint his exact whereabouts down to the length of a B-train.

Used well, that sort of data can make a big difference in all sorts of ways. If you have the time and the inclination to use it. Almost nobody has either.

I'll save the nightmare of compliance for another article. When I'm feeling stronger.

AND FROM HERE?

Charting the future inevitably takes us to fuel, which I haven't mentioned yet, though it's obviously crucial. One of my chums noted that when he parked his truck a dozen years ago—and became a successful truck salesman—he'd been paying 48 cents a litre for diesel. The price has risen a lot faster than freight rates or driver pay since then, stating the obvious, and it'll go higher still in the future.

He reminded me that 20 or 30 years ago the price of fuel didn't matter at all. It was so low that few people factored it into their cost equations. They just didn't take it seriously at all. Hard to figure, but true.

Along with the issue of driver pay—it will change radically before too long, for the better, in terms of both amount and the way it's calculated; think hourly—the soaring price of fuel is going to shape our

industry. Maybe even transform it if the gods are smiling. It's utterly inevitable.

The thing is, aside from dips in the economy, even recessions, trucking isn't going anywhere. It can't. It's the lifeblood of Canada Inc., the facilitator. This country, like all others but more so because we're mighty big, depends totally on moving stuff around from where it's grown or manufactured to where it's eaten or used.

Can't escape it.

So, as I've been saying a lot lately, we're in a watershed moment. We can't attract drivers because we can't pay them enough, and freight rates don't support the price we pay for fuel and our other operating costs. The system will crack if it doesn't change, so it will change.

Oversimplified logic? Nope. Am I optimistic? You bet. ▲



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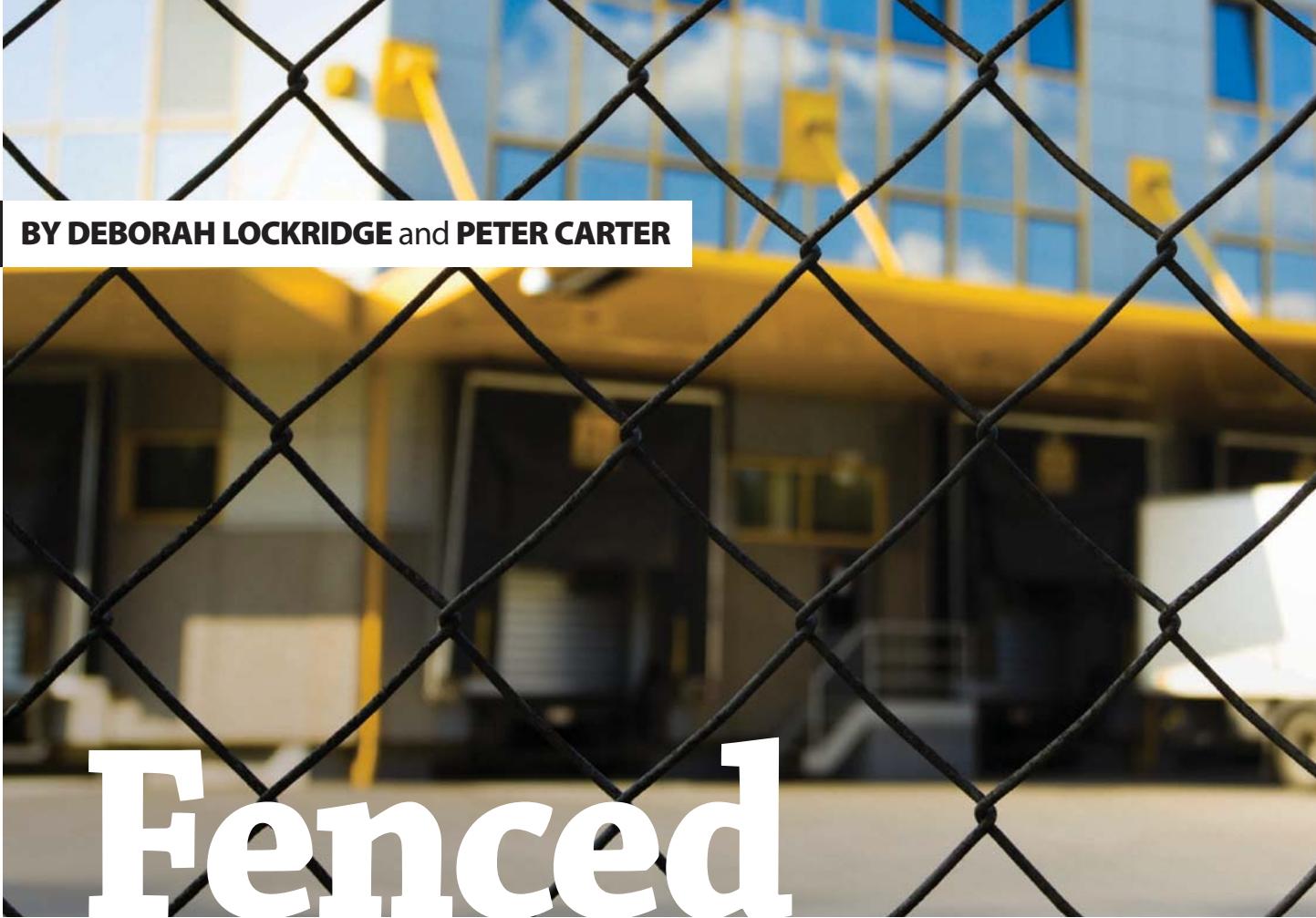
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A yellow truck cab is visible through a chain-link fence. The fence is in the foreground, and the truck cab is in the background, slightly out of focus. The truck has a yellow cab and a white trailer.

BY DEBORAH LOCKRIDGE and PETER CARTER

Fenced Merchan



In early August, an all-star team from across the ranks of Canadian trucking—fleet owners, drivers and representatives from the Canadian Trucking Alliance (CTA)—met face to face with Vic Toews, the federal Minister for Public Safety.

On the menu: Issues affecting trucking.

The main course: Cargo crime.

That law enforcement officials take cargo crime more seriously is the Canadian Trucking Alliance's (CTA) mantra these days. And, as you might have read in *Today's Trucking* last month, the bureaucrats have apparently been paying attention. Recently, the RCMP have launched Project Stall, a cargo-crime-prevention program about which the Mounties remain mum. The visitation with Minister Toews is another good sign.



ndise

But while you're waiting for the cops to crack down, here are nine ways you can take matters into your own hands so thieves don't take your freight into theirs.

CHECK FOOTPRINTS AND FOLLICLES

Conduct background checks of drivers, warehouse employees, and anyone with access to shipment information and other logistics details. Many cargo thefts are "inside jobs."

Schneider National's Director of Enterprise Security Walt Fountain does criminal and background checks on drivers and other employees. "It's not going to catch everyone, but it gives you an indication of the professionalism and character," he says. "Many of the issues we have is that they lack discipline." Unsafe



drivers, he says, "are probably not your conscientious, disciplined professional drivers" and are more likely to slip up on security protocols. Schneider also does hair-follicle testing for drugs. "We've found that to be very valuable for keeping habitual drug users out of our driver pool," Fountain says. "Certainly anecdotally, those who use drugs are more likely to break other laws."

GET FRONT ROW SEATS

Provide security training for all employees, and educate truck drivers on how to prevent cargo theft and hijacking. National Insurance Crime Bureau (NCIB) experts say that a driver who knows, understands and follows security tenets is less likely to

have his or her truck targeted for theft. "Once you know how cargo theft happens, you know what to look for," explains Bill Anderson, Director of Security for Ryder.

For instance, drivers should park in well-lit areas, preferably near the front of the truck stop, near the facilities rather than in a quiet back row. They should check to make sure load seals are intact during pre-trip inspections and during stops en route. Drivers should learn to watch for a vehicle tailing them and what to do if they spot one. And they should know the required procedure if a theft happens. Training should cover things as simple as not leaving the keys in the truck. In Brooklyn earlier this year, a thief stole a \$50,000 tractor-trailer packed with \$200,000 in beef. Making a delivery at 3:30 a.m., the driver parked her truck with the key in its ignition. She returned 10 minutes later to find it gone.

9 Tips for keeping thieves' sticky hands off your freight.

Drivers should not discuss a load or where it's going on the CB or at truck stops. Controlling information is key, says Bill Anderson. "It can be a seemingly innocent conversation that somebody has over a cup of coffee, which when combined with

other information, reveals a lot about the supply chain." Fountain says driver training has given Schneider "the biggest bang for our buck," both during new-hire on boarding and quarterly "sustainability" training. "It does take some time, but it's time well spent."

AVOID RED-LIGHT DISTRICTS

Thieves routinely wait outside known shipping points, such as plants, warehouses and distribution centers. They follow trucks as they leave, wait for drivers to stop, then grab the cargo often in less than five minutes. Counter this by instructing drivers to go at least 200 miles or four hours before stopping, and then use secured lots. And they should avoid cargo theft hot spots. "We'll set up a 'red zone' around pickup and delivery areas for our high-value freight," asking drivers not to stop within 200 to 250 miles from the pickup, says Schneider's Fountain. "So they arrive at the shipper all fueled up and ready to go, and plan their trip without having to stop in that red zone for DOT breaks or fuel."



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Fenced Merchandise

While this tactic takes some planning and communicating with drivers beforehand, it's relatively inexpensive, something the smallest fleet or owner-operator can do.

LOCK THE LOCK; WALK THE WALK

Locks will deter opportunistic thieves and will at least slow down those determined to get a specific load. "People will just go down the line and open the backs of the trailers and hook up to one with something in it they like," says Steve Covey, who heads up something called the Midwest Cargo Theft Initiative, based in Chicago. "Kingpin locks, gladhand locks, any of that stuff – there's always a way to defeat it, but if a thief sees a driver's doing something to protect his load, he may move on to the next trailer."

Some critics believe a bigger lock or fancier seal also can tip off thieves that there's something in there worth stealing. Steve Covey says he's seen loads of electronics with just a tin seal on it that thieves can easily cut with a pair of pliers. "My opinion is a lock is like the arms race," says Schneider's Fountain. "You build a bigger lock, they build a bigger cutter." In addition to padlocking trailer doors, consider ways to secure unattended trailers, like kingpin locks, and for the tractor, locks for air brake valves and gladhands. There are also devices designed to prevent tampering with cargo seals.

MAKE COMPUTERS YOUR FRIEND

Particularly vulnerable, high-value cargoes might require high-tech protection. Any tracking and communication systems can remotely disable a truck that has been reported stolen or that travels outside a previously set "geofence." For instance, InteliTrailer sells a keyless lock/unlock product operated by smart phone or hand-held remote control. It also offers a GPS tracking and disabling system. Magtec makes security systems with features like driver authentication; unattended idle protection; real-time reporting of the state of the vehicle; remote disabling while moving or parked; in-cab panic/emergency buttons; remote lock and unlock, and more.

COVERT YOUR TRACKS

Tracking and communications systems can keep track of vehicles and help recover lost loads. Using Skybitz trailer tracking, Mesilla Valley Transportation (MVT) was able to recover several trailers and their loads following an attempted theft. Trailer tracking capability also helped MVT land a Fortune 500 shipper of consumer electronics, computers, televisions and other high-ticket items that was concerned about product theft. However, as regular truck and trailer tracking used for productivity has become common, professional thieves have become experts in disabling it. That's why you're seeing more "covert" devices that can be hidden in inside a freight pallet or beneath the undercarriage of a trailer. Some are small enough to be hidden inside a pill bottle. Ryder's Anderson points out that these devices are not cheap, so they are only viable in a situation where you will be able to get them back.

When using covert tracking, says Schneider's Fountain, it's important to work hand in hand with the shipper. "I think it's important to make sure everyone understands what you're trying to accomplish. Just buying a product and sticking it in a box is going to be less than satisfying. You need to have in place proper response procedures, notification procedures, so everyone knows what they're going to do" if the load does get stolen."

JOIN A WAIT LOSS GROUP

"Freight at rest is freight at risk," say theft-prevention professionals. One of the big problems, says Covey, is drivers who pick up a load on Friday that needs to be delivered a 10-hour drive away, but the receiver won't accept it until Monday. "It's going to sit over the weekend, and statistically weekends are peak times for cargo theft, especially full trailer loads," Covey says. "A lot of that is just leaving the load in a lot somewhere that's not secured." Carriers' yards should have good fencing and a gate system that's monitored by security staff. If it makes sense, install alarm-surveillance systems. Make sure the perimeter, entrances, building doors and windows are well-lit. Back trailers up against a solid wall or barrier to prevent door openings. Ryder's Anderson questions the value of closed-circuit TV. By the time you try to cover a broad area and try to keep

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VANCOUVER *	128.7	-0.5	88.1
VICTORIA	128.6	-0.3	93.6
PRINCE GEORGE	120.7	-0.5	89.5
KAMLOOPS	123.9	-1.0	92.6
KELOWNA	123.9	-1.5	92.6
FORT ST. JOHN	124.9	0.0	93.6
YELLOWKNIFE	128.0	-3.0	108.8
CALGARY *	110.6	-0.8	92.3
RED DEER	109.9	0.0	91.7
EDMONTON	107.4	-1.0	89.3
LETHBRIDGE	114.4	-0.5	96.0
LLOYDMINSTER	114.9	0.0	96.4
REGINA *	113.7	0.0	89.2
SASKATOON	116.3	-0.8	91.8
PRINCE ALBERT	119.9	0.0	95.2
WINNIPEG *	113.7	0.0	92.8
BRANDON	113.9	-1.0	93.0
TORONTO *	126.9	-1.5	94.0
OTTAWA	123.2	-0.7	90.8
KINGSTON	124.9	-1.0	92.2
PETERBOROUGH	122.9	-1.0	90.5
WINDSOR	123.7	-2.3	91.1
LONDON	123.9	-0.7	91.3
SUDBURY	123.4	-3.0	90.9
SAULT STE MARIE	123.3	-1.1	90.8
THUNDER BAY	124.9	-0.8	92.2
NORTH BAY	123.5	1.4	91.0
TIMMINS	128.6	0.0	95.5
HAMILTON	123.9	-0.9	91.3
ST. CATHARINES	121.6	-1.0	89.3
MONTRÉAL *	132.7	-3.3	94.2
QUÉBEC	128.6	0.7	90.7
SHERBROOKE	127.9	0.0	90.1
GASPÉ	128.9	-1.0	94.8
CHICOUTIMI	127.9	1.0	93.9
RIMOUSKI	127.4	-1.0	91.5
TROIS RIVIÈRES	127.9	0.0	90.1
DRUMMONDVILLE	124.9	0.0	87.4
VAL D'OR	128.9	-0.3	94.8
SAINT JOHN *	130.0	-0.3	91.8
FREDERICTON	130.0	-0.3	91.8
MONCTON	131.5	-0.2	93.2
BATHURST	132.4	-0.3	94.0
EDMUNDSTON	130.8	-1.6	92.6
MIRAMICHI	131.4	-0.4	93.1
CAMPBELLTON	131.5	-0.4	93.2
SUSSEX	130.0	-0.3	91.8
WOODSTOCK	133.7	-0.2	95.1
HALIFAX *	126.2	0.0	90.3
SYDNEY	129.1	0.0	92.9
YARMOUTH	128.2	0.0	92.1
TRURO	126.9	-0.4	90.9
KENTVILLE	127.7	0.0	91.6
NEW GLASGOW	128.2	0.2	92.1
CHARLOTTETOWN *	123.6	0.0	93.5
ST. JOHNS *	133.4	-0.3	97.6
GANDER	129.8	-0.4	94.4
LABRADOR CITY	141.9	-0.1	105.1
CORNER BROOK	134.1	-0.3	98.2
CANADA AVERAGE (V)	122.8	-1.2	92.3

V-Volume Weighted

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

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

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30 days of video, he says, the quality of the video is often so low that "you see somebody, a vague figure, walking to the truck and taking it. Well, you pretty much knew that already." He instead suggests focusing on a critical control point and narrowing down your field of view—for instance, placing a camera that gets a good clear picture of all truck drivers as they arrive at a gate.

Trip planning is important in finding a secure place to stop. Schneider has nearly 40 secure facilities for high-value loads, and the first choice is for drivers to go there. If they're not close, Schneider tries to arrange for drivers to park in customers' lots en route.

Safe parking for a fee is available from Secure Trailer Parking Network, part of Terminal Exchange Services. Its yards have 24-hour surveillance, plus cross-docking, office space, and service bays. It has more than 125 locations nationwide and is opening more this year. The company also is developing a wireless Internet reservation system.

PLAY HARD TO GET AT

The effectiveness of all these strategies will be multiplied when used in combination.

"The more barriers you throw up, the less cargo theft you're going to see," says Ryder's Anderson. "If thieves see people following the procedures, they're generally going to target someone else. If they see trailers are sealed, if they see accurate counting, if they see drivers staying on route and parking in secure areas," thieves are more likely to look for easier pickings. Once a program's in place, stick with it. Conduct regular audits to make sure everyone's following procedures. "If everything goes according to the process, the goods will get from point A to point B, generally," Anderson says. "In just about every sort of theft or hijacking, there's some sort of process failure; the driver parked in an area that was unsecure, he left the truck unattended for too long, and so on."

READ MORE STORIES LIKE THIS ONE

Crafty criminals are always coming up with ways to defeat security devices and systems. There are a number of resources available to help you stay ahead top of them, stay informed on cargo theft trends,

and identify hotspots where drivers should avoid stopping or at least take extra security precautions. Share that information with drivers and other employees. Schneider uses info from other fleets, local law enforcement, the FBI, FreightWatch International and CargoNet and puts out weekly messages. Security people post locations with high theft incidences on the company's intranet. While some of these

suggestions require a cash investment, many are more a matter of being aware and developing and using policies and strategies to help keep cargo safe. "It's a matter of focus, and a matter of not assuming that just because it left the dock it's going to get to the customer," says Ryder's Anderson. Or as Schneider's Fountain says, "If you leave it to chance, eventually your luck will run out." ▲

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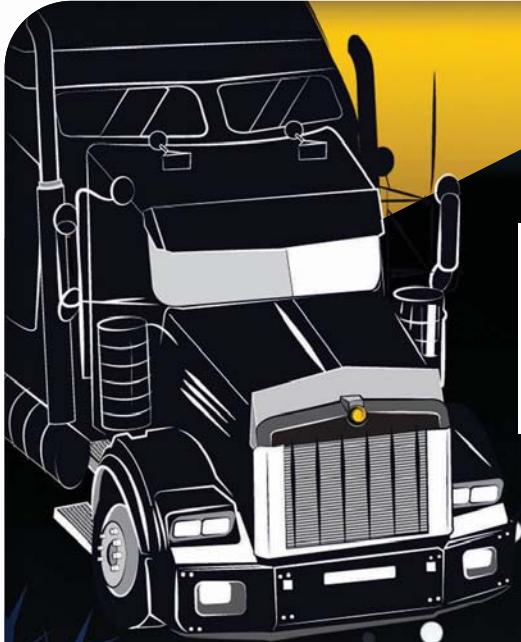
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EQUIPMENT NEWS, REVIEWS, AND MAINTENANCE TIPS

FLAT BUSTED: Open deck carriers are going to feel the pinch of CSA sooner because their violations are out in the open for everyone to see.



Tie me up tie me down

cargo securement CSA's *Cargo BASIC* is going to demand a higher level of accountability from carriers and enforcement. And they're going to like it. By Jim Park

Open deck carriers will have a lot on their minds going forward. Coming out a recession that hit the sector particularly hard, and now scrambling to regain market share, carriers are facing shortages of equipment and drivers, and an 800-lb gorilla called CSA. Open deck operators are subject to all the usual enforcement and corresponding SMS BASIC scores, but to a greater degree than most other sectors they have to deal with points accumulating on their Cargo BASIC scores.

One of the big issues is that open deck carriers are more likely to have violations because their violations are more visible, says Rob Abbott, vice president of safety at the American Trucking Associations (ATA).

"Based on the feedback we got from our members in the flatdeck industry and other sectors, we identified a number of problems with the methodology related to the Cargo BASIC," he says. "The methodology was not really effective at pointing the Federal Motor Carrier Safety Administration (FMCSA) to carriers that were truly unsafe. That is, carriers with high Cargo BASIC scores are not necessarily unsafe carriers. FMCSA agreed after some discussion, to withhold that BASIC while it was re-engineered—including reworking some of the severity weights."

While that leaves open deck carriers freer of the some of the burden of public scrutiny for the time being, peer-to-peer comparisons will still be a challenge.

"That's going to be very difficult for the Agency to do because they don't know who open deck carriers are. They aren't identified as such," Abbott says. "First, FMCSA will have to identify what makes an open deck carrier. For example, if more than say, 70 percent of the fleet is open deck, would that make you an open deck carrier? Then, they have to set up a definition so they can make peer-to-peer comparisons."

Al Koenig, founder of Midwest Specialized Transportation in Rochester, Minn., was involved in the pilot runs of CSA in seven states before the program rolled out nationally. He says what we're seeing today is just about what he expected based on the results of the pilot program.

"I'm not aware of any glaring problems so far, but there are going to be challenges to overcome," he says. "We need some way of getting all the states and various enforcement agencies reading from the same book—there are still disparities in how the rules are interpreted. And then we'll need some sort of arbitrator to help settle the

In Gear

inevitable disputes over the veracity of a citation. If a carrier is proved right, then the citation has to come off the record."

That concern is one all carriers share about all the SMS BASICs, but given the additional exposure in the cargo securement area, open deck operators have real reason to be concerned.

The Commercial Vehicle Safety Alliance (CVSA) is aware of carriers' concerns and has been working for several years to identify inconsistencies in enforcement.

"We've had a data quality project that has been under way for three years looking at just that," says Collin Mooney, deputy executive director of CVSA. "Under the previous system, the number of violations really didn't matter. They all sent the carrier the same message. Now, the numbers make a difference, and we're working within the ASPEN software infrastructure to 'hard code' the violations so they are recorded fairly and appropriately."

And while industry calls for clarity and consistency in enforcement, some in industry say it's time to take a hard look at

driver training standards for open deck operations.

Lewis Grille is a truck accident investigator and reconstructionist who also serves as an expert witness in truck crash litigation. He's seen his share of driver gaffes, and says that for the most part, drivers with the major flat deck operations are pretty well trained, but there's still room for improvement in some sectors of the industry.

"I see problems with the drivers who aren't working in the for-hire industry, but for private companies, mining, utilities, and the fabricated steel industry," Grille says. "These guys maybe aren't getting the training the motor carriers provide and they're lacking certain knowledge."

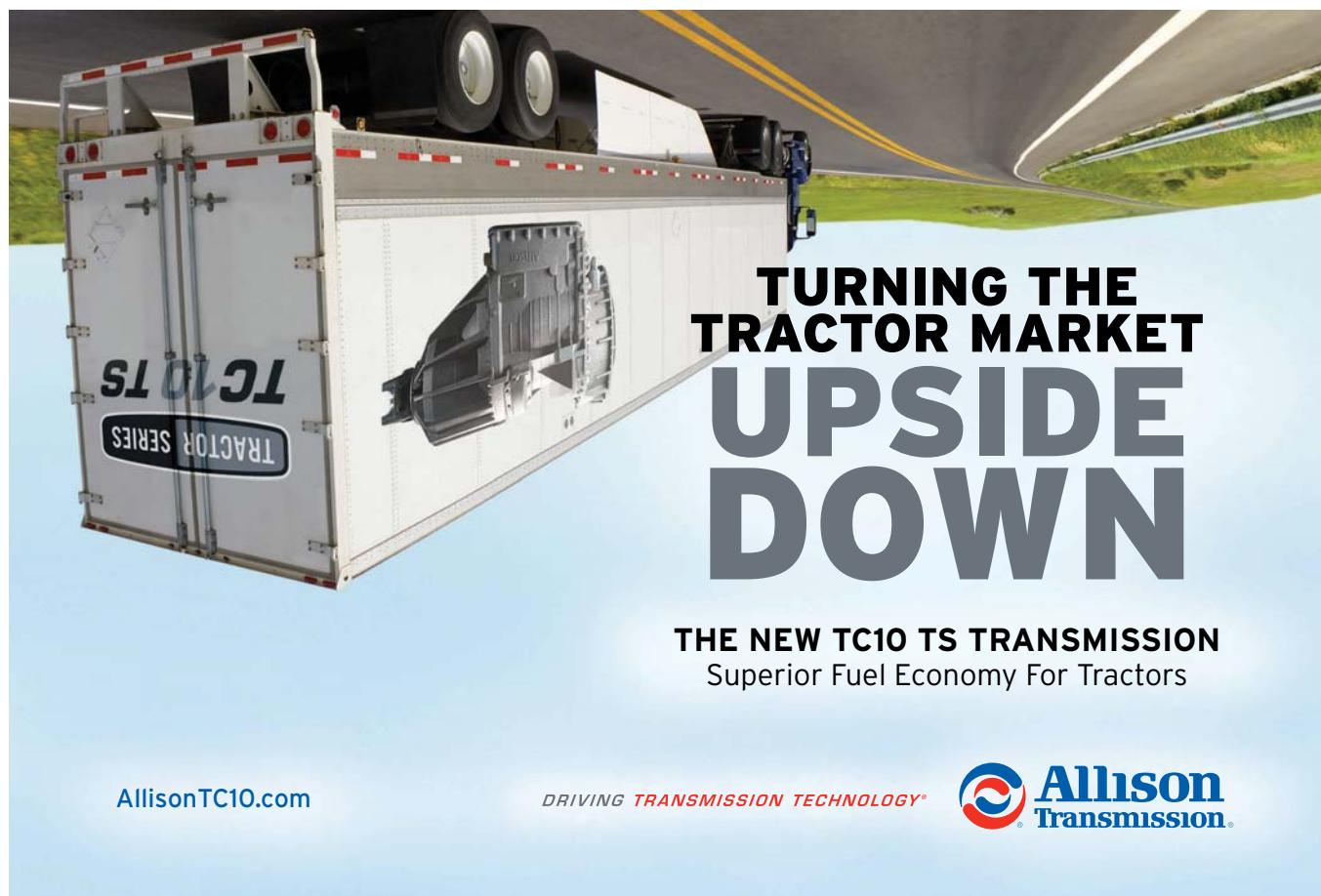
And it's the same with the cops, Grille says. "We've got local and county police officers conducting cargo securement inspections, and they often aren't to CVSA standards. Or they are enforcing certain state regulations interstate carriers may not be familiar with. Obviously there's still work to be done getting everyone on the same page."

At the present time, the SMS Cargo BASIC scores are not part of the carrier's public profile, but shippers are asking for them, we hear. Carriers can access their own Cargo BASIC scores, and presumably pass them along to interested parties. But before you do, you'd better check them out and make sure they are consistent with the rest of your profile. They may not be, and that might take some explaining.

IT PAYS TO PLAY

Each year, Cargo Securement Subcommittee of Commercial Vehicle Safety Alliance hosts two sessions of the North American Cargo Securement Harmonization Public Forum. The meetings take place each spring and fall, in the U.S. and Canada alternatively. The purpose of the gatherings is for stakeholders (carriers, drivers, the motoring public, safety groups, industry associations, etc.) to discuss cargo securement.

Industry participation in these meeting has been quite low over the past few years considering how many carriers have



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www.cvsa.org/committees/cargo_securement.aspx

issues with Cargo Securement enforcement. At several of the recent meetings that I have attended, I could count the number of carrier representatives present on one hand.

The meetings are public forums, meaning anyone—literally anyone—anyone could walk in off the street and participate. Those that do often see their issues resolved—not immediately, and sometimes not to their satisfaction, but they see results.

Recently, a group representing a motor carrier safety auditing and inspection firm submitted a regulation review query to the

cargo securement subcommittee regarding the use of devices other than lock-pins and twist-locks to secure marine containers to cargo chassis, and another regarding the use of plastic ties to secure the traditional locking mechanisms on those chassis.

It was reported that these situations were being documented as defects on roadside inspection reports, and vehicles were being placed out-of-service and issued citations.

Over the course of a year and two more subcommittee meetings, it was agreed that situations described were not violations, rather, training issues for enforcement officers. The training committee is presently drafting a bulletin to reflect that decision and clarifying the use of the devices in question.

There's another regulation review currently before the committee regarding the practice of twisting cargo straps when used on large, tall loads to prevent them from flapping and fluttering in the wind—a condition which can damage synthetic strapping.

There's wording in the defect table for synthetic webbing pointing to "loose synthetic webbing," and "tiedowns containing any fitting, tensioning device, or hardware which is broken, obviously sprung, bent, *twisted*, or contains visible cracks.

In this case, a carrier rep argued that synthetic webbing used in that manner is neither loose nor meets the definition of "twisted" (as above). In fact, a major manufacturer of synthetic strapping products suggests "putting a half twist in the strap will reduce vibration and extend the life of the fabric."

The committee agreed, and is presently working on appropriate wording to reflect the clarification.

Those are but two examples of how industry, with well-documented and clearly presented cases, can get things changed. With SMS Cargo BASIC scores front and center these days, it pays to be proactive.

The fall meeting of the Cargo Securement Public Forum is scheduled for November in Montreal, Que.

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BREAKING BAD

What do you know about the synthetic web strapping you use to secure cargo to your trucks? What you need to know is that it has a label, tag or stencil showing the manufacturer's name and/or trademark, and the working load limit of the strap in pounds or kilograms. You've got all that? Yeah, and more; the label even says the strap is DOT approved. Then you're good to go, right?

Well guess what. There are no DOT standards for cargo strapping.

The FMCSA's cargo securement rules reference manufacturing standards for certain types of tiedowns—including synthetic webbing—developed by the Web Sling & Tie Down Association, Inc. That group describes its own manufacturing standard as more of a guide than a requirement. The following caveat appears on page two of the Web Sling & Tiedown Association's Recommended Standard Specification for Synthetic Web Tiedowns.

"This recommended standard specification has been formulated as a guide to users, industry and government to ensure proper use, maintenance and inspections of synthetic web tie down assemblies. The existence of this recommended standard specification does not, however, prevent members of the Web, Sling, & Tie Down Association, Inc. and other manufacturers from manufacturing or selling products not conforming to this standard."

"It's ironic; you can't buy a \$10 lamp in this country that doesn't have an Underwriter's Laboratory [UL] approval sticker on it, but there's no policing of the cargo securement product sold to the trucking industry," says Ralph Abato, vice president of sales and marketing for Ancra International.

Abato has raised the issue of cargo strap quality with enforcement officials, and he has provided test data showing some of the commercially available product falls alarmingly short of its indicated working strength.

"The biggest issue is the influx of importers and local sellers of strap assemblies that don't meet any standards at all," Abato says. "They either don't understand the standards or don't care. They don't do any testing, and they put out vastly inferior product that's basically mislabeled."

On top of that, when it comes to enforcing the cargo securement rules, inspectors tend to take the rating labels and tags at face value.

"They're looking for compliance with the total number and working load limit [WLL] of the tie down devices. They rarely question the integrity of the straps' rating," says Abato.

In 2009, Abato brought some documented cargo strap testing to officials' attention that shows, among things, that straps might be more prone to abrasion and crushing damage than originally thought. The testing also demonstrated that even minor cuts in the sides of the tested straps caused failures at much lower tension than expected.

Ten samples of new, commercially available 4-in. cargo strapping rated at 20,000 lb breaking strength were intentionally damaged (minor damage) in repeatable ways and then subject to a destructive pull test. The undamaged samples all exceeded the rated breaking strength in a preliminary test.

With an edge cut of 10 percent of the width of the strap (about a quarter of an inch), the average breaking strength was 47.4 percent of the new breaking strength. Actual breaking tension ranged from 9,368 lb to 9,480 lb out of 20,000.

Simulated abrasion testing revealed the test straps failed at 69.5 percent of the rated breaking strength. The straps all ruptured at the point the strap had been damaged.

In a combination test, with simulated abrasion and a 10-percent edge cut, the straps survived only 15 alternating cycles of a full working load limit pull test, failing at an average of 29.6 percent of the 20,000-lb breaking strength, or just 5,924 lb.

Abato says he has not yet heard from CVSA on how it might proceed, armed with this information, but he expects there will be another round of testing done to verify the previous tests.

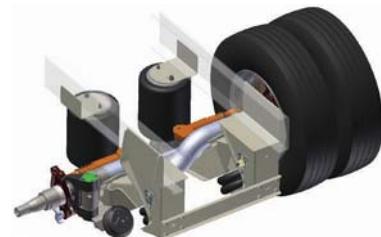
It's certainly cause for concern, but not panic. CVSA is looking at the issue of edge damage to cargo straps, and is contemplating a tightening of the standards. The key take away here is to use quality strapping from a reputable manufacturer, make sure it's properly marked, and keep it in good condition. ▲



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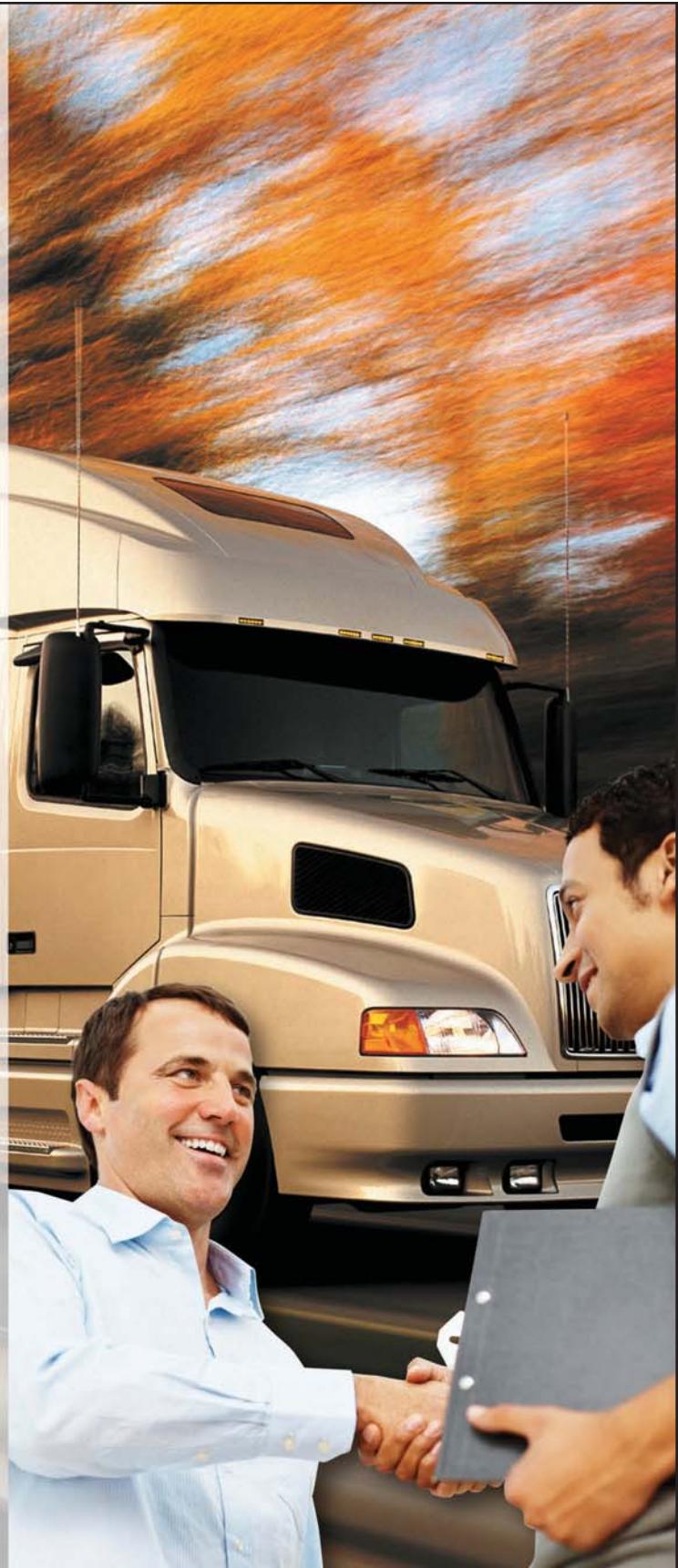
They're Worth Every Penny!

What is a penny worth to you?

Not much you say? You probably take them for granted and throw them into a jar somewhere. There's even talk of getting rid of them. But, if you are lucky enough to own a rare 1936 "dot" Canadian penny - there are only three known to exist - you have something very valuable. In fact, at a recent auction in New York, one of these pennies fetched \$400,000.

What is truck service worth to you?

Some shippers may think that trucking service is as ubiquitous as the common penny. And, like the penny they may take truck service and their carriers for granted. But, even with a modest turnaround in economic activity, capacity in the trucking industry is starting to tighten. Over the longer-term, the demographics of the trucking industry and tighter rules on safety performance and driving hours guarantee a critical shortage of truck drivers and even tighter capacity. Like the 1936 penny, available trucking capacity will become like gold to shippers wanting to ensure their goods get to market. Your relationship with your carrier will become more important than ever.



YOUR CARRIER
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Ontario
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www.ontruck.org

7 Pillars of Driver Retention

By Marc Mayfield

You can tie down your loads but you can't tie down your drivers.

However, with a little forethought, you might be able to keep the good ones feeling secure. In a loose adaptation from "In The Driver's Seat—Interstate Trucking, a Journey," trucker/author Marc Mayfield offers these tips for keeping your operators satisfied.

Inform. As you roll out new policies and procedures, keep your drivers in the loop. Let them know that they're not out there on their own and that they're part of a team that includes managers, mechanics, secretaries, and others.

Explain. Want to retain? Explain. Why the company's trucks are speed-governed. Why drivers can't drop loaded trailers at unsecured locations. How fuel routing benefits the bottom line. Why safety and compliance are more than words.

Share. Share corporate and personal news with your drivers. New trucks, new terminal locations, new accounts, and new employees are noteworthy. Maybe someone just had a baby. Maybe a son or daughter has received a scholarship or is serving in the armed forces.

Listen. Drivers aren't often asked for their input, but they generally want to offer helpful suggestions on ways to improve customer service or employee relations. Don't assume that they have nothing valuable to say or don't care. Give them a chance to be heard.

Empathize and keep your promises. Want to lose a good driver? Don't keep your word.

Reward. Got million-mile safe drivers? Let them know they're appreciated. Put "safe driver" decals on their trucks. Post their pictures in company shops, office lobbies, lunchrooms, meeting areas, and drivers' lounges. Send press releases to media outlets and local newspapers.

Respect. When a dispatcher tells driv-

ers, "You just drive" (I have heard this), they know what it means: "You guys are like hand tools. We can always get a replacement if we break one."

Trust me, drivers understand, they'll churn away to other carriers, and they'll be gone before you know it.

HR managers have a choice: perpetuate the driver shortages and recruit 24/7, or work to retain drivers they've screened,

hired, and trained. Create satisfied team members. You won't be able to drive them away. ▲

Marc Mayfield drove 18-wheelers for 10 years in the Lower 48 and Canada. He is an ATA Million-mile Safe Driver. You'll find his book "In The Driver's Seat—Interstate Trucking, a Journey," at Amazon.com. Contact: marc@inthedriversseat.net.



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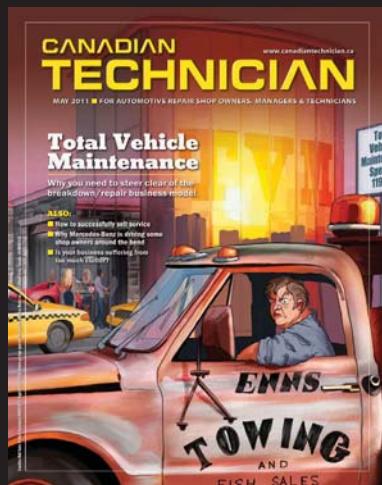
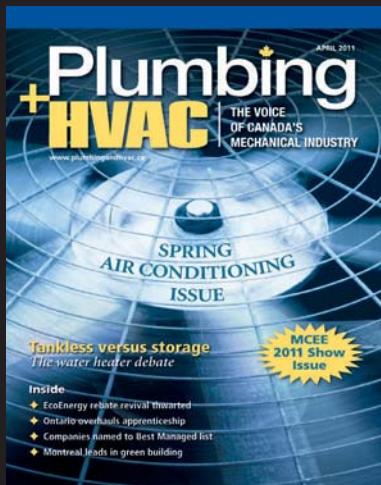
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NATURAL GAS VOLVO

VOLVO TRUCKS ADDS FACTORY-INSTALLED NATURAL-GAS OPTION FOR VNM DAYCAB



VOLVO TRUCKS has introduced a natural gas-powered Volvo VNM daycab for North America. The natural-gas option is ideal for port drayage, pickup-and-delivery-applications, grocery and beverage haulers, or any private fleet concerned about carbon dioxide emissions.

Localized or closed-loop operations present a great opportunity for companies to use natural gas, either compressed (CNG) or liquefied (LNG),

the company says. Powering the VNM daycab is a 9-liter, 320-hp Cummins Westport ISL G engine developing 1000 lb ft of torque. It features maintenance-free aftertreatment, says Volvo, requiring only a three-way catalyst to meet EPA 2010 emissions standards.

Volvo recently delivered its first 10 natural gas-powered VNM daycabs, to Talon Logistics.

See www.volvotruks.us.com

TWO WIDE SINGLES

SHOW AND FACEBOOK FEEDBACK LEADS TO TWO NEW TIRES FROM CONTINENTAL
 In coming up with two new super-single tires, **Continental** sought opinions from visitors at both the Mid-America Trucking Show and our own ExpoCam show earlier this year, then turned to Facebook as well. (The company that publishes *Today's Trucking* also produces *Truck World*, *ExpoCam* and a variety of

Product Watch

other products.) Continental displayed two new designs, intending to choose only one. But after the Continental folks took in all the comments and feedback, they decided to launch both of them.

One is the HDL2 Eco Plus (Heavy Drive Long Haul) super-single drive tire, scheduled for November availability. It will come in size 445/50R22.5 with 27/32nds of tread depth, a closed shoulder, and regenerating sipes in the middle of the tread blocks. A three-dimensional sipe in the center of each tread block couples the groove under compression for increased strength, Continental explains, but still allows more block flexibility as the block exits the footprint. It already meets EPA SmartWay standards for low-rolling-resistance drive tires, although it has not been submitted for approval yet.

The second product will be an additional size for the HDL2 DL (Heavy Drive Long Haul, Deep Lug) truck tire, also in 445/50R22.5 size. Also at 27/32nds of tread depth, this super-single tire's tread design was copied from the existing sizes



of the HDL2 DL and provides deep tread depth with the "excellent" traction of an open shoulder. It too will meet SmartWay limits and is scheduled for mid-2012.

Both new tires will initially be produced at Continental's plant in Slovakia, but production will ultimately move to its factory in Mt. Vernon, Ill.

See www.continental-truck.com

AFFORDABLE EOBR

MOBILE COMMUNICATION AND NAVIGATION IN A SINGLE DEVICE FOR LESS THAN \$800

Rand McNally has developed what it calls "a next-generation in-cab EOBR device" that combines navigation with a mobile communication system for US\$799. The new TND 760 costs just US\$350 more than what drivers are already paying for the existing IntelliRoute TND 710 navigation device. For the extra money fleets can get a full EOBR.

The TND 760, Fleet Edition, integrates into a truck's on-board computer and sends and receives information via both Wi-Fi and cellular.

Designed to be set up in less than 30 minutes, the 760 doesn't demand the installation of a separate "black box" monitoring unit like traditional mobile communication systems.

In a compact design, the device features a useful array of capabilities including

Rand McNally and DriverTech of Salt Lake City. It's claimed to provide 90 percent of the functionality of higher-end mobile communication systems for less than half the price.

The TND provides a full fleet-management solution, the company



says. Note that, as with other connected devices, there's a monthly data plan required.

Key features of the TND 760 include: 395.15 compliance; automated hours of service; HOS alerts and warnings for drivers; simplified log certification and correction; real-time access to HOS data via the FleetWatcher portal; Wi-Fi and cellular communication; over-the-air programmability; text and form-based messages; text-to-speech e-mail playback and verbal turn-by-turn route guidance; truck-specific routing based on loads and other metrics; detailed mapping and vehicle proximity search; comprehensive fuel- and driver-performance reporting; and visibility to engine diagnostics.

See <http://trucking.randmcnally.com/ctonline>

SUSPENSION OPTIONS

WESTERN STAR INTRODUCES TWO NEW SUSPENSION OPTIONS

Western Star has two new suspension options available. The first is Neway's 60,000-lb capacity AD 260 tandem air suspension available on all models using Dana D60-190 axles. It's said to contribute to road-holding abilities and positive axle alignment, "virtually eliminating" tire hop and providing superior traction. The highest capacity air suspension in the industry, the Neway system also provides predictable roll

stiffness for high-center-of-gravity loads—particularly important for front- and rear-discharge mixers.

As well, there's the 40,000-lb TufTrac all-wheel-drive high-performance vocational suspension that's available as an option for the Western Star 4800 with 40,000-lb axles. Specifically designed for on- and off-road high-articulation operations where it's important to navigate bumps, ridges and washboard without bottoming out, the it's said to be a lighter, more affordable alternative than the 46,000-lb option.

Additional benefits of the 40,000-lb TufTrac include a uniform load over each wheel, maximum traction and a smooth and quiet ride.

Both the Neway AD 260 Tandem and 40,000-lb TufTrac suspensions are now available to order.

See www.westernstar.com

ON/OFF-ROAD TIRES

FROM MICHELIN, THE X WORKS XDY AND XDY-EX2 ON/OFF-ROAD TIRES

Michelin offers two new tires for on/off-road applications. The X Works XDY tire is designed for “exceptional” traction and wear, while the new XDY-EX2 is said to be the company’s most aggressive drive-axle tire for extreme operating conditions like logging, oil fields, and mining.

The new tires are said to feature maximum sidewall protection with aggressive tread designs that deliver “exceptional” traction and durability.



There's a new link between **NAVISTAR** and e-commerce giant **AMAZON.COM** that's more than a little interesting, and it may point the aftermarket in a new direction. It certainly leverages the powerful infrastructure of much-trusted Amazon.

You now have the option to order Navistar PartSmart parts online more or less as you might order a new novel through Amazon.com.

“Navistar Parts was the first truck and bus OEM to sell truck and bus parts online and this partnership with Amazon.com extends our reach and offers a truly consumer-focused purchasing experience,” says Patti Corso, the truck-maker’s e-commerce manager.

She explains that shoppers can customize their shipping preferences (next day, two-day, and ground), see product reviews, and use a variety of payment options including PayPal and even Amazon.com gift cards. Strong search capabilities allow customers to search by item, price, make and model, and to see suggested products that complement their selection. A little up-selling, I guess.

Navistar Parts’ existing e-commerce site—www.partsmartparts.com—will also continue to offer all-makes parts and promotions. Its private labels include International, Fleetrite, PartSmart and ReNEWed brands.

Of course, you can be all old school and wander into your local dealer to buy those drums and linings too. But they won’t sell you the latest novel from Robert Ludlum.

See www.amazon.com/partsmart and www.navistarpartsandservice.com

The X Works XDY tire provides enhanced durability due to a more robust tread design, the company says, delivering a 10-percent mileage improvement when compared with its XDY3 tire. The directional tread design improves mud evacuation to provide greater traction. The tire features extra-thick sidewall protection, and it’s available in two sizes: 11R22.5 and 11R24.5.

The XDY-EX2 improves on the last-generation XDY-EX tire, says Michelin, offering better off-road and mud traction from an aggressive tread design with more void area. As with the XDY, maximum tread and casing life is obtained via Co-Ex Technology and protection comes from extra-thick sidewalls. It’s available in an 11R24.5 size.

See www.michelintruck.com

ROTELLA WARRANTY

SHELL ROTELLA LUBRICATION NOW

COMES WITH 800,000-KM WARRANTY

Shell Rotella heavy-duty engine oil is now backed by a lubrication limited warranty. It comes free with the purchase of Rotella T6 full synthetic, Rotella T5 synthetic blend, or Shell Rotella Triple Protection heavy-duty engine oils. The warranty covers 10 heavy-duty diesel engine parts for do-it-yourself and

installed customer oil changes for up to 10 years or 800,000 km.

The warranty covers class 2c to class 8 vehicles with diesel engines used in on-road applications with a gross vehicle weight of 80,000 lb/36,000 kg or less. The vehicle to be covered may be owned or leased, but must have been driven 80,000 km or less when the owner first used an eligible Shell Rotella engine oil. The manufactured date of the vehicle must also be within the last 24 months of the first use of an eligible Shell Rotella engine oil. Other conditions apply.

The warranty is good for up to 10 years or 800,000 km (whichever is first) with exclusive use of Shell Rotella T6 full synthetic engine oil. It covers up to 10 years or 400,000 km (whichever is first) with exclusive use of Rotella T Triple Protection 15W-40 or Rotella T5 synthetic blend 10W-30 and 10W-40 engine oils.

The warranty takes effect six months after the first purchase of eligible Shell Rotella engine oil and remains in effect as long as the terms and conditions of the program are followed. Complete terms and conditions and easy enrollment are available [here](#).

See www.shell.ca/rotella and www.rotellawarranty.com

BRAKE DRUM WITH YOUR BOOK ORDER?

Product Watch

TRAILER SCALE

AIR-WEIGH ANNOUNCES QUICKLOAD TRAILER SCALE

Air-Weigh has expanded its low-cost QuickLoad on-board line with the addition of a stand-alone trailer scale. The new model uses the company's proven electronics, software and sensor technology packaged



in an environmentally sealed enclosure.

The scale is designed to be mounted on the outside of any trailer and can be installed in about 20 minutes with either permanent adhesive or hidden through-bolts. It features an advanced graphics display with touch-screen technology and moulded electrical and air connec-

tions. The new design completely eliminates any openings in the enclosure for buttons, switches, panels, connectors or air fittings.

Other advanced features of the new scale include an icon-based touch-screen user interface for quick setup and simple operation, says Air-Weigh. In setup mode, easy-to-understand icons guide the user through initial installation and factory calibration. All of the scale's other features and options are also easily accessed through the icon interface. In weight mode, large numbers that can easily

be read from several feet away are shown on the backlit transreflective display.

The QuickLoad Trailer Scale also features built-in warning weight and overweight alarm LEDs that shine forward, rearward and outward. The alarm LEDs can be set to flash at any warning weight, and then go solid at a programmable

overweight threshold. More new features include built-in weight sensors for single and dual applications, a low-power battery mode for untethered applications, and an industry standard serial data interface that can be set to J1939 or RS485 protocols.

See www.air-weigh.com

ALUMINUM WHEELS

ALCOA WHEEL DATA GUIDE

Alcoa has published the 2011 Commercial Vehicle Wheels Spec Data Guide Catalog containing 41 wheel part number families with corresponding finish options for heavy-duty, wide-base, bus and medium-duty applications.

This latest update also includes the usual cross-reference information to obsolete part numbers as well as full technical data, including mounting system, offset and load rating data.

The catalog is available for download at www.alcoa.com/alcoawheels. Printed versions are also available by calling (800) 242-9898 ext. 2.



INTRODUCING ANCRA'S REVOLUTIONARY NEW ERGO 360 WINCH BARS

THE SOLUTION YOU'VE BEEN WAITING FOR



The Ergo 360 Bar is simply a better alternative to standard winch bars.

- Easily rotated to almost any angle
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- Reduces risk of slipping
- Standard mushroom tip keeps bar securely in winch cap
- Can be rotated 360 degrees
- Steadier Balance
- Overall Better

Available in standard, combination and box end combination styles.

3 STYLES OF ERGO BARS AVAILABLE

- 50015-10** Standard Ergo Winch Bar 34", Painted PATENTED
- 50015-20** Combination Ergo Bar 34", Painted
- 50015-21** Box End Combination Ergo Bar 38 - $\frac{5}{8}$ ", Painted

ANCRA'S New ERGO 360 Winch Bars with their unique shape offer features that make them the best, most versatile in the industry. Here's what drivers who have tried them are saying:

Unique Bend - "The bar won't roll away when laying on high arched aluminum trailers"

Mushroom Tip - "Eliminates the risk of the bar slipping out of the winch cap"

Handle Design - "The grip and bellows end of the handle helps keep hands from sliding off the bar"

More Stable - "Eliminates the possibility of spinning out of position"

ANCRA CANADA

NEW HYBRID REFUSE TRUCK

A fresh agreement between **BAE SYSTEMS AND CRANE CARRIER COMPANY** has the two companies integrating a BAE HybriDrive hybrid electric propulsion system into a Crane truck. The alliance partners say they plan to do field trials this year with Crane bringing HybriDrive-powered vehicles to market by the end of 2012. It will introduce the use of the BAE parallel system into the North American refuse vehicle market and is said to be part of BAE's broader strategic initiative to address a range of heavy-duty truck vocations that will also include construction, pickup-and-delivery, and utility.

The new parallel system draws on BAE's well established HybriDrive series system, currently deployed in more than 3500 transit buses across North America and Europe. It aims to lower "acoustic" pollution as much as the more obvious targets.

BAE Systems has produced hybrid propulsion systems for city transit buses since 1998, and the company says those buses equipped with its series models have travelled more than 300 million miles in cities across the UK and North America. Think London, Manchester, and Oxford in England; New York, San Francisco, Houston, and Seattle in the U.S.; plus Toronto and Ottawa in Canada.

See www.baesystems.com and www.cranecarrier.com



SHUT-OFF GLADHANDS

PHILLIPS INTRODUCES SHUT-OFF GLADHANDS

Phillips Industries has introduced additional Shut-Off Gladhands for double trailers to its product line. Added are two zinc die-cast, surface-mount types and two new bulkhead-mount gladhands made with composite material for increased protection against magnesium chloride, road salts and chemicals.

These gladhands are designed to keep debris out of the air system with integrated shut-off valves or arms. They now



also include dust flap seals and filter screens for added protection. Each of the new products are color coded, blue for service and red for emergency, for easy identification.

See www.phillipsind.com

POCKET DIAGNOSTICS

SNAP-ON'S NEW BLUE-POINT POCKET IQ HANDHELD DIAGNOSTIC TOOL

The new NEXIQ Blue-Point Pocket IQ from **Snap-on** is a handheld diagnostic tool that can be used for all commercial vehicles from light duty to class 8.

For medium- and heavy-duty trucks it reads active fault codes; reads and clears inactive fault codes; monitors J1708 and J1939 engine, brake and transmission data. On the light-duty front it reads active fault codes; reads and clears inactive fault codes; and monitors OBD II engine data.

Reporting tools enable technicians to save vehicle diagnostic and fleet performance information in PDF or text format. Reports can be printed to a standard PCL3 printer or transferred to a memory stick. The latter's port also allows for future updates/upgrades.

Part number EEHD181030S.

See www.snapon.com



CITY DRIVE TIRE

KELLY TIRES ROLLS OUT TIRE FOR IN-CITY APPLICATIONS

Kelly recently introduced a drive tire designed for "exceptional" traction in pickup-and-delivery applications, as well as in specialty and municipal-fleet operations.

Available in 225 and 245/70R19.5 sizes, the open-shoulder Kelly KTD features what the company calls a "beefy" traction-block tread design with 400 moulded-in sipes to enhance traction. For curbing and scrubbing, the KTD features tough rubber compounds to help resist chunking, chipping and cracking. The tire's tread radius helps evenly distribute pressure for more even wear, Kelly says.

Kelly is a brand of Goodyear Commercial Tire Systems.

See www.kellytires.com/truck



EATON REMAN LINE

EATON ENHANCES ACCESS TO REMAN TRANSMISSIONS WITH NEW FLEX LINE

Eaton Corporation has increased the availability and coverage of its remanufactured transmissions through the addition of the new FLEX line. These transmissions differ from standard reman units by having: no clutch housing (shipped with new gasket); standard shift bar housing (forward shift bar housing available); and they cover a range of torque.



The company has also raised the standard warranty coverage of its entire heavy-duty reman transmission portfolio to two years for linehaul and 18 months for vocational applications in the U.S. and Canada.

Should a dealer not have a standard or FLEX unit in stock, same- and next-day delivery is made possible through the Roadranger Logistic Network.

As well as the improved standard warranty, you can also get extended protection plans.

See www.roadranger.com



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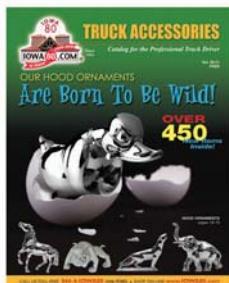
CHROME & STUFF

NEW IOWA80 TRUCKING ACCESSORIES CATALOG

Iowa80.com, a serious provider of trucking accessories, has released a brand new catalog that boasts over 300 new items.

New lights, chrome and stainless exterior accessories, compliance items and more are included.

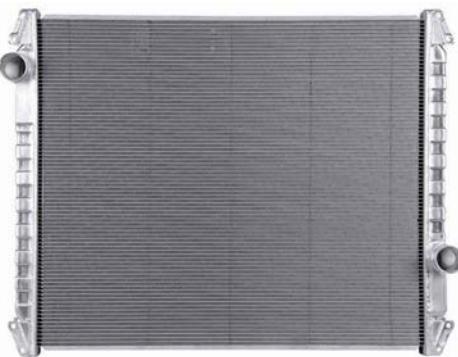
The new catalogs will be mailed to existing customers. Otherwise you can request a free copy by calling 1-866-446-9280 or going online—at www.iowa80.com—where you'll also find more than 130,000 items to browse.



ALLIANCE RADIATORS

ALLIANCE TRUCK PARTS ANNOUNCES ALL-MAKES RADIATOR LINE

Radiator replacements for all makes of medium- and heavy-duty trucks and buses are now available from **Alliance Truck Parts**. The new rads meet or exceed OEM specifications and are completely cycle- and leak-tested to ensure consistent product quality, the company says. They're all new construction, not re-cores or refurbished, engineered to be 'drop-in-and-go'.



Alliance is a subsidiary of Daimler Trucks North America.

The radiators are fabricated in North America of all aluminum, improving thermal transfer and overall durability compared to the typical plastic tank/aluminum core replacement, Alliance says. The aluminum tank weighs less and is said to eliminate crimping and other failures common with plastic tank models. Rubber insulators are

WABCO has introduced what it calls a new generation of electronically controlled air suspension (ECAS) systems for both trucks and buses. The Belgium-based company says it reduces costs for truck-makers and makes commercial vehicles more environmentally friendly.

Until now, the ECAS electronic control unit (ECU) was mounted in the truck cab whereas the new technology also allows the ECU to be frame-mounted, meaning much easier installation and thus reduced costs.

The industry's first ECAS technology came from WABCO in 1986, and so far more than 3 million systems have been installed worldwide.

The system maintains the vehicle parallel to the road surface at a pre-set level, even with lopsided loads. It optimizes load protection and vehicle stability while saving fuel by lowering the chassis and lifting axles which helps reduce both aerodynamic and rolling resistance. By ensuring a constant vehicle height, selected by the driver, it makes for safer loading and unloading at the dock. Load monitoring and automatic traction control are integrated.

ECAS integrates electronic shock absorber control, enables traction optimization, and provides Controller Area Network (CAN) databus compatibility for faster, better onboard

electronic communication among vehicle sensors and controls. It comes with an easy-to-operate remote control unit and strong diagnostic capabilities.

There's an ECAS version for trailers too. Unlike the truck system, it's not available in North America.

[See www.wabco-auto.com](http://www.wabco-auto.com)



designed to fit the original frame specs and OE-style clevis pins are used to allow necessary thermal expansion and movement within the frame. Interior tubing is high-frequency welded for seamless strength and added durability.

Alliance radiators are available now for Chevrolet/GMC, Ford, Freightliner, International, Kenworth, Mack, Peterbilt, Sterling, Volvo, Western Star, White and other class 6-8 trucks and buses. Unlike re-core products, all carry a 1-year unlimited mileage warranty, and are all pre-tested to OEM specs for fit as well as performance.

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

UPGRADED GRINDERS

SNAP-ON PT SERIES GRINDERS AND CUT-OFF TOOL

Recent upgrades to **Snap-on's** PT series of die grinders and cut-off tool now provide more power and speed while delivering comfort and performance, the company says. The improvements

are also said to have made the PT series lighter and more efficient.

A new 4 1/2-inch angle grinder has also been added to the series. All the die grinders in the series have a built-in, 10-position speed control and an improved dual tapered collet system with less run-out and better bit retention.

The die grinders and cut-off tool also feature an ergonomic Alcryn grip for increased comfort and a chrome-plated-steel clamp nut for improved durability. Each upgraded tool's power bow ranges from one-third to one-half horsepower using patented thermally-balanced air motors, which keep tool temperature consistent. They all have rear exhaust which directs exhaust away from the work area.

[See www.snapon.com/canada](http://www.snapon.com/canada)

ELECTRONIC SUSPENSION

Product Watch

AUTOMATED TRANSMISSIONS

EATON'S ULTRASHIFT PLUS LINEUP GETS NEW MODELS AND APPLICATIONS

Eaton Corporation has expanded the UltraShift Plus line of automated transmissions, including two new vocational models, additional application approvals within a multipurpose platform, and a lower range of torque for its linehaul offerings.

The newly released UltraShift PLUS vocational platforms include the Vocational Active Shifting (VAS) and Vocational High Performance (VHP) models, both designed for linehaul vocational use. The 10-speed VAS platform is available between 1050 and 1650 lb ft as well as multi-torque, and the 13-speed VHP model is available in torque ratings between 1650 and 2050 lb ft.

As well, the Multipurpose Extreme Performance (MXP) model has been approved for additional applications. Previously OK'd for linehaul and heavy-haul use, it's now also approved for



logging, mining, oil-field, construction, city-delivery, refuse and off-road applications. It's based on the Fuller Super 18-speed transmission, with an unlimited GCW rating and torque up to 2250 lb ft.

Eaton has also released lower torque models of the Vocational Construction

Series (VCS) and Vocational Multipurpose Series (VMS) transmissions to include 1050 and 1250 lb-ft versions.

Availability of the UltraShift Plus has further increased as Western Star—joining Freightliner, International, Peterbilt, Kenworth and Volvo—now offers it as a databook option for DD13-equipped 4900 day-cab trucks. It will be available for DD13- and Cummins ISL-equipped Western Star 4700 trucks in January 2012. This follows the recent approval of the transmission with Cummins ISL engines.

All UltraShift Plus transmissions, available in overdrive and direct-drive models, feature use of a self-adjusting electronic clutch actuator. Intelligent shift selection software employs grade sensing, weight computation and driver throttle commands to make shift decisions.

See www.roadranger.com ▲

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By Peter Carter

Marco, with pants on the ground

Underestimate, at your peril, the power of generation next

MARCO'S LEAVING. Marco Beghetto, Senior Editor at *Today's Trucking* and web content boss at todaystrucking.com, is moving to the Ontario Trucking Association (OTA).

He's going to be a vice president, communications and new media. I bet you didn't know that your vices needed presiding over, but that's just an example of the kind of excellent joke Marco will be missing when he leaves here.

Our loss is the OTA's gain.

I've been in this business since the ark made landfall and Beghetto's the hardest-working journalist I've ever worked with. (Correction: the Sunshine-Girl caption writers at the *Toronto Sun* were equally diligent, penning such tiny masterpieces as, "Candi is an exotic dancer who loves animals and vows to get a puppy of her own the day she turns 19.")

Seriously, Beghetto owns the works-like-a-bugger award.

He's one of the few salaried employees who checks in on his day off just to make sure things are going right. (Which, by the way, drives us boomers insane with guilt. Just sayin').

Journalism-wise, Beghetto has what we call a nose for news; he can spot a story before it happens.

Remember when General Larry Platt appeared on "American Idol" and performed "Pants on the Ground?" The program's credits had barely run before Marco started telling friends and colleagues to check it out. "Pants on the Ground" was a viral sensation. (Google it, with speakers on. Don't worry: It's safe for work.)

The same applied to trucking news.

I'd be at home on my day off. (Didja get that Beghetto? A day off?)

I'd see a story in the *Globe* about a twist in the Ambassador Bridge kerfuffle and memo myself on the wrist to mention it to Marco first thing Monday morning. You already know the end of this sentence but I'm going to write it anyway. I'd get to work Monday, log on to check for funny emails from my brother and there, on my screen, would be a bridge story, by Beghetto.

Marco is flawed to be sure. He doesn't like country&western, for one. He thinks video games are here to stay.

And he practises the dangerous black art known as thinking for oneself.

I'm pretty sure that they're going to ban independent thought some day, but even after they do Marco will be decidedly out of goosestep with the rest of the crowd. (Reminds me of another excellent joke, one my daughter Ewa told me: "How did the hipster burn his mouth? He ate pizza before it was cool.")

I don't have to tell you how conversant Marco is with social media and the multitasking that it requires. He can manage a fantasy-football league while monitoring live-streamed FMCSA HOS hearings and tweeting out stories about Vanport strikers.

He's also 20-cough-cough years younger than me.

So he's just more proof that when young people like him are taking care of business, it's well and truly taken care of.

As any HR expert worth the initials will tell you, post-baby-boomer employees work smarter and more efficiently than their predecessors. They don't know from clocks.

Remember when we used to say the average human only uses about 15 percent of the brain?

Now, I'm fairly sure, judging from people like Marco and my own children and the other young people who are taking over, the next crop uses way more than the allotted 15 per. And these are the people manning your ranks. Treat the good ones with kid gloves. (Get it? Kid?)

Which reminds me.

Because of the web, Marco and I will remain in constant touch. Lucky Marco will be able to receive my great jokes as frequently as he does now.

The thing about social media is, it really does let you have more friends.

And with that, driver-shortage-memo 432: Encourage your drivers to have computers and Facebook accounts. They'll love you for it.

As my friend Erb driver Alfy Meyer said in a rather touching email, "It's hard for a driver to have friends like normal people do.

"Why don't you write a column about the importance of friends?"

Which is exactly what I just did. ▲



HE SCOOPS TO CONQUER:

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