

# THE TRANSREP Newsletter



## Fresh Solutions for the Transportation Industry

A Monthly Newsletter

June 2013 - Volume 2 - Issue 6

**Featured Article**

*Manheim Press  
Release by  
Transrep Inc.*

Page 1

**Featured Article**

*Driving for Profit  
Where is your  
Wellness Plan?*

Page 2

**OTA Information**

*Kriska Press  
Release by  
Mark Seymour*

Page 3

**"KimBits"**

*Snippets from the  
online world of  
Kim Richardson*

Page 4

**Auction Dates**

*Manheim Truck  
Auction dates and  
information*

Page 5

**Follow Us**

[Our Blog](#)  
[Twitter](#)  
[Facebook](#)  
[LinkedIn](#)  
[Website](#)



# TRANSREP

**FOR IMMEDIATE RELEASE**

May 21, 2013 Caledonia, Ont. - Cindy McCrystal became "Specialty Manager" at Manheim Toronto Auto Auction in February 2013. Cindy is responsible for the account management of Manheim Toronto's Truck, Equipment and Highline sales for new and existing customers.



Cindy has a wealth of automotive industry knowledge, project management and leadership experience to assist her in this role. During her 23 year automotive experience Cindy held many roles of increasing responsibility including Manager of New Vehicle Acquisition, Trucks & Equipment and Senior business analyst developing technological services for the automotive business. In her role at Manheim Cindy is charged with re-energizing and growing our Truck Sale. In addition, she will spearhead the growth of our HIGHLINE sales, the expansion of our salvage (TRA) business and explore opportunities in the power sports arena (snow mobiles, jet skis, motorbikes, etc.) all while ensuring a high level of service, growing our consignment with existing and new sellers and increasing our buyer base for these Specialty sales.

"Throughout her career, Cindy has been praised for her unrelenting enthusiasm and passion for the automotive industry and we believe these traits will lead to Cindy becoming a driving force in our continued growth," said Jason de Luca, Assistant General Manager. "Cindy's expertise and leadership will be invaluable to Manheim as we strive to provide our customers with industry-leading service and support."

Cindy McCrystal is located in Manheim Toronto's Milton office and can be reached at 905-875-3000 or at [cindy.mccrystal@manheim.com](mailto:cindy.mccrystal@manheim.com)

For more information about Press Release: Ray Haight CEO Transrep [rhaight@transrep.ca](mailto:rhaight@transrep.ca) 519-820-1632

Kim Richardson President Transrep [krichardson@transrep.ca](mailto:krichardson@transrep.ca) 905-512-0254

## Driving For Profit Event May 2013



Ray Haight was the host of the latest Driving for Profit event in Mississauga, Ontario on May 28, 2013. The program featured Editorial Director Lou Smyrlis from Truck News, Jeff Bryan of Jeff Bryan Trucking, Trevor Kurtz of Brian Kurtz Trucking Ltd., Dave Deitrich of Erb Transportation, and Siphwe Baleka of Prime Inc. The focus was on driver wellness and many took away great information from the seminar. For more information on the program please visit [www.drivingforprofit.com](http://www.drivingforprofit.com)



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



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

### Where is Your Wellness Plan?

At a recent Driving for Profit event the other day the topic of choice was driver health and wellness. A very important topic that should have been addressed a long time ago. The panel discussion featuring some of the major players from the transportation industry from Kurtz Trucking, to Erb Transport, and Prime Inc gave some great information for people or companies wanting to start a wellness program of their own. The programs were showing great strides and benefits to those that decided to get on board. The one thing that was stressed was that it was a lifestyle change and not just a quick diet. Finding ways within your daily routine to make your workplace or team more fit will benefit any company. The costs for bad health can be costly to a company and employees with down time and sick leave.

During my days on the road I was more fit than when I had a desk job. I am not much into the group thing as I prefer to work out on my own, but had a gym membership that could be used at different facilities around North America. I used to take walks at the truck stop or surrounding streets and I

even had a stair stepper in my truck that could be used in the bunk during winter. I prepared many of my own meals as I couldn't afford to eat in truck stops every night. Some people like the formal plan as it helps to get them motivated by working together. Either way health and wellness can be done on the road.

So where is your plan? Having a plan for the workplace can be done inexpensively, and is a matter of getting started. The plan can be as small as posting wellness posters for education or a full blown plan like Prime Inc. with a dedicated coach and formal program. A wellness program can help your team feel and look better, show you care about your employees, improve the atmosphere of the workplace, and reduce health costs. It can even be a great way of marketing for your business. You can't make people exercise or eat right but supplying the information is a great way to get the ball rolling. When I was on the road, figuring out what I was allowed to eat was the biggest problem, the motivation was the easy part.

#### About the Author

Bruce Outridge is a transportation consultant and author of *Running By The Mile*. Transrep Inc. offers marketing and human resource management for the transportation industry. For more information on Transrep Inc. please visit their website at [www.transrep.ca](http://www.transrep.ca)





---

May 21, 2013

## Press Release

### Kriska appoints next Chief Operating Officer

Mark Seymour, President/CEO of Kriska Holdings Limited (Kriska) is pleased to announce the appointment of Jonathan Wahba as its next Chief Operating Officer (COO). Jonathan succeeds Paul Dean after 17 years in this role at Kriska.

Jonathan brings to Kriska many years of experience in the transportation and logistics business. He will lead our efforts in growth through business development and acquisition as well as operational excellence. Most recently, Jonathan served as Vice-President & General Manager of Schneider National's Canadian Division. Prior to joining Schneider National, Jonathan held positions of increasing responsibility at the Canadian National Railway Company, Midland Transport and United Parcel Service. Jonathan holds a bachelor's degree with honours from Queen's University in Kingston, ON.

Kriska is a privately owned full service transportation and logistics service provider based from Prescott, Ontario with operating centers in other parts of the province as well as Quebec. Recently recognized as one of "Canada's 50 Best Managed Companies" for the 14th consecutive year, Kriska has been repeatedly known as one of Canada's safest fleets and consistent service providers.

For more information on Kriska, please visit our website at [www.kriska.com](http://www.kriska.com). For more information on this announcement, please contact Mark Seymour, President/CEO at [mseymour@kriska.com](mailto:mseymour@kriska.com)

Sincerely

Mark Seymour  
President/CEO



**“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

**WomenTruckers (@WomenTruckers)**  
 2013-02-11 7:26 PM  
 Who’s keeping score? Pre-Employment Screening Program (PSP) is driver-info ‘gold standard’ [ow.ly/1Saq9K](http://ow.ly/1Saq9K) #cdltraining #trucking

**WomenTruckers (@WomenTruckers)**  
 2013-05-17 10:58 AM  
 Top 10 Online Trucking Industry Leaders [ow.ly/1WkNMn](http://ow.ly/1WkNMn) #trucking #socialmedia

**doumarcello (@doumarcello)**  
 2013-05-14 6:10 PM  
 Road check approaching. [fleetowner.com/safety/roadche...](http://fleetowner.com/safety/roadche...)

**Francis Hare (@francishare)**  
 2013-05-21 5:15 PM  
 Social Media As A Screening Tool In Truck Driver Recruiting [dld.bz/TBht](http://dld.bz/TBht)

**Guy Broderick (@GuyBroderick)**  
 2013-05-21 4:55 PM  
[ihsa.ca/pdfs/magazine/...](http://ihsa.ca/pdfs/magazine/...) Are you read for the new standards. You should be.

**Mari Smith (@MariSmith)**  
 2013-05-21 6:57 PM  
 Small Business Favors Social Media Over Location Marketing [bit.ly/18c6nDs](http://bit.ly/18c6nDs) via [@fbsmallbiz](http://@fbsmallbiz) [Worth a read!]

**THRSC (@THRSC)**  
 2013-05-10 5:00 AM  
 Visit the THRSC Atlantic Training Portal to find eLearning courses relevant to the trucking industry. Contact... [fb.me/2IZz5HKLe](http://fb.me/2IZz5HKLe)

**Trucker Resource (@TruckerResource)**  
 2013-05-21 6:15 PM  
 Changes for commercial driver medical exam process: The National Registry of Certified Medical Examiners will ... [bit.ly/16Lo6nZ](http://bit.ly/16Lo6nZ)

[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

©2012 Manheim, Inc. All rights reserved. Manheim Buy, Sell, Win. is a trademark of Manheim, Inc. The M logo is a registered trademark of Manheim, Inc.

## 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](http://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**



[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:

Newsletter created by Bruce Outridge /  
Transrep Inc.

Copyright 2012 Transrep Inc.

### **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!

