

# THE TRANSREP Newsletter

## Fresh Solutions for the Transportation Industry



A Monthly Newsletter

March 2013 - Volume 2 - Issue 3

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### OTA Focusing On Young Professionals

By Kim Richardson

The Ontario Trucking Association is introducing some interesting changes for 2013 and beyond. These changes are going to be met with mixed emotions by OTA membership and the industry. With any type of change we always have supporters and critics and of course time will tell and market will decide if the changes were good ones.

For me the biggest change or I guess I should say new thing is the introduction of the Young Professional Group being started. In the near future OTA will be organizing a consulting group consisting of young individuals from membered companies to revitalize the "Next Generation" element of the OTA premier events. The function of the group is to give input and guidance to assist staff in developing opportunities to attract young leaders in the industry to participate in the networking events and other association business functions.

This is really a good project and I have encouraged both my young transportation professionals in the Richardson family to get involved. Dig in, make a difference. They have heard this many times. I do believe that today, tomorrow and into our future our most valuable

resource is not fuel, mining, steel or agriculture, our most valuable resource is our youth. We need to pay attention to what they have to say, their opinions and their direction. Our youth are going to be the future presidents of our companies, the future leaders of our associations and industry.

*Invest in young people**Continued on next page.....*

## OTA Focused on Young Professionals

**Continued.....**

Hats off to the OTA. They have reached out to two very bright young professionals who I have had the opportunity to work with; Lucas Redpath and Joe Gionna. Lucas is an executive with Cummins and Joe is the leader at Today's Trucking. Both these young men have plenty of smarts; know the industry and most importantly they are good role models and good people for our Young Professionals Group. These gentlemen will contribute to the recipe for success of this group, I am confident of that. The other thing I am confident in is that there will be many industry professionals willing to help in the success of this Young Professional Group.

For me personally when I was a young guy finding my way in the industry there was a number of seasoned veterans who helped in my successes. Bill Mackinnon and his lovely wife Lois greeted Lisa and I and sat with us at our first OTA convention. Al Boughton invited me to his suite the same night for cocktails and said if he could help anytime or anywhere to call him. Harry Kowalchyk has been a long time business mentor of mine and very important to me as we grew our business. Many hours have been spent on the phone with this pioneer of the truck training industry. Of course where would I be without my parents, Bud and Joan? Many great lessons, plenty of good advice. These are just a few, but they did make a difference.

For me, it is time to give back. It is time to help out, to guide, to mentor. It is time to "pay it forward" as someone did for me. I hope some of you feel the same way. I hope some

of you commit and invest in our future, our most valuable resource. Our Youth. You see it is quite simple, if we don't pay attention to them, someone else or worse some other industry will and then where will be?

*Kim Richardson is an industry professional, President of KRTS Inc. Partner with Transrep Inc, Publisher of The Rear View Mirror, and Chairman of the Board of Allied Trade Division. He has been in the industry for over 30 years.*

*Kim Richardson*



## FOR IMMEDIATE RELEASE Canadian Trucking Alliance

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### Study: Truck Driver Shortage A Blow to Canadian Economy

*Conference Board of Canada study quantifies driver shortage threat to supply chain and economy*

(Ottawa, Feb. 21, 2013) – Canada could experience a shortage of 25,000 to 33,000 for-hire truck drivers by 2020, disrupting not only the trucking industry, but the Canadian economy and ultimately affecting the well-being of consumers as well, according to a new study released today by the Conference Board of Canada.

The study finds that tens of thousands of current drivers are approaching retirement age and there are "a very small number of young drivers taking their place."

The Canadian Trucking Alliance, which commissioned the study titled *Understanding the Truck Driver Supply and Demand Gap and Implications for the Canadian Economy*, says the findings reflect what the industry has been warning for years – that Canada is on the cusp of a serious shortage of truck driver capacity, which, considering all goods produced are delivered in part by truck, could hamper the Canadian supply chain and drive up prices on store shelves.

"The report quantifies the magnitude of the emerging gap between the supply and demand for professional truck drivers – a looming shortage which could be 14-per cent or more of the entire truck driver population in Canada," said CTA president and Chief Executive Officer, David Bradley. "It's understandable that the challenges of the trucking industry aren't always top of mind in media circles and among decision makers.

*Continued on page 3.....*

CTA Continued.....

## Study: Truck Driver Shortage A Blow to Canadian Economy

However, with \$17 billion in GDP directly tied to the for-hire trucking industry and the indirect impact being far greater, there's little question a driver shortage of this size is a threat to the health and competitiveness of the Canadian economy and this issue is something we as a nation should start thinking about."

[The study](#) estimates that the total economic footprint of the for-hire trucking industry was almost \$37 billion in 2011, resulting in an economic multiplier which is "significantly higher than that of many other business services." Moreover, for-hire trucking supports almost 480,000 jobs in Canada resulting in around \$24 billion in personal income which in turn generates \$4.2 billion in personal income taxes and \$4.1 billion in indirect taxes.

Although the entire Canadian workforce is aging, the Conference Board finds the average truck driver (44.2 years-old, with 20% being over the age of 54) is older than the average Canadian worker (40.2) and the driver population is aging more rapidly than the rest of the labour force. As well, the for-hire trucking industry is faring worse than other sectors, including similar occupations, when it comes to attracting young workers as only 12-per cent of for-hire drivers are under the age of 30.

If productivity improvements are lower than expected in the next seven years, the shortage could exceed 33,000 drivers (not counting private trucking activity). Historically, productivity gains achieved by the highly competitive trucking industry have been quickly passed along to customers, which in turn have been felt by consumers in the form of lower prices for goods, the study notes. However, rising operational costs, increased traffic congestion and delays, more stringent hours-of-service rules in the U.S. and other regulatory challenges mean further contraction of the driver population and "productivity gains in the future will be muted."

"We generally take the benefits of freight transportation for granted, in part because the system typically works well – at least in terms of making a variety of products

available to consumers in a timely fashion," the study notes. "However, disruptions in freight transportation systems can have a rapid impact, reminding consumers of the value of these services."

In the face of increasing demographic pressures, a number of factors could help bridge the supply and demand gap for truck drivers, the Conference Board concludes, including: a significant improvement in industry working conditions and wages; mandatory entry level driver training and upgraded licence standards to achieve a skilled occupation designation; a reorganization of trucking activity and supply chains in order to reduce pressures on long-haul drivers and make better use of their time.

Many of those proposals echo the [recommendations made by the CTA's Blue Ribbon Task Force](#) (BRTF) on the Driver Shortage in its landmark whitepaper released last year. The report examined the labour market challenges in the trucking industry and outlined core values that, if implemented by carriers, could help boost the level of professionalism in the industry and alleviate some capacity pressures. The BRTF whitepaper also said truck driving needed to become recognized as a skilled occupation and called for mandatory entry-level driver training and ongoing skills upgrading; paying drivers for all the work they do and making compensation packages more transparent, among other solutions.

"The parallels between the BTRF report and this most recent Conference Board study are clear," says Bradley. "Professional truck drivers are the industry's most important asset; the true face of the industry who are deserving of respect. They play a crucial role in the overall economy and in our daily lives. Without them, the gears that make Canada run will simply stop."

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## "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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**2013-01-10 6:32 PM**

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[fb.me/1X5F3r5Ho](http://fb.me/1X5F3r5Ho)

**Amy Wilkinson**  
**(@amymwilkinson)**  
**2012-12-12 9:05 AM**

5 key skills for #entrepreneurs. I like the importance of goal-setting and leadership. [ow.ly/gOTJ7](http://ow.ly/gOTJ7) via @Inc

**HootSuite (@hootsuite)**

**2013-01-19 3:05 PM**

How social media turns your employees into a secret PR army: [owl.li/gWxvd](http://owl.li/gWxvd)

**Inc. (@Inc)**

**2013-01-09 11:55 AM**

If you're not testing your online marketing, you're wasting time and money. How to do it, from [@hollisthomases](http://www.hollisthomases.com/2013/01/09/test-your-marketing/) [ow.ly/gFDLW](http://ow.ly/gFDLW)

**Kim Richardson**  
**(@KimWRichardson)**

**2013-02-13 7:15 PM**

Marcello & Kivisto LLC is Transrep's newest customer. Every trucking company needs at their finger tips a great Transportation Law firm.

**Kurtz Trucking**  
**(@KurtzTrucking)**  
**2013-01-21 4:09 PM**

Are You the Positive in Your Industry? [wp.me/p2oGsr-1S](http://wp.me/p2oGsr-1S)

**Meghan M. Biro**  
**(@MeghanMBiro)**  
**2013-02-14 7:45 PM**

How to Make Your Blog an Industry Resource [goo.gl/iENxD](http://goo.gl/iENxD) via [@RyanBiddulph](http://www.ryanbiddulph.com)

**Mike McCarron (@AceMcc)**

**2013-01-08 10:16 PM**

Ditch the press release. Ten ways to rethink your marketing plan in 2013 /via [@globeandmail](http://www.globeandmail.com/report-on-business/marketing/10-ways-to-rethink-your-marketing-plan-in-2013) [m.theglobeandmail.com/report-on-busi...](http://m.theglobeandmail.com/report-on-busi...)

**NAL Insurance**  
**(@NALInsurance1)**  
**2013-02-12 4:48 PM**

We still see way too much texting out there...is that message really that important that you would risk someone's... [fb.me/1TQORJZxF](http://fb.me/1TQORJZxF)

**Undercover Recruiter**  
**(@UndercoverRec)**  
**2013-01-23 6:35 AM**

4 Tips to Clean Up Your Online Presence [bit.ly/XzaG4b](http://bit.ly/XzaG4b)

**WePost Media (@WePostMedia)**  
**2013-02-19 4:00 PM**

The One Core Secret to Social Media Marketing Success [scrbe.me/](http://scrbe.me/)



[Twitter for Transportation](#)  
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# 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

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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!

