

THE TRANSREP Newsletter



Fresh Solutions for the Transportation Industry

A Monthly Newsletter

September 2013 - Volume 2 - Issue 9

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The Perfect Storm

By Ray Haight

Anyone surprised that the latest figures out of the US that suggest that retention rates are on the rise once more with both small and big carriers hovering around the 100% mark. I believe that in Canada we are at lesser turnover rates but still close enough that we are in the same shape, probably 20% less than the US so lets say that were hovering around the 80% average turnover rate, its déjà vu all over again, for what seems the tenth time?

These numbers are of course once again ridiculously high and heading higher, and other than headlines in trade magazines I don't see all that much being done about it. Every other headline on both sides of the

border suggests that drivers are our number one issue in the industry. Bringing new drivers into the industry is hard; the average age of the existing drivers is much greater than other sectors of the economy and a significant threat to the industry etc. Is the perfect storm (Driver Shortage) that we have been hearing about for so long actually right around the corner, who knows?

Certainly the governments on both sides of the border are complacent to say the least they almost seem oblivious to the situation, which in turn encourages it. In the US you've got many lobby groups lead by the powerful CRASH and Public Citizen, two railway funded groups with a war chest that exceeds 50 million dollars lobbying against any change that might make trucking even a little bit more efficient. Their role in the process is to gum up

every piece of legislation that even hints that it might bring efficiency or common sense to the trucking industry, on either side of the border.

The new HOS rules are a great example of their power, the system is now designed to limit available driving time and of course try and treat everyone like they are working at a 9 – 5 bankers job. They don't care to understand that this is not a normal working environment and that trying to apply that paradigm will accomplish nothing but the additional clogging of an already clogged highway system. These groups are there as an obstacle to the industry, they fund senators and congressmen with mounds of cash to ensure they go along with their bidding.

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They do this in spite of the stats that suggest that the industry is safer than it has ever been in its history with the rule that has been in place for the past number of years! Result is drivers leave the industry they can see that they will be out longer on the road and probably make less money because they will certainly be less productive!

No article of mine on this subject would be complete if I didn't mention that both sides of the border continue to allow sub standard training of entry-level drivers to exist and to fund it with our tax dollars. I know I have been beating this drum forever but until this situation changes I will continue to bang that drum as loud as I can. It appears that the FMCSA owns my greatest hope for change, but even that opportunity is a little like waiting for 50 layers of paint to dry, the proposed rule has been over 6 years in the making, are you kidding me. Well at least the proposed rule has got to this stage, Canada seems to be waiting for the US to do all the heavy lifting and when their done we can simply suggest that we have to be compliant to their rule and follow like little puppies on their lead. All this of course is mute unless the rule has some teeth on training curriculum because if it comes out the to white washed by some of the lobby groups involved we'll be no further ahead than we are now. Many people go through substandard training and are unemployable in the industry, these folks end up with no jobs and this situation is paid for by "we the taxpayers" in over 50% of the cases, this does not help the situation when it comes to attracting new entrants to the industry.

The thing to do that many trucking companies don't seem to understand is that the situation is in their control all they have to do is design a strategy to get control over their turnover and execute. To use a baseball saying, it is time for to play some small ball. The reason for this is that it really is all the small things that add to creating a sense of community within a company that people want to stay in and tell their friends to come over and join in.

I am quite often asked for my advice concerning different aspects of trucking including this situation and quite honestly it always surprises me and it reinforces the simple fact that common sense is really not all that common. If a company wants to know what their drivers like or dislike why not ask them, if you want to know

what is the primary issue between your process within the company and the drivers wouldn't you just ask the people inside the walls, the people in the trenches?

This is a great starting point, I would ignore all the editorial that suggest that the numbers are only getting worst, if anything I would use them as a rallying cry to attack the problem. If a company simply looked at each touch point within each of their departments to see if their systems could be improved to make them more driver centric, I believe they would start to improve their turnover almost immediately. Not to say this is a quick fix because it is not, this takes time but it is all the little battles that sometimes with the war!

Any company that accepts 80 –100% turnover as normal is asking for trouble over the next number of years because the Perfect Storm will find you eventually, of this there is no doubt!

Safe Trucking, Rjh

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 Richardson Transportation Specialists Inc. Launches Online Training Highway

By Kim Richardson

Commencing September 1st, 2013 award winning Kim Richardson Transportation Specialists Inc. (KRTS) will launch KRTS Online Training Highway, an extensive library of on-line training courses geared towards the transportation industry. KRTS will offer two different models of KRTS Online Training Highway to their customer base. The first model will be for entry level operators, and model two will be offered to individuals and companies looking for online certification.

KRTS has partnered with CarriersEdge, the leading provider of online driver improvement programs and creator of “Best Fleets to Drive For” to ensure the KRTS Online Training Highway is providing the highest level of on-line education to their customer base. Kim Richardson, President of KRTS commented, “We’re no stranger to online training when it comes to the transportation industry. We were the first educational facility in our industry to offer on-line training. CarriersEdge was our partner then and we are excited for our customers and the industry to take our relationship to a new level. We believe we will offer the best solution and supply the best service and price in the industry.”

A full suite of courses and options will be available online making KRTS a one-stop shop for all training needs. Current KRTS corporate customers will be given steep discounts for the launch of KRTS Online Training Highway, while other fleets and corporations will have an opportunity to take advantage of a limited time offer for enrollment into the KRTS Online Training Highway!

Mark Murrell, President and Co-Founder of CarriersEdge, is pleased with offering this exclusive agreement to KRTS, “Kim Richardson

and his team were one of the first companies we did business with when we entered the transportation sector. They have a long history of doing things the right way and they have an outstanding reputation for offering quality educational programs. We at CarriersEdge benefit from aligning with companies and organizations like KRTS.”



KRTS Online Training Highway will offer one of the largest growing libraries of on-line courses which are easy to use and administer and feature detailed reporting and tracking. “When we were doing our research and development and considering getting into the online space, what we found is there are a number of organizations and companies who offer online training to their customers and membership, but training and education is not their core business. At KRTS training is what we do every day. We’re in tune with the pulse of education in transportation and our team has been doing it really well since 1989,” stated Richardson.

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.





“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

Kim Richardson
 (@[KimWRichardson](#))
 2012-12-01 7:00 AM
 Good read Call Transrep we can help with your 2013 Social Media. 42 Content Marketing Ideas for 2013 [shar.es/6GvVvk](#) via [@ShareThis](#)

KJ Media (@KJTransMedia)
 2013-07-17 10:10 PM
 Over 60% of Truck Drivers are Online: [bit.ly/15lEnFv](#)

Entrepreneurs (@TheSuccessKing)
 2012-12-06 4:44 AM
 The Top 22 Books Every Entrepreneur Must Read - [buff.ly/GHYdHX](#)

Transrep Canada (@TransrepCanada)
 2013-06-26 7:11 AM
 How does your website stack up? [wp.me/p2cRyO-3G](#)

ACS Advertising (@ACSAdvertising)
 2013-07-01 8:48 PM
 New Blog Post! | Trends in Combating the Aging Driver Workforce [ow.ly/2y1RpV](#)

Entrepreneurs (@TheSuccessKing)
 2012-12-16 6:29 AM
 50 Life Lessons Every One Should Know By The Age Of 50 - [buff.ly/P5DrDb](#)

Meghan M. Biro (@MeghanMBiro)
 2012-12-03 3:10 PM
 5 questions for leaders who need to do both [goo.gl/LBvru](#) via [@thehrgoddess](#)

Entrepreneurs (@TheSuccessKing)
 2012-12-09 6:36 PM
 The Top 25 Motivational Quotes For The Movers & The Shakers - [buff.ly/JzTEgA](#)

Smart Trucking Gal (@Smart_Trucking)
 2013-07-06 2:10 PM
 NEW..... Meet Kimmy: a #lady#trucker! [ow.ly/mt4os](#)

Inc. (@Inc)
 2012-12-10 9:31 AM
 6 battle-tested tips on finding and keeping great people (& one tip you don't want to hear) [ow.ly/fUJjj](#) by [@plibin](#)



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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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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!

