

THE TRANSREP Newsletter



Fresh Solutions for the Transportation Industry

A Monthly Newsletter

July 2013 - Volume 2 - Issue 7

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TRANSREP

People Will Not Forget How You Made Them Feel

By Kim Richardson

I often speak about my mentors and share what they have shared with me over the years. In my early years I took advice from my dear friend in Syracuse New York, Harry Kowalchyk Jr. I remember listening to him one day while we were at a meeting in Philadelphia talking about business relationships and building a strong customer base. "People will forget what you tell

them, people will forget what you did but people will never forget how you made them feel." How true is this statement? I often think how people make me feel especially on my way to a meeting and most often this helps set up in your mind how things are going to go when you meet them.

Making people feel good is good for you and it makes you feel good as well. Feeling good often means taking care of you on the inside as well; it's like eating properly. This is something for the most part our industry and the people in it have a problem with, me included. I love to eat, all foods, there is not much I don't like. Over the years this has taken its toll on me, I know it has. I know there are many of you who feel the same way. Of

late, it has become a focus in our industry and the focus is on our most important sector, the driver. Science tells us that this problem has to do with the lifestyle of the Professional Driver;

- 80% of drivers have a biochemistry change which gives a "truckers gut"
- Drivers do not have a calorie surplus, they do not eat a bunch of extra calories, and it is that their metabolism is slow.
- Drivers also suffer from sleep deprivation which changes your body's biochemistry and let's not forget about stress.

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People Will Not Forget How You Made Them Feel

Continued.....

It is a proven fact that a healthy driver is a safer driver. Fleets that implement a health and wellness program internally will experience less time off at work with reduced disability and WSIB claims. In turn this will reduce benefit costs, attract drivers, reduce driver turnover, reduction in license restrictions or suspension due to poor health, improve moral and increase productivity.

There are many companies who have become involved with healthy trucking programs and have seen tremendous benefit. Some I know of are Brian Kurtz Trucking, Erb, Bison, Challenger and I know there is many more in Canada.

For these companies mentioned they follow a plan. As an industry what can we do to get more carriers involved?

Get the message out, get information into your newsletters. Start a competition amongst your drivers and staff and give financial rewards for weight loss or if they quit smoking (after one year). Put it on Facebook and Twitter that instead of a smoke break take a walk break, make it part of a strategic plan, get the families involved in meal planning.

I want to thank Glenn Caldwell from NAL Insurance for supplying many of the stats you have read in my article. I would also like to congratulate NAL Insurance for taking a leadership role in the promotion and development of programs for carriers to get involved with. The programs that you will see introduced by NAL will help improve your bottom line. More importantly it will help improve the lives of your valued associates at your company.

Keep an eye open in The RearView Mirror for more information about Health and Wellness.

About the Author

Kim Richardson is involved in a couple of businesses, KRTS, Transrep and The RearView Mirror. He is the current chairman of the OTA Allied Trade Division. He can be reached at krichardson@krway.com.



www.transrep.ca



Start at the Start

By Ray Haight

Just read James Menzies article "Cutting Corners" front page of July Truck News and thought it was spot on, congratulation to him, we need folks to start a dialogue on this issue and it needs to change. I agree whole heartedly with him but I do have a different twist on his thinking. In that this industry is the same as any other in a free market system, you have read this before coming from me, and it is simple supply versus demand. When there are too many trucks for the freight that is available, the rates go down, when there is more freight than trucks then the rates go up. It really is simple, and it really is a joke to take seriously any argument that would try to support the idea that there has been a driver shortage for the past 25 years. If this were the case the rates would be dictated by the service provider not by the shippers who have been squeezing truckers till they have no margins left for far too long. When trucking companies buy too many trucks and can't find drivers for them that isn't a driver shortage, its poor management at best and it seriously hurts the industry but it's not a driver shortage.

Add to this a government that is ignorant to the transportation industry as a whole and the frustration level climbs exponentially. With the size and complexity of this industry and the fact that the transportation sector is the number largest employer of

men in this country, wouldn't you think our representatives in Ottawa would pay a little more attention to the trucking industry, it boggles the mind! Speed limiters, safety blitzes, safety audits on and on but no minimum training standard for entry level drivers. I know I rant about this a little too much for some of you but I get emails all the time from people who have been stiffed by one of these crapola training schools and it bothers me to think that these scammers are allowed to exist. Exist hell most of the folks who write me have had their training paid for with our tax dollars, that's right we the tax payer are allowing our tax dollars to support these sleazy operations, it's just wrong any way you slice it and no one seems to care in our government or in our industry associations.

Want to take a huge step towards fixing this industry financially; want to improve the quality and professionalism of your fellow drivers? Regulate these schools with a standardized training curriculum that will ensure they get the training that is needed, not just enough to pass a one hour driving test. I am talking 400 plus hour's minimum with mandated one on one behind the wheel driving with a driver trainer who has been certified as an instructor by the government to a minimum standard.

I am starting to think that I am losing it; it seems obvious to me where fixing this industry should start and guess what it is at the start with the proper

training of the new drivers coming into the industry. Increasing training times will slow down new entrants to the industry, which scares the heck out of trucking companies. But guess what it will also drive rates up and get everyone a bigger paycheck, supply and demand remember? In addition increasing the training standards would be much more effective in the safety arena that any speed limiter will ever be. Add to this the obvious result of better qualified entry level drivers that have a ten fold better chance of being successful and staying in the industry!

Safe Trucking

Ray Haight

About the Author

Ray Haight is a partner with Transrep Inc. Transrep helps companies market products and services to the transportation industry. For a full list of services please visit their website at www.transrep.ca





“Kim Bits”

with Kim Richardson

Each month you will find some information I think may be of value to you some way, somehow. Little "Kim-Bits" of information I have found over the month. It may be an opinion on something, it may be information you can use personally or professionally, it may be something I tweeted, emailed or received from one of my industry friends or colleagues. I hope you enjoy "Kim-Bits"



Follow Transrep Inc on these popular social media sites

Francis Hare (@francishare)
 2013-06-25 4:20 PM
 Six Tips For Using Twitter As A Truck Driver Recruitment Tool
dld.bz/TBhs

ABCO Transportation (@DriveABCO)
 2013-06-13 7:00 AM
 6 On-The-Go, Healthy Breakfast Ideas for Truck Drivers bit.ly/13VY0ZY via @healthy_trucker

Entrepreneurs (@TheSuccessKing)
 2013-03-24 4:59 PM
 The 15 Different Ways That Successful People Think - buff.ly/z1DQp0

Michael Vickers (@michael_vickers)
 2013-03-11 9:19 PM
 6 Ways to Protect Your Customers From Competitors pulse.me/s/jrHtW

Undercover Recruiter (@UndercoverRec)
 2013-03-15 4:19 AM
 The Benefits of Using Video Interviews for Recruitment [Infographic] bit.ly/OYzTWO

Undercover Recruiter (@UndercoverRec)
 2013-03-15 6:19 AM
 How I Can Tell You're Not Prepared bit.ly/13WQfWM

Entrepreneurs (@TheSuccessKing)
 2013-03-18 5:18 PM
 6 Big Reasons Why You Should Quit Your Job And Follow Your Passion - buff.ly/SmTktf

Undercover Recruiter (@UndercoverRec)
 2013-03-19 7:24 PM
 How To Use Pinterest for Social Recruiting [Cool Example] bit.ly/LNz25u

Undercover Recruiter (@UndercoverRec)
 2013-03-21 6:26 PM
 5 Good Ways NOT to Network bit.ly/MaLV98

Round Tuit (@Round_Tuits)
 2013-03-11 8:53 PM
 Social Media Strategy and ZMoT flip.it/La22i #social

Entrepreneurs (@TheSuccessKing)
 2013-03-18 4:45 PM
 How To Achieve More By Doing Less In This Complicated World - buff.ly/KqNblf

OTA (@OnTruck)
 2013-03-18 4:49 PM
 Arguments Begin in Court Challenge of HoS Revisions ontruck.tv/w44

[Twitter for Transportation](#)
[Facebook for Transportation](#)
[Youtube for Transportation](#)
[Blogging for Transportation](#)



Manheim Auction Dates for both HEAVY TRUCK and TRA Auction Sales. Don't miss the next auction!

Tuesday May 7, 2013
Tuesday May 21, 2013
Tuesday June 4, 2013
Tuesday June 18, 2013
Tuesday July 2, 2013
Tuesday July 16, 2013
Tuesday July 30, 2013

**Upcoming
TRUCK Auction
Dates**
Auctions Start at 10:00am

Tuesday August 13, 2013
Tuesday August 27, 2013
Tuesday September 10, 2013
Tuesday September 24, 2013
Tuesday October 8, 2013
Tuesday October 22, 2013
Tuesday November 5, 2013

**HEAVY
TRUCKS
AND EQUIPMENT
TO HELP YOU
BUY. SELL.
WIN.**



For more information on the sale please contact
Cindy McCrystal at 905-875-3000



Physical Auctions | Digital Auctions | Specialty Auctions | Salvage Auctions
Floorplan Financing | Reconditioning | Inspections | MMR

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TRA stands for Total Resource Auction

Total Resource Auctions offer sales on all equipment available for auction. Equipment may include cars, trucks, and more. Please contact Manheim Truck Auctions for a listing of equipment available for your preferred auction date.

www.manheimheavytruckauctions.com

Date	Sale
Tuesday, 23 April, 2013	Truck
Tuesday, April 30, 2013	TRA
Tuesday, 7 May, 2013	Truck
Tuesday, 14 May, 2013	TRA
Tuesday, 21 May, 2013	Truck
Tuesday, 28 May, 2013	TRA
Tuesday, 4 June, 2013	Truck
Tuesday, 11 June, 2013	TRA
Tuesday, 18 June, 2013	Truck
Tuesday, 25 June, 2013	TRA
Tuesday, 2 July, 2013	Truck
Tuesday, 9 July, 2013	TRA
Tuesday, 16 July, 2013	Truck
Tuesday, 23 July, 2013	TRA
Tuesday, 30 July, 2013	Truck
Tuesday, 6 August, 2013	TRA
Tuesday, 13 August, 2013	Truck
Tuesday, 20 August, 2013	TRA
Tuesday, 27 August, 2013	Truck
Tuesday, 3 September, 2013	TRA
Tuesday, 10 September, 2013	Truck
Tuesday, 17 September, 2013	TRA
Tuesday, 24 September, 2013	Truck
Tuesday, 1 October, 2013	TRA
Tuesday, 8 October, 2013	Truck
Tuesday, 15 October, 2013	TRA
Tuesday, 22 October, 2013	Truck
Tuesday, 29 October, 2013	TRA
Tuesday, 5 November, 2013	Truck
Tuesday, 12 November, 2013	TRA
Tuesday, 19 November, 2013	Truck
Tuesday, 26 November, 2013	TRA
Tuesday, 3 December, 2013	Truck
Tuesday, 10 December, 2013	TRA
Tuesday, 17 December, 2013	Truck

Upcoming Events in the Transrep Community

Find out How Transrep Can Grow Your Business
(Go to Meeting Teleconference –Thursdays at 10am
Call 905-512 -0254 for more details)

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Transrep Inc Newsletter

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About Transrep Inc.

TransRep Inc. is dedicated to bringing quality products and services to the transportation industry through their superior sales and marketing strategies. The executive team is lead by two long time industry veterans who have over the years led companies, associations, committees and teams to success. Ray Haight and Kim Richardson have a long history of excellence in the transportation business community. Along with a team of highly motivated trained professionals they have developed a lifetime of relationships with industry leaders and decision makers as well as association and government representatives. Social media should be an intricate part of every company's sales and marketing strategy, if it isn't part of yours or the tools you have do not provide the results you expected, then we have a cost effective solution. All services have a proven track record of success!

