

REPORT ON Transportation

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*"There is
nothing
permanent
except
change."*

Heraclitus, ancient
Greek philosopher

Season of Change

With the summer behind us and the leaves changing colours, it becomes more apparent that 2018 is quickly coming to an end and a new year is dawning. This year has been one of many changes — like the leaves, gone all too quickly as we move ahead to new challenges. Our fearless leader, **Al Boughton**, will soon be spending more time in his own garage than in the office (*see his editorial, page 3*); Edmonton Branch Manager **Dave Ambrock** will welcome **Laine Hrechuk** on October 1 to replace him upon his retirement at the end of 2018; ...continued on page 2

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Cover

Season of Change

....continued from the cover

and our new Senior Vice President and General Manager Jerry Brown took the helm of our team on October 1. Big shoes to fill, yes, but a challenge met with people confident and eager to do so.

Trailcon Leasing's next generation of leaders is at the plate, ready for whatever this industry brings them. Trailcon's own John Foss, Executive Manager, National Accounts, steps into a new role on the Ontario Trucking Association (OTA) board of directors from 2018-2020, a position well deserved after tremendous success as Past President with the Toronto Transportation Club. Women in Trucking are breaking barriers everywhere, with sold-out conferences, and record numbers of female applicants in jobs across the transportation industry. Stacey Carroll, Trailcon's Marketing & Recruitment Coordinator, is no exception, having taken a seat on the Toronto Transportation Club board of directors in August 2018.

The Millennial generation is working hand in hand with the Baby Boomers, bringing new ideas, technology, working styles and standards with them. Proof is in the huge success of the OTA's Next Generation Program, and the OTA-SEEC Leadership Course hosted by Schulich (Executive Education), with two full cohorts graduating this November.

The "Changing of the Guard" doesn't come easily, though. Witness the rapidly growing success of careers in Change Management, helping companies big and small navigate through restructuring, differences in management styles and, of course, mergers and acquisitions.

But one thing remains the same: nobody likes change. It scares us. It makes us question ourselves, the job we do and how well we do it. Actor Will Smith put it best when he said, "Fear kills your ability to see beauty." Our fight-or-flight instinct can easily take over through these seasons of change. Don't let it. Fight. Fight for yourself, your career, your family. Fight for the goals you set and can achieve, despite the winds pushing you in the opposite direction.

As the wise Greek philosopher Socrates said, "The secret of change is to focus all of your energy, not on fighting the old, but on building the new."

We need to welcome change, embrace it, and move forward, to a new season of a new year.



Trailcon president Al Boughton will soon be joining the ranks of the semi-retired, while Edmonton branch manager Dave Ambrock will retire at the end of this year.



Trailcon's Stacey Carroll and John Foss have joined the boards of the Toronto Transportation Club and the Ontario Trucking Association, respectively.

WHEN THE END IS NEAR

By Alan Boughton, President, Trailcon Leasing Inc.

It is hard to believe that 26 years have passed since I put the key in the door at our first location in Mississauga.

October 26, 1992, saw **Trailcon Leasing** with a single employee – me. No trailers, no revenue, a potential breach of fiduciary trust lawsuit hanging over my head, and a lot of the old Dusty Springfield song “Wishin’ and Hopin’” in my mind. Fast-forward to 2018, and Trailcon has five branches, an awesome head office, more than 7,500 owned trailers, plus 18,000 other trailers under service contracts, almost \$100 million in annual revenue, and over 150 of the best employees and mechanics in the world.

The development of Trailcon from a one-man band to where we are today has been quite a ride, but I now need to face the reality that I am 65 years old and can’t, nor should I, be leading the orchestra every day. I know that I am not as good as I once was, nor do I have the energy and patience to be dealing with all the day-to-day problems associated with our substantial growth, even though I do fool myself on any given day into believing that I still have what it takes.

What I still love today is what has always turned my crank since we opened the doors, and that is dealing with our fabulous customer base, all of our major equipment suppliers, as well as the sales and marketing team we have under the guidance of Mike Krell.

Mike has been with Trailcon for almost 19 years and I always joke that he is the son I never had. What he is to Trailcon is the guy who was smart enough to listen to the good advice he was offered while making a few mistakes along the way, but learning from these mistakes in a very positive way.

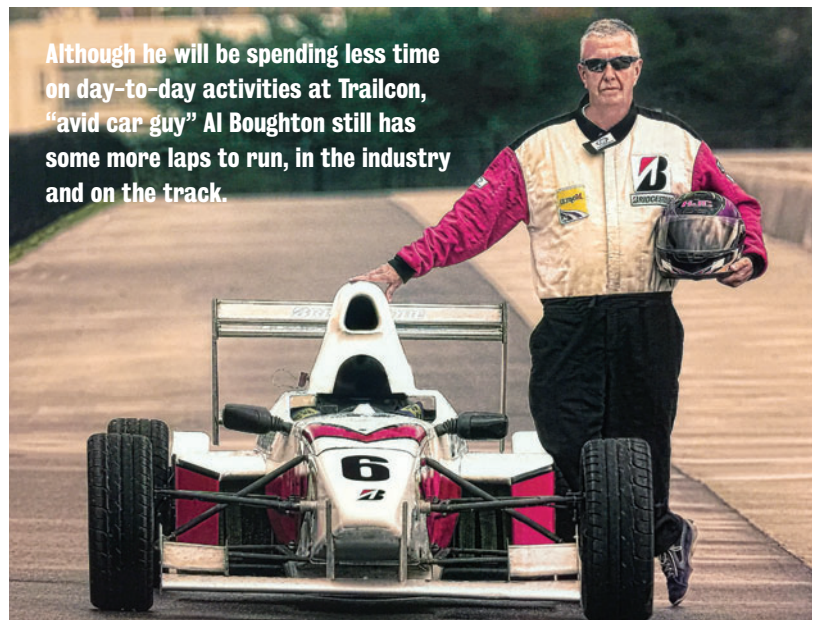
I know that Mike is the best there is in the industry today and with the rest of the sales and marketing staff, I am looking forward to a few more years in a slightly lesser capacity with the day-to-day responsibilities off my desk.

I’m unclear about what has happened lately because it seems I have lost 10 or 15 years somewhere along the way. After two days of back-to-back squash matches, I now feel like I’m 90 instead of 65, and I can’t believe how fast the years have passed. Occasionally, these thoughts are quite depressing, and I long for the early days at Trailcon with a small staff, long hours, new challenges, and a young family waiting at home and opportunities galore. I try not to let these thoughts linger too long, but I know the reality is that the best days are in the rear-view mirror.

Trailcon has branches in three provinces and 250-plus active customers who demand more information, faster service, longer equipment life, lower costs, more transparency, greater equipment availability, etc. These are areas that must be improved to

ensure we are always a couple of steps ahead of both our customer requirements and our competition, which means more administrative leadership and greater depth on our bench in service, operations, finance, systems, parts, warranty – the list goes on. Trailcon is adding new key people to complete these tasks in a timely manner, the way we did yesterday and will continue to do in the future so that I can concentrate on growing our customer base and opening new locations.

Many of you know that I am an avid car guy. In reading a recent publication, I saw that NASCAR driver James Hylton and his son James Jr. were killed in a car accident on April 28 of this year. I was at more than 50 of the 602 races he started, but what caught my eye was not what James Hylton did between 1964 and 1993, but what he did recently.



Although he will be spending less time on day-to-day activities at Trailcon, “avid car guy” Al Boughton still has some more laps to run, in the industry and on the track.

Hylton drove competitively until his mid-70s and almost qualified for the Daytona 500 when he was 72 years old. In 2013, he drove in 21 ARCA races; his final race in Kansas was at the tender age of 79. His son, a former schoolteacher, quit his job to go racing with his father, and they were returning from Talladega Speedway after an ARCA race when they were killed. James Hylton Jr. was 61, and his father, a former NASCAR “Rookie of the Year” in 1966 and runner-up to the NASCAR Champion in 1966, 1967, and 1971, was 83 years old.

After thinking about Hylton and the races that I have run, I better understand that although the end is near for my time of driving Trailcon every day, I can still be active and make Trailcon even bigger and better than it is today. Maybe not until I am 83 like James Hylton, but for a few more laps around this great industry with an all-star team.

SWINGING FOR SCHOLARSHIPS

7th Annual Power of Education Golf Classic



On a hot, sunny day in September, an oversold field of 138 golfers took to the spectacular links of The Golf Club at Lora Bay for the 7th Annual **Power of Education Golf Classic**, in support of the Toronto Transportation Club (TTC) scholarship fund. Giving back is an important focus for the TTC, and the scholarship fund is how it does that.

Since the inception of the fund in 1978, the TTC has awarded more than \$300,000 in scholarships. The Power of Education Golf Classic has directly contributed more than \$100,000 to the TTC scholarship trust, and directly funds the annual “Power of Education Scholarship.” Widely recognized as the industry’s foremost charity golf event, the tournament allows TTC to help students realize their dream of a higher education.

It is also a day of fun and camaraderie. After conquering the links, golfers took a scenic gondola ride to the top of Blue Mountain, where they enjoyed breathtaking panoramic views of Georgian Bay and the town of Collingwood. Cocktails and hors d’oeuvres by the bonfire were followed by a delicious dinner in a private marquis. The incredible fireworks display was a perfect send-off down the mountain to great live entertainment from the Aaron Garner Band at Rusty’s Bar & Grill. All these luxuries were appreciated, but what permeated the atmosphere was the spirit of giving. The generosity of participants was matched only by their enthusiasm. In an unprecedented turn of events, Shawn McMahon, president of



A fabulous foursome. From l to r: Mike Krell, Vice President Sales & Marketing, Trailcon Leasing; Chuck Garvey, Territory Manager, Pierquip; Pierre Labelle, President, Pierquip; Shawn McMahon, President, Day & Ross Dedicated Logistics.

Day & Ross Dedicated Logistics, announced that he would match the proceeds from the scholarship raffle with a donation of \$10,000, eliciting a rousing round of applause.

Trailcon Leasing pitched in as the Golf Cart Sponsor for the day, with John Foss and Mike Krell teeing it up on the company’s behalf. Foss, a past president of TTC, co-founded this event, and has chaired it since 2012.

About the scholarship program

Through the proceeds from its events, the TTC offers financial assistance to deserving students entering post-secondary education.

Members of the TTC for one calendar year are eligible to have their dependent child (including grandchildren, adopted children, stepchildren and wards in legal guardianship) apply for offered scholarships.

Scholarships are open to graduating students entering their first year of studies at an accredited university or community college and will be paid annually to a maximum of four years.

An independent adjudicator reviews all applications in confidence and grants the scholarship award accordingly.

In addition to the scholarship opportunities offered to TTC members and their dependents, the TTC supports students in the Supply Chain Management course at Humber College. The TTC has pledged its financial assistance for a three-year scholarship program to Humber’s post-degree registrants, giving future generations in the transportation business the opportunity to accelerate their own career as well as give back to the industry.

For more information, visit <http://torontotransportationclub.com/scholarship/scholarship-program/>



DON'T TAKE THE WHEEL

The growth of autonomous vehicles

As pilot projects of connected and automated vehicles proliferate, Transport Canada is investing in jurisdictions across the country to help them prepare for the technology.

The government has provided \$2.9 million in funding under its Program to Advance Connectivity and Automation in the Transportation System. The funds will support research, studies and technology demonstrations across Canada, and results will help address technical, policy and regulatory issues related to connected and automated vehicles.

There is no time to waste; new findings from Juniper Research reveal that by the end of 2026, there will be over 50 million autonomous vehicles on the road globally. Google's Waymo leads all manufacturers on progress of delivering an autonomous vehicle, followed by Volvo, Tesla, Daimler and Audi.



Photo: Volvo Trucks

In another development, Volvo Trucks recently presented a new transport solution that it says can contribute to more efficient, safer and cleaner transportation. The Volvo Vera, which the company bills as "the future of autonomous transports," consists of autonomous, connected electric vehicles linked to a cloud service and a transport control centre. The control centre continuously monitors the progress of the transport and keeps an accurate watch of each vehicle's position, the batteries' charge, load content, service requirements, and other parameters. The vehicles – which cannot be driven – are used as tractor units and are compatible with existing load carriers/trailers. Volvo says Vera is intended to be used for regular and repetitive transports involving relatively short distances, large volumes of goods and high delivery precision, such as at ports and factory areas.

The solution "will be further developed together with selected customers in prioritized applications."

Joining the platoon

In an example of Advanced Driver Assistance Systems (ADAS), Volvo Trucks North America has completed a successful on-highway demonstration of its truck platooning technology. The company has been working closely with FedEx and the North Carolina Turnpike Authority (NCTA) to expand on-highway operations of Volvo's Co-operative Adaptive Cruise Control (CACC) on N.C. 540, the Triangle Expressway. This marks the first public on-highway showcase of platooning technology between a major truck manufacturer and a transportation company in the U.S.

"Volvo Trucks has long supported

platooning because it benefits freight companies and professional drivers alike through safer, more fuel-efficient operations," said Per Carlsson, acting president of Volvo Trucks North America. "We continue preparing for deployment of trucks with greater vehicle-to-vehicle communication capabilities that support higher levels of ADAS. We know these technologies will be part of our future, but exact timing depends on many things, namely regulations, infrastructure, safety standards, and market demand."

The "platoon" consisted of three trained, professional truck drivers in Volvo VNL tractors, each pulling double 28-foot trailers. Through CACC, a wireless vehicle-to-vehicle

A Canadian first

The city of Candiac, Que., recently became the first in Canada to implement a long-term demonstration project for a 100% electric autonomous shuttle to be used on public roads for the first time in Canada.

The **NAVYA Autonom Shuttle** operates in mixed traffic along a two-kilometre route with several stops along the way, allowing employees in the area to reach their workplaces from the bus terminal. During the winter, an R&D project to test the shuttle in cold-weather conditions will take place without passengers on board.

(V2V) communication technology, the tractors and trailers remained in constant communication. They traveled at speeds of up to 62 mph while keeping a time gap of 1.5 seconds, maintaining a closer distance than what is typical for on-highway tractors. Staged and unplanned vehicle cut-ins demonstrated how the technology handles common traffic situations.

The V2V communication system helps reduce the reaction time for braking and enables vehicles to follow more closely, automatically matching each other's speed and braking. The advanced technology is meant to serve as an aid – not a replacement – for skilled professional truck drivers.

When trucks can drive closely behind one another, fuel efficiency is improved due to reduced drag. Drag accounts for up to 25 percent of a truck's total fuel consumption, and the closer the trucks drive to each other, the greater the fuel-saving potential. Reducing the traveling distance between vehicles also allows for greater highway utilization, helping alleviate traffic congestion.

Volvo Trucks and FedEx plan to continue developing the Volvo CACC technology on N.C. 540 with the goal of continuing to learn about the potential benefits offered by vehicle platooning.



SAFETY-KLEEN SYSTEMS, INC.

Keeping fleets clean and green

Trucking companies are always on the lookout for solutions that will help their fleets run more efficiently and cleanly. And that's where **Safety-Kleen's** Performance Plus oil comes in.

Safety-Kleen offers a complete oil management program: it collects used oil and filters, disposes of them compliantly, and provides new oil that extends the life of transportation companies' assets.

The service includes:

- Proper regulatory documentation showing used oil is being handled in compliance.
- Customized used oil pick-up schedules, along with emergency overflow response.
- Collection of bulk oil filters using a patented process that causes fewer hassles and takes up less space.



- Lubricants that deliver superior quality and unmatched performance.

The company not only collects oil, but also re-refines it through a proprietary process into new products that can be returned to

the marketplace, closing the loop. Through Safety-Kleen's reclaiming, recycling and reusing program, trucking companies reduce costs and conserve natural resources.

The line includes hydraulic oil, heavy-duty engine oil, and automatic transmission fluids, all meeting or exceeding North American standards and specifications for engine protection. Even race teams at NASCAR events across North America rely on these high-performance oil formulations.

Besides oil solutions, Safety-Kleen collects and recycles used cleaning solvents for parts cleaning, and provides containerized waste and vacuum services, industrial waste management and compliance services.

"**Trailcon** is in the process of switching over all of our oil and solvent management services to Safety-Kleen," says Trailcon Leasing president Al Boughton. "This will allow us not only to enhance the maintenance of our customers' fleets, but to do so in the most environmentally responsible way possible, which has always been a focus for Trailcon. With the use of Performance Plus oils and other Safety-Kleen products, our customers will reap the benefits from both a business and an environmental standpoint."

Thad Moffitt shares a moment with his famous grandfather, Richard Petty.

On track to carry on a **LEGACY**



Racing is in **Thad Moffitt's** blood. That's not surprising, given that his grandfather is none other than "King of NASCAR" **Richard Petty**. In fact, the racing genes have been passed down through the generations as Moffitt – representing the fourth generation of Petty family racers – carries on the legacy that began with his great-grandfather, Lee, who founded Petty Enterprises in 1949.

Eighteen-year-old Moffitt cut his teeth in go-karts at age 14. He currently competes in the ARCA Racing Series, driving the No. 46 Ford Fusion for Empire Racing, a team allied with Richard Petty Motorsports, the Hall of Famer's professional stock-car racing team. Moffitt is sponsored by Performance Plus engine oil, which is a division of Safety-Kleen.

Trailcon Leasing, too, has connections with Petty's Garage; in the last year, it has designed and built a special-events trailer for the racing enterprise.



Thad Moffitt represents the fourth generation of Petty family racers.



Enjoying the spectacular view from the edge of the “Troll tongue,” overlooking Lake Ringedalsvatnet.

By Trent Spencer

The trip I took this past August had its origins in the summer of 2016, when I went on a European bus tour organized by Contiki Tours. Trailcon president Al Boughton had recommended that I book with Contiki – which caters to my age group of 18- to 35-year-olds – because I would be traveling alone, and it would be the best way to make friends and lifelong connections. Sure enough, I met a lot of great people but there were two with whom I developed strong friendships, Taylor Baranitsky and Allan Woodcock. After the tour was over, the three of us kept in touch on Facebook. Two years later, we all got hit with the travel bug again, but this time, we wanted to try doing it on our own, as the tour companies did not have much to offer for the areas that we wanted to see and the activities we wanted to do.

For this trip, we had our hearts set on Scandinavia. Our main goal was to complete a legendary hiking trail called “Trolltunga” located in Odda, Norway, but we decided to begin our journey a little further south. Amsterdam was our first stop, since there are many direct flights going to and from Toronto on a regular basis.

Upon meeting at our hostel, we travelled the city by bicycle, checking out all the tourist hot spots, such as the red-light district, canals, and the Anne Frank House. After Amsterdam, we hopped on the train to Berlin to see the infamous Berlin Wall, parts of which still stand as a monument, and Checkpoint Charlie, the former border crossing between East and West Berlin.

A last-minute flight took us to Copenhagen, our first Scandinavian destination. For anyone considering taking a backpacking trip through Europe, I highly recommend flying to some destinations, rather than taking a train or bus. There are many discount airlines, such as Ryanair and EasyJet, that offer short-distance flights for less than \$100! You sacrifice the views from the train windows, but arrive at your destination

much faster, giving you a lot more time in each place. Copenhagen was my favourite city on this trip, as it had the Scandinavian vibe but still had hints of western Europe. It also wasn’t as expensive as Sweden and Norway, which my student bank account appreciated.

After a one-night stay in Gothenburg, Sweden, we took a bus to



Oslo, Norway, where we rented an SUV to drive across the country to Bergen. This was about a seven-hour drive but worth every second. The entire drive is filled with the most breathtaking views that it's almost impossible to get bored or fall asleep. I highly recommend renting a vehicle if you are planning to visit multiple cities in Norway. We spent one night in Bergen, and caught the 8:00 a.m. ferry to Rosendal, which connected us to a bus to Odda, a small town of around 5,000 people just a 15-minute drive from the Trolltunga entry point. There aren't many hotels in Odda, and they can get a little pricey, so your best bet is to lock in one of the many Airbnb properties in the area. We ended up staying at a very nice Airbnb house that was only a two-minute walk from the city centre and had interesting historic ties. It was built in the 1800s and was occupied by the Nazis during WW2. The back yard still had remnants of a turret that was used to guard the factory that was located at the bottom of the hill.

We woke up at 4:00 a.m. the next morning to catch a cab to the Trolltunga entry point. The town does offer shuttles but not until later in the morning, and we wanted to beat the crowds at the top of the mountain. Trolltunga – which translates to “troll’s tongue” – gets its name from the rock formation at the top, which juts out some 700 metres above Lake Ringedalsvatnet. The entire hike is 28 kilometres, 1,100 metres (3,600 feet) above sea level, and takes about 10-12 hours to complete. We started hiking at 6:00 a.m. and reached the top almost four hours later. The terrain was a mixture of dirt trail, rock steps, and high-incline rock faces, so hiking boots are a must and hiking poles help a lot as well. It is important to bring lots of food but don't worry too much about carrying tons of water, as the natural springs flowing through the trails are safe to drink from. The good thing about this hike is that you meet plenty of people along the way, and no one rushes you, so you can take breaks whenever you please. After we got our photos and had lunch, we made our way back, arriving at the Airbnb to crash around six hours later. Although the hike was very challenging, it was worth every second just to be able to stand on the edge of the troll tongue overlooking the spectacular landscape.

The following day, we flew from Bergen to Stockholm, Sweden, where we spent the last four nights of our trip. We explored the beautiful streets of the old town, the swanky shops in the Norrmalm district, and the museums in Östermalm. I highly recommend the Vasa Museum, a maritime museum in Östermalm that displays an almost fully intact 17th century warship that sank just outside Stockholm in 1628 and was salvaged in 1961. There are a lot of informational displays and visual content to enhance the experience.

As happy as I am to be home and back to the real world, if I had the opportunity to do this trip again, I would do it in a heartbeat. Scandinavia has some of the most beautiful cities and landscapes the world has to offer, and I would recommend it to anyone thinking about travelling there. There were many late nights followed by early mornings to catch trains and buses, but there is no time to sleep when you are having that much fun!

— **Trent Spencer is a Bachelor of Commerce, Marketing student at Humber College interning at Trailcon Leasing for the summer.**

Remnant of the Berlin Wall.



On our road trip through Norway. Sitting on the hood (l to r): Trent Spencer, Taylor Baranitsky. Kneeling: Allan Woodcock.



Cycling along the canals of Amsterdam.

TRAILCON

breaks ground on new facilities in Alberta

Trailcon Leasing broke ground in May for its previously announced facilities in **Edmonton** and **Calgary**; completion is scheduled for the end of this year for Edmonton, and Q2 2019 for Calgary.



▲ At the Edmonton ground-breaking ceremony (from l to r): Trailcon's Brian Jones, Regional Manager, Western Canada; Jack Winkel, Service Manager; Dave Ambrock, Edmonton Branch Manager; Nick Reid, Calgary Branch Manager.



▲ At the Calgary ground-breaking ceremony (from l to r): Trailcon's Dave Reed, Property Manager; Mike Krell, VP Sales & Marketing; Al Boughton, President; Nick Reid, Calgary Branch Manager.

Bought and sold

The latest mergers and acquisitions in the transportation industry.

■ **Polaris Transportation Group** (PTG), Mississauga, Ont., has announced that its J.G. Drapeau Ltd. subsidiary has acquired the Ontario LTL division of Mainliner Freightways Ltd. and transitioned into the 150,000-square-foot cross-dock and warehousing facility in Etobicoke. Mainliner's LTL fleet continues to serve the Southwestern Ontario to Ottawa corridor, significantly increasing the Polaris/Drapeau LTL and warehousing capacity in the Ontario market.

■ **Big Freight Systems**, a Daseke company headquartered in Steinbach, Man., has merged with Kelsey Trail Trucking. Combined, the two companies operate nearly 750 tractors and trailers. Kelsey Trail, now a division of Big Freight, keeps its operations intact, with locations in Saskatoon, Sask.; and Innisfil, Ont.

■ **Express Mondor**, Lanoraie, Que., has finalized its acquisition and integration of Transport L'Épiphanie's entire team and assets. The Express Mondor group now has two complementary divisions specializing in non-standard transportation services in Quebec and the U.S. with a fleet of more than 100 tractors and over 300 trailers.

■ **General Logistics Systems** (GLS), Amsterdam, The Netherlands, has acquired Dicom Canada from Wind Point Partners, a Chicago-based private-equity firm. Dicom Canada primarily provides business-to-business parcel services, operating across Canada with a major focus on Ontario and Quebec. The acquisition does not include Dicom's U.S. business.

■ **Manac Inc.**, St-Georges, Que., Canada's largest semi-trailer manufacturer, has completed the acquisition of Alutrec Inc., a company specializing in the design and manufacture of aluminum semi-trailers. Alutrec will continue to operate independently out of its location in Laurier-Station, Que.

■ **Titanium Transportation Group Inc.**, Bolton, Ont., has expanded its M&A team by engaging Left Lane Associates, a transportation mergers and acquisition advisory firm founded by industry veteran Mike McCarron.



Photo: Tesla

Walmart Canada adds to electric vehicle fleet

Walmart Canada plans to acquire 30 more Tesla 18-wheeler Semi trucks as part of a commitment to power its fleet using 100 per cent alternative power by 2028. The latest order is on top of the retailer's original one of 10 trucks placed last November.

With 40 Tesla Semis in total, the company will have one of the largest electrified fleets planned by a company in Canada, and will reach an initial milestone to convert 20 per cent of its fleet to electric power by 2022. The first 20 Semis will be used to support Walmart Canada's fleet base in Mississauga, Ont., while the remaining 20 will operate from the recently announced Surrey, B.C., distribution centre. Set to open in 2022, the facility will feature the first fully electric Walmart fleet base globally.

"We are always looking for innovative ways to minimize our impact on the environment and lead the industry in the drive for sustainable change," says John Bayliss, senior vice-president, logistics and supply chain, Walmart Canada.

Feds fund Trucking HR Canada initiatives

The Government of Canada has kicked in \$2.8 million to Trucking Human Resources Canada to help shape the industry for the future. The project aims to address current and future skills shortages by supporting the development and distribution of sector-specific labour market information. It will also develop bilingual tools to help em-

ployers recruit and retain employees from untapped labour pools, such as women, indigenous people, people with disabilities, visible minorities, veterans/transitioning military personnel, and youth. Trucking HR Canada has partnered with the Canadian Trucking Alliance (CTA) on this project, which is also supported by the provincial trucking associations.

Recently, Trucking HR Canada launched a report titled "Indigenous Recruitment and Retention: A Roadmap for Canada's

Trucking and Logistics Industry," to better attract and retain indigenous peoples, whom CEO Angela Splinter called "the fastest-growing demographic in Canada."

The federal government has also given \$294,000 in funding to Quebec trucking industry association camo-route for its project "Women Truck Drivers: Target 10%." Camo-route will collaborate with key partners to identify and remove barriers that cause the under-representation of women in Quebec's trucking industry.

In a recent letter to Immigration, Refugees and Citizenship Canada, the CTA outlined the growing constraints carriers face when trying to attract qualified labour, warning that the truck driver shortage will soon affect the larger economy as the supply chain struggles to secure truck transportation services. CTA argued that carriers need greater access to immigration channels, and stressed that there needs to be a focus on attracting and matching new Canadians with industries like trucking that are in demand and facing severe labour shortages.

TRAILCON announces new senior executive

Jerry Brown has joined **Trailcon Leasing** as Senior Vice-President and General Manager.

"I am delighted to welcome Jerry to the senior management team," says Trailcon President Al Boughton. "He takes up a new role at Trailcon, which reflects the progress we are making as we focus on our expanding opportunities across Canada."

"Jerry's role also supports our executive succession and leadership development plan. His skills, experience, and advice will be invaluable as we implement our TrailerCare strategy, serving Canadian retailers and the transportation industry."

Brown has over 30 years of experience in the transportation sector. He joins Trailcon from Ryder, where he was Vice President and General Manager, responsible for the Canadian Fleet Management Solutions (FMS) division.



Jerry Brown



There is a time and a place for horn honking.

Honk only if threatened

If you've ever jumped upon hearing the sudden blast of a car horn, you're not alone. According to a recent Kanetix.ca survey, almost half of Canadians (48%) have been startled by a car horn, to the point of feeling agitated, unsafe, or even potentially getting into an accident.

The survey also revealed:

- Males are slightly more likely than females (48% vs. 45%) to use their car horns.
- Younger generations are more likely to use their car horn (59%) than Generation X (54%), Baby Boomers (41%) and the Silent Generation (38% – those born before 1946).
- 46% of Canadians use their horns most often in response to an automobile cutting them off or a dangerous driver.
- 17% of Canadians say they primarily use their car horn when a driver is not paying attention to a traffic-light change.
- 34% are in favour of issuing fines of up to \$350 for illegal use of the car horn.

"Car horn honking by Canadian drivers occurs too often," says Janine White, VP of marketplaces and strategy at Kanetix.ca. "Drivers are quick to react to traffic-related issues by aggressively blasting their horn. However, there is a time and a place for horn honking." And that is only in situations when one feels threatened by another driver, or to gain the attention of an animal on the road to prompt it to safety, says the Official Ministry of Transportation Ontario (MTO) Handbook.

Hyperloop hype

Travelling from Toronto to Montreal in less than an hour could become a reality with the hyperloop transit system, an elevated network of pods travelling through low-pressure tubes at 1,000 kilometres an hour.

It's the invention of CEO and co-founder Sebastien Gendron, who says his TransPod system could be ready to carry passengers in the early 2030s after first being used for light freight such as e-commerce and perishable food. But Gendron, who is competing against billionaires Elon Musk and Richard

Branson, who are building their own hyperloop networks, has threatened to relocate TransPod's headquarters from Toronto to Europe unless the company gets political support at home for the implementation of its technology, says The Canadian Press. The 2015 startup is already building a three-kilometre test track in France that it claims will be the longest in the world. Transport Canada says the government is watching the international commercialization of hyperloop technology closely.

Competition aside, Canadian and European hyperloop companies are developing an international partnership to standardize the methodology and framework to regulate the travel systems so time isn't wasted in meeting government requirements for certification.

High-school students invent ways to cope with disaster

One-thousand top high-school students in the country took up the challenge by NASA and Canadian astronaut Drew Feustel to help our communities be more resilient in a natural disaster.

It is part of the SHAD program, which produces leaders for Canada through its award-winning enrichment platform for high-school students. Feustel announced

Thinking *inside* the box

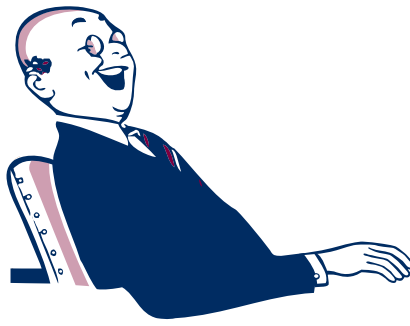
When is a shipping container not a shipping container?

When it's a house. A two-storey, 2,560-square-foot home, to be exact. Hamilton, Ont.'s first container home consists of eight 40-foot-long steel shipping containers, painted fire-engine red. According to *The Hamilton Spectator*, it was put together in just eight hours on site but was built two years ago in Toronto by a container modification company called Storstac.

Although homes made from shipping containers are not new, owner Geoffrey Young said he was interested in architecture that combines technology and ecological sustainability.

At a cost of \$8,000 to \$10,000 per container, and about double that after work is done on them, container homes are no bargain. Young's "one-trip or lightly used" containers were manufactured in China, and he said he plans to trace the serial number on each to discover what materials were shipped inside. "I like the idea of taking something that is past its peak-prime and giving it a different sort of higher purpose," he told *The Spectator*.





FRANK SAYS

the theme for this year's summer program via message from the International Space Station.

Among the innovations at SHAD's 16 host university campuses, a team of students at the University of Waterloo created a plan for a squadron of rapid-evacuation drones to be used in disaster-prone, densely populated areas. Canadian teens would host and maintain the RED squadrons, providing a network of interconnected drones that could be used at a moment's notice. During a natural disaster, each squadron would guide evacuees to safety using LED lights and speakers, with the drones offering instant information to plan escape routes.

Other original ideas: a roof-mounted solar-powered signaling beacon device to help first responders in municipalities in known flood regions; a Wildfire Evacuation Kit, a heat-resistant, reflective evacuation suitcase that guards precious items and includes masks, burn creams and heat-protectant blankets; and a Play Dome for daycares that could double as an emergency shelter, with cushioned seating, water and food rations, and medical supplies inside the structure.

You are so not hired!

Listing your extensive arrest history in your resume might not be the best strategy for finding a job.

But one candidate thought otherwise, and that landed him on the list of "Most Outrageous Resume Mistakes," as identified by HR managers in the latest survey by Career-Builder human capital solutions company.

Others included an applicant who:

- claimed three different degrees but was only 22 years old.
- listed 40 different jobs in one year.
- thought they attached a resume to an e-mail, but instead sent their full credit application for an apartment.
- referred to having "as many marriages as jobs."
- had the same employment dates for every job listed.
- stated at the bottom of their resume that they didn't like babies or puppies.
- submitted a resume that was only one sentence.
- applied for a job for which they were vastly unqualified – i.e., grocery store shelf stocker applying for a physician.

Frank came charging into my office the other day. He had just returned from a trip to Kingston, Ont., where he had taken a tour of the now-closed Kingston Penitentiary on my recommendation, as my wife Wendy and I had done in July. He couldn't believe that a fully functioning penitentiary could be left empty and unused. "It's all because of politics," he said in disgust.

Before I could comment, Frank snatched an article from his briefcase to prove his point. The newspaper clipping concerned a former member of the Bandidos Motorcycle Club, Pierre Maurice Aragon, who was suing the Queen and the provincial government for more than \$2 million because he was unhappy with his jail accommodations. Aragon has been in prison twice – once for murder and now for assault with a weapon, Frank explained with a sneer.

"Listen to this," he said, his voice rising. "This loser argues that he's owed the money due to – and I quote – 'loss of dignity, pain and suffering, inability to pursue education and inability to practice religion' while behind bars," Frank read, snorting in derision. "This is hilarious," he guffawed. "He says he's suffering from 'loss of general enjoyment of life' and an inability to 'sustain interpersonal relationships' as a result of his jail time. Well, isn't that ironic! Maybe he should ask the guy he killed how *his* interpersonal relationships are going."

Frank went on to explain that the government said it was closing the jail – one of the oldest in the world – because of budget cuts. "But I know better," he said emphatically. "They closed it because of the politics around so-called human rights. That's why prisons close and inmates get away with stuff like this. After all," he went on, "we can't have criminals living in a place that is not up to their standards!"

"Criminals should not be allowed to sue the government for 'inhumane' practices and living conditions when the crimes they commit are inhumane," he raged, warming to his punchline.

As Frank says:

"When your life is all about doing wrong, you have no rights!"



Attracting tech-savvy truckers

And truckers are keeping pace; according to marketing company Randall-Reilly, 79.9% of company drivers and 69.7% of owner-operators use social media, with Facebook and YouTube the most popular platforms.

In the face of an acute labour shortage, social media can be a key tool for recruiting drivers, says trucking industry marketing specialist KJ Media. "In the trucking industry, 95% of today's drivers have smartphones, and 65% of drivers use their smartphones to apply to new jobs," says the company. "No matter the age range of your drivers, chances are they're online."

Employers are taking note. According to the 2018 Transportation Spotlight report taken from the annual employment screening survey by HireRight Inc., 54% of firms said they were using social networking to find talent, up from 42% just a year ago. Nearly one-third of firms offer mobile-friendly applications as part of the screening process.

Potential drivers will most likely check the social media profiles before contacting a company for business or for employment, says KJ Media. "Companies that show informative, engaging profiles are more likely to receive not just a higher number of inquiries but also a higher quality of driver applicants."

A caveat: Don't make your social media posts all about your company's latest product. "If your social media accounts only plug your business, then drivers and potential customers will become bored and unfollow you," warns KJ Media. "However, if you include a mix of relatable/engaging posts about trucking and educational posts, such as safety or health tips, then followers will not only keep you on their newsfeed but also 'Like' and 'Share' your content with their friends." KJ Media suggests that a good starting point for content is 40% Engagement/30% Educational/30% Call-to-action posts. As most businesses don't have the resources to monitor social media 24/7, KJ Media advises testing several regular posts during different times of day. "Identify which two to three times of the day create the most engagement with your audience and concentrate on those times."

Social media is now a part of our everyday lives. Whether it be websites, Twitter, Facebook, Instagram, YouTube, LinkedIn, Snapchat, Pinterest, or another platform yet to be invented, trucking companies are using social media for everything from recruiting and retaining drivers, to marketing to customers, communicating with employees, highlighting community involvement, and much more.

By the Numbers

75%

of **Facebook** users check the platform daily.

80%

of **Twitter** users are on mobile.

40%

of **LinkedIn** users check the platform daily.

40 minutes

average **YouTube** viewing session on mobile.

59%

of internet users aged 18-29 use **Instagram**.

92%

of all pins on **Pinterest** are made by women, and

80%

of the total users are female.

Source: Randall-Reilly, 2018.



The mobile Millennials

At 37%, **Millennials** (sometimes called Generation Y; born between 1980 and 1995) are the largest demographic in Canada's workforce, according to Trucking HR Canada.

Social media and the Internet are key recruitment tools to reach Millennials, says Trucking HR Canada's 2017 report "Millennials have drive!" "Use social media to post job opportunities and tell company stories," the report urges. "Millennials may not look for job ads on social media, but they will assess how you use social media and what it says about your corporate culture and brand. Stay up to date on the popularity of social media sites and apps (they trend up and down quickly) to choose the best ones for the talent you want to attract and what you want to achieve."

After all, Millennials grew up with computers and depend on social media to handle most of their communication, even preferring it to dealing with people face-to-face. In fact, 20 per cent of them use only their smartphone or tablet – not desktops – to go online, says HireRight, so mobile is the best way to reach this growing market.

Therefore, make sure your company's website is designed to be mobile-first, and consider using Skype or video interviewing techniques, HireRight advises. "Remember that Millennials use social media to express their opinion of virtually everything, including hiring companies. Done right, this can pay off in spades."

2018

November 7-8

OTA Executive Conference

Ritz Carlton Hotel, Toronto
Contact: Ontario Trucking Association
Telephone: 416-249-7401
E-mail: events@ontruck.org
Web: www.ontruck.org

November 29

TTC Annual Dinner

Metro Toronto Convention Centre
Contact: Toronto Transportation Club
Telephone: 416-886-5450
E-mail: ed@torontotransportationclub.com
Web: www.torontotransportationclub.com

December 6

BCTA Christmas party

Sheraton Vancouver Guildford Hotel, Surrey, B.C.
Contact: British Columbia Trucking Association
Telephone: 604-888-5319
E-mail: bcta@bcctrucking.com
Web: www.bcctrucking.com

2019

January 28-February 1, 2019

2019 COHMED Conference (Co-operative Hazardous Materials Enforcement Development)

Hyatt Regency San Antonio, San Antonio, Texas
Contact: Commercial Vehicle Safety Alliance
Telephone: 301-830-6143
E-mail: cvsahq@cvsas.org
Web: www.cvsas.org

February 2-9, 2019

TTA Convention 2019

Diamond Luxury Boutique Hotel,
 Riviera Maya, Mexico
Contact: Toronto Trucking Association
Telephone: 416-248-6211
E-mail: connie@torontotrucking.org
Web: www.torontotrucking.org

February 5-7, 2019

Cargo Logistics Canada Expo and Conference

Vancouver Convention Centre West
Contact: Informa Exhibitions Canada
Telephone: 1-877-739-2112, ext. 62058
E-mail: info@cargologisticscanada.com
Web: www.cargologisticscanada.com

February 8-9, 2019

Strategic Planning Through Your Supply Chain

Schulich Executive Learning Centre,
 York University, Toronto
Contact: Schulich School of Business, York University
Telephone: 416-736-5079; 1-800-667-9380
E-mail: excedinfo@schulich.yorku.ca
Web: www.seec.schulich.yorku.ca

February 24-27, 2019

Retail Supply Chain Conference 2019

Gaylord Palms Resort & Convention Center,
 Kissimmee, Fla.
Contact: Retail Industry Leaders Association
Telephone: 703-841-2300
E-mail: rachel.kalil@rila.org
Web: www.rila.org

March 10-12, 2019

2019 IWLA Convention & Expo

Westin Savannah Harbor Golf Resort & Spa,
 Savannah, Ga.
Contact: International Warehouse
 Logistics Association
Telephone: 847-813-4699
E-mail: mail@iwla.com
Web: www.iwla.com

March 10-12, 2019

81st TCA Annual Convention

Wynn Las Vegas Resort, Las Vegas, Nev.
Contact: Truckload Carriers Association
Telephone: 703-838-1950
E-mail: tcameetings@truckload.org
Web: www.truckload.org

March 22-23, 2019

Distribution Centre Planning and Transportation Management

Schulich Executive Learning Centre,
 York University, Toronto
Contact: Schulich School of Business, York University
Telephone: 416-736-5079; 1-800-667-9380
E-mail: excedinfo@schulich.yorku.ca
Web: www.seec.schulich.yorku.ca

March 31- April 4, 2019

2019 CVSA Workshop

Hyatt Regency St. Louis, St. Louis, Mo.
Contact: Commercial Vehicle Safety Alliance
Telephone: 301-830-6143
E-mail: cvsahq@cvsas.org
Web: www.cvsas.org

April 8-11, 2019

ProMat 2019

McCormick Place, Chicago
Contact: MHI
Telephone: 704-676-1190
E-mail: customerservice@promatshow.com
Web: www.promatshow.com

April 11-13, 2019

ExpoCam 2019

Place Bonaventure, Montreal
Contact: Thierry Quagliata, Show Manager,
 Newcom Media Inc.
Telephone: 416-510-5235;
 1-800-268-7742, ext. 5235
E-mail: thierry@newcom.ca
Web: www.expocam.ca

April 26-27, 2019

AMTA 81st Annual Leadership Conference and AGM

Kananaskis, Alta.
Contact: Alberta Motor Transport Association
Telephone: 403-214-3431; 1-800-267-1003
E-mail: amtamsc@amta.ca
Web: www.amta.ca

April 28-May 1, 2019

WERC 2019 Annual Conference

Greater Columbus Convention Center,
 Columbus, Ohio
Contact: Warehousing Education and
 Research Council
Telephone: 630-990-0001
E-mail: wercoffice@werc.org
Web: www.werc.org

April 30-May 2, 2019

IANA Operations & Maintenance Business Meeting

Lombard, Ill.
Contact: Intermodal Association of North America
Telephone: 301-982-3400
E-mail: info@intermodal.org
Web: www.intermodal.org

May 26-29, 2019

CTRF 54th Annual Conference

Pinnacle Harbourfront Hotel, Vancouver
Contact: Canadian Transportation Research Forum
Telephone: 519-421-9701
E-mail: cawoudsma@ctrf.ca
Web: www.ctrf.ca

May 29-31, 2019

SCMA 2019 National Conference

Montreal
Contact: Supply Chain Management Association
Telephone: 416-977-7111; 1-888-799-0877
E-mail: info@scma.com
Web: www.scma.com

June 3-6, 2019

2019 CCMTA Annual Meeting

Ottawa
Contact: Canadian Council of Motor
 Transport Administrators
Telephone: 613-736-1003
E-mail: info@ccmta.ca
Web: www.ccmta.ca

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