

THE TRANSPREP Newsletter



Fresh Solutions for the Transportation Industry

A Monthly Newsletter

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How are You Networked?

By Kim Richardson

When I was first asked this question in the early 90's by one of my mentors, I really did not understand what he meant. I simply answered "I know a lot of people". A big smile came across his face and he said "so does Santa Clause and he comes once a year and never sees anyone when he comes".

The lesson my mentor taught me was that you need to be the 'go to' person, the 'I know a guy' kind of guy and the first person people think about when it comes to connecting people.

My mentor also taught me that if you give everyone what they want or what they are looking for, you will always have what you want. This is a bit of a challenge and few can do it right. I will be the first one to admit I don't always

do it right but I will tell you, I practice it every day. As a matter of fact I practiced this morning before I started to pen this blog. The best part is that I practiced in front of someone very special to me that I am now mentoring full time at work.

Here we go; we were doing a presentation to a client about the new on line Rear View Mirror. We both know the individual we were pitching to and he is a great fella, and he and his company are very good at what they do. So before we got into what we were looking for we were talking about other things. What they were working on, new projects, current hurdles, bright spots and opportunities that their company was working on. I have built years of trust with this gentleman and he knows I like to help out where I can. He discussed a piece of business they do and we both agreed it could be much bigger.

I happen to know a guy and I offered to give him a call and suggest that there may be something he could be very interested in and would also benefit from. I had to call him any way and I could bring up the opportunity during our call. I would suggest that it would be worthwhile for them to chat and then they could have a meeting, lunch or a beverage to discuss in more detail.

Now I must confess, we spent a fair bit of time talking about this but I did not mind a bit and in the end I was giving the client what he wanted. We had not even started to talk about what I was after, honestly; it does not matter if I get what I want in this case. I think what we pitched to our client was a great opportunity and his company should and probably will get involved with the new on line Rear View Mirror. Time will tell.

Continued on page 2.....

How are You Networked? Continued.....

What I do know is this; I gave someone what they wanted, that someone will eventually tell someone what I did and how it helped and that is a very small example of how someone becomes networked. I will be talking about this more as the guest speaker for the monthly meeting of the Delta Nu Alpha Transportation Network on Feb 28th taking place at the Delta Hotel Airport West on Dixie Road in Mississauga. Come on out, have a great dinner and we can talk more about how to use networking and some proven steps to use to become the 'I know a guy' kind of guy or the 'I know a girl' kind of girl. Learn more about the Delta Nu Alpha at www.deltanualpha.ca



A Driver Shortage You Say, Where?

By Ray Haight

It is interesting to see what has been happening with the North American economy over this past year. If you listen to the news or watch stock indexes you will notice that it is widely reported that fortune 500 hundred companies overall are doing quite well. In fact, the current numbers from the US Dow eclipse those prior to the economic meltdown we in Canada are not quite as vibrant but still are looking strong. North America Auto production is up 13% over last year alone. So where are the jobs that should trend along with this good news?

Well it appears to me that the future is here and you do not need to look to far to see it. Go too the grocery store and you see self check out counters with six plus check out stations and one employee. Watch assembly lines produce a new vehicle and all that you see is computer-controlled robots flying everywhere. I remember some time ago reading that one robot on a production line programed to install a series of bolts at any of the big tree auto makers can run into the millions and you have wonder how this kind of investment designed to replace a human can make sense.

Well from what I have seen and read that million dollar investment has an actual hourly cost of just over three dollars over its lifespan, it will run 24/7 it doesn't take a break, it doesn't get ill or need to negotiate a contract every three years. A call to my contacts over at the CAW suggest that a production facility producing the same volume of vehicles as 20 years ago will have 40% fewer employees today versus then. Total employment impact of all factors automation, NAFTA, exchange rates reveal that 20 years ago in Canada GM had 30,000 employees today their at 8,000, Chrysler had 18,000 twenty years ago and 8,000 today, Ford had 14,000 and are now at 6,000.

In trucking, we have been screaming for decades that we have a driver shortage, some who have a flair for the dramatic

say it is a crisis; I have never been a supporter of this position. Lets be honest how long can any kind of crisis exist and still be considered a crisis when so much time has past. So lets stop calling our current situation a crisis because its not, there is a shortage of people who want to do the job that we have to offer, sounds far less traumatic and is far more accurate.

When we have in this country the unemployment statistics that we have that don't even begin to address the under employed and we still cant fill the over capacity that the industry seems to love, Houston there may be another issue at play here? I have my own thoughts on this subject that I will share you next month in the meanwhile I would love to hear from you on what you think the issues are, so please drop me a line and give me your thoughts on this subject. What is it, money, lifestyle, respect etc. you tell me!

Until Then, Take Good Care and safe Trucking!

Ray Haight is a partner of Transrep Inc. Transrep Inc offers marketing services for the Transportation industry. Form more information on Transrep please visit their website at www.transrep.ca



Ray Haight

Fierce Competition Motivates Driver Training Programs to Seek PTDI Course Certification

By David Heller,
PTDI Program Director



Immediate Release from PTDI

Alexandria, Virginia – With truck driver training programs facing growing competition, companies like SAGE Corporation continue to seek PTDI course certification as the qualifying edge they need. PTDI recently recertified courses at two Sage Technical Services' locations in Idaho: Caldwell and Coeur d'Alene.

According to Barbara Blake, western regional director for the SAGE Corporation, SAGE first sought PTDI certification in the early 1990s. "We wanted to take those first schools to the next level," Blake explained. "Particularly for our independent schools, we needed to get our name out there and get established. PTDI was important to our entire company at the time. PTDI makes good business sense, especially in some of our locations where the competition gets fierce — it gives us that one step up. We get so many referrals from PTDI."

During its more than 20-year history, six of SAGE's 24 driver training programs have obtained PTDI course certification. "In those areas where these schools operate, we're going above and beyond what our competitors can offer," Blake said. "The savvy consumer following due diligence will go online to research programs. When they see the PTDI logo and identify it with that school, it provides that extra level of confidence. Back in 1994 when I started in this industry, that wasn't the case."

Seeking PTDI certification has been "a progressive business decision over the years," Blake said, based on the program's geographic location. "We felt that in particular locations, PTDI made sense, giving us that advantage over the competition, especially in areas where a lot of over-the-road carriers are hiring from PTDI-certified programs."

When consumers call around asking about specific truck driver training programs, Blake said, "One question they ask is, 'is your school offering a PTDI-certified program?' When we can say we do, it really does make a difference."

As the Federal Motor Carrier Safety Administration (FMCSA) continues to work toward adopting federal safety regulations, Blake said she sees the industry being very supportive of putting safe drivers on the road. And that bodes well for PTDI. "The industry is concerned about the public, their drivers and their freight, and their customers. Safety is very different than it was in 1994 when I started here. PTDI has absolutely been a part of that."

During her tenure with SAGE, Blake has been through the PTDI certification and recertification process many times and has served on PTDI team visits to review programs at other schools. What Blake has found is that, "The PTDI certification process makes you look at what you're doing to ensure you're moving forward, changing what you need to change, and that you're really doing what you say you're doing."

In addition to their programs benefiting from the process, Blake said, "The public is benefiting because our drivers are generally safer. We know they've gone through thorough training."

She envisions the schools will continue to apply for recertification for these reasons, as well as to help them move forward into the future. Plus, she noted, "Once you get that certification, you hold onto it. It's a big challenge and we've met it, and we're excited about that."

PTDI is a national, nonprofit organization established for the twofold

purpose of developing uniform industry skill, curriculum, and certification standards for entry-level truck driver training and motor carrier driver finishing programs, and certifying entry-level truck driver training courses at public and private schools and driver finishing programs at carriers for compliance with PTDI standards. PTDI is based in Alexandria, Virginia.



View these videos to learn how you can use social media in transportation.

[Twitter for Transportation](#)
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**Get Your Social Media
Program Started Today**



“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"



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 2012-12-03 4:00 PM
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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



Make 2013 Your Year of Online Engagement

Without question, social media has been a significant disruptive force in business over the last few years. Initially social media was looked at with ambivalence and then confusion. Now, a mere decade or so later, it's viewed with wide-eyed panic as businesses begin to understand its importance and wrestle with methods for recalibrating their traditional business-building strategies into effective online strategies.

So, where do things stand at the end of 2012 and what can we expect from the world of social media in 2013?

Well, Facebook now has more than one billion users around the world and connects tens of thousands of Londoners of all ages. LinkedIn has nearly one hundred thousand users in the London area with more than a hundred LinkedIn groups connecting business owners and professionals.



Geoff Evans

NETIQUETTE

As for Twitter, it's almost impossible to tune into a popular television show that doesn't offer a Twitter hashtag inviting you to participate in some form of online discussion during or after the show.

Finally, YouTube remains the second largest search engine (behind its parent company Google) and has seen enormous growth in video viewership. Kony or Gangnam Style, anyone?

Obviously the growth and relevance of social media is not a passing fad. So, what does this mean for you in 2013?

Well, it certainly means that the core social media sites remain Facebook, LinkedIn,

Twitter and YouTube. If you haven't already identified the social media platform (or platforms) that will best enable you to build your brand, reach new markets, connect with customers and strategically grow your business, then now would be the time to do so.

Of those big four sites, I believe video is becoming more important than ever before. 2013 brings with it an excellent opportunity to develop a free YouTube channel and create valuable content to share.

But how about emerging social media platforms? Well, of particular note we have Google Plus and Pinterest.

Google Plus is, of course, Google's attempt to not only reign supreme as the search engine and video king of the world but to also compete with Facebook as a social-networking juggernaut. Although, if you ask the creators of Google Plus, they're likely to insist that their

platform isn't actually a social network.

According to Vic Gundotra (Google's senior vice-president of social business) Google Plus is just an upgrade to Google whereby users simply inform Google who they are in order to receive a more personalized Google experience. I would suggest that Gundotra's response is actually a reflection of Google Plus' lacklustre performance rather than Google's original vision for the role of Plus.

Google Plus has been lauded by a few but panned by most. Although Google's social-networking platform offers a few unique features such as Hangouts — a free way to participate in online video chats — it seems that very few people have been swayed away from their friends and family on Facebook.

Although a Google Plus profile might help your business's search engine relevance, it's not

very likely to directly connect you with your ideal customers.

Pinterest, on the other hand, offers a very unique way to connect and share online and is becoming more and more popular — particularly with the female demographic.

So, what is Pinterest? Pinterest is a photo-based social sharing tool that lets you organize and share all sorts of photos from the web on "pinboards" (think of the old corkboards where families or co-workers would publicly post "to-dos," events or photos for each other).

Pinterest is popularly used to plan weddings, decorate homes, discover new recipes, and uncover interesting gizmos and gadgets. Pinterest is ultimately facilitating the age-old saying that a picture is worth a thousand words. This platform is certainly worth investigating if you feel that you can engage with customers in a meaningful way through photos.

Overall, if I can offer one single piece of advice to businesses as they consider social media in 2013 it's this: don't participate ad hoc. Instead, start (or reboot) by building a strategy focused on specific business objectives and with a clear vision for consistently and meaningfully engaging online.

Time and time again I meet with clients who have tentatively placed their figurative big toe in the pool of social media. They quickly become overwhelmed and frustrated — unsure of how to participate and struggling to identify content to share on an even semi-regular basis.

Make a conscious effort to approach social media seriously and with a clear vision for its role in your business in 2013.

Geoff Evans, of London, is founder of Social Media Coach, which trains businesses in the use of social media. For information visit: www.socialmediacoach.ca

Keep Your Eyes on the Horizon!

By Ray Haight



During my years in this industry, I have been very fortunate to meet many great folks, from the carrier management side one of the most interesting and engaging people whose message I paid particular attention to was Mr. Dan Baker. Dan is Baptist Minister from Bulverde Texas whose father was a trucker and he has a deep knowledge and conviction for this industry. During Dan's teachings he entertains and informs but his bottom line message for trucking executives on the subject of drivers or Owner Operators is get um rolling get um paid and get um home. It is a simple theme that is backed up with a myriad of other valuable messages strewn through his presentation, including mutual respect, taking responsibility and building a corporate culture that centers on a sense of community etc. I like the simplicity of Dan's message and his comical presentation makes the message very easy and digestible for the audience. Dan's web site is <http://www.danbakertexas.com> if you're interested in learning more about Dan and his message.

Looking at the message from the other side of the desk or behind the wheel as it were, is it that simple for you get loaded, get home get paid, don't you wish it was that easy. Unfortunately, some drivers and Owner operators live by this credo and it is not this simple. One of the problems I encounter with both trucking companies and Owner Operator drivers is what I call loyalty to the past. In a nutshell, it amounts to doing things the way we have always

done because it is within our comfort zone and why rock the boat.

It is a well-documented researched fact that successful companies and individuals adjust to market realities and customer demands. These folks continually have their eyes on the horizon for better ways to operate their businesses, ways to trim expense and increase revenue is the root path to success for every business in existence today. The people who believe and follow this method of running their business are usually the leaders in this industry and most others.

When I try and narrow the individuals, whom I was most impressed with and whose advice I would take if I were an Owner Operator in today's market, only one name stands out. A couple years back I attended one of Mr. Kevin Rutherford's Certified Master Contractor success seminars and was blown away by the wealth of information and refreshing way it was presented. The course outline was presented over two 11-hour days and was broken down into four different categories including operations, record keeping and taxes, cost per mile and financial planning. I bet many of you wouldn't believe that 40 Owner Operators could sit still for this amount of time on any topic let along the ones I just listed, you would be wrong. The detail and method of presentation was engaging and informative to the point that all eyes were glued to Kevin and the value of the information was such that the only reason the 11 hour days didn't go for 15 hours was Kevin insisting they should stick to the schedule that was developed. For more information on Kevin and his CMC Seminars go to <http://letstruck.com> an updated list of upcoming seminars is usually listed, I would highly recommend attending one of them in the near future to any Owner Operator. Speaking of innovation, there were a handful of Owner Operators whose enrollment and attendance at the course was a prerequisite for being hired on by the company they wanted to contract to.

So what kind of business person are you, are you running your business today the same way you were when capacity was greater and fuels was cheaper a few years ago? If you are you should be realistic as to the results you are getting. Complaining that things are not what they used to be is a ridiculous statement to make and it drives me nuts when I hear this. Things are not what they used to be and never will be again good or bad. Time marches on and as a businessperson your current and future financial results depend on your finding new ways to run leaner and at the same time generate any additional revenue available.

Some questions come to mind that might help some of you get started, such as. With the drive train configuration you have in the truck you have, what is the maximum fuel mileage that can be obtained and are you near or at it, if not why not? What is your cost of maintenance on a per mile basis and is it in line with or better than industry average for your vintage make and model truck? Have you investigated any of the fuel saving aftermarket products that are available, you can ask for references from the seller to assist in your decision, what is the ROI on the investment? Oil bi-pass filtration systems, Centramatic wheel balancers the list goes on and on, and I am not endorsing any of these items other than to say you should be investigating them to see if they might help reduce your operating cost. Are you tracking and measuring your cost and revenue against a sold budget? Success in any business does not come easy but is much easier for those who choose to keep their eyes on the horizon for new knowledge and products to assist in their performance. Keep learning and growing as a business person and you will have the edge on success.

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RJH

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Transrep Inc Newsletter

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

Ray Haight
Kim Richardson

Contact Information

Website www.transrep.ca
Email: 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!

