

# THE TRANSREP Newsletter



## Fresh Solutions for the Transportation Industry

A Monthly Newsletter

October 2013 - Volume 2 - Issue 10

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*Snippets from the*  
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### Whinners By Ray Haight

Have you ever noticed how ridiculously easy it is to find people who love to complain in this industry? Why is that? I wonder if it's the nature of this beast or if we are all simply preprogrammed to complain. Perhaps there's something in the DNA of truckers that compels us to look at the dark side of everything we see first. I don't think that any of these ideas are correct. I think that as is usually the case, most whiners believe in the "squeaky wheel gets the grease" theory. It's probably a fairly reasonable guess that 20% of drivers do 80% of the whining and these losers will continue their rant until you join their club. Whiners need validation by consensus and will be relentless in their victim stories until they get agreement from those around them. Don't let it happen; this is one club you don't need to belong to.

Trucking has been very good to the last couple of Haight generations and I know there are many of you who can say the same about your own families. I have no reason to complain and am always cautious when I am close to one of these types to not allow myself to get caught up in their negative world. Would I change some of the things I've done in the past? Of course I would – wouldn't most of us? However, one thing I've learned is that regret for the past is a waste of spirit and over my time the good stuff has far outweighed the bad. When you think of what's at the core of what we do, trucking is really a very respectable job. We keep North America functioning. The old worn out slogan "If You Got It A Truck Brought It" still stands tall and is as true today as it ever was. I guess that's why it's never been replaced. We keep everything in tune and functioning like a well-oiled machine and we do it very well. This is an honorable profession and I believe this more so now than at any other time in my lifetime. So here's the common

rant...there's no money in this game... no respect from the public or the shippers... my company takes advantage of its drivers... no one is fair to us... etc., etc., etc., So why keep on trucking? In what other profession would you get the opportunity to see first hand what's happening in all corners of the country without getting bogged down in its minutia? I remember many times creeping through towns at 4 am and wondering if I was seeing more of the locals' surroundings than they do in their 9 to 5 existences. I always felt a little sorry for that person who was stuck on the dock riding a tow motor for eight hours a day...loading and unloading trailers bound for destinations they would never see. Now that's a trap!

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## Whinners Continued.....

By Ray Haight

Was I was envious that they got to go home every night to their families or go out after work for a few drinks with their buddies? Of course I was, but I certainly wasn't envious of being glued to a tow motor all day. I left those docks thinking that an hour or two at that place was plenty for me; I couldn't imagine eight hours a day...five days a week for 30-plus years. Not this cowboy! Those people will never experience the golden moments that come along once in a while for most drivers. I've had more than a few and I remember one in particular that happened on a trip to Sacramento. I was quite young at the time and had been trucking for about three years. I was in Nevada on I-80 when I woke up one morning before dawn... I had an egg, got cleaned up, and was down the road before the sun broke through. The next hour was as close to perfection as any driver can imagine. I came over a high plane and could see the road straight ahead of me for miles without another car or truck in sight. My drivers' side window was down and my arm was hanging out and the temperature was perfect as a bright red sun broke through the morning over my shoulder and onto the road and the rock cut around me. The country tune playing softly on the stereo still let me hear the rhythmic sound of the engine as it powered me effortlessly through the desert. At that moment in time all was right with the world.

This is one of many memories that stand out for me in my ten years of driving, memories that people in other jobs won't come close to and memories that I wouldn't trade for the world.

I also recall 30 years ago, loading out of London, Ontario and headed to Texas when I saw a pretty little girl on a tow motor sliding skids onto a trailer. I was preoccupied all the way to Texas and back and finally worked up the nerve to ask her out. 36 years later... my wife Connie and I will celebrate 37 years of marriage in a couple months. The moral of the story is "keep your eyes wide-open drivers... you never know what you might find on the dock and some of it's pretty damn good".

Oh yah the other moral here is Don't fall into the victim trap that many drivers like to rant about. The world isn't out to get you unless the paranoia-driven drivel of a few is what you focus on. This is a great industry full of fantastic people and I am fortunate to be able to call many of them my friends. Life is what you make of it no matter what you decide to do with it. Focus on what's good and not on what might go wrong from time to time. Believe me, if you do you will be able to draw on those golden memories forever.

What do you think?  
Feel free to drop me a line on this idea.  
Take Good Care & Safe Trucking!

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

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## Wait Time Is Costing Us Big Time

By Kim Richardson

Currently, as I write this, someone who wants to get tested for an AZ license at a Drive Test Centre in the Province of Ontario is closing in on two months to be tested. This is from the time you complete your AZ written test. This is frustrating, to say the least, for someone wanting to enter the trucking industry, frustrating for the carriers who need drivers and frustrating for those who are in the business of teaching the new entry level drivers. Frankly, in most cases the client cannot wait. They do not have enough funds to support themselves while they attend school for 6 weeks and then have to wait for a road test for possibly 2 months. We are losing really good potential entry level drivers to other businesses and industries. This is very unfortunate. As this issue with the Test Centres continues, the industry will feel the effects. The problem is not in certain areas of Ontario, it is across the board.

We have talked to other liked minded educational facilities in our industry as well as the management at the Drive Test Centres and senior management at the Ministry of Transportation. Depending on who you talk to you get different answers. We have heard everything from “It’s because they are working out the bugs in the new automated booking system”, to “There are too many commercial road testers taking time off at the same time and they do not have enough commercial testers to meet the need of commercial testing”. Honestly, I get any and all of these explanations BUT the problem has been going on across the Province for almost a year and we are hearing nothing about how it is going to be fixed.

Who needs take the heat on this? It is not the examiners – that is for sure. They want to do their job, do it well, and in most cases they do. I have met some pretty good examiners in my day and quite frankly they have nothing to do with the problem we are having booking road tests. This falls squarely on the lap of management and the senior decision makers.

Here is what I believe. I believe the testing of commercial drivers seeking a Class AZ or DZ road

test should be delivered 3rd party and should be administered by the industry with assistance from the government. They, the government can continue to make sure we are playing by the rules and continue to get their piece of the pie by administering the paper work. A third party testing agency can be developed and run by preferably one of our industry leading groups like the Ontario Trucking Association or some other like-minded industry association. Other industries do it – gas, electrical, construction. Why not trucking?

I don't have all the answers and do not pretend to, but I do know this. If we as an industry do not do something to fix the problem we are not going to get the necessary professional drivers to fill the gap. The driver shortage is here and we need to replace our retiring professionals with good entry level drivers who are properly trained and properly tested. We need to make it appealing and affordable for those thinking about our industry as a long term sustainable career choice.

Do you have any suggestions? Give me a call or drop me a line.

### About the Author

Kim Richardson is the Chairman of the Allied Trade Division for the Ontario Trucking Association. He is a loving husband, proud father and grandfather, and friend or acquaintance to many in and out of the trucking industry. He loves and lives in Caledonia and is involved in a few businesses; KRTS, The Rear View Mirror and Transrep. For more information, contact Kim at [krichardson@krway.com](mailto:krichardson@krway.com) or 1-800-771-8171 x 201.





**“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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**Kim Richardson**  
 (@[KimWRichardson](#))  
 2012-12-01 7:00 AM  
 Good read Call Transrep we an 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  
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WIN.**



For more information on the sale please contact  
Cindy McCrystal at 905-875-3000



Physical Auctions | Digital Auctions | Specialty Auctions | Salvage Auctions  
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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](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)

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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!

