

# REPORT ON Transportation

► PRESENTED BY TRAILCON LEASING INC. ► FALL 2019 ► VOLUME NO. 66

AUTONOMOUS TRUCKING

## WHO WILL TAKE THE WHEEL?



Volvo Trucks' Vera is a fully autonomous transport system. (Photo: Volvo Trucks North America)

When it comes to autonomous trucking, many players – manufacturers, technology providers, shippers, and carriers – are getting in on the act. There's plenty of hype surrounding the technology, but how close are these vehicles to commercialization?

One of the more active contenders in the space is Daimler Trucks, which recently established the Autonomous Technology Group as a global organization for automated driving, with the goal of putting highly automated trucks on the roads within a decade. Daimler claims to be "the pioneer of truck automation," noting that in 2014, it had presented the Mercedes-Benz Future Truck 2025, proclaiming it "the world's first automated truck."

"With the Autonomous Technology Group, we are bringing together our global experts and their vast knowledge in automated trucking," says Peter Vaughan Schmidt, who leads the new division. "In the first stage, we

will focus on use cases of highly automated driving in defined areas and between defined hubs in the U.S.A."

In September, the company announced plans to begin testing automatic trucks on public roads, following extensive testing and safety validation on closed-loop track.

Not to be outdone, Volvo Trucks is betting on Vera, its electric, connected and autonomous vehicle, which forms part of an integrated solution to transport goods from a logistics centre to a port terminal in Gothenburg, Sweden. Vera is suited for short distances, transporting large volumes of goods with high precision.

Volvo Trucks North America has teamed up with automated vehicle software provider Perceptive Automata to explore human behaviour prediction for the trucking industry. ...continued on page 2.

IN THIS  
EDITION

»

### Pitching In

The Scott Mission:  
Trailcon gives back

### Tech Talk

The promise of  
blockchain

### Travel Tips

Exploring the  
bounties of Bali

### Industry Notes

Trailcon Calgary facility

### Social Networking

Tracking the trends

AND MUCH MORE »



# WHAT'S INSIDE

Editorial .....	3
Pitching In .....	4
Customer Connection .....	5
Tech Talk.....	6
Girls & Their Toys .....	7
Travel Tips .....	8-9
Industry Notes .....	10-11
FYI.....	12-13
Frank Says.....	13
Social Networking.....	14
Calendar of Events .....	15



©2019, Trailcon Leasing Inc. All rights reserved. This work – covered by the publisher's copyright – may be reproduced or copied in any form or by any means (graphic, electronic or mechanical, including photocopying, recording, through bulletin boards, CD ROM or any information retrieval systems) with attribution given to the *Report on Transportation*.

What our readers think of *Report on Transportation* is important to our sanity. If you have any comments, please take a moment to send us a note. Information contained in this publication has been compiled from sources believed to be reliable. While every effort has been made to ensure accuracy and completeness, these are not guaranteed. No liability shall be incurred by Trailcon Leasing Inc. or by any contributor. Readers are urged to consult their professional advisors prior to acting on the basis of material in this newsletter.

## Report on Transportation

**Designed and produced by:**  
Newcom Media Inc.

**Copywriting:**  
Praskey Communications Inc.

**Published by:**  
Trailcon Leasing Inc.  
15 Spar Drive  
Brampton, ON  
L6S 6E1  
Tel: 905-670-9061  
Fax: 905-670-9066  
Service: 855.ROAD.RPR (855-762-3777)  
Web: [www.trailcon.com](http://www.trailcon.com)  
Email: [sales@trailcon.com](mailto:sales@trailcon.com)

## Cover

### AUTONOMOUS TRUCKING WHO WILL TAKE THE WHEEL?

....continued from the cover

The technology leverages human-intuition artificial intelligence to continuously monitor pedestrians, cyclists and motorists near the truck, and signals increased risk based on changes in human intention.

Meanwhile, Starsky Robotics has started testing its unmanned trucks on public highways with live traffic in Florida. In the first test, the heavy-duty truck travelled 9.4 miles on the Florida Turnpike. It successfully navigated a rest area, merged onto the highway, changed lanes, and maintained a speed of 55 mph, according to U.S. trade media.

The startup company's goal is to make trucks automated on the highway and remote-controlled by human drivers for the first and last miles. "We aren't building fully autonomous trucks designed to operate without any human intervention," says Stefan Seltz-Axmacher, CEO and co-founder.

In another development, UPS has taken a minority stake in self-driving truck startup TuSimple after the two companies began testing the use of autonomous trucks in Arizona. TuSimple is developing a Level 4 system, a designation by the Society of Automotive Engineers (SAE) that means the vehicle takes over all the driving in certain conditions. The U.S. Postal Service also worked with TuSimple in a pilot using an autonomous tractor-trailer to deliver mail between distribution centres in Phoenix and Dallas.

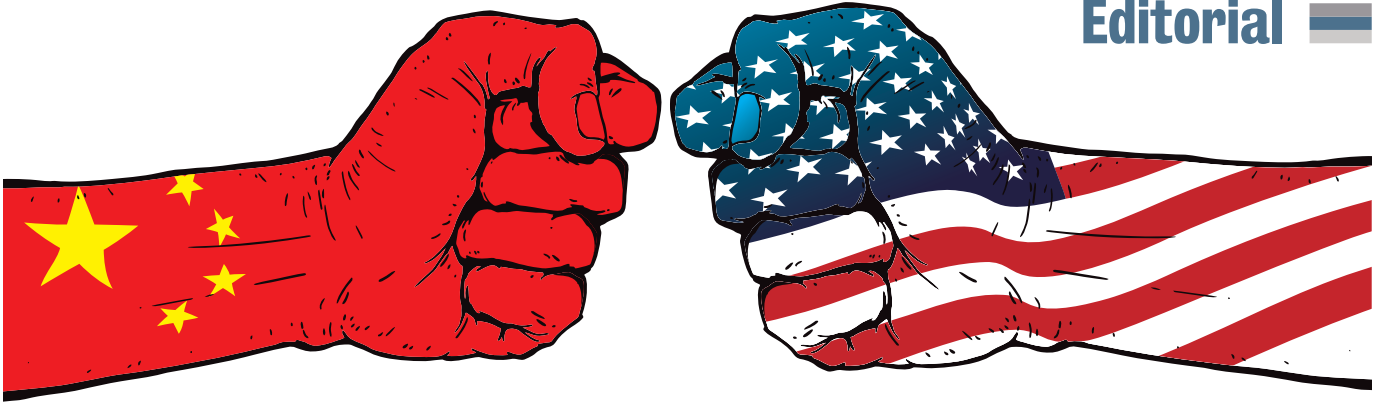
Peloton Technology chose to take a different approach to automation with its new Level 4 Automated Following solution, an advanced platooning system that doubles the amount of freight a driver can haul in a single trip. The technology allows a lead truck with a single driver to drive two commercial vehicles in a platoon travelling in single file to reduce drag. The company's vehicle-to-vehicle technology allows the human driver in the lead truck to guide the steering, acceleration and braking of the following truck and connects the safety systems between the trucks. Peloton believes its unique approach of combining the experience of a human driver in the lead truck with state-of-the-art sensors and hardware in the follow truck greatly simplifies many of the technical challenges the vehicle automation industry faces with deploying standalone driverless systems, such as getting trucks from the highway exit to their final destination.

Closer to home, Canadian researchers and developers are currently testing vehicles that aim to achieve higher levels of automation (Levels 3 to 5), supported by federal, provincial and territorial governments. However, many experts believe that it will take years, maybe decades, before fully automated vehicles are widely used by Canadians, says Transport Canada. That opinion is echoed in a report from Navigant Research. While automated driving systems for commercial vehicles have been gaining traction for several years, highly automated commercial vehicles and autonomous trucks won't crack one per cent of the market for another decade or so, says the Report. "Automated technologies can provide many benefits for the commercial vehicle sector, but challenges such as advancing technological abilities, overreliance on partially automated systems, regulatory environments, and public perception will all need to be managed moving forward," says William Drier, research analyst at Navigant Research.

So don't let go of that steering wheel just yet.



Peloton trucks in a platooning formation – driving with little following distance to reduce drag and increase fuel efficiency. (Photo: Peloton)



# TRUMPING Chinese cheaters

By Alan Boughton, Co-founder, Trailcon Leasing Inc.

I would be hard-pressed to say anything nice about Donald Trump or agree with him on either his approach or direction with many of his policies. However, when it comes to his stand on China and not backing down to its demands and pressure, I agree with him and the U.S. administrators' direction completely.

Wouldn't it be nice if Canada had the clout of our southern neighbour? We don't, but that doesn't mean we should just lie down and accept the damage that China is causing the Canadian economy based on the arrest of Meng Wanzhou last December.

As some background on my position, I have been to China on two occasions, as a tourist and the first trip for almost a month as both a tourist and about two weeks for business. The trip was a blast and I enjoyed the time there – the people, their culture – and was blown away by their progress and their focus on growing their economy. At this point, my admiration starts to decline.

Many of the accomplishments that China has enjoyed have come on the backs of the Chinese workers and by the theft of design, patent and copyrighted products that were developed and designed outside of China. The Chinese do not respect or accept the intellectual property of others and have long ignored the objections of inventors, corporations, and the nations of the world when pushed on these practices.

If Canadians think that this is an issue that has little effect on Canada, look no further than what the Chinese did to Nortel Networks Corporation from 2000 to 2009. In 2000, Nortel was the largest corporation in Canadian history and accounted for one-third of the valuation of all the companies listed on the Toronto Stock Exchange. Nortel employed over 90,000 people around the world, but primarily in Canada. However, by 2009, Nortel was in bankruptcy with losses of all those jobs and tens of billions of investors' dollars, employee pension funds, supplier losses, etc.

Nortel was in large part the master of its own demise, as it was manufacturing some of its products in China and its computer systems were not properly protected from outside hackers. Only after it was too late, Nortel found out that the hackers were Chinese cyber-intruders, and the Chinese government wouldn't cooperate with Nortel or the Canadian authorities to pinpoint who the hackers were and who benefited from these thefts.

The harvest by the Chinese intruders included Nortel's internal systems, its database of technical products, research, all internal documents, etc. Nobody is quite sure where all this data landed, but by coincidence, as Nortel began to fail, there was a sudden rise in the fortunes of Huawei, and the rapid expansion of that company was made possible by the massive financial support by the Chinese government. Because the theft of this intellectual property came from a "who cares" country such as Canada, there was no intervention from the World Trade Organization (WTO), and the Liberal government of that era was as spineless as the Trudeau government of the last four years.

Fast forward to 2019 and we have Huawei executive Meng Wanzhou on house arrest in Canada, not because of the crime committed against Nortel and Canada but due to international law at the request of the U.S. As a result of this arrest, China has punished Canada and its Canadian citizens by arresting Michael Kovrig and Michael Spavor for no reason other than retaliation for the lawful detainment of Meng Wanzhou. In addition, China has suspended all pork and beef imports from Canada and limited the movement of Canadian canola and grain.

The "do nothing" policies of Justin Trudeau and the Liberals, combined with the size of our economy, have left the battle of fighting this corrupt giant to the United States government before Donald Trump knew what the Chinese have done and continue to do with currency manipulation and a complete disregard to patent, copyright and intellectual property. And yet the Liberals did nothing to stop those practices.

Donald Trump and the Republicans have drawn a line in the sand and are taking on China. Canadians haven't and won't but for the time being, we have taken one small step in the right direction by arresting and detaining Meng Wanzhou. We need to leverage this opportunity to right the wrongs of the past and the sins of the Chinese government; to have our hostages released and normalize trade relations based on WTO standards. If we can't accomplish this on our own, then let's get on the U.S. bandwagon and enjoy the ride. There might be a slight odour as we join the parade, but it's a better trip than sitting on the sidelines doing nothing and watching the Chinese cheaters win another round to the detriment of all Canadians.



# ON A MISSION

**Trailcon Leasing Inc.** recently donated \$1,000 to the **Scott Mission Thanksgiving** meal program. Trailcon believes it is important to give back to the less fortunate, especially for the holidays. With Christmas fast approaching, it is an ideal time to contribute to that meal program and help make the season just a little brighter for those in need.

The Scott Mission, located in downtown Toronto, provides hot, nourishing meals to more than 200 “hungry and hurting” people Monday to Saturday throughout the year. Volunteers – including corporate groups – lend a hand each day. “A lot of corporate groups volunteer as a team-building activity,” says Holly Thompson, director, public relations and development. “Most of our volunteer groups come for the morning, which is our busiest time. They’re usually here from 9:30 to 12:30 and help in our dining room to serve meals, or in distribution to help our food

and clothing banks.” Groups range in size from six to 25 people.

Founded in 1941 by Rev. Morris and Mrs. Annie Zeidman, the Scott Mission is a non-denominational Christian organization responding to the needs of the poor, homeless, abandoned and vulnerable of all ages. Besides the hot meals, the Mission offers daily bag lunches, a low-cost daycare, a summer camp for children and youth, free good-quality clothing, groceries, shower and laundry facilities for the homeless, an overnight program, shelter, an after-school program for children and youth, and friendly visitations and retreats.

For more information on group volunteering, visit [www.scottmission.com/get-involved-2/volunteer/group-volunteering-2/](http://www.scottmission.com/get-involved-2/volunteer/group-volunteering-2/); e-mail Alexandra Gilman at [agilman@scottmission.com](mailto:agilman@scottmission.com); or call her at 416-923-8872, ext. 242.

To donate, visit [www.scottmission.com/donate/](http://www.scottmission.com/donate/).





## Delivering more than shipments

ADDING GRAY MATTER TO WHAT MATTERS.

That's the core ideology of **ONE For Freight**. "We aren't your typical traditional transportation provider," proclaims the company's website.

"Our strategy is based on a circular concept, unlike most other 'perpendicular' styles of transportation management," explains David Carruth, founder and CEO. Picture a roundabout in which traffic enters, commingles with other traffic in the circle, and then exits. That's the idea behind ONE For Freight's "Transportation Solutions Roundabout" (TSR). "The TSR is a circular intersection, or conduit, which allows for the flow of freight traffic to enter through multiple conveyances and from multiple directions to be commingled and a solution created for the exit of the freight traffic from the TSR in an expeditious and profitable manner," says Carruth.

Although ONE For Freight is an asset-based trucking company at heart, it puts the needs of its clients ahead of the deployment of its trucks. "Our core belief is to service the client to the commitment made at the time of the shipment being scheduled," says Carruth. "If we put our asset fleet first, we would be in conflict with that belief." Rather, the company uses a mix of owned assets and strong partnerships across North America to create efficiencies and meet customer needs.

ONE For Freight evolved from Ontario New England Express, which Carruth purchased in 2005 after selling his home delivery business to Grocery Gateway. Over the past 14 years, the company has transitioned from a regional transactional LTL-based trucking company to a freight-management-style, solutions-based company, still with an LTL focus. Its 21 company drivers and 21 owner-operators (both singles and teams) are augmented by 45 office staff, including Carruth's daughter, Stephanie Carruth, who joined the company five years ago upon finishing her master's degree. "Up until about six months ago, I was the Human Resources

Coach, but I have transitioned into a role focused on research and development, where my strengths can drive value to the company's bottom line," she says.

While many executives would cite driver shortage, rising fuel and OEM costs, or perhaps the grooming of next-generation transportation professionals as the greatest challenges facing the industry, Carruth, who is also chairman of the Ontario Trucking Association, names the unlevel playing field that has been perpetuated over the past several years. "There is a rift in our industry, which is continuing to widen, between safe, compliant carriers and ones who cheat the system and the general public by adopting and using tactics such as a 'Driver Inc.' model to compensate professional drivers," he says. "This is a tactic used solely to lessen a company's tax burden." These same companies, he adds, manipulate hours of service, placing an undue burden on drivers to work longer hours and putting the public at risk. "In order to address these challenges, we need the continuing support of the government and enforcement of the laws already

in place," urges Carruth. "We need to 'strengthen' the barriers of entry into the industry, standardize MELT (mandatory entry-level training) across the country, and even potentially recognize truck drivers as a professional trade."

ONE For Freight's relationship with Trailcon Leasing goes back to Carruth's days in Direct Home Delivery, when the company became Mike Krell's first customer after Krell joined the Trailcon team. When Carruth purchased ONE For Freight, "it was an easy decision to bring the service Trailcon provides to service our needs here," he says. "Together, the team at Trailcon and ONE For Freight have built a two-way service partnership. A relationship that lasts for 20-plus years takes collaboration and an understanding of value. With Trailcon, we have a provider that puts our needs first."

And that's something that ONE For Freight knows all about.



David Carruth



# The promise of BLOCKCHAIN

It's a buzzword that has been bandied about in the trucking industry for the past few years, but can blockchain deliver?

Turns out, it already has. On October 24, 2018, **dexFreight**, a decentralized logistics platform, completed the first trucking shipment using blockchain and a smart contract. Arel Trucking Inc. hauled a 5,320-lb. frozen food shipment from Preferred Freezer Services in Medley, Fla., to Manny's Enterprises, Inc., Sunrise, Fla. "dexFreight solves the issue of false documentation by making our transactions with shippers completely transparent, and so we can get paid for the service we provided," said Robert Julia, CFO of Arel Trucking. "This technology is the way of the future for the whole trucking industry."

But that pilot was just a one-off, involving a run of only 30 miles down a main highway, so not quite a ringing endorsement of the concept.

Still, the technology shows promise.

In a nutshell, blockchain offers an open platform for participants to share documents and streamline payment transactions. While blocks of information can be added, none of the interconnected pieces can be changed or deleted. In other words, it's a continuous chain of individual transactions, or "blocks." Cryptography ensures that network participants see only the parts

of the ledger that are relevant to them, and that transactions are secure, authenticated and verifiable.

Canadian transportation technology company IAAC Instruments creates a scenario to describe the impact of blockchain on trucking.

- ❶ Carriers and original equipment manufacturers connect trucks to a permissioned blockchain network.
- ❷ Carriers solicit freight from third-party logistics (3PL) providers and shippers connected to the blockchain network.
- ❸ Once the carrier has a truck available, the network matches up the shipper's load

based on the electronic logging device that provides the driver's available hours of service.

- ❹ A reference price is used to determine how much the shipper will pay for the shipment.
- ❺ A smart contract listing the price, fuel, and incidental costs is generated and sent to the carrier.
- ❻ The carrier accepts the contract terms. The truck takes the road.
- ❼ Thanks to the blockchain and transactions, the shipper can track every event related to the shipment.
- ❽ Once the load is delivered, proof of delivery is provided. The invoice is sent, and the bank pays the carrier immediately.

While most pundits believe blockchain for trucking is imminent, opinions vary on the timing. According to a September 2018 article titled "Why Blockchain for Trucking is Still 10 Years Away from Relevance," published on Canadian Shipper.com, trucking companies have more fundamental problems to solve first, such as: How do I hire and retain drivers? Where are my trucks? Are my trucks running at full capacity? What is my profitability? Investing in blockchain requires trucking companies to dedicate limited resources, including key staff, new vendors, training programs and executive buy-in, says the article. "Right now, blockchain does not offer enough promise."

Blockchain may be still in its infancy, but it's only a matter of time until it reaches critical mass.

## BITA: creating common standards

Testament to the potential of blockchain in transportation is the **Blockchain in Transport Alliance (BITA)**. Founded in 2017, BITA has since grown into the largest commercial blockchain alliance in the world with nearly 500 members – primarily from the freight, transportation, and logistics industries – in more than 25 countries. Members share a common mission of driving the technology forward, by developing industry standards and educating members and others on blockchain applications/solutions.

CN and Canadian Pacific are among the organization's Canadian members, having joined BITA to support the creation of universal blockchain standards that allow for interoperability among all participants in the global supply chain.





Admiring the breathtaking views in Revelstoke, B.C.



## Trail Rider



Katie Erb

**Katie Erb**, account manager at **The Erb Group of Companies**, is proof that women are every bit as attached to their “toys” as men are.

Erb’s passion is snowmobiling, which she says she has been doing “for as long as I can remember.” Her dad, Wendell, president and CEO of The Erb Group of Companies, always had snowmobiles, “and we grew up snowmobiling as a family in the winter.”

Although she cut her teeth riding Polaris “hand-me-down” snowmobiles from her dad, Erb now owns a 2017 Ski-Doo Summit X mountain sled. “I’ve taken it to B.C. to ride the mountains and the backcountry in Northern Ontario.” Since 2016, Erb has written a blog for Ontario Tourism focusing on Northern Ontario Travel winter power sports. This, she says, allows her access to various demo snowmobiles for different sponsored rides. “It’s a great opportunity to ride different manufacturer snowmobiles and see how they handle trails and backcountry.”

One of her favourite places to ride is Horwood Lake Lodge outside of Timmins, Ont., an off-grid paradise that boasts miles of private trails and backcountry terrain to explore. Guests have a choice of staying in a lodge cottage or a tipi. “I chose the tipi and it was an amazing experience,” says Erb. While she loves the views and terrain in the Rocky Mountains, “anywhere in Northern Ontario is great,” she enthuses. “The snowmobile hospitality by locals is outstanding.” Ontario has over 30,000 kilometres of interconnected trails – one of the longest networks of recreational trails in the world. They are maintained by the Ontario Federation of Snowmobile Clubs, a volunteer-led not-for-profit funded by users’ purchase of annual trail permits.

Erb spends most weekends from the end of January to mid-March snowmobiling, when the conditions are best. In the off season, she trades in her snowmobile for a kayak at the cottage, and a pair of sneakers – “I’m an avid runner,” she explains.

She urges would-be snowmobilers to rent a snowmobile and equipment at one of many great places, like Haliburton Forest, which has “miles of private trails and lake crossing to cover,” says Erb. “Try it out!”

Visit Katie Erb’s blog at [www.northernontario.travel/author/katie-erb](http://www.northernontario.travel/author/katie-erb).



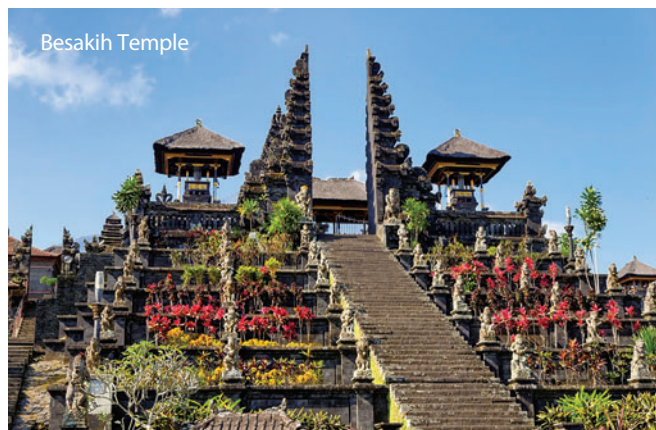
# Exploring the Bounties of



By Christian Sonnenberg



Mount Batur



Besakih Temple

This past May, my wife Norina and I decided to celebrate our 20th wedding anniversary with a trip to Bali. It was our first vacation without our children, so we took plenty of time to enjoy all that Bali had to offer.

The island of Bali is a province of Indonesia and its main tourist destination. Covering an impressive 2,200 square miles, it boasts both black and white sand beaches.

We arrived May 25 at the Patra Bali Resort & Villas, Kuta, where we stayed for the majority of our vacation. With the weather being as perfect as it gets (averaging 28°C to 33°C and sunny, with very little rain), we took advantage by enjoying several excursions. Our most memorable adventures included hiking up the active volcano Mount Batur to watch the sunrise (this is a good physical challenge, as it involves a two-hour early morning hike!). Bali is actively volcanic – Mounts Agung and Batur are the two towering peaks of the island, and both are far from dormant. Gunung Agung, as it's locally known, last erupted in 1963, killing approximately 1,500 people. Batur, meanwhile, last erupted in 2000, shooting ash into the air but harming no one.

We spent some of our time touring several Hindu temples (Besakih Temple, known as the “Mother Temple,” is over 1,000 years old, and is on the slopes of Mount Agung). The temples are fascinating; we learned so much about the Balinese culture, and highly recommend taking the time to do this. Keep in mind that you will need to wear long pants or a traditional Sarong when you are visiting certain temples, as well as a shirt/wrap that covers the shoulders. We did a sunset tour of the Tanah Lot temple, which is perched on a rock formation in the ocean, and did some snorkeling in Blue Lagoon beach. This beach is referred to as a submerged paradise and is great for snorkeling, fishing and suntanning! Bali is known as the “coral triangle,” sitting right in the middle of the world’s richest waters for corals and considered the “Amazon of the Seas” for its marine biodiversity.

If you’re into cooking good food and not just eating it, I highly recommend taking a Balinese cooking class – we did one with Chef Bagus and couldn’t wait to cook these delicious meals back at home. Speaking of food, most of the meals are a mix of Chinese/Indian fusion, with the occasional Western influence. Nasi Goreng is a





Norina and Christian Sonnenberg on a sunrise hike up Mount Batur volcano.



traditional Indonesian dish – stir-fried rice with meat and vegetables. Sate (satay) Lilit, skewers of either chicken, beef, pork, or fish – Balinese style, is minced and mixed with coconut and lemongrass, often served on a small charcoal grill at the table. The stone-fired pizza and pasta dishes at the Patra Bali were better than those at many of the restaurants we’ve visited in the GTA. There are lots of familiar, inexpensive options too for those who are less adventurous when it comes to food. Be sure to drink and use only bottled water during your stay – the tap water is unfortunately not very belly friendly!

Whatever you do, make sure you don’t miss visiting the local markets, not just the tourist ones. We felt very safe walking around the towns and markets; the people were friendly and accepting of everyone. Night markets in Bali also offer a unique shopping and dining experience after dark – you can discover favorite local snacks and learn about traditional household items and their uses. Some of these markets seemingly never cease to operate, serving as morning markets during the day. The Kuta Art Market, which sells traditional souvenir-type items, is worth a visit – be sure to put your bargaining skills to the test here!

If you are looking for more nightlife, bars, a faster pace, and great beaches, Kuta is the place to be. It is very popular with Australian surfing tourists. But if you want to kick up your feet and relax, head to Ubud – touted for being among Bali’s most famous landscapes, and also known to be “vegan heaven” – vegetarian, vegan and raw food cafes and restaurants abound, with an emphasis on locally grown organic fruits and vegetables.

We found it very easy to book excursions in Bali through local guides (you pay in USD), so don’t stress if you don’t have anything booked before you travel. We used our 12-day stay/flight plus five excursions through a Wingbuddy agent, and booked four additional days directly online via Hotel.com. We also decided to purchase a sim card at the airport upon arrival – 18G of data and unlimited talk/messaging for \$20 – you can’t beat that! We used an app-based taxi service (similar to Uber) called Go Jek – it was extremely affordable; most rides were only \$2 to \$3 for 15 to 20 minutes.

The best months to travel are from April through to June, and September. There are only two seasons: wet and dry.

Whatever you may be looking for in a vacation, Bali has something for everyone. We couldn’t have asked for more.

— Christian Sonnenberg is Fleet Manager at ATS Healthcare.



Patra Bali Resort pool



Tanah Lot Temple





Trailcon Leasing's state-of-the-art facility in Calgary.

# Trailcon moves into new CALGARY FACILITY

**Trailcon Leasing Inc.** marked yet another milestone in its illustrious history when it moved into its newly built facility in Calgary in early July.

The state-of-the-art facility measures 20,000 square feet, with another 5,000 square feet available for future expansion. It features eight trailer bays, with space for an additional three. A large fenced-in yard, secured by truck gates, has the capacity to accommodate approximately 120 trailers.

Branch manager **Nick Reid** notes that “this new facility will enhance our service to customers, as well as provide drivers and technicians with a more comfortable environment.”

The Calgary building is identical to a facility that opened in Edmonton in January of this year.

“This marks the opening of our third facility in less than a year, including our move to a new location in Cornwall, Ontario, in March,” says Trailcon Leasing president Jerry Brown. “These expanded, modern facilities will allow Trailcon Leasing to accommodate its growing customer base for years to come, while allowing staff to maintain our exceptional standard of service.”

The new Calgary facility replaces the original one, established in 2012.



Nick Reid

## CTA commends final ELD rule

The Canadian Trucking Alliance (CTA) says the final electronic logging device (ELD) rule, announced in June, “will catapult Canada ahead of the U.S. in terms of highway safety and compliance.”

The announcement finalizing the rule delivers on the Council of Transportation Ministers’ and First Ministers’ commitment to the industry that a mandatory, made-in-Canada ELD regulation would be introduced nationally as soon as possible. In fact, the timeframe for implementation was accelerated from four years to two.

The final rule requires all drivers who must maintain a logbook to operate a third-party-certified ELD in Canada by June 2021. Third-party certification – which ensures that the device is tamperproof – was not included in the U.S. rule, but was something for which the Canadian trucking industry lobbied.

“Third-party certification of ELDs is critical for hours of service compliance and fatigue management, as the technology behind ELD devices is key to ensuring drivers and companies follow their work–rest cycles,” says Stephen Laskowski, president,

CTA. “As we learned from the previous era of paper logbooks, the non-compliant segment of our industry, while a minority, has a history of finding workarounds of the rules. We must ensure there are no gaps or opportunities to manipulate the technology and that compliance is the only option.”

Recently, the CTA wrote to all the provincial transportation ministers, urging them to adopt the federal rules mandating ELDs. While the rules announced by Transport Canada cover federally regulated carriers, CTA is calling on all jurisdictions in Canada to have in place ELD regulations for provincially regulated carriers, thereby applying ELD requirements nationally for both provincially and federally regulated carriers whose drivers are required to maintain a logbook.

## Initiatives underway to recruit truck drivers



In an effort to alleviate the chronic shortage of truck drivers, Trucking HR Canada, with support from Indigenous Services Canada, has announced a new project focused on indigenous youth. As the fastest-growing demographic in the country, indigenous youth are largely under-represented across all occupations within the trucking and logistics industry.

The project will provide an array of resource materials geared towards better serving the needs of this demographic. In partnership with Carcross/Tagish First Nations, a workshop will also be held next year to showcase these resources and tools in the Yukon.

Trucking HR Canada has also launched an initiative to pilot job placements for people with disabilities, another under-represented group. The program will include wage subsidies for employers, and a coaching and mentoring resource for employers designed to support the onboarding and retention of persons with disabilities.

Meanwhile, the federal government has selected 11 rural and northern communities – five in Ontario, two in Manitoba, one in Saskatchewan, one in Alberta and two in British Columbia – as part of its new Rural and Northern Immigration Pilot, which invites newcomers to make these com-



munities their new home. The Canadian Trucking Alliance (CTA) had lobbied for the inclusion of commercial vehicle drivers in the program, and was pleased to see that occupation as part of it. The pilot will help attract people who are needed to drive economic growth in these communities.

The government began working with the communities in the summer to help them identify candidates for permanent residence this fall. The first newcomers under the pilot are expected to arrive in 2020. "It is our hope that this program's success will evolve a permanent program, which will allow all qualifying Canadian fleets, regardless of location, to attract truck drivers from overseas to become Canadian citizens employed in the trucking industry," says Jonathan Blackham, CTA director, policy and public affairs.

According to Trucking HR Canada, the country currently has more than 20,000 unfilled truck driver positions, more than double the number of vacant driver positions in 2016.

## Acquisitions aplenty



A roundup of the recent transactions.

■ **Jardine Transport Group**, Dartmouth, N.S., has acquired **Gil Trucking**, an open-deck long-haul trucking company based in Saint Jacques, N.B. With this latest acquisition, Jardine more than doubles its fleet of power units to 150, making it the fastest-growing truckload carrier in Atlantic Canada, servicing customers in Canada and the U.S.

■ **Day & Ross**, Hartland, N.B., has purchased **A&S Kinard and Buckler Transport**, a dedicated truckload and specialized services provider based in York, Penn. The acquisition further expands the operational footprint for Day & Ross Dedicated in the U.S., building on its 2017 acquisition of REI Logistics & Korten Quality Systems, Ltd. in Michigan.

■ **Mullen Group Ltd.**, Okotoks, Alta., now owns **Argus Carriers Ltd.** and **Inter-Urban Delivery Service Ltd.**, both of which provide transportation and logistics services in the Lower Mainland of Vancouver, B.C. Argus operates a fleet of 57 trucks and 46 trailers, providing general freight services from four B.C. operating terminals, while

Inter-Urban has 43 trucks and 26 trailers focusing on critical same-day delivery service for the health-care sector.

■ **TRANSTEX LLC**, Montreal, a manufacturer of aerodynamic solutions and fleet safety technology for commercial vehicles, has acquired the TopKit and LeadEdge Top Fairing assets from SmartTruck, a precision aerodynamics company based in Greenville, S.C.

■ **CN** is expanding its North American rail intermodal supply chain services with the acquisition of the intermodal division of Alberta-based **H&R Transport**. The railway has a longstanding relationship with H&R Transport.

■ **Manitoulin Transport**, Toronto, has purchased **Trident Freight Logistics Inc.** of Surrey, B.C., marking the company's first acquisition in that province. With the purchase, Manitoulin's logistics division expands to five operations centres across Canada. Trident specializes in long-haul moves within Canada and the U.S.

■ **The FBI Group** is now the owner of **Lucas Freight Management**, a non-asset-based

provider of cross-border transportation management services for manufacturers, retailers and a wide range of distribution businesses. Lucas Freight Management, including founder and president Ted Lucas, will shift operations from Goderich, Ont., to FBI's headquarters in Vaughan, Ont.

■ **Bison Transport** has acquired all the assets of the container-on-flat-car intermodal operations of **Celadon Group, Inc.**, Indianapolis, Ind. The purchase enhances Bison's ability to support cross-border shippers in Canada, the U.S. and Mexico. This latest purchase comes on the heels of the acquisition of **H.O. Wolding Inc.**, a 320-truck dry van fleet with truckload operations in the U.S. Midwest, northeast and southeast regions.

■ Australian investment bank Macquarie Group Ltd. is selling the **Halterm Container Terminal** in the Port of Halifax to **PSA International Pte Ltd.**, a Singapore-based port operator. PSA reportedly beat out several bids for Halterm, including a joint bid by Canadian National Railway Co. and a partner.

## Premiers committed to national MELT ADOPTION

Trucking issues were high on the agenda when Canada's premiers met this summer.

The premiers are committed to adopting a national **minimum entry-level training** (MELT) standard by 2021. They also announced that the provinces are exploring online programming options for the in-class portion of commercial driver training, with the goal of making training more accessible to those seeking to obtain a class 1 commercial license.

Citing the Humboldt Broncos bus crash last year, the premiers reiterated their pledge to support the trucking industry in "taking a more urgent look at the state of road and commercial vehicle safety in this country and how it can be improved to help prevent future collisions."

Previously, the Canadian Trucking Alliance (CTA) had also recommended that education and training to combat distracted driving be part of the national MELT standard. The government responded by releasing a request for proposal that would see the development of a commercial driver distracted driving training module that could be used by all provinces for inclusion in their local MELT standards.

"Distracted driving is a growing problem on our roadways, and risks the safety of every type of driver," said CTA president Stephen Laskowski. "CTA is applauding Minister Garneau and Transport Canada for taking action on this important issue."



## Truckers transport RESCUE ANIMALS

There are many heroes in the trucking industry, and truck driver **Josh Aldrich** is one of them. The founder of “**Fur the Haul of It Critter Courier**,” Aldrich, of Cranbrook, B.C., voluntarily transports rescue animals to their foster or “forever” homes across British Columbia to Southern Alberta.

Besides dogs and cats, baby elk and deer, skunks, osprey, raptors and even a marmot have ridden shotgun in his truck. Aldrich told CBC his favourite passenger was a fawn he was transporting on a day his truck was acting up. Every time he stepped out to check his rig, the fawn would cry for him to come back.

Aldrich hopes to recruit many more trucker volunteers across Canada, and notes that drivers are provided with carriers and food for the animals.

Retired trucker **Margaret Foster Hyde** of Thunder Bay, Ont., is on a similar mission. Foster Hyde, who is the founder of “**Furry Hobos 'N Highway Heroes**,” pairs dogs – and now cats – in need with long-distance truckers. Since the organization’s inception in 2013, Foster Hyde estimates the team has transported about 400 dogs across Canada and the U.S., sometimes with multiple changeovers en route, according to *Reader’s Digest Canada*. Foster Hyde currently partners with more than 20 truckers and, like Aldrich, is always looking for more volunteers willing to share their space with a furry or feathered creature in need.

For more information, or to get involved, visit each group on Facebook.

## Looking for “inspo?” Check the dictionary

“I had a dream that I was a muffler last night. I woke up exhausted!”

That’s what’s known as a “dad joke,” a corny joke typically told by fathers, with a punchline that is often an obvious or predictable play on words. It’s just one of the 533 new words or terms that Merriam-Webster dictionary has added in its latest batch of updates.

Here are a few more.

■ **Abbreviations** – **Inspo**: short for “inspiration”; **Vacay**: short for “vacation”; **Sesh**: short

for “session.” (Do people really talk like this?)

■ **Pop culture** – **Coulrophobia**: abnormal fear of clowns. (Pennywise, anyone?)

■ **Business and Finance** – **Pain point**: a persistent or recurring problem (as with a product or service) that frequently inconveniences or annoys customers.

■ **Race and identity** – **Colourism**: prejudice or discrimination especially within a racial or ethnic group favouring people with lighter skin over those with darker skin.

■ **Games and Sports** – **Escape room**: a game in which participants confined to a room or other enclosed setting are given a set amount of time to find a way to escape.

## Not-so-famous Canadian inventions

While many of us are aware that Canadians invented insulin, basketball, IMAX, and, of course, the telephone (albeit by a Scottish immigrant who also spent time in the U.S.), we may not know about these lesser-known innovations.

■ The **paint roller** was invented around 1940 in Toronto by Norman Breaky, but he died before being able to patent his invention and profit from it.

■ The **garbage bag** was invented by Harry Wasylyk and Larry Hansen in Winnipeg in 1950. The green polyethylene garbage bag they invented was bought by Union Carbide, who sold the bags under the name Glad.

■ The **pager** was invented by Alfred J. Gross, a Toronto-based wireless communications pioneer, in 1949.

■ Although popular culture would have some believe otherwise, **peanut butter** wasn’t invented by American botanist George Washington Carver. Rather, it was created in 1884 by Canadian pharmacist Marcellus Gilmore Edson, who likened the consistency of his product to that of butter, lard or ointment.

■ The first **road lines** in the world were painted on a stretch of highway between Ontario and Quebec in 1930, having been invented by Ontario department of transport engineer John D. Millar.

Source: CBC

## FIRST TRAFFIC VIOLATION

**1899:** Taxi driver Jacob German was pulled over and arrested by a police officer riding a bicycle for speeding down Manhattan’s Lexington Avenue at 12 mph at a time when the speed limit was 8 mph. It was the first recorded speeding arrest in U.S. history. German was actually way ahead of his time; he was driving an **electric** car!

— Source: Green Car Reports —



## Drones deliver drugs – and more

This summer saw the first delivery of prescription drugs by drone in Canada.

The drone travelled six kilometres in 11 minutes over the Pacific Ocean, from London Drugs in Duncan, B.C., to Country Grocer and the home of a patient on remote Salt Spring Island, B.C. The trial, a partnership of Canada Post and InDro Robotics, was the first ever Beyond Visual Line of Sight (BVLOS) flight.

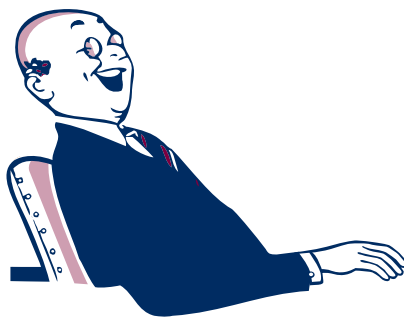
On another front, Drone Delivery Canada completed a pilot with Peel Region Paramedics to compare delivery of an automated external defibrillator (AED) via drone versus a traditional ambulance. Several mock 911 calls were executed, and an ambulance was dispatched from the EMS headquarters in Brampton, Ont. At the same time, a remotely controlled drone carrying an AED took to the skies from a nearby industrial park. In all cases, the drone arrived on average three to four minutes ahead of the traditional first-responder vehicles.

## Can my mom sit in on my interview?

That whirring sound that managers may hear during the hiring process is caused by helicopter parents hovering nearby – or even right in the office! Staffing firm OfficeTeam asked managers to recount the most unusual behaviour they've seen from helicopter parents of job seekers.

A few of their responses:

- “The candidate opened his laptop and had his mother Skype in for the interview.”
- “One parent asked if she could do the interview for her child because he had somewhere else to be.”
- “A father asked us to pay his son a higher salary.”
- “One mom knocked on the office door during an interview and asked if she could sit in.”
- “Parents have arrived with their child's resume and tried to convince us to hire him or her.”
- “A job seeker was texting his parent the questions I was asking during the interview and waiting for a response.”
- “Once, a father called us pretending he was from the candidate's previous company and offered praise for his son.”
- “A father started filling out a job application on behalf of his kid.”



# FRANK SAYS

In his usual bull-headed fashion, Frank came bursting into my office brandishing yet another sheaf of papers.

And as usual, the object of his wrath was the airlines. But this time, his target wasn't Air Canada, his favourite whipping boy. It was Swoop Airline, the budget arm of WestJet.

Turns out, Swoop had cancelled a flight from Kelowna to Winnipeg. “Well, that happens,” I said philosophically.

“But wait till you hear the rest!” chortled Frank. “A group of friends was due to fly back on a Monday. When Swoop cancelled the flight, it promised them a charter flight for Wednesday. Then these people started getting texts from Swoop to let them know that their flight had been rescheduled. For some of them, it was for seven days later, some nine, and some, 11! Could you imagine,” he sputtered, “telling them at work that you would be back 11 days late? The gall of the airline to think that even TWO days is acceptable, let alone 11! Some of the passengers ended up paying \$750 to re-book on WestJet, WHICH OWNS SWOOP!” he snorted in disbelief. “Why wouldn't the company have just re-booked them on WestJet as a goodwill gesture?”

“So much for that useless air passenger bill of rights,” Frank said bitterly, pointing to an article saying that the four major Canadian airlines had already been hit with a bunch of fines – albeit costing them a mere pittance – for non-compliance just two months after the bill had gone into effect. With the second phase of the so-called bill of rights due to come in in December, several carriers are trying to get the rules axed, saying the bill of rights “violates international standards and should be rendered invalid,” Frank read mockingly.

“I'll tell you what violates MY standards,” he said, as he warmed to his punchline.



## As Frank says:

“In the case of the airlines, two wrongs DO make a right.”



## Truck technicians got game

**Design Interactive Inc.**, a provider of augmented and virtual reality-based fleet maintenance training solutions for the transportation industry, is making a game of the Technology & Maintenance Council's (TMC) National Technician Skills Competition, TMC SuperTech. A mobile augmented reality (AR) game, to be exact.

TMC is the technical council of American Trucking Associations.

The gamified TMC SuperTech skills challenge uses AR technology to project a fictional city with a fleet of moving trucks. As the vehicles need service, they are brought into a virtual garage where the game will ask users playing the role of a technician to execute tasks inspired by TMC SuperTech events. Points are awarded for the time in which trucks are repaired.

"We made the decision to create this game with Design Interactive for two primary reasons," says Robert Braswell, TMC's executive director. "To promote awareness of the vocation among middle and high school students who make up the next generation of vehicle maintenance personnel, and to help technicians prepare for the TMC SuperTech competition by providing a hands-on training experience for the skills challenges."

Game on!

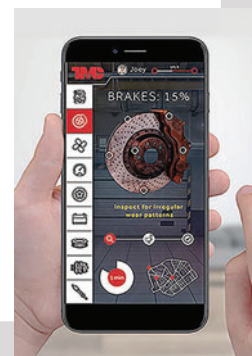


Photo: Design Interactive

## TRACKING *THE* TRENDS

Keeping on top of the latest trends in **social media marketing** is no easy task.

Every aspect of digital marketing requires you to be constantly up to date, and social media marketing is no exception, says Pavel Demidchick, customer success manager at Awario, a web search mechanism for businesses.

"To know what's happening in social marketing and what's about to happen, you need data that answers questions such as: Which tactics are used the most? Which tactics are being planned? Which tools are being developed?"

Here are a few of the hottest trends. →



### Social selling

*A way for sales teams to use social media to connect with prospects and provide them with value.*

- 40%** of organizations are planning to adopt or have already adopted social selling.
- 53%** of salespeople want help in understanding social selling better.

### Social listening

*Tracking, analyzing, and responding to conversations about your brand and industry online.*

- 90%** of social media users reach out to brands or retailers.
- 78%** of people complaining to brands via Twitter expect a response in an hour.

### Ephemeral content

*Temporary content that takes advantage of the fear of missing out (FOMO) and is designed to elicit an immediate response from the user.*

- 64%** of respondents have either implemented Instagram Stories into their social strategy or plan to do so.

### Influencer marketing

*A form of social media marketing involving endorsements and product placements from people and organizations who possess an expert level of knowledge and/or social influence in their respective fields.*

- 45%** of organizations are planning to adopt or have adopted influencer marketing.
- 82%** of consumers are highly likely to follow a recommendation made by a micro-influencer (someone with a deep connection to a specific niche audience).

— Source: Awario research —

### Social advertising

*Advertising that relies on social information or networks in generating, targeting, and delivering marketing communications.*

- 78%** of respondents have either invested in social advertising or plan to do so in the next 12 months.
- 25%** of Facebook pages now use paid media.



# 2019

## November 6-7

### 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

### TTA Christmas Dinner Dance

The Old Mill, Toronto

**Contact:** Toronto Trucking Association

**Telephone:** 416-248-6211

**E-mail:** connie@torontotrucking.org

**Web:** www.torontotrucking.org

## December 5

### BCTA Christmas party

Sheraton Vancouver Guildford Hotel, Surrey, B.C.

**Contact:** British Columbia Trucking Association

**Telephone:** 604-888-5319

**E-mail:** bcta@bc Trucking.com

**Web:** www.bc Trucking.com

## December 5

### TTC Annual Dinner

Metro Toronto Convention Centre

**Contact:** Toronto Transportation Club

**Telephone:** 416-886-5450

**E-mail:** ed@torontotransportationclub.com

**Web:** www.torontotransportationclub.com

# 2020

## January 27-31

### 2020 COHMED Conference

(Co-operative Hazardous Materials Enforcement Development)

Omni Louisville Hotel, Louisville, Ky.

**Contact:** Commercial Vehicle Safety Alliance

**Telephone:** 301-830-6143

**E-mail:** cvsahq@cvsa.org

**Web:** www.cvsahq.org

## February 4-6

### 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 7-June 6

### Masters Certificate in Supply Chain and Logistics Management

(14 in-class days)

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 9-16

### TTA Convention 2020

Sanctuary Cap Cana Resort, Punta Cana,

Dominican Republic

**Contact:** Toronto Trucking Association

**Telephone:** 416-248-6211

**E-mail:** connie@torontotrucking.org

**Web:** www.torontotrucking.org

## March 1-3

### 82nd TCA Annual Convention

Kissimmee, Fla.

**Contact:** Truckload Carriers Association

**Telephone:** 703-838-1950

**E-mail:** tcameetings@truckload.org

**Web:** www.truckload.org

## March 15-17

### 2020 IWLA Convention & Expo

Paradise Point Resort and Spa, San Diego, Calif.

**Contact:** International Warehouse

Logistics Association

**Telephone:** 847-813-4699

**E-mail:** mail@iwla.com

**Web:** www.iwla.com

## April 16-18

### AMTA 82nd Annual Leadership Conference and AGM

Rimrock Resort Hotel, Banff, Alta.

**Contact:** Alberta Motor Transport Association

**Telephone:** 403-214-3431; 1-800-267-1003

**E-mail:** info@amta.ca

**Web:** www.amta.ca

## April 16-18

### Truck World

International Centre, Mississauga, Ont.

**Contact:** Thierry Quagliata, Show Manager

**Telephone:** 416-510-5235

**E-mail:** thierry@truckworld.ca

**Web:** www.truckworld.ca

## April 17

### Truck World Fleet Summit

(8:00 a.m. to noon during Truck World)

International Centre, Mississauga, Ontario

**Contact:** Sim Frayne, Conference Manager

**Telephone:** 416-510-6867

**E-mail:** sim@newcom.ca

**Web:** www.trucks Summit.ca

## April 19-23

### 2020 CVSA Workshop

Hyatt Regency San Antonio, San Antonio, Texas

**Contact:** Commercial Vehicle Safety Alliance

**Telephone:** 301-830-6143

**E-mail:** cvsahq@cvsa.org

**Web:** www.cvsahq.org

## May 3-6

### WERC 43rd Annual Conference

Providence, R.I.

**Contact:** Warehousing Education and

Research Council

**Telephone:** 630-990-0001

**E-mail:** wercoffice@werc.org

**Web:** www.werc.org

## May 24-27

### CTRF 55th Annual Conference

DoubleTree by Hilton, Montreal

**Contact:** Canadian Transportation Research Forum

**Telephone:** 519-421-9701

**E-mail:** cawoudsma@ctrf.ca

**Web:** www.ctrf.ca

## June 1-3

### 2020 CCMTA Annual Meeting

Charlottetown, P.E.I.

**Contact:** Canadian Council of Motor

Transport Administrators

**Telephone:** 613-736-1003

**E-mail:** info@ccmta.ca

**Web:** www.ccmta.ca

## June 10-12

### PMTCC AGM and Conference

Sheraton on the Falls, Niagara Falls, Ont.

**Contact:** Private Motor Truck Council of Canada

**Telephone:** 905-827-0587

**E-mail:** info@pmtc.ca

**Web:** www.pmtc.ca



# YOU CALL FOR SUPPORT. YOU GET SUPPORT.

In the middle of nowhere or the middle of the night.  
We're here to help.

**SORRY FOR RAMBLING.**

Go to [trailcon.com](http://trailcon.com) or call 855. ROAD. RPR



**TRAILCON**  
LEASING INC.

