

THE TRANSREP Newsletter



Fresh Solutions for the Transportation Industry

A Monthly Newsletter

October 2012 - Volume 1 - Issue 4

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Gaining InSight

by David E C Huggins

We have been working on an exciting new venture over the past few months. In a word, we've been gaining INSIGHT, working to understand and find a totally different approach to an issue that affects us all, and we're making considerable headway!

The challenge is the problem that won't go away – driver shortages. In particular, we've been wrapping our minds around the issues of driver 'churn', bringing new drivers up-to-speed quickly and safely, improving driver contribution and rewards and enhancing relationships inside the organization.

No carrier organization can claim immunity from this scourge of the industry. The problem affects everyone both directly and indirectly and it's now

among the most prevalent causes of business failure in our industry. It is often the 'elephant in the room!'

Now, these issues have been emerging over a very long time and their impact today is worldwide. For sure this is a problem that won't be easily solved but we firmly believe that we've found a key.

The secret, we've discovered, is to combine the right strategies with the right tools. Simply stated, we have to acquire a new understanding of 'partnerships' within our carrier organizations and then engage a vital new tool to keep score in the essential areas.

What are these essential areas? We believe they are Safety, Loyalty, Customer Satisfaction, Adaptability and Entrepreneurship. These performance areas can be measured and this means they can be improved.

So, we've developed a scientific tool to measure individual driver performance in

the five areas. This means that every driver can access constructive information to assist with development and contribution enhancement. The result will be increased earnings, pride of work and greater personal satisfaction leading to higher job stability.

The organization too will reap the rewards among which are lower costs, more equipment in active use, better margins and stronger teamwork throughout the company. At the heart is a fresh, new working relationship, a better understanding and cohesion among carrier employees.

When this is accomplished in the right way any organization will be able to benefit from a stable driver pool, increased business, greater contributions and happier people. There are rewards in it for everyone.

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Gaining InSight Continued.....

We are now embarking on the Beta phase of testing and within a few short months we'll have a product for the market that will make a profound difference. Those who are 'in' on the ground floor will gain most.

It will take a little time to regain the business edge that top performing companies once enjoyed - but it is inevitable. And when we do, there will be an expanded market and great margins for those at the front of the pack.

If this piques your interest, why not drop an email at info@transrep.ca - today.

You're Nothing Without Your Health

By Ray Haight

What a long strange trip it been!

As the saying goes your nothing without your health, for most of you this is nothing but an old cliché and means nothing really, but to those of you who have suffered an extended period of serious ill health it means much more. It is amazing how easily it is to take the serious things in our lives for granted.

My bride and I decided that we would celebrate our 35th wedding anniversary by taking a trip to the Azores Islands, so in early September we packed up our cares and woes and toured the island of Sao Miguel for 16 days, Connie was born there and we had the luck to have one of

her cousins available to direct us where to go to see the sights and not miss too much of the good stuff and there is lots to see. Every corner of the island you could easily take a picture that could be used for a picturesque post card, this is a beautiful place that I would highly recommend, great value also.

Just before we left to come home Connie started to feel her sinuses starting to congest and not to go on about it, but a clogged sinus turned into Shingles around her right eye, which manifested itself into viral

Meningitis. There were 5 nights in the hospital including 3 days in the ICU and 10 days at home with a pick line and daily VON visits to replace the anti viral medication from a drip bag and you get the picture here, Wow!

I found out that there is in-fact an inoculation that you can get to immunize yourself against the Singles and I have decided after what I saw the bride go through to go ahead and order the shot. If you have had chicken pox I would recommend that you do the same, I am sure that anyone who has had Shingles would second that!

I noticed just before I went on our vacation that the Truckload Carriers Association had decide under Chairman Robert Low's Leadership to alter the US National Truck Driver Appreciation Week and change it to National Truck Driver Appreciation and Wellness Week. I will admit that I had discussion with a couple other past chairman who shared the sentiment of " can't we just have one day for the drivers and tell them how important and vital they are, do we need to tell them how out of shape they are at the same time?"

Having heard this I must admit to agreeing to the sentiment at the time, guilty as charged, in my defense I also remember suggesting during the conversation and as everyone knows who has spent any time with Mr Low knows, he is as sharp an individual as you will meet in this industry. I also suggested that I would have liked to be a fly on the wall when Robert rationalized the changes that I am sure he was the architect of.

As an industry our overall health is a train wreck inside and outside the walls of most trucking companies, drivers have a shorter lifespan than other careers, this is fact and as sad as that is it is only overshadowed by the fact that we as an industry have done little to address the issue. So I recant my past position and applaud TCA for their leadership and action on this long overlooked problem. We have taken truck drivers and their health for granted for far too long, we need to get at it and address the issue head on, my congratulations TCA and Chairman Low, this leadership in action!



Fresh Solutions for the Transportation Industry



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Improving Your Social Media Program with Metadata

By Bruce Outridge

So you have got online on a regular basis and have worked through the consistency issue and want to know what you might be doing to make your social media even better? The answer other than more usage is usually what us computer geeks call “metadata.” Metadata is how the readers both person and robots find your content on the internet. For instance if you have a web page and in the metadata for that page the word “Transrep” is listed when your page was indexed by the internet, then when someone types in “Transrep” your web page would show up. If you didn’t have anything in your metadata then your page would not show up. Now that is the basic of the basic on how the metadata on your web page works. That metadata or information is pulled from all sorts of areas on your page in reality and anyone familiar with (SEO) search engine optimization will understand the importance of things like keywords, links, and more. That is more than what this article is meant to do, what I want you to realize is two areas that are important to enter

information in on your social media programs.

Whenever you write a post on your blog, you create a new post on Facebook, or you tweet what you had for dinner on Twitter there are places for you to put metadata. Metadata on those programs will be in the form of tags, categories, and in the case of Twitter, hashtags. So lets say you are writing a post for your blog and you are ready to fire it up on the web. Before you push the button go to the area where you enter tags and put a few words in there that describe your post. If your post was about marketing and you talked about social media, then in the tags area you might enter the words “marketing, social media, Facebook, Twitter, blog” This way when someone searches for articles on marketing or social media your blog post would show up. If you only publish one blog post then it will show up 100 pages from the top, but if you publish each week over time you will show up on the first page if your content is good. It is also a good idea to enter your company name in the keywords and if there is a category area enter that to help organize your posts. Now Twitter is a bit different. Once you write your post, their hashtags are useful for pulling out certain posts. For instance if you enter the hashtag (#Transrep) whenever someone entered the word Transrep in their posts all the posts for Transrep will be sent to that person. This can be annoying and effective at the same time. It works great if you are having

an event and other people are attending and entering the same hashtag on their posts. They will all come up creating a focus on that event. Where they go wrong is once entered you will keep getting information even after the event is completed. I did that for the City of Burlington and now receive information from the Mayor and anything else to do with the City of Burlington. Hashtags are very useful if used properly and can instantly increase your visibility on the web.



www.transrep.ca

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Manheim Toronto - 8277 Lawson Road, Milton, ON

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)

Manheim Truck Auction - October 4, 2012 - www.manheim.com

Transrep Inc Newsletter

Transrep Inc.
172 Argyle Street, Upper Level
Caledonia, Ontario, Canada

Ray Haight
Kim Richardson

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!

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