

THE TRANSREP Newsletter



Fresh Solutions for the Transportation Industry

A Monthly Newsletter

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Featured Article

*Mentors
by Ray Haight*

Page 1

Featured Article

*Great Things
Happening at
Ontario Trucking
Association
By Kim Richardson*

Page 2

OTA Information

*OTA new website
and golf
tournament
Information*

Page 3

"KimBits"

*Snippets from the
online world of
Kim Richardson*

Page 4

Auction Dates

*Manheim Truck
Auction dates and
information*

Page 5

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- [Website](#)



Mentors

By Ray Haight

Mentor definition; *an experienced and trusted adviser, or an experienced person in a company, college, or school whom trains and counsels new employees or students.*

I recently lost one friend mentor that had an enormous influence on me when I received a call informing me that Mr. Don Urquhart had passed away, he was 84. I worked with Don for many years when I was operating a carrier up until some 8 years ago, the news was sad indeed.

Donny was a salesman through and through, a guy who was equally

comfortable sitting in a corporate boardroom as he was shooting the breeze on the loading dock with drivers and warehouseman. This man was old school when he came to our company he was in his mid sixties and we were just the third job he had ever had. Don was a very good salesperson by the time he was done at our company he was generating in excess of 20 million dollars a year in sales working three days a week about 9 months a year and not breaking a sweat, I would have loved to have seen him in his prime, I can only imagine what he generated, Wow! The rest of the year Don and his precious bride Geraldine traveled with friends all over North America and Don had many friends.

I'll share some of the lessons I learned from Don from way back in the day back when we first started making calls together many years

ago. Some of these lessons might seem obvious but knowing the subtleties of when opportunity knocks many times comes from intuition and the sixth sense that only good sale people seem to have.

1. No is second best answer you can get from a prospective account, people don't want to let you down and many times they will procrastinate, push for the answer and if it is no that will allow you to move on to the next target. Here is the caveat, Don once courted an account for 5 years, every three months or so I would see an expense for lunch with this account.

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Mentors

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As I recall I only questioned him once on it, after all these lunches we were finally awarded a shot at their RFP, almost 10 million in revenue we were awarded 99% of the bid with a 3 year deal with 2 - 1 year renewals to be used at their discretion if they chose to exercise them and they did. We had 99% of this prestigious account cross border freight for over 10 years!

2. People deal with people we all know that but knowing when the time is right to start discussing family and personal like and dislikes, pastimes etcetera is important. Do it to soon and to energetically and you will come off as insincere and transparent with many folks, which might cost you the sale, building relationships take time, invest your time in the right places.

3. I went out with Don 2 to 4 times a month to see folks, I made sure that I shared close relations with our top 20 accounts, but never so close that I couldn't be a 2nd go to person if things happen to go sideways because of an operational or driver error. Proud people/shippers always need to know that they have an escape clause if the owner/president is front line they have no one to fall back on after they have gone through their sales representative and you could be out of the game with no notice.

Don Ism's

- Don't count the freight until it's in the wagon! (Don't Trust Shippers Promises)

- Let's not trade two nickels for a dime! (Cheap Freight sucks reference, let's not waste our time)

- The first 2 don't touch the sides! (Spoken like a true salesman)

- I'd like to have a swing like that in my backyard! (Left to your imagination)

- You don't win today's baseball game on yesterday's score! (Promises of tomorrow don't pay the rent)

- Lets make sure were all singing from the same songbook! (On the same page folks?)

There were a hundred more, Donny made it fun and lightened every mood, I will miss him, and do you have a mentor you should reach out if there is don't wait until it's to late?

Safe Trucking
Rjh

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



Marketing Solutions for the
Transportation Industry



Great Things Happening at Ontario Trucking Association

By Kim Richardson

Recently we held our second meeting with the Allied Trade Board of directors. I must tell you I am so impressed with gentlemen who I am surrounded by at the table and I am proud and honoured to be the Chairman of this fine group.

I admit when I was contacted to see if I was interested in running for the position I said no the first time. Quite frankly I thought there was others who were better suited, more qualified and been around the board longer than I.

I was comfortable being on the board, I have been there for number of years and have always contributed and did my part as an active board member.

Fast forward, the same individuals called again and said we really want you to chair this group and it is going to be some exciting times. After a check with my social convener and loving bride of almost 26 years I threw my hat in the ring and was nominated and named the Chairman at the 2012 Convention.

Now the work was to begin and interesting times was a good choice of words to use by those who recruited me. We have tackled a number of issues and there is a good number of new members on the board from some really great companies. These companies are really great because they have people like these gentlemen on the board representing their firms.

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Great things Happening at Ontario Trucking Association

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One of the biggest misunderstanding I have learned is that most Allied Trade Members do not know they are welcome to come to any board meeting and sit in at the table and be part of the meeting (non voting of course) and learn what is going on, what is going to be going on and participate. What a great opportunity!

If your not a member of the OTA as a carrier or an Allied Trade you're missing the boat. This organization is run and lead by one of the brightest minds in the trucking industry; David Bradley and he has a terrific supporting cast of hard working dedicated individuals. Please take the time and visit and the OTA website, call Joanne Benac at 416 249 7401 and get a package and get involved!

Kim Richardson is Chairman of the Allied Trade Division for the Ontario Trucking Association. He is a loving husband, proud dad, friend to some, acquaintance to many. He loves and lives in Caledonia and is involved in a few businesses; KRTS, The Rear View Mirror and Transrep. To reach Kim email krichardson@krway.com.

New Events Website Live, Registration Opens for OTA Spring Retreat

(April 23, 2013) -- The wait is over! Online registration is now open for the 17th annual OTA Spring Retreat and Golf.

OTA launched a brand new website designed to promote OTA events and make registering easier than ever! Go to otaretreat.ca to learn about this year's exciting new program and to register for the event.

The Spring Retreat is open to all OTA carrier members, non-member carrier invitees and event sponsors – industry veterans and future leaders alike.

Attendees will be able to attend the Board meeting, participate in the discussions and enjoy a private reception, dinner and an evening of laughs with our featured comedian, Graham Chittenden. Then, wind down the evening around the Red Leaves lounge area with industry peers. The next morning, continue networking on the links of the gorgeous Red Rock golf course.

For the first time at the Spring Retreat, OTA has partnered with The Humphrey Group in developing a leadership program designed to help up-and-coming OTA carrier members and event sponsors move beyond the “manager” level and grow into the role of “leader.” Seize the opportunity to attend this unique hands-on workshop developed specifically for our industry's future leaders. For more program details check out otaretreat.ca.

The resort itself has great amenities to offer. Spouses are welcome and typically turn out in significant numbers to enjoy the amenities and network with other spouses.

Later this spring, all of OTA's annual events – including the upcoming inaugural Fall Motorcycle & Car Rally and the new and improved annual Convention -- will also have their own unique websites. The landing homepage for all three OTA events is otapremierevents.ca.

Register soon!

*Marco Beghetto | VP of Communications & New Media,
Ontario Trucking Association/Canadian Trucking Alliance
Phone: 416-249-7401 | Fax: 1-866-713-4188*

Calling all Golfers! 49th Annual OTA Allied Trades Spring Golf Tournament Tuesday, May 14, 2013 – Glencairn Golf Club, Halton Hills, ON

The 49th Annual OTA Allied Trades Spring Golf Tournament is scheduled for Tuesday, May 14, 2013, at the Glencairn Golf Club in Halton Hills. Attached is the registration form for your perusal. Tickets can be ordered by email, mail, fax and picked-up at Glencairn on the day of the event.

FIRST COME FIRST SERVED. Payment must accompany your registration form.

*For more information, contact Yvonne Macaulay
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yvonne.macaulay@ontruck.org | www.ontruck.org*





“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

Keely Jo Frasca (@Keely_Jo)
 2013-03-17 9:53 AM
 Are recruiters hiding behind #socialmedia? theundercoverrecruiter.com/recruiters-hid... via @UndercoverRec

Ken Blanchard (@kenblanchard)
 2013-03-09 2:21 PM
 Poor leadership behavior? It might be your brain’s fault—here’s why dlvr.it/33bzwd

Rick Spence (@rickspence)
 2013-04-20 11:11 AM
 Do You REALLY Know How Your Business Runs? How to be your own "Undercover Boss." profitguide.com/manage-grow/st...

Undercover Recruiter (@UndercoverRec)
 2013-03-09 11:23 AM
 Do You Suffer from Social Network Overload? [INFOGRAPHIC] bit.ly/12CXIQV

Undercover Recruiter (@UndercoverRec)
 2013-03-11 7:14 PM
 5 Ways to Boost Your Twitter Profile bit.ly/LnGurK

Undercover Recruiter (@UndercoverRec)
 2013-03-15 4:19 AM

The Benefits of Using Video Interviews for Recruitment [Infographic] bit.ly/OYzTWO

Allen Smith (@askthetrucker)
 2013-04-02 4:41 PM
 The industry keeps the truck driver shortage myth alive, while it maintains the same practices that it has for... fb.me/2oWhplQ6P

OTA (@OnTruck)
 2012-11-26 3:49 PM
 @OnTruck "benefits smaller carriers more than anyone else" Find out what else we do youtu.be/Wd5oJOlh_9U

OTA (@OnTruck)
 2013-04-01 2:21 PM
 Infographic: Highway safety trucks vs cars ontruck.tv/w5r

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

addicted2success.com/quotes/will-smiths-top-9-inspirational-quotes

www.helium.com/items/1995000-how-not-having-a-social-media-strategy-can-harm-business

[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

manheimheavytruckauctions.com | 866 - Manheim

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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)

Manheim Truck Auction Truck Sales and TRA sales– Page 5

49th Annual OTA Allied Trades Spring Golf Tournament

Tuesday, May 14, 2013 -Page 3

17th Annual OTA Spring Retreat and Golf- Page 3



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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!

