

THE TRANSREP Newsletter

Fresh Solutions for the Transportation Industry



A Monthly Newsletter

August 2013 - Volume 2 - Issue 8

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Having Skin in the Game

By Kim Richardson

What you would call a win/win for businesses is about two or more partners being involved in a business deal and everyone winning. Over the years at KRTS we have had a number of win/win relationships that have benefited everyone involved. Our latest win/win was a combination of good timing, a little luck and a desire for both parties to excel.

The Scotlynn Group of Companies and KRTS have

recently partnered to offer an opportunity to entry level and existing professional drivers that, since my history of being in this business, has never been offered. The owner of Scotlynn, Scott Biddle is a very interesting young fella. I would describe him as a farmer first, and then as someone who got into trucking by default – a farmer who had produce that needed to be moved.

ScotLynn is not your ordinary trucking company. You get that feeling the moment you pull into downtown Vittoria, Ontario. It is a small farming community with a population of maybe 500 (and I think that includes cats and dogs). You can sense the first-class atmosphere in Scotlynn from the moment you arrive. Starting with the impeccable

grounds, touring the onsite Peterbilt dealership, checking out the second floor gym for staff, observing the clean new equipment, and then meeting the friendly, knowledgeable staff – Scotlynn is a real gem.

Meeting the leader the first time 7 or 8 months ago it was not long before I figured out why. Focused, friendly and passionate were the three words that jumped into my mind instantly. He was also surrounded by some wonderful talent at the boardroom table. So, why were we there? Because he needs drivers, good ones, and quickly. He has tons of business, with both his own goods to move and others.

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Having Skin in the Game

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You see, Scotlynn is the largest grower of pumpkins in North America and the second largest grower of sweetpac corn. 60 percent of what Scotlynn moves is their own produce and the other 40 percent is someone else's.

After talking about what his company's needs were, it was clear we could help them get where they needed to be. In order to do that, we had to discuss what we would need in return. For some in our business, they put a price tag on their grads. For us at KRTS, that does not work. Our business model is to provide exceptional training to create exceptional drivers and then connect them with exceptional companies. The success of our students means more to us than the bottom line on our year-end report. Although cash is king and every business needs black ink, you need more than a balanced set of books to be successful. You need great people and great tools, and in trucking you need great equipment. Since 1989 we have run great equipment – clean, pretty trucks and trailers. I think, some of the nicest in the business. I explained to Scott that our students gravitate to companies in the equipment they learn in. So if we had a ScotLynn truck and trailer, emblazoned with ScotLynn and KRTS logos, it would be a recruiting tool, a real training unit and it would help reach our common goals – win/win. Scott agreed, so we now have a Scotlynn truck and trailer on loan to our facility, and, man is it pretty!

Over the years we have had created some great partnerships. Most are still going, some have fizzled out, ran their course and that happens. One thing that has not fizzled out is the quality of our training that is delivered by some of the best instructors in the business. For that we are very

thankful. Those great instructors are supported by our inside sales and administrative team – hard working caring people who support our culture. You see we're not in the training business, we're in the people business, we strive to do things different and better than our competition just like Scotlynn. Win/win!

About the Author

Kim Richardson is involved in a couple of businesses, KRTS, Transrep and The RearView Mirror. He is the current chairman of the OTA Allied Trade Division. He can be reached at krichardson@krway.com.



TRANSREP

www.transrep.ca



Same Old, Same Old

By Ray Haight

Same old, same old, just as I'm trying to determine the content for this month's article I get an email from a distressed entry level driver who received subpar training, funded by "We The" tax payers and they are of course having an issue finding work. This is again a perfect example of a broken system where substandard training schools are looking for cash and don't care what the outcome is for the student or whether they ever become employed by an acceptable trucking company. When I say acceptable company I refer to a company with a decent finishing program and an infrastructure of support for the newbie's to our industry.

In order for this bad scene to happen of course there needs to be an enabler, some source of money to pay for the training and since we know that the majority of entry level drivers to this industry have their training paid through some source of government assistance. There to help are you and I the taxpayer, so we end up being the enabler and we didn't even get a say in the matter, If this isn't a broke system there never has been one!

Let's go back to the start and try and fix this thing, at some point someone in this great country decided that they wanted to become a truck driver, a good start would be to ensure that training schools had a minimum curriculum standard that they had to live by and that they were audited on a regular basis to ensure that they were in line with the minimum training standards and if they weren't they would be blocked from receiving any students funded by "We The Taxpayers". With that one sensible action we have fixed the majority of the issue, but there is still work to be done, but this is where it starts.

Safe Trucking! Ray.

About the Author

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





"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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Meghan M. Biro
[\(@MeghanMBiro\)](#)
2012-11-28 6:54 AM
 Why Employees Resign #TChat
[#Career goo.gl/Ujyw](#) via
[@ValueIntoWords](#)

Undercover Recruiter
[\(@UndercoverRec\)](#)
2013-07-03 1:18 AM
 Top 10 Features You Must Include in Your Resume [bit.ly/lngyII](#)

Entrepreneurs
[\(@TheSuccessKing\)](#)
2012-12-05 12:50 AM
 Your 5 Major Emotions & How To Channel Each One For Your Success! - [buff.ly/Jjb6II](#)

Peter Sterlacci ([@PeterSterlacci](#))
2013-07-03 3:41 AM
 Does Your Social Media Size Really Matter?
[theundercoverrecruiter.com/social-media-s...](#) via [@UndercoverRec](#)

Entrepreneurs
[\(@TheSuccessKing\)](#)
2012-12-10 1:46 PM
 9 Ways To Deliver An Award Winning Speech [buff.ly/H4oAq4](#)

Bruce Outridge ([@OutridgeEnt](#))
2013-07-17 8:27 PM
 Winning the Entrepreneur Game
[fb.me/1SDtdBpjZ](#)

Guy Broderick ([@GuyBroderick](#))
2013-07-03 6:12 PM
[ontruck.tv/wfy](#) See why Trimac is one of Canada's Premier Carriers. Great video to support the industry

Francis Hare ([@francishare](#))
2013-06-25 4:20 PM
 Six Tips For Using Twitter As A Truck Driver Recruitment Tool
[dld.bz/TBhs](#)

Entrepreneurs
[\(@TheSuccessKing\)](#)
2012-12-12 4:56 AM
 12 Tips For Becoming A Charismatic & Unforgettable Leader - [buff.ly/HZOFXo](#)

Alycia Hall ([@ AlyciaHall](#))
2012-11-30 11:07 PM
 If I had a boss I would want them to be like this... [vsb.li/KTfmv5](#) via [@Inc](#)

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
[\(@MeghanMBiro\)](#)
2012-12-06 3:23 AM
 Podcast: Time Management for Top Performers [goo.gl/iv32x](#) via [@patrickallmond](#)

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



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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)

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Fresh Solutions for the Transportation Industry

www.transrep.ca

Transrep Inc Newsletter

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

Ray Haight
Kim Richardson

About Transrep Inc.

Contact Information

Website www.transrep.ca
Email: info@transrep.ca
Phone: 905-541-3319
Fax:
Newsletter created by Bruce Outridge /
Transrep Inc.
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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!

