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# TRUCK WEST

WESTERN CANADA'S TRUCKING NEWSPAPER SINCE 1989

NOVEMBER 2017 VOLUME 28, ISSUE 10

WWW.TRUCKWEST.CA



Mike Boulton, an instructor with the Mountain Transport Institute, demonstrates how to properly put on tire chains in Castlegar, B.C. Oct. 14.

## Slap them chains on

MTI offers chain up tutorial during its driver appreciation day

By Derek Clouthier

**CASTLEGAR, BRITISH COLUMBIA**

It's a way of life for truck drivers in Canada's most westerly province, and the folks at the Mountain Transport Institute (MTI) know what it takes to strap on tight tire chains.

During its Professional Driver Appreciation and Chain-Up Day Oct. 14 at its location in Castlegar, MTI instructor Mike Boulton offered *Truck West* a first-hand look at just how easy the process of chaining up a tire can be with practice – and admittedly, perfect environmental conditions.

**The toss**

Chaining up the front axle, Boulton pulled the chains off the hanger and tossed them over the top of the outer tire, ensuring the hooks were to the back. He then unfolded the chains, laying the remainder over the inner tire before adjusting the chains to fit proportionally over both tires.

"Honestly, if you've done it way too many times, there's a certain flick of the wrist and they just land in the right spot all the time," Boulton said.

He repeated the process on the other side of the tractor, saying, "You don't have to carry the chains, it's OK to drag them," but added, "The hooking devices on chains, there's an advantage to not running them over, as you can damage them."

To ensure the next step works, the distance of chain on the tires must be equal on each side, so Boulton adjusted the chains so that the tails at the back of the tire on each side were just touching the ground.

"That's basically ready to roll in place," he said. "My chains are equal in their length over the tire and now I'm going to back up and stop where my hooking device is and come up to...let's call it 10 and two...about three quarters the way up the tire."

**The backup**

After backing up, rolling the chains on the tire, and tidying up a bit, Boulton hooks on the center chain first, then inside, and finishing with the outside length.

Any extra chain links should be tied back in with the hook so it doesn't whip when in motion.

Boulton repeats the hook up process on the other side prior to tightening.

**The tightening**

In addition to tightening the cam locks, using what is called a spider bungee cord works wonders when it comes to making sure your tire chains are tight and secure to the tire, but Boulton said even a normal, single bungee cord will help keep the chains tight.

"The tighter the better, without spending all day on it," Boulton said. "Somehow we need to come up with a

Continued on page 8

## Girl power

First graduating class of WBF Class 1 program looks to enter workforce

By Derek Clouthier

**EDMONTON, ALBERTA**

If being perfect is the measure of success, Women Building Futures' (WBF) can hold its head high after a 100% graduation rate from its inaugural Class 1 driving program.

Twelve women celebrated the completion of the program in Edmonton Sept. 27, and for Sherrise Garcia, it was a dream come true.

"I've always wanted to be a Class 1 driver, so it's been one of my dreams since I can remember," said Garcia. "I have always been fascinated by big trucks."

Coming from various employment backgrounds, many from what would be described as non-traditional female occupations, a recurring theme among the group of graduates was a desire to be on the road and do a job they would be proud of.

"Driving had always been something I had been interested in," said Georgina Daub, a graduate who lives in Edmonton and came in with a Class 2 license and experience driving a bus. "I enjoy to drive, I like big vehicles, I like the

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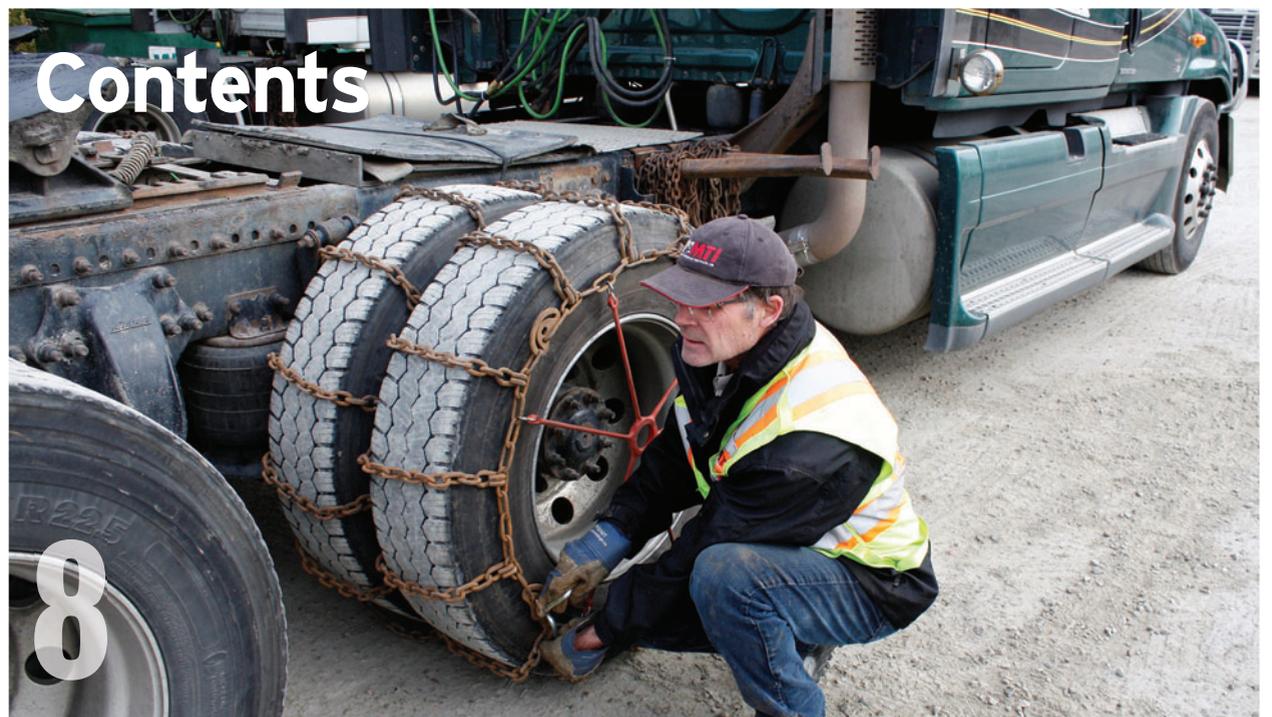
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# Ready to re-invest in their future?

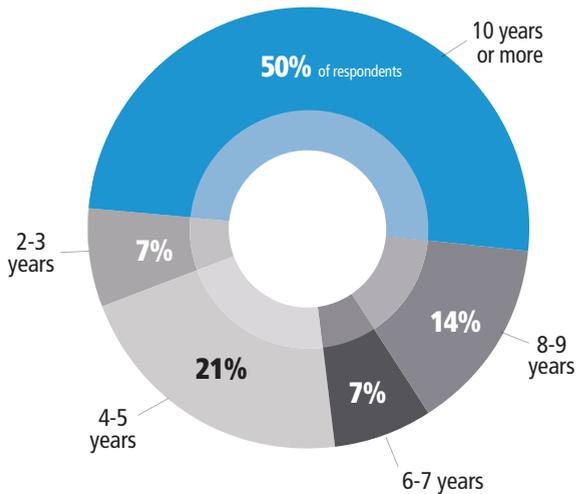
Western Canada's owner/operators showing signs of interest in equipment renewal



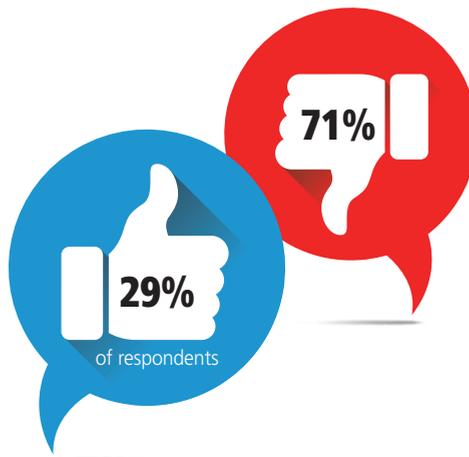
Follow Lou on Twitter @LouSmyrlis.

Western Canada's owner/operators have been hard hit by the slowdown in the Oil Patch and as a result have been reticent to invest in new equipment. However, the results from our recently completed annual Equipment Buying Trends Survey found almost 30% of them are looking to replace their heavy duty vehicles by the end of this year and 21% plan to do so next year.

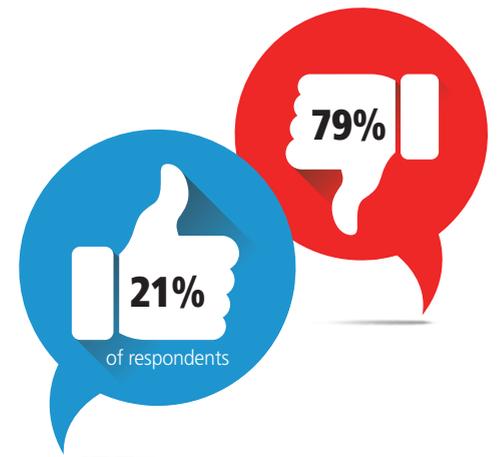
**Current trade-in cycle for heavy duty vehicles**



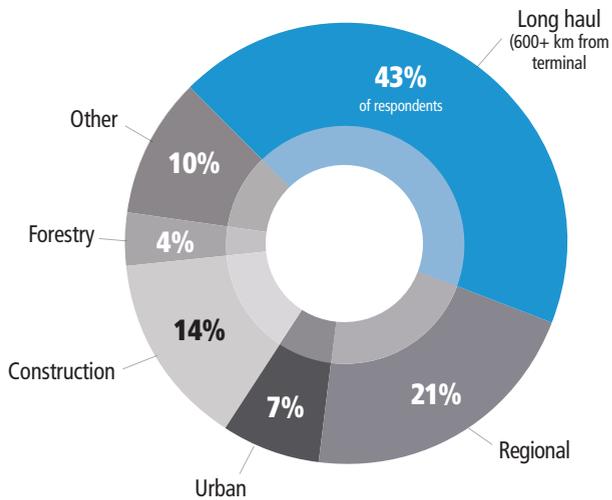
**Plan to replace heavy duty vehicle(s) by end of 2017**



**Plan to replace heavy duty vehicle(s) in 2018**



**Sector**



**Main brand of heavy duty truck currently in fleet**

Freightliner	7% of respondents
International	7%
Kenworth	41%
Mack	4%
Peterbilt	7%
Sterling	4%
Volvo	7%
Western Star	15%
NA	7%

**Brand of heavy duty truck most likely to purchase**

Freightliner	7% of respondents
International	7%
Kenworth	41%
Mack	4%
Peterbilt	11%
Volvo	7%
Western Star	22%
NA	0%

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Derek's deliberation

# Finding help with tuition tough for aspiring drivers

The more I talk to people in the industry, the more I hear concern about what is perceived as a lack of funding for those looking to attend a driver training school for their Class 1 license.

It's muddy waters out there right now as far as where funding is available. It varies province to province, with a quick Google search showing some schools in B.C. offering tuition-free programs for Class 1 drivers and other searches indicating that "funding may be available" in other provinces. Manitoba Public Insurance, which used to cover tuition for those entering the Entry Level Professional Driver Training Program, put an end to that this past June.

So it's tough for those wanting to get behind the wheel of a big rig these days. Tuition for a Class 1 driver training course isn't cheap, either. Prices vary, but you can expect to fork over more than \$6,000 for a three week course in Saskatchewan, and longer programs that range from four to eight weeks will cost much more.

The costs of these programs are not the issue. It's not cheap to run a commercial driver training school

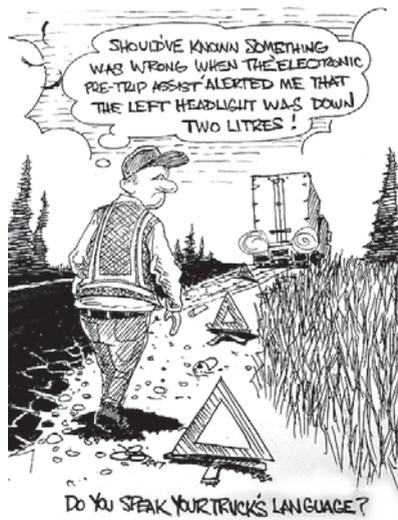
with insurance, fuel, staff salaries, and several other standard costs of doing business all adding up. It's that there's little to no help to get new students trained for a profession that most believe will face a critical shortage in the coming years.

There are several grant and loan options available for university and college students who qualify – and by qualify, I mean they do not have the funds to pay for tuition on their own – and considering it's far more expensive, by comparison, to take a Class 1 driver training course, one would think there should be options in this area as well.

I have always been torn when it comes to tuition for education. On one side, you can of course make the argument that someone has to pay for it, and that onus should fall on the person looking to benefit from the service. But being someone who went to university, acquired a degree in English, and came out with tens of thousands of dollars in debt, it's tough not to question the overall model of how the educational system works.

Student debt has become a major issue for Millennials, who have been riddled with unprecedented

student debt, it's nearly impossible to do the things generations of the past preached to younger folk – put a percentage of your paycheck in



savings, don't waste your money on rent, buy a home, invest in something, etc. How can someone do that when they have to pay off so much in debt?

To keep our economy literally moving, making it easier for people to choose a career that is facing a dire need of workers, there must be a clear path for people to find funding assistance or some kind of

grant program to get them behind the wheel.

In addition to that, the industry needs to reach out to the next generations, get to them at the high school level and show them how cool the trucking industry really is.

You can be a driver whose office is the open road with a view that is second to none; you can develop new technologies that improve fuel economy, driver safety, business efficiency, or vehicle performance.

I really don't think many young people realize what they can do in this industry, and that is the fault of the industry itself.

Get out there and educate. **TW**



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# The “golden years of trucking”

## Dear editor:

I have held a Class 1 license since 1977 and experienced what I like to call the “golden years of trucking,” in the ‘70s and ‘80s.

We were proud to be truckers, we saw ourselves as the successors of the old waggoners, and we were part of a close-knit profession where people knew and respected each other. Our trucks still looked tough (not the kind of today, which look like a blown-up VW beetle with a fifth wheel). They had real gears, like 5&4s. Most boys and a lot of girls (mine included) dreamed of driving a big rig, and so did many red-blooded adults.

We had differentiated speed limits for trucks and 4-wheelers, few 4-lane highways, and most major highways were narrow and did not even have emergency stopping lanes (like Highway 5 north of Kamloops, for those who still recall that picturesque road winding through the pines - I do miss it).

However, unlike the writer of the letter in *Truck West* “Dancing on my nerves” claims, the different speed limits did not cause any more chaos on single lane roads as they do today. This claim is pure nonsense: all vehicles on a given highway will never go at the same speed. There are always people who, for a good or a bad

reason, drive below the speed limit, and others who want or need to pass them.

Lower speed limits do not cause accidents, bad driver attitude does (irrespective of whether you’re driving a semi or a 4-wheeler).

Unfortunately, these days it appears that, to many drivers, the mere suggestion that they could slow down is a complete affront to their dignity, so they merrily speed on with reckless abandon and we can all watch the results on Discovery Channel’s *Highway Thru Hell* or see the mayhem caused by an out of control rig on the evening news.

In our golden days, it would have been beneath our dignity to put a

semi into the sticks just because we were driving too fast for the road or for the traffic conditions. I do not recall seeing so many trucks hitting the ditch as I do nowadays – in pure sunshine and on completely dry roads – and I certainly do not recall the mass collisions involving the number of trucks one sees these days every time it snows a couple of inches.

And here, I believe, is a major, if perhaps not yet adequately understood reason for our driver shortage: Even if you had an interest in driving one of today’s less-than red-blooded trucks, how many episodes of *Highway Thru Hell* would it take for you to conclude that you did not want to risk your life among those morons who speed, can’t handle their trucks around a corner, don’t know how to chain up or are too lazy to do it?

**“So, yes, slow down, drive professionally, arrive alive, and let others arrive alive.”**

Who wants to become part of a group of people who seem to be as unconcerned about turning their truck over as you or I might be about tipping a wheelbarrow? You won’t see this kind of driving on European highways.

So, yes, slow down, drive professionally, arrive alive, and let others arrive alive. Maybe then people will again start to regard us as “knights of the road,” a term that sadly is little used today among the motoring public. And maybe some bright-eyed kids will then want to join our profession.

Mike Hertwig

## Have an opinion?

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# Using common sense

phrase of we need to be reasonable about that.”

The tighter the chain is, the more speed they can handle. Boulton advised, however, that when operating a truck with tire chains, drivers should not exceed 40 to 50 km/hr to avoid excess wear.

**The summary**

“We don’t have ice and snow not allowing them to roll into place, we’re not on a side hill, we’re not working under a fender or trailer...it’s a wonderful, perfect scenario,” Boulton said of the demo. “But it can be created 90% of the time if you have the wherewithal to get them on

before you need them at the bottom of the mountain.”

As for how fast one should drive while using tire chains, Boulton said drivers should realize that if they are using chains it means they are operating their vehicle in a cautious environment.

“There should be common sense in there somewhere,” he said. “If you have a very slight amount of snow, they slap on the ground and they wear out. If you’re running on wonderful packed ice, they don’t wear as aggressively.

During the chaining up process, one of the chains had been run over creating a pinch, which Boulton had to repair, underlin-



**“If you have to think about ‘Should I?’ then you should do it.”**

– CVSE supervisor Jason Odland on whether a driver should put on tire chains

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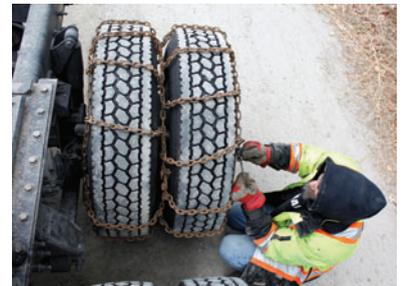
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ing the importance of taking care of your chains.

Boulton said drivers should make every attempt not to drive over the hooks on the chains, as this can cause damage and issues when attempting to chain up your tires.

There are several types of chains for various applications, with logging trucks operating on forestry roads using larger, more heavy-duty chains and long-haul highway drivers a lighter-duty chain.

**CVE perspective**

West Kootenay supervisor for Commercial Vehicle Safety Enforcement (CVSE) Jason Odland said drivers in B.C. should be prepared for adverse weather conditions at any time while traveling in the province, and should be using tire chains and other measures to gain better traction.

“Chains in this neck of the woods will not do it,” Odland said. “They need good winter tires, too, for the hills and stuff around here because they just spin on the grades.”

As for when a driver should be putting chains on their tires, the answer in B.C. is a simple one.

“If you have to think about ‘Should I?’ then you should do it,” Odland said. “As winter comes,



these chain up areas get smaller and smaller, and it is kind of a crap shoot here if you're in one of the big seven or eight axles...if you're thinking about it, throw it on."

Odland said most drivers who are from the West Kootenay area know when they need to put chains on, even if the maintenance contractor who is responsible for turning the 'chain up' sign lights on is a bit late flicking the switch.

And there is no shortage of incident the CVSE has on its plate because drivers neglected to put on tire chains.

"The majority of our job in the winter time is on chain ups," said Odland, pointing out that the area he covers in the West Kootenays has the most chain up areas in the all of B.C. at 22, with 46 province-wide.

MTI employs what it calls "the MTI way" approach to teaching Class 1 drivers, hiring professional truck drivers as instructors and offering over 100 combined years of trucking experience and 18 years of training drivers in the industry.

Recognizing the need for a high standard of driver training, Andy Roberts launched MTI, bringing more than 18 years of driving and owner-operator experience in the mountains of Southern B.C. to the table. **TW**

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## ALBERTA

# Truck convoy rolls for Special Olympics



### CALGARY, ALBERTA

Big rigs of all shapes and sizes conveyed down Calgary streets Sept. 16 raising over \$20,000 for Special Olympics Alberta athletes.

Seventy-eight trucks took part in the 2017 World's Largest Truck Convoy, with participants from trucking companies throughout Western Canada.

The convoy is an annual event that started in 2001 and runs in partnership with the Alberta Law Enforcement Torch Run. Since, more than 15,000 trucks ranging from big rigs to dump trucks have taken part, traveling over 8,000 kms to raise awareness for the cause.

Tri-Line Carriers led the pack, which included such companies as Bison Transport, Syndicate Transport, and Trimac, as well as Rosenau Transport, where the convoy departed and concluded.

Alberta Motor Transport Association (AMTA) president Lorraine Card thanked all those who participated in the event, which aligns with National Trucking Week, showcasing the job drivers do each and every day for the Canadian economy and consumer.

"These ambassadors for safety also demonstrate a commitment to the community through events like this and we're very pleased the truck convoy for Special Olympics Alberta in Calgary continues to grow year over year," Card said. "This is an event that Special Olympic athletes truly enjoy and we're proud of our partnership with Special Olympics Alberta and the Alberta Law Enforcement Torch Run."

Since it began, the World's Largest Truck Convoy has raised more than \$3 million for Special Olympics. The event also took place in Manitoba and Saskatchewan Sept. 9. **TW**

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# Identifying and preventing hazards in the workplace must be a focus

By Derek Clouthier

## RED DEER, ALBERTA

Establishing a hazard prevention program has become a vital aspect of a company's overall safety policy, and must address a variety of health and workplace dangers that can have an impact on employees.

Dawn MacPhee, senior investigator/technical coordinator for Employment and Social Development Canada's hazard prevention program, said an effective policy is the fundamental backbone to any company's health and safety program.

Companies with 300 or more employees are required under federal regulations to establish a health and safety committee, which is responsible for implementing both a health and safety policy and hazard prevention program, a requirement that became effective Nov. 28, 2005.

The program aims to eliminate workplace hazards, but must also tie together all preventative measures with relation to a variety of risks, including disease, accidents, mental health, and drugs.

"This is one of our more major concerns that we've had in the last couple of years," MacPhee said of the effect of drug use in the workplace.

A proper hazard prevention program should include effective health and safety policies and procedures, appropriate education and training, efficient administrative procedures, preventative maintenance programs, management commitment and involvement, and consistent application and enforcement.

Prior to employees being asked to perform any tasks, MacPhee said, "You must keep a record of all hazards in your work environment," and have a program for dealing with those hazards and any incidents that may occur.

Some hazards, such as air quality, sound, fall protection, confined spaces, and hazardous substances must be dealt with by following federal guidelines, while others can be addressed at the individual company's discretion.

One hazard that has had an effect on the trucking industry is exposure to diesel fumes, some-

thing MacPhee said can lead to several health issues like fatigue, skin conditions, eye and throat irritation, breathing difficulties, and even lung cancer with long-term exposure.

When creating a hazard prevention program, MacPhee recommends starting with the most critical jobs, to be as meticulous as possible, and avoid generalizing what the task entails, as things will get missed.

"This doesn't happen overnight," she said, "this takes a lot of time."

MacPhee added that when looking at how to prevent a hazard from causing an injury, companies need to look at technical solutions, such as engineering and administrative controls to eliminate the danger.

"Personal protective equipment should be the very last measure of control in a hazard preventative program," she said.

Once a program has been established, all employees must be educated and training on their roles and responsibilities.

Robert Waterhouse, a certified industrial hygienist, picked up

where MacPhee left off, addressing how hazardous energy can have an impact on those in the trucking industry.

Mechanical potential energy, pneumatic potential energy, thermal and chemical energy are all conceivable hazards Waterhouse feels does not get enough attention in the industry.

"People get hurt where people interact with equipment," Waterhouse said, adding that trucking companies must manage the integrity of equipment and the processes working with that equipment to prevent releases and spills of hazardous materials.

**"Personal protective equipment should be the very last measure of control in a hazard preventative program."**

— Dawn MacPhee, ESDC

Waterhouse said the theory behind process safety is to "keep it in the hose, pipe, vessel or tank," and pointed to what he called the "Swiss cheese" model for process safety where barriers designed to prevent a hazardous outcome have weaknesses or failures, and require complimentary barriers to increase reliability.

Threats to a catastrophic event include motor vehicle incident, hose failures, pipe fitting and valve failures, tank overpressure, overfill, and failure, and security breaches.

"We just don't give these products enough respect and attention," Waterhouse said of common materials like diesel and gasoline.

Waterhouse also said companies need to implement policies that address young and inexperienced workers, who he said are two times more likely to be involved in a workplace injury because they are often asked to perform tasks they are not comfortable or properly trained to do.

The most common cause of injuries for young and inexperienced workers, Waterhouse pointed out, is being struck by an object. **TW**

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# Creating safer roads

Deaths and injuries dropping despite rise in traffic volume in Alberta

By Derek Clouthier

## RED DEER, ALBERTA

With a population up nearly 10%, the number of drivers 8.9%, traffic volumes 18.4%, and over 500,000 registered commercial vehicles on Alberta roads, managing the province's highway system has proved challenging over the past four years.

Speaking to attendees during the Alberta Motor Transport Association (AMTA) Safety Conference in Red Deer, Alta. Sept. 22, Wendy Doyle, executive director of the office of traffic safety for Alberta's Ministry of Transportation, said commercial vehicle registration peaked in 2015 with over 600,000, and those seeking Class 1 driver's licences has steadily increased since 2013.

"We have a driving public, people like their vehicles in Alberta," Doyle said, adding that passenger vehicles and a rise in commercial drivers contributes to the increased traffic volumes, but at the same time there has been a drop in vehicle-related fatalities in the province.

Out of 334 total fatalities in 2015, 80 involved commercial vehicles – a commercial vehicle includes not only long-haul transport trucks, but also motor homes and farm equipment – and 2% involved tractor trailers. In total, there are approximately 300,000 collisions on provincial highways each year, not including within municipalities, where statistics are maintained separately.

Doyle pointed out that the most likely time for a commercial vehicle to be involved in a collision is in November between the hours of 11 a.m. and 3 p.m. Running off the road is the most common reason for commercial vehicle collisions (30%), followed by tailgating (26%), and other various individual circumstances (24%).

The most common commercial driver condition during a collision that may have contributed to the accident is fatigue and/or fell asleep. Other factors can include alcohol consumption, impairment, and impairment from drug use. Alcohol impairment is by far the most likely driver condition for all motorists during collisions on provincial highways.

However, traffic fatality and injury numbers are going down in Alberta, despite a rise in population, drivers, and traffic volumes, for a variety of reasons, including

Continued on page 15



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## Falls are a leading cause of injury for truck drivers

Reduce your risk

- 1 Always use 3 points of contact
- 2 Face the truck and climb slowly
- 3 Wear proper footwear

Continued from page 13

## Government's 'Vision Zero' plan

collision mitigation technology, safer vehicles, and enforcement tactics like photo radar and red light cameras.

Though Doyle said the general public is typically opposed to photo radar and red light cameras, they do save lives, while at the same time, increasing the number of property crashes – those that do not claim a life or cause serious injury – as the severity of the collisions go down.

Traffic-related deaths and injuries also carry a heavy financial burden on the province and its residents, with a social price tag anywhere between \$4.6 and \$10.3 billion annually. Doyle said the variance in the estimate is because it is difficult to put a cost on a human life, and added that although tragic and strange to say, deaths are far less expensive than serious injuries on the health care system.

Doyle's office is currently working on passing its Transportation Safety Plan 2020, which is Alberta's plan to meet Canada's Road Safety Strategy 2025.

With a "Vision Zero" tagline, the plan, which is expected to be implemented later this fall, aims to see zero deaths and serious injuries on Alberta's highways by using technology and other means to figure out what could have been done differently to prevent any given collision.

The plan incorporates a safe system approach, addressing safe speeds, safe road users, safe vehicles, and safe infrastructure.

### Panel discusses ELD mandate

Dan McCormack, an investigator with Alberta Commercial Vehicle Enforcement (CVE), highlighted the cost-benefit ratio of electronic logging devices (ELDs), saying the benefits outweigh the costs by 2:1.

McCormack highlighted that an expected 40% reduction in out-of-service (OOS) for hours-of-service (HOS) violations would contribute to the benefits of ELDs, as would what he said would be an estimated 30-120 minutes saved per cycle for drivers, which translates to an additional two hours of driving, or \$2,000 increase in annual pay. Transparency in a carrier's planning, safety, and operations departments and a leveling of the playing field were also cited as positives for the argument behind the use of ELDs.

McCormack moderated a two-person panel on ELDs, which included Matt Cook of Arrow Transportation and Jeremy Sterling from Formula Powell.

McCormack said CVE officers will approach ELD inspections with

an educational enforcement attitude for the first year after implementation, with soft enforcement for that initial year.

"It's a big learning curve for us as well," McCormack said. "The only place there would not be flexibility is out-of-service stuff."

**"Make sure that your drivers are trained with the systems you use, because it's not an officer's job to do that."**

– Dan McCormack, CVE

He advised drivers to carry a paper log that mirrors their ELD as a backup in the event of any issues with the e-log. In certain circumstances, drivers can present their paper log during an inspection and



Wendy Doyle of Alberta's Ministry of Transportation says despite a rise in traffic volumes, deaths and serious injuries resulting from collisions have declined.

will be given 24 hours to produce their ELD log, but the decision will ultimately be up to the CVE officer.

Cook said following ELD training, 95% of his drivers can comfortably operate the device without any issues, despite their trepidations going in. Sterling puts his drivers through a course, which is followed by further training with company management and finally 100 hours in the truck with an ELD trainer.

Cook said the biggest challenge to the implementation of ELDs in the industry is perception, as many drivers feel uncomfortable with the

idea of using them, but added that if a person can use a smartphone, they can use an ELD.

Properly training drivers how to use an ELD is vital to their success, according to McCormack.

"Make sure that your drivers are trained with the systems you use," he said, "because it's not an officer's job to do that."

AMTA Safety Conference attendees were highly engaged and asked several questions during the ELD panel discussion, showcasing the level of uncertainty that remains when it comes to the new technology. **TW**

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# CYBERCRIME IS ON THE RISE

*Take steps to defend your fleet*

By Damien Blaquiere

If you think your business is too small to be at risk of a cyber attack, think again: fleets of any size can be tantalizing targets for cybercriminals. In fact, the frequency and severity of cyber attacks in the transportation industry have been increasing over the past two decades, according to Fleet Owner, and the outdated systems at the heart of many trucking operations are largely to blame.<sup>1</sup>

As more programs and systems exchange more information, the risk of data theft climbs higher. But that doesn't mean you should swear off advancing technology in order to protect your fleet. One way to reap the rewards of interconnectivity without making your business an easy target for thieves is by carefully coordinating systems so they work together seamlessly – and having a strong back-up plan.

## Stay up-to-date to stay secure

A selection of IT tools can help you cover all your bases, but that may not be enough. When it comes to mitigating cyber risk, the deciding factor is how well your systems communicate with each other, and older systems that haven't been adequately updated may not keep up with the others. In the worst cases, major gaps in your security can go undetected until it's too late.

If your company relies on a loose arrangement of different electronic tools for daily operations, you need to take extra caution when staying up to date with software and securing lines of communication. There are several ways to secure your systems – here are some good first steps:

- Applying software updates as soon as they become available.
- Favouring the “principle of least privilege” by limiting access to data (employees only need access to what's essential for their job function).
- Using a tool that provides compliance reporting.
- Running a centrally-managed antivirus program that updates signatures frequently.
- Using secure communication protocols in any dialogue with a third party.
- Internal monitoring of your networks, devices, applications, and user accounts, which will help you trace a breach to where it began.
- Training employees to spot phishing emails, plus what to do if they receive one.
- Implementing controls to identify and block improper data transfers among employees.

Smart and sound software is a big part of cyber security, but you should also pay attention to how and where you back-up your data, especially when it comes to contracts and sensitive customer information.

## Planning is a key to damage control

Cyber risk often comes in the form of privacy breaches, but more complex threats are manifesting in the form of intellectual property theft and cyber extortion. Whatever form the cyber attack takes, one reality is clear: business interruption is an increasingly common risk, and its impact can be severe.

A focused plan can help you coordinate a response, act quickly, and ensure you've addressed all the details when a cyber event disrupts your operation. However, different sorts of plans will respond to different obligations; you'll likely need more than one strategy.

**Incident response plan:** this plan is used during the incident to manage and contain the damage that comes from a security breach or cyber attack. The goal of this type of plan is to limit damage and associated costs that immediately follow the event – it's an important short-term response.

**Disaster recovery plan:** After you've mobilized your initial response, you'll need to put measures in place that can continue to limit damage. This is your disaster recovery plan, and like your incident response plan, it should clearly define specific tasks of key players to help get systems up and running after a disaster. Typically, these plans are data-centric: they involve restoring IT infrastructure and accessing copies of data stored offsite.

**Business continuity plan:** A business continuity plan is a bit different than a disaster recovery plan, but they should be developed in tandem. Business continuity is broader than disaster recovery, and can be described as business-centric: these plans are concerned with finding a safe place for employees to work, and aim to ensure network connections, online systems, servers, and crucial business applications can continue to run without downtime.

Depending on the size and nature of your trucking business, you may want to lean on experts to help you develop appropriate response, recovery, and continuity plans. There are many points to consider, and it's better to be safe than sorry; if you're not sure where to begin or what to include, reach out to a risk management specialist.

## Work as a team for better results

It's great that you're ready to take your cyber security to the next level – but is your staff? All employees should understand relevant security concepts, and how to properly run and inspect electronic systems. While a dedicated IT department is a great addition to a fleet, all employees should have some idea of what cyber security measures are in place – and how to tell if something's not right.

As cybercrime evolves, protection, prevention, and insurance measures must adapt. It's difficult to predict what the future holds, but as you continue to add computerized tools to your daily operations, enlist the help of your broker and insurer to try to account for the risks that could be waiting around the corner.

<sup>1</sup> Cyber Risks on the Rise for Transportation, ontruck.org, September 2015.

# The proof and the pudding

“The proof is in the pudding” is an idiom most people get wrong. The correct saying is “the proof of the pudding is in the eating,” meaning you only know something is a success after it’s been tried out or used.

Nothing could be truer for the electronic logging device (ELD) mandate.

There’s been a lot of speculation about how ELDs will affect productivity, compliance, driver job satisfaction, and a host of other issues.

Well, the Dec. 18 deadline is almost here and all we really know is that come hell or high water, the FMCSA seems determined to enforce this rule.

You may not know it, but you’ve been living with the ELD mandate for almost two years, when FMCSA laid out a three-phase compliance rollout for drivers who currently have to keep a logbook to record duty status.

Phase 1: Awareness and transition. This started Feb. 16, 2016, as a period to get familiar with the requirements under 49 CFR 390.5. Carriers and drivers subject to the rule are supposed to have used this time preparing to comply.

Phase 2: Phased-in compliance. This is the two years from Dec. 18, 2017, to Dec. 16, 2019, when carriers and drivers subject to the rule must use automatic on-board recording devices (AOBRDs) that were installed prior to Dec. 18 or self-certified and registered ELDs with FMCSA.

Phase 3: Full compliance. After Dec. 16, 2019, all drivers and carriers subject to the rule must use self-certified ELDs that are registered with FMCSA. Every single truck and driver has to have their ducks in a row.

### What have we learned?

Since the proof is in the eating, how does the ELD mandate taste so far?

First, a lot of truckers are exiting the “awareness and transition” phase unprepared. Some are pinning their hopes on a last-ditch effort in Congress to delay the ELD mandate for two years, saying more time is needed to deal with the certification of devices (or lack thereof), connectivity in remote areas, cybersecurity vulnerabilities, and the ability of law enforcement to access data. These are all legitimate concerns, but I wouldn’t count on any sort lifeline from Congress right now.

Second, ELD suppliers have come out of the woodwork to promote devices they say will satisfy the requirements. The last time I looked at the list of self-certified ELD vendors, I counted

132—every single one claiming to be the best thing since sliced bread. It’s overwhelming, and choosing the wrong ELD is a costly mistake. Two years ago, FMCSA estimated that the average annual cost of an ELD would be \$495 U.S. per truck. Some truckers say the actual figure can be well north of \$1,000 for the device not including the cost of maintenance, service contracts, and training.

Third, enforcement officers need more awareness and transition. After Dec. 18, we’re in the phase where an enforcement officer might give you the

benefit of the doubt when you get stopped. I’ve heard through the grapevine that until mid-April 2018, no vehicles will be put out-of-service for ELD violations and enforcement will be a slap on the wrist. After that, you can expect out-of-service violations and huge fines.

Of course, ELDs and duty records can affect many layers of enforcement, including fuel tax and other distance-based reporting. At a time when both you and officials are in a period of phased-in compliance, the more you know about ELDs and, in particular, your ELD, the further ahead you’ll be.



**Sandy Johnson** has been managing IFTA, IRP, and other fleet taxes for more than 25 years. She is the author of the book, *7 Things You Need to Know About Fleet Taxes*, and operates [northstarfleet.com](http://northstarfleet.com), which provides vehicle tax and license compliance services for trucking operations. She can be reached at 1-877-860-8025 or [info@northstarfleet.com](mailto:info@northstarfleet.com).

With Dec. 18 just weeks away, the ELD pudding won’t be on the stove for much longer. It’s time to set the table and get ready to eat. **TW**



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Continued from page 1

# Program opens doors

challenge of those vehicles, so it was just a matter of time to get the opportunity to move into it.”

Prior to getting behind the wheel, Daub worked in construction, running a renovation company and doing much of the work herself. As time went on, Daub knew she needed to look for something a little less physically demanding, and a transition into driving made sense.

“I’ve generally always worked in male-dominated trades,” she said. “When you’re the sole income you have to make a living.”

Daub contends that many conventional female jobs don’t provide the same kind of financial bene-

fits that male-dominated occupations do, and as she moves closer to retirement, Daub needed something she would both enjoy and earn a good living doing.

“I need to make a living, I need to make retirement, and I want to enjoy doing it,” she said. “I’m not happy just going and doing one job over and over, going to an office and looking at the same walls. That isn’t something that would fit who I am.”

Another graduate, Jamie Bellesen, got bit by the transportation bug when she had the opportunity to move some equipment from Edmonton to Ottawa for her former employer.



From left: Sherrise Garcia, Jamie Bellesen, and Georgina Daub can barely contain their excitement after graduating from the WBF Class 1 driver program Sept. 27 in Edmonton.

“I loved the trip and being on the road, dealing with the logistics, showing up on site with the equipment and organizing unloading of the equipment,” said Bellesen. “The whole dynamic was an adventure and it really made me want to do this as a profession.”

“That trip for some reason just resonated with me, and to get paid to do that seemed kind of cool.”

The trip was her first experience being on the road, and loving the experience so much, she asked her employer if she would be able to transition into a permanent role as a driver, but at the time, it was not in the cards.

**“I never realized what kind of impact drivers have on the economy and communities.”**

— Jamie Bellesen

Bellesen then received an e-mail from WBF, as she had previously applied for a heavy equipment program, and she noticed that they were offering the Class 1 driver course and jumped on it.

“There’s kind of the cowboy thing to it,” Bellesen said of being on the road. “You’re on the road, it’s always different and you see things you don’t normally see. I’ve never been an office person...it’s was very hard to even do part-time work in an office, I just enjoy working outside and always changing.”

Bellesen also came from a non-traditional female work background, having run a heavy loader and several maintenance positions since 1993.

Asked to provide a practical reason why she wanted to enter the industry as a driver, Bellesen said the definition of the word

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'practical' is "a mindfulness of results and usefulness," and that there was no better way to describe the job of a commercial truck driver.

"I never realized what kind of impact drivers have on the economy and communities," she said. "The world would stop and it would be total chaos without them."

Garcia, who was raising four children prior to enrolling in WBF's Class 1 program, had no experience behind the wheel, but loved the idea of being a driver.

"I can't see myself being at a desk job," she said. "I like doing hands on work."

There's also a sense of pride for Garcia in her newfound success.

"I want to be a good role model for my kids, and I know it's going to be a lot of sacrifice, but I'm looking long term," said Garcia. "Sacrifice now and later on we'll enjoy it more. Being a woman in the industry, hopefully they will be proud of me."

Each of the three graduates echoed the same sentiment about WBF and the Class 1 program, saying it would not have been possible without the support of many, including the industry itself.

"I was in awe at the people who invested into this program," said Daub, adding that she was surprised to learn that only 3% of drivers are women.

For Garcia, making some new friends was another plus.

"They're all really supportive and I didn't expect that with being in a group of 12 women," she said. "They're all really great women."

Megan Bates, manager of industry relations for WBF, reiterated the quality of the first graduating class of the Class 1 program, all completing the 10-week course with flying colors.

A careful screening process of applications helps properly funnel women into the various programs WBF offers.

"(These) are not career paths that women often see themselves in," said Bates. "So we do a lot of awareness building and really have them understand what the work will be before they decide to pursue the training and employment in that field."

The assessment process involves hands on and academic screening, attitude and communication styles, a background check, and an application form that includes an interview portion, where applicants talk to someone who works in their chosen field of study to get a firsthand account of what the job entails.

"The assessment is really a key part to why the completion rate of these programs is so high," Bates said.

Though the process may seem daunting, Bates impressed that it was in an effort to ensure the applicants success and that every attempt was made to approve the application, whether right away or sometime down the line.

"In terms of saying 'no,' no, we really try not to say 'no,'" she said. "There may be a 'not right now' if certain parts of the assessment uncover things that maybe aren't in line with succeeding in this employment, and in that case we offer other supports to help them get everything together and come and try again."

In 2018, WBF plans to have two Class 1 programs sessions, and

Bates said they are getting a lot of inquiries.

"We had a great amount of interest for this program," she said, "and of course the industry support really makes a difference as well, and we expect that to continue to grow."

Alberta Motor Transport Association president Lorraine Card and past chairman Dan Duckering were on hand to congratulate the graduates.

Card said she was excited to see the first class complete the WBF Class 1 program, as "Class 1 drivers are needed so badly in the industry."

Duckering told the group of ladies that "The redneck trucker of the past is gone," and that the

program was integral to bringing trained and prepared women into the industry.

All 12 graduates interviewed for positions with Westcan Bulk Transport and Caron Transportation Systems following graduation. As of press time, Daub had accepted a position with Westcan, Caron had hired four graduates, and the remaining were still in the interview process.

Bellesen said her future looked bright, and that "the possibilities are endless as far as growing professionally in this industry," while Daub had no qualms over what she wanted to do.

"Right now, I just want to drive." **TW**



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# An oil for all

New engine oil from Shell Rotella meets both heavy-duty and passenger vehicle needs

By Derek Clouthier

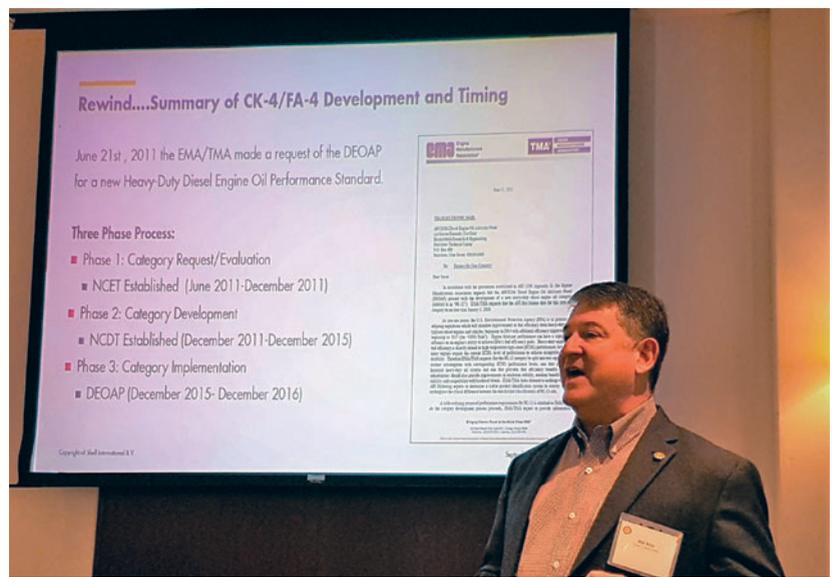
## SANTA BARBARA, CALIFORNIA

Shell Rotella introduced several new products Sept. 20, including its T6 Multi-Vehicle 5W-30 full synthetic oil, which is formulated for both heavy-duty diesel and gasoline engines for passenger vehicles. The new oil meets the performance requirements of API CK-4 and API SN, meaning it is formulated to meet 800 parts per million of phosphorus maximum for passenger vehicles by boosting supplemental anti-wear performance.

“This is the first Rotella to meet both heavy-duty and passenger car criteria,” said Jason Brown, global technology manager for Shell Lubricants. “No question, period.”

Brown underscored the challenges in developing oil suitable for both heavy-duty and passenger vehicle applications, including the use of performance additives, with heavy-duty varieties containing more anti-wear, dispersant, and detergents to deliver longer oil drain intervals than is required for passenger vehicles.

Brown said there are no indications on the horizon for a new



Dan Arcy highlights Shell Rotella's CK-4 and FA-4 offerings during a press event in Santa Barbara Sept. 20.

API category for heavy-duty diesel engine oils, but the key drivers that shape today's specifications will continue – reduced emissions, fuel economy, cost of ownership, engine technology changes, and engine operating conditions.

**“This is the first Rotella to meet both heavy-duty and passenger car criteria. No question, period.”**

– Jason Brown

He pointed out that countries such as China and India will be releasing their own engine specifications in 2020 and beyond.

“It's not like the rest of the world is not coming on,” Brown said, adding that Shell Rotella will meet the demands of those markets, as well as mounting global markets.

Shell Rotella conducted a study in Germany that indicated there will be a 43% increase in total freight, with a surge in trucks on the road from today's approximate three million to 3.5 million in the next 20 years.

Brown said the majority of heavy-duty applications will continue to be fueled by diesel, as there is currently no other way to move a heavy, long distance haul as quickly and efficiently as with diesel. He also said electric light- and medium-duty vehicles will emerge in urban markets, while natural gas will be an option for heavy-duty.

Dan Arcy, global OEM technology manager for Shell Lubricants, also announced the release of two new products, the first being Shell Rotella DEF (diesel exhaust fluid).

In addition to DEF, Arcy introduced six Rotella oil filters with long drain intervals that the company says meets OEM requirements for 99% of pickup customers.

Stede Granger, OEM technical manager for Shell Lubricants, focused on Shell Rotella's heavy-duty nitrate free coolant, ELC NF, which was released a year ago and offers extended water pump life, limited inhibitor depletion, reduced cost and maintenance, and a 600,000-mile/12,000-hour life capability.

With today's modern engines designed for fuel economy, lower emissions, reliability, and power, the use of aluminum has forced coolants to go nitrate free, as the chemical, when combined with high flow around aluminum, produces ammonia, which raises PH levels and harms engine components.

Along with its ELC NF coolant, Granger announced the release of Shell Rotella ELC Correction Fluid, which is designed to correct inhibitor levels in Rotella ELC NF coolant in cases where the corrosion inhibitor levels have been reduced by the addition of subsequent coolants during servicing.

The correction fluid is intended to adjust inhibitors to initial levels and avoids the need to drain and refill the entire system.

“Shell Rotella T5 Ultra 10W-30 synthetic blend is designed for next-generation on-road diesel engines to help maximize fuel economy without sacrificing engine protection,” said Megan Pino, Shell Rotella brand manager. “It is designed to provide protection that adapts to driving conditions and is formulated to minimize oil consumption and protect exhaust catalysts and particulate filters.”

The T5 is designed for engines requiring an FA-4 engine oil, and is enhanced with synthetic base oils and additives to provide protection against wear, deposits, and high temperature breakdown.

Taking about five years to fully develop, Shell Rotella released its CK-4/FA-4 categories of oil, offering improvements in oxidation stability, aeration benefits, and shear stability.

The new T6 Multi-Vehicle full synthetic engine oil will soon be available from NAPA, Walmart, and O'Reilly's retailers. **TW**

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# Shell's Starship Truck to debut in 2018

Company aims to double 6.5 mpg fuel efficiency standard

By Derek Clouthier

## SANTA BARBARA, CALIFORNIA

If Captain James T. Kirk and his sidekick Spock were to get behind the wheel of a big rig, surely Shell Rotella's Starship Truck would be an obvious choice.

Providing a sneak peek into the details of its Starship Truck initiative, Shell Rotella plans to unveil its next generation vehicle in early 2018 with a coast-to-coast tour, showcasing what the company says will be a more fuel-efficient option for longhaul transportation in a world where energy demand will continue to rise.

Bob Mainwaring, technology manager of innovation for Shell Lubricants, said the overall goal of the Starship Truck is to produce a more energy efficient vehicle that can minimize the amount of energy needed to move goods.

With transport trucks currently getting anywhere between six and 6.5 mpg fuel efficiency, the Starship initiative aims to design a truck that can at least double that mark by improving rolling resistance, aerodynamics, and engine efficiency.



Shell Rotella's Starship Truck to be revealed early next year.

into two categories – those that reduce energy demand, such as lightweight components and others that enhance the efficiency of energy delivery.

Facing what he said are three hard truths the world is facing moving toward 2050 – increased energy use, lack of resources, and energy security – Mainwaring said it is imperative that transportation, which makes up 35% of

the world's energy use, becomes more efficient.

To emphasize this need, Mainwaring underscored that by 2050 the world's population is expected to increase to nine billion, people in cities would reach 75%, and energy demand would increase by 200%, all of which could have a significant impact on the environment.

"Because transport is the largest segment, you have to pay close atten-

tion to it if you're going to reduce CO2 emissions," Mainwaring said.

Chris Guerrero, global heavy-duty engine oil brand manager, Shell Lubricants, said the Starship Truck initiative was the perfect example of "the beauty of the American can-do spirit," while Mainwaring added that it is imperative that we not put off until tomorrow what we can do today. **TW**

**"Because transport is the largest segment, you have to pay close attention to it if you're going to reduce CO2 emissions."**

– Bob Mainwaring

When measuring energy efficiency, Mainwaring said people must get away from their tendency to simply look at miles per gallon as the gauge of success.

"Miles per gallon is the metric, but I don't think it's the best metric," explained Mainwaring, saying the focus should rather be on freight-ton efficiency, which measures how much fuel is used to move a certain amount of cargo.

For example, one truck moving one ton of freight at 10 mpg would equate to 10 ton mpg, while one truck moving 20 tons of freight at 7 mpg would equal 140 ton mpg, a more efficient freight-ton efficiency, Mainwaring said.

To enhance the overall efficiency of a truck, Mainwaring divides the multitude of options

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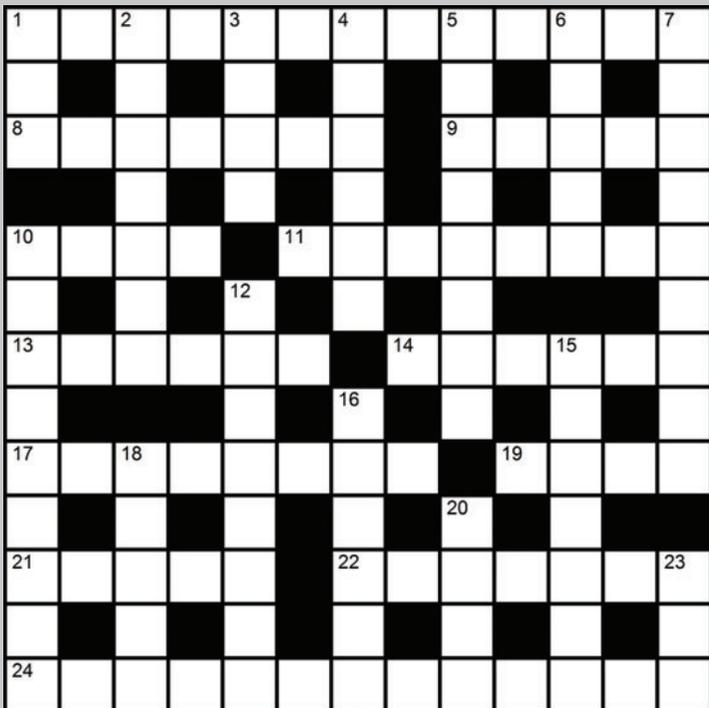
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**THIS MONTH'S CROSSWORD PUZZLE**

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Answers on page 43

**Across**

- 1 CBer's "Are you listening?" (3,4,4,2)
- 8 Killed the engine, in a way
- 9 CARGONET focus
- 10 PACCAR truck, slangily
- 11 Milton, ON-based \_\_\_\_ Freight Systems
- 13 Semitrailer and pup rig (1,5)
- 14 Trucker's CB name
- 17 Big rig wheel count, sometimes
- 19 Lunette \_\_\_\_, pintle portions
- 21 International LoneStar styling
- 22 Quebec-based aluminum trailer maker
- 24 Spacious International option (2,4,7)

**Down**

- 1 Road atlas replacement, perhaps (1,1,1)
- 2 Big rig power unit
- 3 Liquid lubes
- 4 No \_\_\_\_, commercial vehicle sign
- 5 West Coast mirror attachments
- 6 Breathtaking issue, \_\_\_\_ apnea
- 7 Decorative wheel trim (3,6)
- 10 Surrey, BC - Blaine, WA border monument (5,4)
- 12 Truck tech's noisemakers (3,5)
- 15 No-layover journey (3,4)
- 16 Drivers' foot controls
- 18 John Deere utility vehicle
- 20 Truck wiring safety device
- 23 Motor City product

**CVE response**

STA opposes proposed plan that would take CVE officers off the highways

By **Derek Clouthier**

**REGINA, SASKATCHEWAN**

There is concern that Saskatchewan's 26 commercial vehicle enforcement (CVE) officers will not be utilized in the manner they should if the government follows through with its proposed rural first response initiative.

The Saskatchewan Trucking Association (STA) has voiced its opposition to the creation of a Protection and Response Team, which would use commercial enforcement as rural first responders.

Susan Ewart, executive director of the STA, said there is already concern that there is a lack of commercial vehicle enforcement in the province.

"That has been a topic in the Auditor General's report and an issue raised by many members," Ewart said. "The people breaking the rules to get ahead aren't getting caught."

Ewart said Saskatchewan's 26 CVE officers is far less than what Manitoba and Alberta employ, despite the fact that



**Susan Ewart**

the province has more miles of highway than any other jurisdiction in Canada.

"Pulling the short-staffed officers off highways to respond to calls will not help that issue," she said.

Though it is not the STA's mandate to recommend policies related to justice, peacekeeping, or response to emergency calls, it did request to the provincial government that the focus of CVE officers remain on commercial vehicle enforcement.

Part of that effort includes the creation of a working group to prioritize a scale bypass system in Saskatchewan, which would also take some of the pressure of CVE officers.

**Coming Soon: New Storage Rack Regulations**

On January 1, 2018, a new regulation will come into effect governing the installation, inspection, use, and maintenance of steel storage racks.

Find information regarding the regulation changes on the **storage rack** page at [worksafebc.com/health-safety](http://worksafebc.com/health-safety)



“B.C. and Alberta already have one in place and the wheels are in motion in Manitoba,” Ewart said. “A scale bypass system would help with targeted enforcement on companies that are not meeting requirements, while allowing compliant companies to save time and money.”

The STA indicated that the provincial Auditor General’s 2017 Report revealed that the extent of CVE enforcement activities was lower than planned, with five tested scales operating for just 14 hours per week, which translates to scales being open for less than 9% of operating hours.

Thus, moving CVE officers away from commercial enforcement to

**“The people breaking the rules to get ahead aren’t getting caught.”**

– Susan Ewart

rural response would only worsen the situation and is unjust to the truck transport industry, as companies invest greatly into proper training, recruitment, and education in an effort to maintain fleets made up of safe vehicles that meet regulatory standards.

“Less enforcement on Saskatchewan highways takes the benefit of doing so away from law abiding transport companies,” the STA expressed in a release, “and gives unsafe, non-compliant companies the upper hand and contributes to more rapid disintegration of Saskatchewan’s highway systems.” TW

## WBC T-42 rates expected to decrease for 2018

### REGINA, SASKATCHEWAN

The Saskatchewan Trucking Association (STA) has indicated that rates for T-42 rate codes are expected to decrease to \$3.10 from \$3.18 in 2018.

The T-42 rate code, which includes transportation, courier, and commercial buses, is set by the Saskatchewan Workers’ Compensation Board and are based on key premium rate drivers, such as workplace injury rates, durations, and claims costs.

The STA attended the recent rate setting webinar presented by Saskatchewan WBC, which said the new rates would be published online Oct. 17, but as of that date, had not yet been posted.

The STA said it would notify its members once rates were confirmed. TW

# STA provides input into new driver training program

By Derek Clouthier

### REGINA, SASKATCHEWAN

Proper training has long been an area of concern for many in the trucking industry, and in the Land of Living Skies the Saskatchewan Trucking Association (STA) is doing its part to provide input into a proposed new process for commercial driver training.

Susan Ewart, executive director of the STA, said the entire process of how new drivers are training needs to be reviewed, and western provincial trucking associations have pinpointed this as one of the Top 10 policy priorities for the New West Partnership Trade Agreement.

“We are taking an active role on this,” Ewart said. “This is an important opportunity for the companies that will hire these drivers to be able to select from an employee pool that is properly trained and equipped to safely do the job.”

Last month, the STA submitted its recommendations to Saskatchewan Government Insurance (SGI) – which has begun the consultation process on a standardized training program for

entry level commercial vehicle operators – that included, first and foremost, industry consultation, as well as use of the national Occupational Standard for Commercial Vehicle Operators as a guiding document, reciprocity with Ontario’s Mandatory Entry-Level Training (MELT), and engagement on the financial impact of the policy changes.

**“The STA will be advocating for standardized curriculums, including significant classroom training and a prescribed number of on the road hours.”**

– Susan Ewart

“The STA will be advocating for standardized curriculums, including significant classroom training and a prescribed number of on the road hours,” Ewart added.

SGI announced it would launch



a consultation on a new training program during an STA event in May, as the provincial insurance body expressed concern that it did not believe that the training currently being provided by schools certified by SGI was adequately producing drivers with the skill level that both industry and policy makers desired.

The STA has indicated that input from industry stakeholders on the creation of this new policy is of the utmost of importance and a vital component for its success.

At this point, a timeline on the implementation of a new commercial driver training program for Saskatchewan has not been solidified.

“So far, we are pleased with the timeliness of the proposed changes,” said Ewart, “and are working with SGI to ensure that this is rolled effectively and efficiently.” TW

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## MANITOBA

# Rosenau places large investment into CentrePort Canada



Ken Rosenau speaks during Rosenau Transport's announcement in Winnipeg Sept. 14 that the company would invest into CentrePort Canada.

### WINNIPEG, MANITOBA

Just a year after opening its first location at CentrePort Canada in Winnipeg, Man., Rosenau Transport has invested in a significant expansion plan, moving to a much larger facility.

"As one of Western Canada's largest regional carriers with 24 terminals, Rosenau recognized huge market potential when we initially opened a facility at CentrePort, which has let to our expansion at a much larger facility," said Ken Rosenau, president of Rosenau. "Continuing to be located at CentrePort means we can leverage a geographically central location, access direct transportation infrastructure and tap into a highly skilled labor force to grow our business."

**"With some of Canada's biggest trucking firms headquartered in Winnipeg, it's natural to see companies like Rosenau invest in a larger presence at CentrePort."**

— Scott Gillingham, Winnipeg councilor

Moving from a 5,000 sq.-ft. facility to 140,000 sq.-ft., Rosenau plans to grow its capacity and staff over the coming months, and now occupy half the building at CentrePort, which was formerly the Safeway distribution center.

"We are excited that the former Safeway distribution center has been repurposed and complements Rosenau's significant expansion plans," said Diane Gray, president and CEO of CentrePort Canada Inc. "Investing in an existing building has also allowed Rosenau to get up to operating speed quickly so they can continue to grow their business at North America's largest inland port."

Scott Gillingham, City of Winnipeg councilor for St. James –

Brooklands – Weston, congratulated Rosenau on the expansion, and said the investment would impact the community for years to come.

"With some of Canada's biggest trucking firms headquartered in Winnipeg, it's natural to see companies like Rosenau invest in a larger presence at CentrePort," said Gillingham, "a critical transportation center that continues to attract new business and create jobs."

CentrePort has welcomed 51 new businesses since 2009 on approximately 300 acres (CentrePort is Manitoba's 20,000-acre inland port and foreign trade zone), representing more than \$300 million in new capital investments. **TW**

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Communicating strategically

# Should your business donate to charity?



**Rebecka Freels**, former CTA and OTA communications director, operates a Calgary-based marketing, communications, and events practice with clients in the transport industry. Reach her at [Rebecka@beyondwordcommunications.com](mailto:Rebecka@beyondwordcommunications.com).

Almost every trucking company, whether it's a five-truck operation or a 500-plus fleet, has been invited to sponsor or donate to something. Your decision to support any cause, whether it is to help a local slo-pitch team or contribute to a major capital project like a community hospital, should reflect your organization's values rather than be based on impulse or pressure.

Let's start by making a case for why philanthropy is good business. There are four key reasons to make helping a cause part of your business' fabric:

1. Connecting your company to the community. Being a visible and contributing member of the community is good business. It will give you credibility by providing an opportunity to demonstrate that your organization is committed to enhancing community life. It may also provide opportunities to network with other like-minded, influential business and opinion leaders in your community.
2. Boosting employee morale. Employees respect companies that care about worthy causes and that increases their emotional attachment to the place they work. Research shows that Millennials, who are increasingly occupying more decision making roles both within your operation and those of your customers, value and expect businesses that give back in some way.
3. Raising awareness of your brand. Sponsoring an event, and even donating, connects your name with good works. Sponsoring something in your community where your business name is spotlighted could lead to bigger profits down the road.
4. Connecting with your customers. If you are selling your product or service to individuals who care about a cause, it makes perfect sense to support that cause too. For example, if your client base is a male demographic, then it makes sense to support a campaign that raises money for prostate cancer research. This is what the Canadian Trucking Alliance did when it became a champion of the Plaid for Dad campaign and mirrors perfectly a health concern that would likely interest a significant portion of its membership base.

So now that we've established that helping a worthy cause is good for business, not to mention good for the soul, how do you pick which causes to support?

The causes you support should align with your business' values, most often laid out in your mission

statement and/or communication plan. Does your mission statement say you care about the environment, family, or something else? Then you should make sure your donations go to causes that advance that. It's an excellent idea to create a company policy that clearly outlines the nature of the causes you support (kids, sports, health, environment, etc.) and the process that charities need to go through to be considered, and how often the company evaluates applications – make it once or twice a year. This will save time and keep you focused on ensuring each application for funding is reviewed carefully, not in haste.

You should also mirror your customers' values by finding out what they and other key stakeholders care about, and support those causes. If you have customers that are in the agricultural sector and it is a year of drought, partner with someone who makes hay and transport a truck load of hay to drought stricken horses and cattle in those areas.

Your employees are your greatest ambassadors, and their labor contributes to your company's ability to support worthy causes, so empower employees by inviting them to participate in a committee where decisions are made about which causes get funding.

Major disasters are another opportunity to put your commitment to people and community into action. Set aside a portion of your annual budget to assist with unexpected situations that arise. If you can also find a way to tangibly get involved by utilizing your transportation services to assist, do it. **TW**

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You say tomato, I say tomahto

# Year-end and preparing for winter goes hand-in-hand

Another year-end is fast approaching, and in our industry this doesn't bring feelings of anticipation like it does for others.

We know what's coming – bad weather, increased freight, hold ups at the dock due to that increased freight, crazy traffic, trying to find time to be a member of the public – and with this extra workload, it can be hard to find enough hours in the day, and it doesn't end there.

One of the most important things we should be doing at this time of year is having a sit down with our accountant. It's something we should do every year, but this year there have been changes to the tax system that will have a major impact on our businesses and it's vital to know how they will impact your situation.

Under normal circumstances, it's time to look at your projected tax liability for the year, from this you will be able to come up with a strategy for next year. If you're lucky enough to have made a huge profit, then you could decide to take it easier next year – a few weeks in the sun during the colder months – but maybe you've had a bad year and you're going to need to go hard in order to accumulate the money you'll be sending to Ottawa.

Whichever it is, knowing will make life a lot simpler next year.

It's also time to get your truck prepared for what's coming. If there's something about to let go, you can guarantee a night in freezing temperatures will find it and bring it to your attention. Are your tires in good shape, or at least good enough to see you through to better weather? If you've got a couple of month's life left in them, does it make sense to take them off now? There can be an advantage to replacing them early, obviously you'll have more grip, but you can also offset the purchase off of this year's tax liability, which is a discount of sorts and you will get more money for the older casings making the new rubber less expensive.

A thorough inspection of the electrical system should also be a priority. Cold weather makes things brittle because the chemicals used to keep the roads clear eat away at terminals and exposed wires. If you're into DIY, get the coveralls on and crawl around to make sure everything is in good shape, and if that's not your thing, pay somebody to do it. This is one form of money savings you'll never realize until you don't do it, and

with the amount of electronics, wiring, and terminals on a modern truck, there are plenty of things to go wrong.

There are several other things to do this time of year. For example, if you're greasing your truck yourself, make sure you switch to winter grease. I also like to grease things more often in winter, as there's more water on the roads to wash it off and, as most guys know, things shrink in the cold, so a little more grease is necessary.

Your heating system and any auxiliary heating should also be inspected and repaired as necessary. Ideally you should have run these occasionally during the warmer weather to keep everything in good shape, but let's be honest, how many of us run the bunk heater in the middle of summer? I would be lying if I told you that I did.

There are some obvious things think of as well, such as cold-weather survival clothing and supplies. No matter how much you prepare your truck, things can go wrong, and having warm clothes and some basic food to keep you comfortable is essential.

But there are a number of not-so-obvious things, too, like batter-



A fourth generation trucker and trucking journalist, **Mark Lee** uses his 25 years of transcontinental trucking in Europe, Asia, North Africa and now North America to provide an alternative view of life on the road.

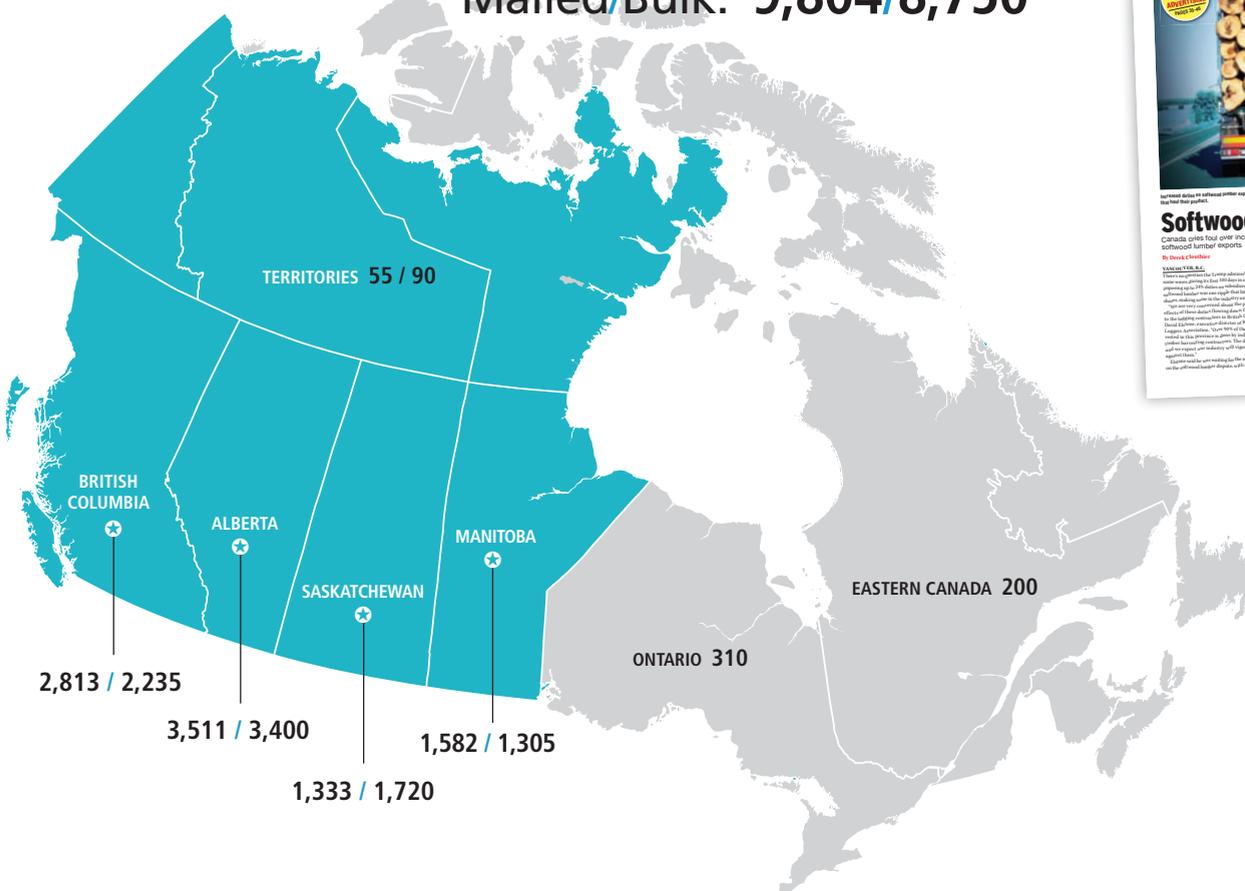
ies and spares for your flashlight, antifreeze for air lines and brake systems, fuel anti-gel, a spare pair of work gloves, etc.

Then there are things that more often than not get overlooked, like a new windshield. With the sun lower in the sky and more road dirt, any chips in your windshield, no matter how small, will be more apparent than in clear weather. It always amazes me how much clearer the world appears after I've fitted a new windshield. The same applies to sunglasses. Glare from the low sun and snow can seriously strain your eyes and if you damage your eyes, you won't be able to read my column in future, and we can't have that. **TW**

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Tax Talk

# ELD logs are tax documents, too

Starting on Dec. 18, Canadian carriers and drivers that travel into the U.S. and log their duty status will need to comply with the U.S. FMCSA's electronic logging device (ELD) rule.

The mandate requires the use of an ELD that connects to the vehicle's electronic control unit (ECU) and records engine speed, vehicle speed, date, time, location, vehicle miles, and driver identification. The device has to be able to display – digitally or as a print-out – all the data you're accustomed to writing down on paper: a daily header, graph grid showing driving duty status changes, and detailed daily log data.

I won't go into the pros and cons of these devices from an operational sense. I'm here strictly to discuss the tax side.

Some of you have been using electronic logs for quite a while. But trucking is a deadline-driven industry, which of course is a tactful way of saying it's a procrastinating bunch. With the deadline almost here, many carriers are just getting on board.

So that means a lot of drivers have to adapt from a long-established paper-based system to a new digital one.

Electronic documents create challenges and conflicts in any business but especially in trucking.

It's almost the end of the year and as everyone starts gathering up their tax documents, the light bulb will go off: where are my logbooks?

## If the idea of electronic records makes your head spin – and I know a lot of people who are in this boat – talk to your accountant about how to make it easier to manage.

By law, a logbook is used to show the hours you work and rest – it's a safety record. However, if you claim meals as a deduction on your tax return, your logbook is also a tax document.

Here's where the first purpose conflicts with the second.

For safety purposes, Canadian and U.S. laws require truck drivers to keep their logbooks for only six months. It's standard practice in the industry that on the first day of the seventh month, all logbooks

are destroyed. If you don't keep a copy of it, your logbook for the month is gone forever.

I have spoken to two major ELD suppliers and they both assure me that drivers and owner-operators can indeed download their logbook data (talk to your carrier about how to access the records).



**Scott Taylor** is vice-president of TFS Group, providing accounting, bookkeeping, tax return preparation, and other business services for owner-operators. Learn more at [www.tfsgroup.com](http://www.tfsgroup.com) or call 1-800-461-5970.

ument. You must keep these for seven years to back up any meal claims deducted on your personal or used on your corporate tax return.

CRA is doing more and more spot-check reviews and audits all the time. If they ask for your logbooks and you don't have them, your deduction will be denied.

Whether you use "e" documents or printouts on good old-fashioned paper, you need to be able to back up any deductions claimed on your tax return or your business income statement. If the idea of electronic records makes your head spin – and I know a lot of people who are in this boat – talk to your accountant about how to make it easier to manage. **TW**

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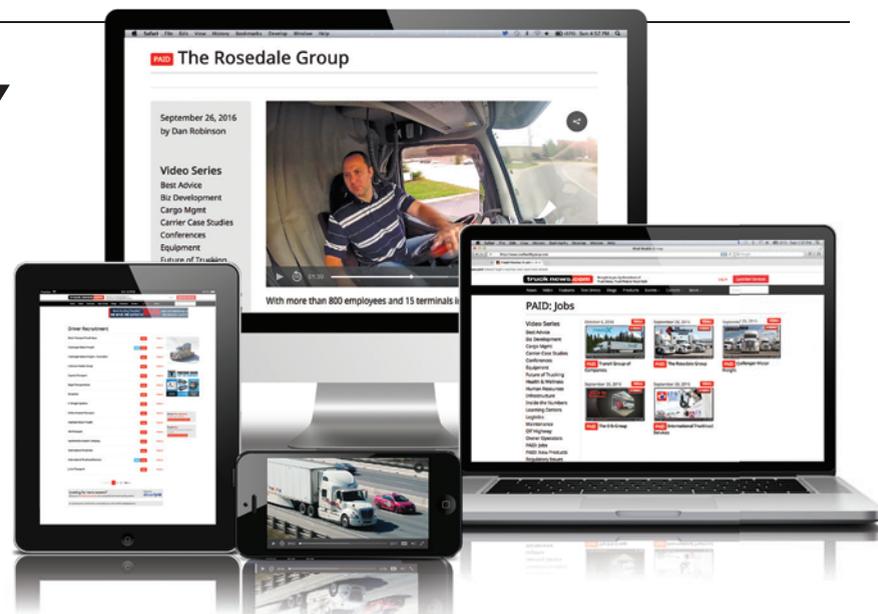
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# Home away from home

Sleeper cabs have never been more comfortable, luxurious



Volvo's new VNL offers better lighting, and a comfortable reclining bed.



Freightliner's new Cascadia sleeper can be converted from a bedroom to a dining room.

By James Menzies

Truck manufacturers have discovered that the way to their fleet customers' wallets is through driver acceptance, and one result of this new driver-centric approach to truck design is sleeper cabs that are designed for living – not just sleeping.

As the OEMs have refreshed their highway truck product lines, they've each emphasized the importance of driver acceptance and have even, in many cases, changed how they refer to the sleeper. It's no longer just a sleeper or a bunk, it's a "living environment," a "loft," or a "studio apartment."

The International LoneStar was one of the first highway tractors to take the living area to a new level. When it was first launched in 2008 the LoneStar could be spec'd with hardwood floors and a couch, which gave the sleeper a living room-type feel. But David Majors, vice-president of product development with International, noted the hardwood floors are no longer offered.

"The hardwood floors were very beautiful, but really not that functional," Majors admits. Lesson learned: in-cab comforts must be both stylish and functional.

Kenworth introduced the concept of the swivel passenger

seat, which effectively extends the living area or office space. Its T680 features a "Driver's Studio" that includes a passenger seat that rotates 180 degrees. A rotating table allows two people to sit down and enjoy a meal together, or allows the driver to work on a tablet or computer while sitting comfortably in an office-type setup.

With the launch of its new VNL this year, Volvo introduced the concept of a reclining bed, an idea borrowed from Europe. It also introduced an incredibly comfortable new mattress. The reclining bed allows drivers to position themselves comfortably for reading or watching TV. However, it comes at the expense of a dinette table or workstation setup. For now, drivers have to choose whether they prefer a dinette table or a reclining bed, but Volvo designers are still working on a way to offer the best of both worlds.

Truck makers looking to maximize living area in a tight environment have looked to the airline industry for inspiration. When designing its new Cascadia, Freightliner designers solicited the input of interior design firm Teague, which has worked with Boeing to design first class "cubes." The new Cascadia can be spec'd with a "loft" sleeper to give it a homier feel. The bunk can be folded

up against the back wall like a Murphy bed, and two seats and a table deployed in just seconds, converting the bedroom to a comfortable dining room.

Volvo also looked to the airline industry for inspiration. One example is the previously cumbersome snap-on window covers have been replaced with airplane-style shades that can be easily slid up and down.

## It's lit

Truck designers have also improved the lighting in the sleeper area. Toby Faulkner, director, new Cascadia development, explained to me during a test drive of the new truck that driver feedback directly led to improved interior lighting.

"The other feedback we got, was this feeling that the truck was like a cave and when you turned the lights on they were too bright," Faulkner explained.

Freightliner addressed this by installing dimmable LED lighting into the ceiling. It provides a more natural light and eliminates some of the harshness drivers complained about. Mood lighting is also finding its way into new trucks.

**"We really focused on driver comfort and smart storage; rethinking how we do everything. How can we make it like a small studio apartment?"**

— Toby Faulkner, Freightliner

"We have aqua blue lighting, which is easier to read for credit cards and documentation at night," explained Brian Balicki, chief interior designer with Volvo. "And we also have task lighting, which allows you to read a book at night. And throughout the entire rear wall we've populated the lighting." The switch to LED lighting also means bulbs last much longer.

## Storage, storage, everywhere

Ask drivers for input into the design of a sleeper cab, and almost every one of them will ask for more storage. You can never have too much. In fact, when designing the new Cascadia, Freightliner found the top bunk was used for storage more than sleeping. So, it built

additional storage bins along the top of the wall. Handy netting and straps secure cargo that's placed up there.

"We really focused on driver comfort and smart storage; rethinking how we do everything," explained Faulkner. "How can we make it like a small studio apartment?"

Mack Trucks just introduced its new Anthem highway tractor, and adding more storage was a priority. When considering the design of its living area, Mack designers visited truck stops and offered meal vouchers in exchange for truck tours, to see exactly how drivers were living in their trucks. The result was 27 cubic feet of storage, which the company claims is the industry's most.

The Anthem has storage bins underneath the bed, along the walls, and virtually any other place you could think to add functional storage.

## Power to the people

Truck designers have also made more power outlets available, knowing drivers are increasingly connected and often have numerous devices to charge. Volvo added charging outlets to the upper bunk area of the VN, so whoever sleeps there in a team operation has their own charge ports. It also made climbing into the top bunk safer and easier, with a clever ladder design, which attaches to the lower bunk.

Majors said International, through its Driver First design initiative, is now working on offering a power inverter for drivers who have sleep apnea and require the use of a continuous positive airway pressure (CPAP) machine while sleeping.

"We are adding an inverter so they can have the CPAP in the right place," Majors said.

## Getting around

The ease of getting into the sleeper cab and moving around is an important consideration for longhaul drivers. Some sleepers still have a lip, or step, between the cockpit and the living area. Others have a flat floor for easier movement. Headroom can vary as well, and drivers may also want to compare cabinet sizes and placement. Truck mattresses have come a long way, and some extremely comfortable mattresses are available. When you consider the time spent sleeping and the importance of good sleep on the road, choosing a higher-end mattress is a good idea. **TW**

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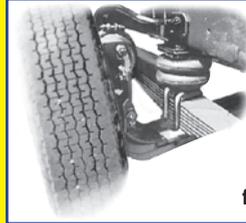


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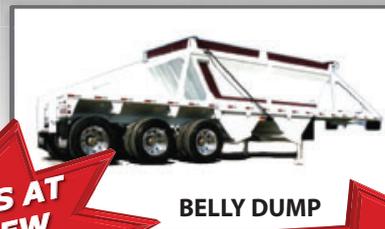
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**2018 KENWORTH T880**  
PACCAR ENG; MX-13, 455 HP, 13 SPD TRANS; 12.5K/40K AXLE(S), 3.70 RATIO, AG400L SUSP; 189" WHEELBASE, WHITE IN COLOR, STK#JJ992041. -927090



**2018 KENWORTH T800**  
EXTENDED DAY CAB SLEEPER, CUMMINS ENG; X15, 450 HP, 10 SPD TRANS; 20K/69K AXLE(S), 4.10 RATIO, NEWAY AD2369 SUSP; 280" WHEELBASE, BLUE IN COLOR, TRI-DRIVE, EXTENDED DAY CAB, GRAY SLENDER INTERIOR, STK#JJ991651 -1053213



**2018 KENWORTH T680**  
76" ACND SLEEPER, PACCAR ENG; MX-13, 455 HP, 13 SPD TRANS; 12.5K/40K AXLE(S), 3.42 RATIO, AG400L SUSP; 232" WHEELBASE, WHITE IN COLOR, GRAY VANTAGE INTERIOR, 11R22.5 TIRES STK#JJ993056 -1258465

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255/70R22.5, STK#HK175568. -944414  
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**2004 DOEPKER STEEL SUPER B HOPPER DUMP/TRAINS**  
11R22.5, BLUE STK#1016335. -1114262  
**\$40,000**



**2015 DOEPKER 40 TON SCISSORNECK TRIDEM 52' ROLL-OFF TRAILER**  
275/70R22.5, KICKER ROLLER AND BEAVERTAIL, LOCATION: BRANDON, MB STK#SN17008. -693683



**2017 WILSON 29' TANDEM HOPPER DUMP/TRAINS**  
11R22.5, 2 HOPPER, WHITE, PINTLE HITCH, BLACK TARP STK#H2268364 -1258464

## Used Trucks



**2008 MACK CXU613**  
60" MID RISE SLEEPER, MACK ENG; MP8, 485 HP, 18 SPD TRANS; 4.11 RATIO, 209" WHEELBASE, RED IN COLOR, 60" MID RISE SLEEPER, 11R22.5 TIRES, ALUMINUM WHEELS 929,117 KMS, STK#8N002565. -1189293  
**\$37,500**



**2013 KENWORTH T660**  
72 ACAD RAISED ROOF SLEEPER, PACCAR ENG; 455 HP, 18 SPD TRANS; TANDEM AXLE(S), 3.73 RATIO, AG 400 SUSP; BLUE IN COLOR, 773,724 KMS, STK#DJ964134. -874028  
**\$59,900**



**2015 KENWORTH T680**  
DAY CAB SLEEPER, PACCAR ENG; MX-13, 500 HP, 18 SPD TRANS; 13.2K/46K AXLE(S), 3.91 RATIO, 177" WHEELBASE, WHITE IN COLOR, 753,348 KMS, STK#FJ972921. -1008243  
**\$88,500**



**2009 PETERBILT 386**  
DAY CAB WITH NEW 20FT GRAIN BOX WITH ELECTRIC TARP AND REMOTE, PINTLE HITCH WITH AIR AND ELECTRIC. NEW PAINT THROUGHOUT, VERY CLEAN UNIT. CAT 470 HP, AUTOSHIFT TRANS 1,449,859 KMS STK#9D788489. -1192424  
**\$79,900**

## Full List of Used Inventory

<b>KENWORTH W900</b>		<b>2013 76"ACAD.</b>	\$62,500	<b>PETERBILT</b>	
2014 62"ACFT.	\$130,000	DJ962988 1,001,113 KM 13 Spd, Consignment		2015 389 48" ULTRA	\$99,500
EJ966011 257,012 KM, 18 Spd				FD274856 886,803 KM, 18 Spd	
<b>KENWORTH T800</b>		<b>2014 76"ACAD.</b>	\$76,000	<b>2013 367 NEW DUMP BOX</b>	\$109,900
2012 EXT DAY CAB.	\$77,500	EJ968369 768,939 KM,13 Spd		DD197598 833,510 KM, 18 Spd	
CJ952443 340,840 KM, 18 Spd		<b>2014 76"ACAD.</b>	\$74,500	<b>2009 386 63"ULTRA NEW GRAIN BOX</b>	\$79,900
2012 DAY CAB.	\$75,000	EJ968371 800,422 KM, 13 Spd		9D788489 1,449,859 KM, 13 Spd Ultrashift	
CJ952442 575,170 KM, 18 Spd		<b>2014 76"ACAD.</b>	\$77,500	<b>2009 386 63"ULTRA</b>	\$30,000
<b>2013 DUMP BOX.</b>	\$105,000	EJ968374 724,228 KM, 13 Spd		9D788490 1,501,703 KM, 13 Spd Ultrashift	
DJ960040A 770,000 KM, 13 Spd Ultrashift		<b>2014 76"ACAD.</b>	\$79,900	<b>2009 386 63"ULTRA NEW GRAIN BOX</b>	\$79,900
<b>2012 NEW CANCADE GRAIN BOX.</b>	\$97,500	EJ969890A 13 Spd		9D788491 1,382,215 KM 13 Spd Ultrashift	
CR949347 402,917 KM		<b>2014 76"ACAD.</b>	\$77,500	<b>2009 386 63"ULTRA NEW GRAIN BOX</b>	\$85,000
<b>2013 72"ACAD.</b>	\$77,500	EJ969892A 780,841 KM 13 Spd		9D788493 1,479,920 KM 13 Spd AutoShift	
DJ957532 709,597 KM, 18 Spd		<b>2014 76"ACAD.</b>	\$79,900	<b>2004 330 DUMP BOX.</b>	\$33,500
<b>2013 72"ACAD.</b>	\$69,900	EJ969893A 725,201 KM 13 Spd		4M821133 186,018 KM	
DJ960025A 13 Spd Ultrashift		<b>KENWORTH T660</b>		<b>FREIGHTLINER</b>	
<b>2013 72"ACAD.</b>	\$69,900	<b>2012 72"ACAD.</b>	\$Call	2012 CORONADO 72" MID RISE	\$65,000
DJ960028 855,975 KM, 13 Spd Ultrashift		CJ954482 Paccar MX-12.9		CDBH2164 Repo 684,510 KM, 18 Spd	
<b>2013 72"ACAD.</b>	\$69,900	<b>2012 72"ACAD.</b>	\$52,000	<b>2012 CASCADIA 72"ACFT.</b>	\$7,500
DJ960037A 13 Spd Ultrashift		CJ954484 961,760 KM, 13 Spd Ultrashift		CLBH5056 Repo Engine needs rebilt, 13 Spd	
<b>2013 72"ACAD.</b>	\$69,900	<b>2013 72"ACAD Heavy Spec.</b>	\$55,000	<b>2013 CASCADIA.</b>	\$62,500
DJ960041A 647,275 KM, 13 Spd Ultrashift		DJ957521 858,613 KM, 18 Spd		DSFB3915A Consignment, 759,669 KM, 13 Spd	
<b>2013 62"ACFT.</b>	\$Call	<b>2013 72"ACAD Heavy Spec.</b>	\$59,900	<b>MACK</b>	
DJ964070A Silver, 786,932 KM, 18 Spd		DJ964129A 707,773 KM, 18 Spd		2008 60" MID RISE.	\$37,500
<b>2014 62"ACFT.</b>	\$CALL	<b>2013 72"ACAD Heavy Spec.</b>	\$59,900	8N002565 926,571 KM, 18 Spd Manual	
EJ969185A 364,136 KM, 18 Spd		DJ964133A 792,226 KM, 18 Spd		<b>2008 60" MID RISE.</b>	\$37,500
<b>2014 62"ACFT.</b>	\$CALL	<b>2013 72"ACAD Heavy Spec.</b>	\$59,900	8N002571 1,145,895 KM, 18 Spd Manual	
FJ969186A 307,190 KM, 18 Spd		DJ964134A 773,724 KM, 18 Spd		<b>2009 DAY CAB.</b>	\$46,500
<b>2013 62"ACAD.</b>	\$CALL	<b>KENWORTH T370</b>		9N009196 1,013,944 KM, 18 Spd AutoShift	
DJ962887A 13 Spd		<b>2012 REEFER VAN.</b>	\$67,500	<b>BOXES &amp; TRAILERS</b>	
<b>2015 38"ACFT TRI-DRIVE.</b>	\$149,000	CM952478 240,000 KM		2008 ITB 26' Dry Van Box, Swing Doors	\$2,999
FJ976972A T & E Product Pump, 318,845 KM, 18 Spd		<b>2014 Cab &amp; Chassis.</b>	\$CALL	2010 Multivan 26' Dry Box.	\$3,500
<b>2015 38"ACFT TRI-DRIVE.</b>	\$151,000	EM965655A 249,615 KM		2007 Wabash Reefer Trailer.	\$13,900
FR977249A T & E Product Pump, 268,486 KM, 18 Spd		<b>2012 C&amp;C.</b>	\$55,000	2004 Doepker Super B Bulker	\$40,000
<b>KENWORTH T680</b>		CM952481 165,000 KM, 3500RDS		2017 Neville Step Deck	\$46,000
2015 DAYCAB Heavy Spec	\$89,500	<b>2012 T370 NEW 19" FLAT DECK.</b>	\$55,000	2017 Wilson 29' Tandem Bulker	\$Call
FJ972919 703,627 KM, 18 Spd		CM953810 247,696 KM, 2500HS		2007 Wilson CF900 48' Flatdeck.	\$Call
<b>2015 DAYCAB Heavy Spec</b>	\$88,500	<b>2014 T370 NEW 24" FLAT DECK.</b>	\$65,000	2011 Timple Tandem Bulker.	\$Call
FJ972921 753,362 KM, 18 Spd		EM965654 219,716 KM, 2500HS			

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MACK ENG; MP8-505, 505 HP, OTHER TRANS; 3.58 RATIO, 209" WHEELBASE, WHITE IN COLOR, GRAVEL TRUCK STK#50447. -869855



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## OPINION

### Petrol Points

# Taking a page from the Liberals' wacky tabacky concept

I admit that I'm in a strange minority – better known as the minority of the strange. That's because I actually read a hard copy of the news and, yes, I am equal opportunity strange in that I subscribe to both the left and the right wings of inkful knowledge.

To maintain my sanity, I mentally merge the two sides of opinion to come up with my own. This is very clever.

On one page, I see that the National Energy Board (NEB) has stripped the threads to another energy anchor bolt with a declaration that the "catch me if you can" Energy East pipeline can't be caught because it is becoming an illusion.

According to the direction given by the Trudeau-funded-and-supported NEB, the pipeline must now produce GHG emissions data for both the upstream and downstream facets of the project. This means that TransCanada must somehow mathematically produce air-brained emission numbers from the extraction of crude to the purchase of gasoline at the pump or diesel at the rack. Neither we nor TransCanada are privy to the formula that the NEB has concocted to come up with a satisfactory answer for them.

I suggest that the NEB has no idea, and if we the public were presented with the numbers, we too would have no idea what they meant – nor would 90% of us care unless we were running in an election.

Why stop at the oil industry? Why can't industry of any sock design be emissionally cross examined for a crime they didn't know existed?

Does the ice cream industry, for example, need to provide the upstream GHG emission levels from the cow munching on whatever cows munch on, to the delivery truck that takes it to the dairy counter?

But you see, that's why I am an ambidextrous hard copy newspaper reader guy.

The answer to TransCanada's problem with pipeline construction (that is now in its ninth year) when we look at the Keystone XL Pipeline pathogram lies with the example the leadership of the Ontario government (oxymoron aside) has shown with the announcement of its plan to open a chain of 150 brick and mortar pot stores, which I have named Wynne's Wacky Weeds.

These stand-alone retail outlets will be overseen by the government-run Liquor Control Board of Ontario, because the government views buying weed and a mickey of rye in one government owned-and-operated store as setting a bad example and precedent.

All of these stores, the infrastruc-



**Roger McKnight** is the chief petroleum analyst with En-Pro International Inc. Roger has more than 25 years of experience in the oil industry. He is a regular guest on radio and television programs, and is quoted regularly in newspapers and magazines across Canada.

ture, and the Liberal red tape of taxes, will be in place in a little over two years. Take that TransCanada and Enbridge!

I suggest that they speed dial the person or persons who spearheaded (or is it stickhandled?) the Ontario "wacky tabacky" concept and give it to the NEB and the perpetually concerned environmentalists, because the Energy East pipeline just got renamed - Energy Fleece! **TW**

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Mark Dalton: Owner-Operator

By Edo Van Belkom

Mark was driving north on Hwy. 400 in Ontario on his way to delivering a trailer load of dry goods to a distributor in Sudbury when his cell phone rang. He'd been playing around with ringtones the past few weeks and had been able to customize the tone for several people who called him most often.

For his dispatcher Bud, Mark had managed to get a music clip from a 1980 Budweiser commercial. So, whenever Bud called him now, this is what Mark heard:

*This Bud's for you,  
For all you do,  
The King of Beers  
Is coming through.*

"Hey Bud," Mark said as he answered the phone.

"How'd you know it was me?"  
"A beer commercial told me."

"What?"

"Never mind. What's up?"

"Well," Bud hesitated. "I've called to tell you that you're a marked man."

"Marked man. What are you talking about?"

Bud took a deep breath, then said, "I got a call from a Constable Camacho of the OPP. He's looking for you. Says he wants to talk to you."

"To me? Why? About what?"

"He wouldn't say. What he did say was, 'This is something I'd rather talk to him about myself.' If you ask me I think he didn't want me to tip you off."

"But that's what you're doing."

"Maybe, but what am I tipping you off about?" Bud asked.

"I don't know."

"I thought maybe you'd have an idea about why he wanted to speak to you."

"What's that supposed to mean?" Mark wanted to know.

"I don't know. You get yourself in trouble all the time. Maybe something happened recently you're not talking about."

Mark thought about that for a little while, thinking of the last few weeks – months, even – and what he'd done that would attract the interest of the police. It was a daunting task trying to remember everything, especially since this could stem from an incident from any one of a dozen police jurisdictions across the country.

Sure, the OPP were making the call, but the originating service could be anything from the RCMP, the CBSA or a municipal service halfway across the country. But even with such a wide realm of possibilities, Mark couldn't think of anything illegal he'd done in the last few months.

"No," he said at last. "At least nothing the

# Canada's Most Wanted - Part 1 -



Illustration by Glenn McEvoy

police would have to get involved with."

"He seemed pretty determined."

"How did you leave it off with him?"

"I said I'd let you know he was looking for you. And then I gave him your number."

"You did what?..."

"What was I supposed to do? If you're in trouble, I don't want to be an accessory after the fact."

"That's how little faith you have in me?"

"I have no doubt you'd come out of this smelling like roses. But I also know that before that happens you're gonna sweat and squirm."

Mark couldn't argue with Bud's logic. "That's probably right."

"He gave me his number," Bud said. "Do you want it?"

"Yeah, sure."

"Are you going to call him?"

"No."

Bud gave him the number anyway, then said, "Let me know what happens."

"Sure. I'll call you from jail. Maybe you could bail me out."

"Keep a good thought."

And with that Mark hung up the phone.

An hour later Mark's cell phone rang again. He picked it up off the console and looked at the number. Unknown number.

Mark could feel his pores open up on his forehead and the moisture begin to build on his skin. Unknown number was the way many police services' number showed up on telephones with caller identification. This was obvi-

ously Constable Camacho of the OPP trying to contact him and deliver him the bad news.

"To hell with that," Mark said, ignoring the call and shutting off his phone. "I've got a load to deliver."

Later that day Mark pulled off the highway outside of Sudbury and headed for the warehouse he'd be delivering to. As he pulled onto the first city street off the highway, he saw the menacing blue, red, and white swoosh of the Greater Sudbury Police on the side of a police cruiser. It was sitting in the parking lot of a Tim Hortons shop a hundred meters up the road.

"Dammit!" he said. "They're just waiting for me to get off the highway."

Without even making a signal, Mark turned left onto the first cross street he came upon.

"Recalculating," said his GPS.

The turn would put him out of his way and he'd have to double back to get to the warehouse, but at least he'd avoid the police. A small price to pay for a few liters of diesel and half an hour of his time.

Heading south with an empty trailer late in the day, Mark noticed an OPP cruiser following him along the highway. Mark's heart began to thump in his chest and his fingers tightened on the steering wheel as his eyes darted from one rearview mirror to the other. Surely he was found now. The officer in the cruiser was probably running his licence plate on the computer and in minutes the car's emergency lights would flare up and he'd be pulled over and taken away. But the minutes stretched into 10, 12, 15 and still no flashing lights.

They're just playing with me, Mark thought. Or maybe he's arranging for back-up so when they pull me over there'll be plenty of police around to keep me from getting away. Or maybe there'll be a roadblock up ahead and Mark would have no choice but to stop and allow himself to be taken into custody.

But then for a moment, the OPP cruiser was gone.

"Where'd you go?" Mark said aloud.

And then the cruiser was pulling out from behind Mark into the passing lane. Mark took his foot off the accelerator and began to slow down. Still, the cruiser crept up the side of Mark's trailer slowly, as if he was in no hurry to pull Mark over.

"He's making this last," Mark said. "Torturing me."

And then the cruiser was side-by-side and Mark could see that there were two officers in the car. And then a strange thing happened. The officer in the passenger seat saw Mark was looking down at her and she waved back at him. Waved, to say hello.

And then the cruiser sped up, passed Mark and raced up the highway out of sight.

"What the hell is going on?" Mark said aloud. **TW**

Mark Dalton returns next month in the conclusion of *Canada's Most Wanted*.



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# Holiday spirit starts early for 18 Wheels of Christmas campaign

**CALGARY, ALBERTA**

In its 15th year, 18 Wheels of Christmas has officially launched its charitable campaign in the hopes of helping local food banks during what it called an “extremely difficult year for the citizens of Alberta.”

With the economic downturn, high unemployment, and an increase in the cost of living in the Wild Rose province, the organization said the Calgary Food Bank is seeing more people utilize its services.

Last year, donations to 18 Wheels of Christmas amounted to 37,335 lbs. of food, and the organization is hoping to better that mark this year with a goal of 50,000 lbs. to be delivered to the Calgary Food Bank Dec. 20.

Food and monetary donations are always appreciated, and any donation of \$1,000 or more will get the company’s name decal on the 18 Wheels of Christmas trailer for one year.

The campaign, 18 Wheels of Christmas, is not a registered charity, but rather provides a means for donations to reach food banks in various communities.

Organizers say 100% of all cash and check donations go to the food bank in the community where the donation originated, and is also used to purchase essential items for food banks.

Contact Colleen or Janet at 1-800-640-9602 or e-mail 18wheels.xmas@rosenau.ca to donate. **TW**

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# AMTA partnership aims to help bring missing children home

**CALGARY, ALBERTA**

The Alberta Motor Transport Association (AMTA) has partnered with the Missing Children Society of Canada (MCSC) to help increase the scope of the organization.

“When it comes to important causes, the AMTA is always ready to use our various channels of communication to share information,” said AMTA president Lorraine Card. “In the event a child goes missing, it is a social duty for everyone to be engaged, and we are pleased to help the MCSC bring attention to these issues and other initiatives that support such issues.”

The AMTA will also become a CodeSearch partner, which is a rapid response program App that engages corporate Canada in partnership with MCSC and law enforcement to find missing children.

“A partnership with the AMTA is an incredible opportunity,” said Amanda Pick, CEO of MCSC. “We know that it only takes one person in the right place at the right time to help a missing child. Twenty-four hours a day, seven days a week, commercial transport vehicles are in every community across Canada. The drivers behind the wheel of those trucks are ideally positioned to provide the valuable eyes and ears in the search for missing children.” **TW**

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Driving Uptime

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# The Adventures of NEWLAND TRANSPORT

By Edo Van Belkom

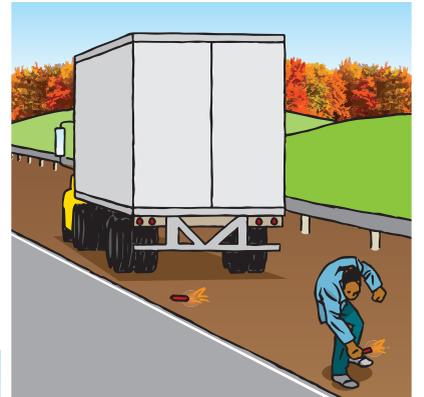
Vic is driving along a highway in Northern Ontario and enjoying the scenery. Back in his home country the landscape didn't change all that much from month to month so he's happy to see all the fall colors.

Rounding a corner, Vic's engine starts to knock and sputter. He shifts into neutral but the engine – now idling – continues to run rough. He has no other choice but to pull onto the shoulder. After he comes to a stop, the engine continues to idle as if there are steel balls rattling around inside the engine block.

He shuts off the engine, digs into his truck's storage compartment for some flares and sets them up behind his rig all the way around the curve.

After the flares are set, he uses his cell phone to call for help, but finds that because of where he is, there is no cell phone reception. He can't get a connection to a network and moving few hundred meters up or down the road isn't helping either.

Vic has no other choice but to hope that someone driving by will stop and give him a ride to a service station or at least to somewhere he can make a phone call.

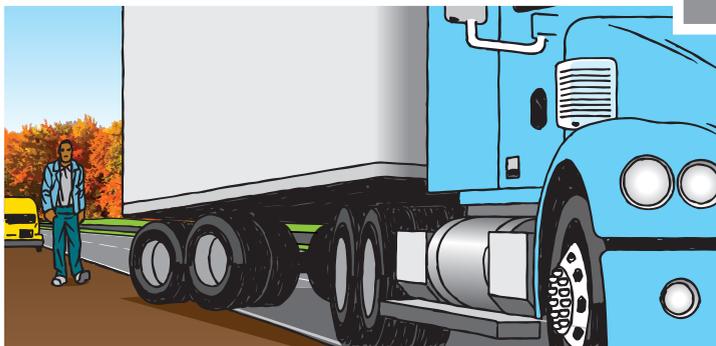


"I don't believe it," he says aloud. Ever since he's been driving a truck, other truckers – his brothers

in the profession – have always stopped to lend a hand, or to at least to see if you were okay. Vic is in trouble and needs help, but five trucks have passed him by so far and no one has even slowed down.

Maybe it's me, Vic thinks, extending a hand and looking at the color of his skin.

"It can't be," he says, not wanting to believe that his fellow truckers would see skin color instead of just a trucker in need of assistance.



But no sooner than he's a dozen steps up the road, the engine of the truck revs and the rig quickly pulls away. In seconds it's back on the highway and gone.

"Maybe it is me," Vic says aloud, looking at his hand once more.

Vic ponders what to do and figures that his only real option is to start walking. The last service station he passed was probably ten kilometers behind him, and out in front it was probably that far or more. There were a couple of hours of sunlight left in the day so if he was going to walk he'd have to do it now.

So Vic gets his jacket, something to eat and a bottle of water from his truck and starts heading back in the direction he came.

But before he can even take a step, a rig passes him with its horn blasting. The truck slows and practically skids to a stop on the highway's shoulder.

There's something about the truck that's familiar to Vic – a Peterbilt with a catchy name on the back of the cab.

MOTHER LOAD it said.

A figure jumps out of the truck and starts heading toward him.

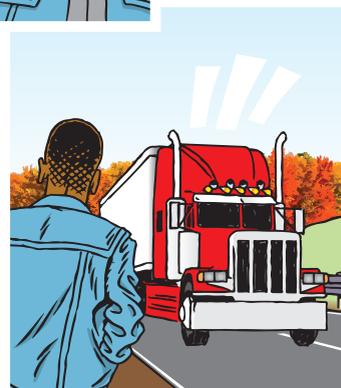
"Mark Dalton! Is that you?" Vic shouts.

"Hey buddy," Mark says.



He climbs back into his truck to try his cell phone again. Just then, a rig passes him slowly, and then pulls over onto the shoulder.

Thank God, thinks Vic as he gets out of his truck to thank the driver.



"Man, am I glad to see you!"

Illustration by Glenn McEvoy



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# Upper Canada Truck Sales opens new truck sales center

By **Sonia Straface**

**MISSISSAUGA, ONTARIO**

Shaun Boughen is an alternative thinker. So, it's only natural that his business is an alternative concept as well.

Boughen is president of Upper Canada Truck Sales, a household name in the trucking industry that's been around for more than two decades. But it's not just any old truck sales operation. It's what he calls "the link between those businesses that sell new trucks and the businesses that sell used trucks." Upper Canada specializes in high-end, low-kilometer heavy-duty used trucks that are in pristine condition, and personally frontlined by Boughen himself.

He began the business in November 1995 when he said he only had the means to buy a single truck and sell it for a profit. Over time, it transformed into the giant it is today. Boughen was exposed to the trucking industry like many, through his father who worked for OEMs while Boughen was growing up. As he grew older, Boughen entered the industry as a truck buyer, but true to character he didn't work a regular schedule. Instead he worked one year on and one year off, allowing him to travel to 65 countries over his lifetime.

Today, he said the business is flourishing. In fact, the success of the business is written on the wall. Quite literally, actually, as the Mississauga location is covered wall to wall, floor to ceiling with framed photos of customers old and new who pick up their delicately used trucks after buying. The smiles on their faces are as gleaming as the chrome on the rig.

This year, it opened up its second location in Saskatoon,



Shaun Boughen with Amanda Ottogalli of Upper Canada Truck Sales.

Sask., a strategic location for Upper Canada after it conducted market research of the area.

"For many years, people would come from Manitoba, Saskatchewan, and Alberta to our facility here in Mississauga, buy a truck and drive it home," he said. "So, we decided to open up a facility in Saskatoon because it's in the center of Edmonton-Calgary-Winnipeg, and because no one else in the area is doing what we're doing. So, we saw a clear opportunity to replicate the niche we have here, in the west."

Things are also looking up for the business in Ontario, Boughen said. On Oct. 1, it opened up a brand new all-in-one sales center in Innisfil, Ont. The new sales center sits on 4.5 acres and is 30,000 sq.-ft. The new concept has been in the works for years, according to Boughen.

"The business model we had to date has been that we outsource all of the work to frontline the trucks to a variety of service providers at the Dixie-401 corridor," Boughen said. "Now, with the new facility, we're going to internalize the frontline process – which is paint and body, mechanical repairs, polishing – all ourselves. It's a huge transformation. Instead of truck sellers, we're going to be so much more."

Essentially, Upper Canada Truck Sales said it is creating a completely alternative truck buying experience unlike anything the industry has seen. Now, those interested in driving something new, can go to Upper Canada, work with Boughen and his staff to personally spec' a used truck to his or her liking, or, they can bring in their existing truck and let the Upper Canada team transform their

rig for them, with things like a new enhanced exhaust or a new stereo system and paint job.

What Boughen is most excited about is the control that the new location lends itself. Now, Boughen said, the entire customer experience will change.

"Out front there's going to be a bonfire with Muskoka chairs for our customers to come and hang out," he said of the new location. "If you go anywhere else, you see customers sitting inside with someone at a register not helping them. This will be totally different. We are also getting mechanics to create a smoker barbecue so on Thursdays and Fridays in the summer and fall, we can serve up pulled pork sandwiches to customers and anyone passing through."

The new all-in-one Upper Canada Truck Sales center is located at 2337 Bowman St. in Innisfil, Ont. **TW**

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# Papa Harry Trucking ups its game in small-town Alberta



From left: Ron Rust, Mary Anne Folkerts, Harry Folkerts, and Jake Folkerts emphasize local and service when it comes to their business, Papa Harry Trucking.

By Derek Clouthier

## PONOKA, ALBERTA

From the humble beginnings of running a business out of their family home, Papa Harry Trucking has finally found a place to call its own, and a community that has welcomed them with open arms.

Launched in 2005 by Harry and Mary Anne Folkerts, the couple knew that taking control of their own destiny meant they would have to take the risk of starting their own business.

While working for Husky Energy, Harry was approached with a request to start hauling feed for the local agricultural sector, and he and his youngest son did just that, and in 2011, Jake Folkerts, the oldest son, came on board to help haul building tin.

And for Jake, the effort his company has put into providing quality service is something he is proud to wear as a badge of honor.

“Being a smaller company, we can guarantee that a driver will be at a certain spot to pick up at a certain time on a certain date. Whereas when you’re dealing with bigger companies, you don’t get that,” Jake said. “They show up a day or two days later. If we say they’re going to be there Tuesday afternoon at three

o’clock to load, we are there very, very close to that.”

Staying local, particularly when times are tough, is another approach Papa Harry Trucking has placed great importance on.

“When businesses are starting to tighten their belts up a bit, they are also looking at staying local because if you use local companies that helps the local economy and themselves,” Jake points out.

Ron Rust, general manager and dispatcher for Papa Harry Trucking, said bringing quality service to their customers stretches beyond management to include drivers.

“We put a little bit of onus on them, too,” Rust said. “I’ve told you where the freight is, what you’re picking up and where it’s going. Please call the receiver and let them know when you’re going to be there.’ So they are part of that supply chain management as well.”

Rust said when hiccups inevitably do occur, he prides himself on contacting the customer himself to explain what the situation is and when they can expect to get their freight.

Using GPS telematics to monitor their trucks, Rust said he is able to track shipments and relay to customers where the freight is at any given time and when it will likely be delivered, which takes the pres-

sure off their drivers so they can concentrate on what they were hired to do – drive.

In addition to its van division hauling feed, Papa Harry Trucking has been using flat decks for over a decade, transporting pipe, coils, concrete, lumber and tin, and expanded its trailers for over-dimensional loads. The family-run company has established routes across Alberta, B.C., Saskatchewan, and Manitoba.

Despite the recent hemorrhaging of the Alberta economy, Rust remains confident that his company approached the crisis with the right business model.

“I would almost say it probably helped us because we are small,” he said. “When things get tight, everyone’s looking to cut corners and cut costs where they can, where we just kind of filled that niche.”

Papa Harry Trucking managed to preserve its rates during the economic downturn, but as Mary Anne pointed out, the introduction of a provincial carbon tax did force an increase last March.

**“We’re centralized, it’s all local, it’s all here.”**

– Jake Folkerts

“We waited three months to see how it would affect us,” she said of the tax, “and then we did the 5% increase. And customers were very pleased with how we did it.”

The company’s move to its new location within the industrial area of Ponoka affords them further opportunities going forward, including cross-docking, as well as space to provide warehousing in the 2,500 square feet of available space, something Jake said can provide companies storage when hauling less-than-truckload shipments, which can lower shipping rates for customers.

“It’s not so much a new idea, but it’s convincing people that it might be a better way to do things, being able to offer better rates if (freight) is stored here,” Jake said, adding that even with a storage fee, shipping prices would bring the overall cost down. “If you take an LTL shipment out of Saskatchewan and you’re bringing freight to Alberta one skid at a time, you’re paying that one skid rate, but if we put half a truckload on and bring it here we can give them a better rate on that one load, we can warehouse it and redistribute it for them from Alberta at a cost savings for that company, so that partnership extends all across the Prairies.”

The move from the Folkerts family home, which is in Lacombe, Alta., was also welcomed by company drivers.

“I’m pretty sure the drivers are pretty happy with being here rather than picking their truck up at my parents’, then going to another place to go pick up this trailer and jumping all around,” Jake said. “We’re centralized, it’s all local, it’s all here.”

Currently employing seven trucks, the company is looking to up their game to nine full-time trucks and one part-time driver, who will help in the warehouse and with various duties around the property. If you’d like to drive for Papa Harry Trucking, come armed with driving experience in the Prairies and on mountain highways. **TW**



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