

THE TRANSREP Newsletter



Fresh Solutions for the Transportation Industry

A Monthly Newsletter

August 2012 - Volume 1 - Issue 2

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Inside Transrep

By Ray Haight
Transrep Partner

Hello Folks

We have been busy here at Transrep and have recently received great news on a couple of our customers and their products, including the affirmation from both Detroit Diesel and Cummins Inc. that they have approved Revolution Oil for their products. These endorsements along with the Volvo endorsement received some time ago position the product for a full blown roll out. We are awaiting International's endorsement letter and expect to receive it shortly. Complete details can be found at <http://www.greensaver300.com/oem.html>

We are also quite pleased to see the excellent coverage that Manheim Heavy

Truck Auctions received in the August issue of Truck News. The article called Going once, Going twice is sure to give us great exposure to the Owner Operator market and the industry as a whole. <http://www.trucknews.com/news/going-once-going-twice-manheim-refocuses-on-heavy-truck-auctions/1001491398/>

In the meantime we continue to work on our Behavioral Modeling tool for hiring drivers; this product will be nestled into an entirely new paradigm on how to hire drivers and owner operators. If you're still hiring the old fashioned way you will get what you have always got. There is a new parallel way to get to the younger generation and we are close to having the tools you will need to get generation X and Y into your company. Were in a transitional stage in this industry when the 50 plus drivers are getting harder to get and the younger folks do not respond in the same way to the old fashion, tried

and tested ways of recruiting, Stay Tuned!
All this combined with our consulting service and employment placement service means that we have plenty on our plate these days. This is an exciting time at Transrep and we appreciate your support.

Yours Truly and Safe Trucking
Ray



www.transrep.ca

The Goal is to Make the Industry a Better Place

By Kim Richardson
Transrep Partner

Over the past two years my business partner at TransRep, Ray Haight, and I have vetted plenty of products and services claiming to be the best, the most effective, the biggest savings, etc. We do this for a number of reasons. The model at TransRep is to represent the “best in class” - products and services that will supply a solid ROI to the companies we deal with and ensure value to the many people in our great industry with whom we’ve built relationships.

At TransRep we have seen an abundance of technology companies trying to carve their way into our industry tools, along with recruiting tools, administrative tools, compliance applications, fuel saving gadgets. It seems like every day there is something crossing the computer.

One of the companies which really caught our attention is Compli. Its headquarters are in Portland, Oregon with regional offices across the United States and with customers in both the USA and Canada. Currently Compli has over 1,700 client locations and their company manages over 225,000 employee personnel files. Compli’s web-based platform simplifies workforce and compliance management throughout the entire employment life cycle by automating the distribution and tracking of policies and forms, and our research has found that Compli offers everything in one place. Driver qualification files are maintained, shared and managed online and CSA integration launches workflow automatically, ensuring the required documentation is electronically pushed out to the right people at the right time.

We all know that recruiting and maintaining drivers is very important, and most important is the retention of these quality drivers. Another component to Compli is “Compli Recruit.” This tool provides the knowledge necessary to efficiently and cost effectively hire safe, honest and competent employees. This service will be big savings of time and money by consolidating recruit information.

If I were a recruiter I would look at it as my personal fully-integrated background and screening solution, making my work more effective and allowing for better time management. Compli Recruit eliminates many of the manual stops in the hiring process.



With all the demands on a recruiter this ease of operation makes perfect sense.

For Canadian trucking companies moving freight, the rules and regulations for doing business is mind boggling. Staying on the positive side of

FMCSA and managing CSA violations and compliance is critical to the success of any well-run trucking organization. It is important for safety managers and executive management to understand their overall CSA-related performance and identify emerging problems so they can be dealt with.

The American Trucking Association (ATA) has added Compli to its line of ATA business solutions – featured products for the trucking industry. I think this is a huge endorsement by one of the leading associations of our industry.

At day’s end it is the goal of TransRep to help make this industry a better place. Knowledge is power, information is key and managing your professional and personal time only makes you and your business better. It gives you a competitive edge. We at TransRep are interested in having some carriers test this service - no commitments, no fees - we just want you to try it to see if there is a fit. Our research tells us companies are really going to appreciate this software.

Summer is here, and fall is just around the corner. Make sure you take the time to enjoy your family and friends. Play safe out there, and if you are interested in learning more about Compli drop me a line at krichardson@transrep.ca



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Transrep's fresh solutions to the Transportation Industry



Transrep has burst onto the scene over the past couple of years supplying fresh solutions for the transportation industry. A brain child of Ray Haight and partner Kim Richardson, TransRep is dedicated to bringing quality products and services to the transportation industry through superior sales and marketing strategies.

Although the company is still relatively young, its concept has been in the making for quite a while. "I've got a longtime friend who ended up starting his own manufacturers' representative company in the plumbing industry," explained Haight. "I was somewhat aware of what a manufacturer rep was, and he was very successful at it, so since then I kind of had it in the back of my mind that this was something of a similar model that could be applied to the trucking industry.

"There are so many products and services that don't get the right light of day in the industry and don't get put in front of the right people. There are a lot of American products that don't get shown properly in Canada because of where they're serviced and vice versa. There are some very good Canadian products that don't get too far south of the border because companies don't have the contacts or they don't know how to go about getting into the US market. I have always thought that there is room for a company to act as

a facilitator to help these companies be successful, and hopefully enjoy a little bit of that success – which is how TransRep came to fruition."

With 75 years of combined experience, Haight and Richardson are both trucking industry journeymen. Haight began his career as an owner/operator, racking up one million accident-free miles. He then started his own carrier, Southwestern Express, which he ran for 16 years before it became part of MacKinnon Transport Inc., where Haight was President from 2000-2005. He has been the Chairman of the Truckload Carriers Association (TCA), Professional Truck Driver Institute (PTDI), and NATMI (North American Training and

Management Institute). He is also the winner of Lee Crittenden award for service and dedication to the PTDI.

they are superior to what is being offered elsewhere. We provide a real world, end-user assessment of the client's product or service within the industry and our

Richardson has been involved with the industry since 1980. In 1989, he and his wife Lisa founded Kim Richardson Transportation Specialists Inc., a transportation and heavy equipment training provider now in its 22nd year of operation. He is the co-founder of the Truck Training School

Association of Ontario (TTSAO) where he served as President from 1994-2000. He sits on the board of directors for the PTDI as well as the Ontario Trucking Association (OTA) Allied Trades Division.

Haight and Richardson also worked as co-chairmen on the Industry Committee Tractor-Trailer Commercial Driver Apprenticeship Ontario program. There's no question that the time these two have spent in the industry has played a large part in the early success of TransRep.

"From being in the industry for so long we've both obtained quite a network [of contacts], which is very beneficial," Haight stated. "The other advantage and privilege is that we've both been able to serve the industry in some non-profit roles including TTSAO, TCA, and OTA, which greatly expands the network of people, especially with the leadership roles that Kim and I have taken. The industry gives back typically what you put into it and we have both donated a lot of time through numerous endeavors." Richardson believes that over the years he and Haight have built a solid reputation within the industry which helps drive business.

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Transrep's fresh solutions for the Transportation Industry

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“At the end of the day, people do business with who they like and who they trust, and Ray and I have both worked hard at building that type of reputation.”

Years of experience combined with industry knowledge has permitted TransRep to create a model that allows them to assess whether a certain product or service is of value to the industry, and whether they would like to represent the company at hand “We only go to market with products and services that we feel bring value to to people,” says Haight. “We make sure we take the time vetting products to ensure feedback is a reflection of our 75 years of industry knowledge. From there we apply market analysis from a ‘behind the desk,’ carrier-purchasing perspective in order to evaluate the greatest opportunity for the customer.

“Once market analysis is completed we begin to utilize our established network throughout trade organizations, top companies and industry leaders to ensure that a sales

and marketing strategy is executed to fit the customer’s product, and for the more importantly, for the needs of their customer.” When asked what innovative products or services they are currently representing, Haight and Richardson were quick to refer to Revolution Oil and Manheim Auto Auctions. The relationship of TransRep and Revolution Oil has been ongoing for months and with the OEM letters now in place for all the major engine manufacturers, they are just about ready to go to market with them.

The men at TransRep see this as an exciting opportunity for the industry: “Basically, Revolution Oil is prepared to give trucking companies oil for free and in return the additional mileage that is gained through the engines is to be shared at 50 per cent with them. In the oil industry, with the mile per gallon game, there are lots of parlor tricks out there, but we believe this stuff is the real deal,” explained Haight.

When it comes to Manheim, Haight and Richardson see a wealth of value to the industry and the trucking companies who get involved with the auction.

“They are slowly becoming market leaders and their price points for all their services are 50 per cent of what the competition is. The facilities and the personnel at Manheim are just amazing. It’s a very viable option for both trucking companies and owner/

operators when it comes to trading equipment.”

On top of the years of experience and industry knowledge, Ray and Kim have worked together on numerous industry boards and projects and have built an excellent partnership which creates the services they offer under TransRep.

“We enjoy each other’s company, we trust each other, Kim knows I’ve got his back and I know he’s got my back. At this stage in both our careers we want to make money, but we also want to enjoy what we’re doing, and we definitely enjoy this,” Haight said.

“From a business perspective we are wired very differently. When we sit down with customers Ray will see things that I don’t see and vice versa, so when we go back and talk about the product or service that we may be representing, we have different ideas and opinions which lead to a very successful relationship,” added Richardson. “If we had the same thoughts with everything there would be no need for a partner. We play off each other’s strengths and weaknesses and that’s of great value for anyone who wants to hire a company like TransRep.”

For more information on TransRep visit the website at www.transrep.ca or call their offices at 905-541- 3319.

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Manheim Toronto - 8277 Lawson Road, Milton, ON

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(Go to Meeting Teleconference -Thursdays at 10am - Call 905-512 -0254 for more details)

Manheim Truck Auction - August 2, 2012 - www.manheim.com

Manheim Truck Auction - September 6, 2012 - www.manheim.com

Transrep Inc Newsletter

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