

# THE TRANSPREP Newsletter



## Fresh Solutions for the Transportation Industry

A Monthly Newsletter

January 2013 - Volume 2 - Issue 1

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### Your Website is a Reflection of Your Business, What Does That Reflection Look Like?

By Ray Haight

Kim and I just visited another company and did a presentation on Social media; we left feeling very positive and confident that with another meeting set up that we were very close to another close.

One of the areas that helped us achieve our goal was a review of the clients web page that revealed that no one was really in charge of updating the

material and that it had gotten quite stale dated. Think of your web page as a message board in your driver's room. You know the one, it turns yellow after a while and when you finally get around to moving an old message there is a yellow border from where it used to be because it has been up their far to long.

Now think about that scenario as your web page that potential clients and drivers visit to see what information that they can learn about you before offering you freight or looking for a job. That might be scary for some of you, in the case of last week this company was showcasing new equipment from the middle of the last decade! They don't

run equipment from the middle of the last decade; their iron is all newer and good-looking stuff?

Now tell me if you were looking for a job or someone to haul your freight what impression would take away from that short visit to that sight, add to that there was no involvement in any other Social Media platforms and Houston we have a problem!

If your in this position give us an hour of your time, you will be glad you did! Have a Successful and Outstanding 2013 all!

## Make the Decision

By Ray Haight

Hello all I hope that you all got through the holidays unscathed and that you and yours enjoyed your time together. As usual it's hard to believe that we are once again turning the page on another year.

Let's kick off with some self reflection, as we all know having a plan is the first step in improving results in anything in life whether were talking business results or otherwise. So as is my usual set of questions to my readers, what did you learn last year from your results? Were you totally satisfied with your companies results, did you meet all your goals?

Its time to think outside the box because we all know the definition of insanity, which is of course doing the same things over and over and expecting a different result. Isn't it funny how you will from time to time see a company that looks as though they have their act together, you know the one that just popped up from around the corner and all of a sudden your not looking quite so good now? They have the same trucks the same qualified driver behind the wheel, so what do they have that you don't?

I would bet that nine times out of ten, they have a well thought out plan and the willpower and determination to follow it. It is not nuclear science but it is hard work and determination, it is the willingness to accept that you just might need some expertise that you might not posses; it is definitely making change and taking yourself and maybe your folks outside their comfort zone.

Change is inevitable and although

not always good more often than not it is good, it means in many cases that we are growing and learning, that is of course if it is handled properly. So what would change look like for your company? for a company that is using and looking for Owner Operators might be offering training on how to manage a small business to your O/O's. It might be ran by your companies accounting staff, usually they see the differences in statements from one Owner Operator to the next, what about offering some training to all O/O's and offer personal invitations to those who by the numbers you know are suffering? What about sharing company numbers on cost per mile for tucks, your spec for company trucks? I tell Owner Operators all the time to ask the company they work for what their numbers are for running their trucks, some share and for some reason some do not.

I also find it funny that most companies don't share this information with their O/O's. Does it not make sense that if you offer a way for your people to make your money that those who accept the offer and benefit from it will stay with you longer or that they will tell other O/O's about the program? You might even attract some company drivers who might had been thinking of making the plunge, when I think about how granular profit margins have become over the past few years, it is almost criminal as a small business to not be focusing on these things on a continual basis.

So why not start 2013 on the right foot, if your not happy with the results you achieved in 2012 then stop the insanity and try something new. People have been trucking for 100 plus years, there

is knowledge available to you, seek it out and make yourself better, don't be satisfied with mediocre, your going to continue doing it anyway so why not try and be the best you can possible be! Remember this, every accomplishment starts with the decision to try! Make the Decision!

## What's Up for Transrep in 2013

By Kim Richardson

My business partner Ray Haight and I have some great things planned for 2013. First, to recap 2012 and some of the things I thought that got our attention the past year.

Our objective out of the gate a couple of years ago was to represent products and services that were new to the industry or that companies needed a little help with. Since launching Transrep we have represented some pretty cool companies and introduced many of them successfully to our network and worked with some companies we had little knowledge about until our customer(s) requested an introduction.

We have learned a ton and met some great folks along the way. We have put together a great social media package that all of our clients have really enjoyed and are getting great value from.

We have presented to many companies and feel pretty confident we will be in their 2013 plans for Social Media. Bruce Outridge is our partner with our social media offerings and does a fantastic job with our clients. I really do believe that those companies who embrace social media will be ahead of the pack.

Continued next page.....

## What's Up for 2013 Cont....

By Kim Richardson

Ray and I have invested plenty of time and energy in how Behavioral Modeling and testing of entry level and existing drivers can a company time and money and improve the quality of drivers being matched up for your company. Although we're still in the R/D stages we hope to be launching our new service soon.

We continue to offer our Executive Placement Service for those looking for new opportunities in the industry. We do this in a very confidential and professional manner and we have been successful in helping a number of clients find what they are looking for in changing jobs and bettering their career.

We have a couple of other clients who are very close to coming on board with Transrep and you all be the first to know when that happens as we will work hard to bring value and improve their bottom line by helping them market their product and services.

Ray and I have had a blast working and contributing back to our industry and look forward to serving you all in 2013.



## Social Media – “Is It Time To Step Up To The Plate?”

By Kim Richardson

It's the bottom of the ninth, bases loaded, two outs and you're up. What are you going to do? Will you hang back, choke up on the bat, bunt the ball and hope for the best? Or will you stroll up, point to the left field stands, swing with everything you've got and go for it – a Grand Slam home run that will win the game. In other words, will you “step up to the plate”?

How does this have anything to do with social media? It is my really brief summary from my seat in the stands that this is what the majority of decision makers in our industry need to do about social media – “Step up to the plate.”

My partners and I at TransRep have spent over a year getting specific with social media and transportation. We have talked, pitched and presented social media and its benefits to all types of companies – big, small and in between, and for those of you who have embraced and moved into the world of social media good for you. However, for those still making excuses, twiddling your thumbs, counting ceiling tiles – shame on you. It is time to come out of the “dugout” and improve your business, give your customers, and most importantly, your staff and associates what they need to be successful.

I can tell you confidently there is a very serious infection that is overwhelming social media strategy development and the virus is fear!

I am still hearing from decision makers and reading reports that those who need to approve social media programs are still confused. Really? It has been in our face every day for several years – isn't it time to get this figured out?

Over the past 25 years I have had the true honour of working with some great companies in our industry, some of the best trucking brands in Canada. Some get it, but I can report that the overwhelming reaction to social media by many successful organizations is “Can't we make this go away?”

A smart man and one of my mentors once told me “the fear of change” is always the biggest obstacle to progress. My observation is that most leaders and decision makers (including myself) did not cut their teeth in the digital world, are not involved in the social web, and simply do not understand it.

So the New Year is coming, it's time for business leaders to stop whining about social media, shatter the status quo and “step up to the plate.” Here is what I think you should do:

[Continued on page 5.....](#)



## “Kim Bits”

with Kim Richardson

### Talk Truck OPSEU 506

(@TalkTruck)

2012-12-10 10:23 AM

“@Todaystrucking: Allied Trade Division Brings in New Blood [ow.ly/fYdZl](#)” @KimWRichardson Congratulations!

### SocialMediaDelivered

(@SocialMediaDel)

2012-11-30 1:45 PM

Get ahead and customize your brand with helpful insight on the new #Twitter #header layouts - [ow.ly/eUN95](#)

### Meghan M. Biro

(@MeghanMBiro)

2012-11-28 7:21 PM

White paper suggests consumers have high expectations for your website [goo.gl/XZUEH](#) via @leaderswest

### Entrepreneurs

(@TheSuccessKing)

2012-12-06 4:44 AM

The Top 22 Books Every Entrepreneur Must Read - [buff.ly/GHYdHX](#)

### Meghan M. Biro

(@MeghanMBiro)

2012-11-28 6:54 AM

Why Employees Resign #TChat #Career [goo.gl/Ujypw](#) via @ValueIntoWords

### Entrepreneurs

(@TheSuccessKing)

2012-12-10 1:46 PM

9 Ways To Deliver An Award Winning Speech [buff.ly/H4oAq4](#)

### Entrepreneurs

(@TheSuccessKing)

2012-12-14 5:00 AM

6 Ways That A Great Relationship Can Help You Be Successful In

Life & In Business - [buff.ly/MmIGL5](#)

### Meghan M. Biro

(@MeghanMBiro)

2012-12-07 4:07 AM

Handling Customer Complaints Over Social Media by @rcottle86 [goo.gl/zhEz4](#) via @DJThistle

### Inc. (@Inc)

2012-12-10 9:31 AM

6 battle-tested tips on finding and keeping great people (& one tip you don't want to hear) [ow.ly/fUJjj](#) by @plibin

### WePost Media (@WePostMedia)

2012-11-28 7:40 PM

Online Customer Communities: 5 Ways to Increase Customer Lifetime Value [scrb.me/6ST](#)

### Meghan M. Biro

(@MeghanMBiro)

2012-12-04 1:30 AM

7 Must Have Social Media Business Tools for Influence, Authority and Time Management [goo.gl/mDFYH](#) via @jeffbullas

### Entrepreneurs

(@TheSuccessKing)

2012-12-06 4:44 AM

The Top 22 Books Every Entrepreneur Must Read - [buff.ly/GHYdHX](#)

If you know any drivers looking for work have them check out this link [todaystrucking.com/drivers-earn-](#)

Follow Transrep Inc on these popular social media sites



## Social Media – “Is It Time To Step Up To The Plate?”

By Kim Richardson

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- If you still have a firewall to keep people in the office from the social web – “step up to the plate” and take it down. How will you get people to “like” your company on Facebook if your employees are forbidden from using it? And while I’m at it, are you still shaking your staff down at the front door for magazines or crosswords as well?
- Stop fighting over who owns or should be involved with your social media. It’s marketing – and my guess, unless you’re really lucky, you do not have an in house expert (psst...that’s us.)
- Quit whining about how much time it takes to do social media. “Step up to the plate” – take a little of your ad budget and redirect it to the digital space.
- Most importantly please, please stop asking what your ROI is on social media – When I hear this I think you’re really saying “if I keep asking for the return on my investment and hiding behind spreadsheets, I can stall this thing into retirement”.

Now, take a look around the industry and ask who is embracing the social web? Who is on Facebook? Tweeting? Who has online newsletters? Which companies are creating new value for their customers, associates, employees? Who has “stepped up to the plate”?

If you’re not trying to bat a thousand, why are you still in the game? It’s time to make 2013 the year to do this. It’s time to integrate social media and digital marketing so you can achieve breathtaking business results. It’s time to make them work for you.

Batter up!

Are you with me?



### OTA Allied Trades Elects New Board Members

Toronto, Dec. 6, 2012) – The Allied Trades Division of the Ontario Trucking Association has elected a new Board of Directors and chairman for the 2012–2014 term.

Kim Richardson of Kim Richardson Transportation Specialists has been named chairman.

Other appointments are as follows:

Vice Chairman:  
John Bennett,  
Freightliner Trucks

Treasurer: Rob Hall,  
Toromont CAT

Secretary: Peter Currie,  
Volvo Trucks Canada

#### Past Chairs

Alan Boughton,  
Trailcon Leasing

Gordon Box,  
Gord Box Consulting

Ray Carey,  
Freightliner Trucks

Brian Grover,  
Sherway Ford Truck Sales

#### Board Members

John Bowen, Navistar Canada

Glenn Caldwell,  
NAL Insurance Inc

Mike Donnelly,

Harper Truck Centres Inc

Joe Glionna, Newcom Business

Media: Kieran O'Briain,  
Kee Human Resources

Lucas Redpath,

Cummins Eastern Canada

Mike Sharpe,

Eaton Corporation

(backed by Roadranger).



Get Your Social Media Program Started Today

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

Dec. 13, 2012 16:07 UTC

**TransCore's Canadian Freight Index Remains Steady in November**

TORONTO--(BUSINESS WIRE)--TransCore's Link Logistics Canadian Freight Index saw no change in month-over-month volumes for November. Year-over-year load volumes were down 15 percent from November 2011. In spite of the decrease, load volumes are still well above the November 2008 recessionary levels by 51 percent.

Cross-border postings were very similar to October's, which accounted for 69 percent of overall load volumes. Intra-Canada postings contributed 26 percent of the total load volumes, a decrease of one percent from the previous month.

Equipment postings dipped slightly at five percent month-over-month however experienced a year-over-year increase of 17 percent. Available capacity corresponds with numbers shown in November 2007.

The top states of origin for loads destined to Canada were Ohio, California, Pennsylvania, Illinois, and Texas. Texas moved from last month's eighth spot to replace Michigan in the number five spot for November.

**Regional Breakdowns:**

Top destinations for loads imported into Canada were:

- Ontario 56.5 percent
- Western 21.2 percent
- Quebec 20.1 percent

• Atlantic 2.1 percent

Top regions for import equipment into Canada were:

- Ontario 51.5 percent
- Western 22.6 percent
- Quebec 22.1 percent
- Atlantic 3.9 percent

Regions of origins of loads within Canada were:

- Western 49 percent
- Ontario 29 percent
- Quebec 16 percent
- Atlantic 6 percent

**About Canada's Largest Freight Matching System**

TransCore's Loadlink freight matching database constitutes the largest Canadian network of carriers, owner operators, freight brokers and intermediaries and has been available to Canadian subscribers since its inception in 1990. Over 13 million full loads, LTL (less than truck load) shipments and trucks are posted to the Loadlink network annually. As a result of this high volume, TransCore's Canadian Freight Index is representative of the ups and downs in spot market freight movement and provides a historical account of the domestic and cross border spot market freight movement. The Loadlink network provides Canadian based companies with:

- The largest online database of available loads and trucks

- Unlimited access to the network and integrated services
- Guaranteed payment

**About TransCore Freight Solutions**

TransCore's Freight Solutions serves brokers, carriers, owner-operators and shippers in the United States and Canada with best-in-class products. Load boards or freight matching include Loadlink in Canada and TransCore 3sixty powered by the DAT Network in the United States. Loadlink has the largest Canadian freight matching database of loads and trucks and offers access to other services such as Quickpay, credit reports, insurance and operating authorities, dispatch software, mileage software and more. TransCore's trailer tracking and in-cab communications solutions feature the industry's fastest response times and state-of-the-art satellite networking.

**Contacts**

TransCore  
Barbara Catlin, 972-740-7150  
[Barbara.catlin@transcore.com](mailto:Barbara.catlin@transcore.com)

Source: TransCore

View this news release online at:  
<http://www.businesswire.com/news/home/20121213005921/en>



# 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  
[www.manheim.com](http://www.manheim.com)



[www.transrep.ca](http://www.transrep.ca)

## Transrep Inc Newsletter

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

Ray Haight  
Kim Richardson

### Contact Information

Website [www.transrep.ca](http://www.transrep.ca)  
Email: [info@transrep.ca](mailto:info@transrep.ca)  
Phone: 905-541-3319  
Fax:

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Transrep Inc.

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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!

